22-041566-01 - 20th - 22th June 2022
PUBLIC
- Quantitative research about the impact of harmful, but legal, content online - Wave 2
UK general public

Q4. How safe, if at all, do you feel when doing the following online? - Summary
All participants

	Q4. How safe, if at all, do you feel when doing the following online?			
	Browsing social media, including viewing video content shared by other people	Posting, commenting or interacting on social media	Playing online games where you interact with other people	Talking to people on dating apps or other messaging apps
	(A)	(B)	(C)	(D)
Unweighted base	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140
Very safe (4)	183 16% D	167 15% D	170 15% D	134 12%
Fairly safe (3)	554 49% BCD	512 45% CD	297 26%	256 22%
Not very safe (2)	133 12%	159 14%	160 14%	181 16% A
Not at all safe (1)	49 4%	49 4%	60 5%	105 9% ABC
Don't know	79 7%	69 6%	80 7%	73 6%
This does not apply to me	129 11%	174 15% A	365 32% AB	381 33% AB
Prefer not to say	13 1%	9 1%	8 1%	10 1%
NET: Safe	736 65% BCD	679 60% CD	466 41% D	390 34%
NET: Not safe	182 16%	208 18%	220 19% A	286 25% ABC
Net Diff	554 49%	471 41%	246 22%	104 9%
Mean	2.90 CD	2.90 D	2.80 D	2.60

PUBLIC
Quantitative research about the impact of harmful, but legal, content online - Wave 2
UK general public

Q4. How safe, if at all, do you feel when doing the following online? - Summary
All participants except those answering not applicable

	Q4. How safe, if at all, do you feel when doing the following online?			
	Browsing social media, including viewing video content shared by other people	Posting, commenting or interacting on social media	Playing online games where you interact with other people	Talking to people on dating apps or other messaging apps
	(A)	(B)	(C)	(D)
Unweighted base	1027	981	790	782
Weighted base	1011	966	775	759
Very safe (4)	183	167	170	134
	18%	17%	22%	18%
			ABD	
Fairly safe (3)	554	512	297	256
	55%	53%	38%	34%
	CD	CD		
Not very safe (2)	133	159	160	181
	13%	16%	21%	24%
		A	AB	AB
Not at all safe (1)	49	49	60	105
	5%	5%	8%	14%
			AB	ABC
Don't know	79	69	80	73
	8%	7%	10%	10%
			AB	B
Prefer not to say	13	9	8	10
	1%	1%	1%	1%
NET: Safe	736	679	466	390
	73%	70%	60%	51%
	CD	CD	D	
NET: Not safe	182	208	220	286
	18%	22%	28%	38%
		A	AB	ABC
Net Diff	554	471	246	104
	55%	49%	32%	14%
Mean	2.90	2.90	2.80	2.60
	CD	D	D	

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

Overlap formulae used

ColumnProportions (5%): A/B/C/D   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D   Minimum Base: 30(**) Small Base: 100(*)

22-041566-01 - 20th - 22th June 2022
PUBLIC
DCMS/Ipsos - Quantitative research about the impact of harmful, but legal, content online - Wave 2
UK general public

Q5. Thinking about legal but harmful content online, which of the following statements is closest to your view?

Ask all who consented to answer about harmful but legal content

	Total	Gender		Age									Region							Employment status		Social grade				Income					Education		Ethnicity		Marital Status			Child in household		Party preference			2019 Vote		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	NET: 16-34	NET: 35-54	NET: 55+	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Working	Not working	AB	C1	C2	DE	Up to £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Refused	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	None	At least one	Conservative	Labour	Other	Conservative	Labour	Other
	(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)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	1140	539	593	182	221	188	211	168	170	403	399	338	263	280	245	152	54	96	50	749	391	512	328	108	192	246	268	258	267	101	579	561	998	126	710	313	117	700	440	246	340	225	341	281	268
Weighted base	1140	561	571	171	210	193	210	187	169	381	402	357	264	286	250	156	53	98	33	725	415	305	336	243	256	286	281	255	211	108	498	642	1004	120	697	329	114	704	436	238	341	218	341	280	247
Strongly agree that there should be limits to the types of content people can post online, even if it impacts on freedom of speech	485	229	254	49	77	72	92	97	99	126	163	195	127	121	96	56	21	47	17	283	202	131	132	106	115	130	142	85	83	45	200	285	442	39	316	106	63	320	165	121	141	86	179	113	94
	43%	41%	45%	29%	37%	37%	44%	52%	58%	33%	41%	55%	48%	42%	38%	36%	40%	48%	52%	39%	49%	43%	39%	44%	45%	45%	51%	34%	39%	42%	40%	44%	44%	32%	45%	32%	55%	45%	38%	51%	41%	40%	53%	40%	38%
2	175	58	115	22	26	33	38	27	28	48	71	55	27	53	56	16	8	10	4	113	62	49	69	29	27	39	40	36	42	18	86	89	159	16	104	51	20	114	61	32	61	31	52	44	41
	15%	10%	20%	13%	12%	17%	18%	14%	17%	13%	18%	15%	10%	18%	23%	10%	16%	10%	13%	16%	15%	16%	21%	12%	11%	14%	14%	14%	20%	17%	17%	14%	16%	13%	15%	15%	18%	16%	14%	13%	18%	14%	15%	16%	17%
3	148	83	64	39	39	24	18	15	13	78	43	28	40	30	29	24	11	13	2	108	41	44	44	32	31	34	34	38	26	16	71	77	130	19	79	60	9	81	67	27	41	40	36	39	36
	13%	15%	11%	23%	19%	13%	9%	8%	8%	21%	11%	8%	15%	11%	12%	15%	20%	13%	7%	15%	10%	14%	13%	13%	12%	12%	12%	15%	13%	15%	14%	12%	13%	16%	11%	18%	8%	12%	15%	11%	12%	19%	11%	14%	14%
4	89	42	45	13	22	18	17	12	7	35	35	19	16	18	26	15	2	7	6	58	31	19	28	25	17	22	20	26	17	4	39	50	75	13	54	25	10	46	43	8	36	17	17	35	19
	8%	8%	8%	8%	10%	9%	8%	6%	4%	9%	9%	5%	6%	6%	10%	9%	4%	7%	18%	8%	7%	6%	8%	10%	7%	8%	7%	10%	8%	4%	8%	8%	7%	11%	8%	7%	9%	7%	10%	3%	11%	8%	5%	12%	8%
Strongly agree that there should be no limits to the types of content people can post online, even if it causes harm to others	112	79	33	24	19	27	17	17	8	43	44	25	22	33	24	23	2	8	1	82	31	32	26	18	37	18	23	42	21	8	60	53	92	17	78	31	3	56	57	31	28	26	34	22	28
	10%	14%	6%	14%	9%	14%	8%	9%	5%	11%	11%	7%	8%	11%	9%	15%	4%	9%	3%	11%	7%	10%	8%	8%	14%	6%	8%	16%	10%	8%	12%	8%	9%	14%	11%	9%	3%	8%	13%	13%	8%	12%	10%	8%	11%
Neither	64	39	25	11	11	7	19	9	7	22	26	16	16	16	10	6	7	9	1	46	23	16	14	22	12	24	11	14	7	8	20	44	53	8	34	26	4	43	21	6	19	11	9	15	17
	6%	7%	4%	6%	5%	4%	9%	5%	4%	6%	6%	4%	6%	6%	4%	4%	13%	9%	3%	6%	6%	5%	4%	9%	5%	8%	4%	6%	3%	8%	4%	7%	5%	7%	5%	8%	4%	6%	5%	3%	6%	5%	3%	5%	7%
Don't know	52	23	28	6	9	12	7	10	7	16	19	17	15	9	10	11	2	4	1	30	22	13	21	5	13	16	8	8	14	6	19	33	45	6	29	19	4	34	18	13	14	5	13	12	13
	5%	4%	5%	4%	4%	6%	3%	5%	4%	4%	5%	5%	6%	3%	4%	7%	3%	4%	4%	4%	5%	4%	6%	2%	5%	6%	3%	3%	7%	5%	4%	5%	5%	5%	4%	6%	3%	5%	4%	6%	4%	2%	4%	4%	5%
Prefer not to say	14	7	6	6	6	-	1	1	1	12	1	1	2	5	-	6	1	-	-	11	3	3	2	6	3	2	4	4	1	2	2	12	10	3	2	12	-	10	4	-	1	-	1	1	-
	1%	1%	1%	3%	3%	-	*	*	1%	3%	*	*	1%	2%	-	4%	1%	-	-	1%	1%	1%	*	2%	1%	1%	1%	2%	1%	2%	*	2%	1%	3%	*	3%	-	1%	1%	-	*	-	*	*	-
NET: Agree with Statement A	660	286	370	71	104	105	130	124	127	175	235	251	154	174	153	72	29	57	21	396	264	181	201	135	143	169	181	122	125	63	286	374	600	55	420	157	83	434	226	153	203	117	231	157	135
	58%	51%	65%	42%	49%	54%	62%	66%	75%	46%	58%	70%	58%	61%	61%	46%	55%	59%	65%	55%	64%	59%	60%	56%	56%	59%	65%	48%	59%	58%	57%	58%	60%	46%	60%	48%	73%	62%	52%	64%	59%	54%	68%	56%	54%
NET: Agree with Statement B	201	121	78	38	41	44	35	29	15	79	79	44	37	51	49	38	4	15	7	140	62	51	53	44	54	41	43	68	38	12	99	102	167	30	132	56	13	102	100	38	65	43	51	56	47
	18%	22%	14%	22%	20%	23%	16%	15%	9%	21%	20%	12%	14%	18%	20%	24%	8%	15%	21%	19%	15%	17%	16%	18%	21%	14%	15%	27%	18%	11%	20%	16%	17%	25%	19%	17%	12%	14%	23%	16%	19%	20%	15%	20%	19%

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

Overlap formulae used

ColumnProportions (5%): 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,Z/a/b/c/d,e/f,g/h,i/j/k,l/m,n/o/p,q/r/s Minimum Base: 30(**) Small Base: 100(*)

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

PUBLIC

MS/Ipsos - Quantitative research about the impact of harmful, but legal, content online - Wave 2

UK general public

Q7. Which, if any, of the following did you do as a result? - Summary

All that had seen, heard or read legal but harmful content

	Q7. Which, if any, of the following did you do as a result?					
	racist abuse	sexist abuse	other abusive content	content promoting or advocating eating disorders	content promoting or advocating self-harm	content promoting or advocating suicide
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	350	320	41	155	181	156
Weighted base	328	299	44	140	166	138
Reported it to the platform or app	139 42% EF	130 44% EF	24 54% **	55 39%	53 32%	43 31%
Unfollowed, blocked or unfriended the user	130 40% DF	109 37% D	19 44% **	36 26%	53 32%	40 29%
Reduced the amount of time I spent on the platform or service	60 18%	48 16%	5 11% **	26 18%	34 21%	27 20%
Stopped using the platform or service altogether	34 10%	38 13%	2 5% **	20 14%	31 19% A	27 20% A
Closed my account	17 5%	24 8%	2 4% **	15 11% A	19 11% A	16 11% A
Reposted/forwarded what I had seen to say it is wrong	45 14%	34 11%	2 5% **	28 20% B	23 14%	22 16%
Reported what I had seen to the Police	23 7%	18 6%	1 1% **	20 14% AB	22 13% AB	19 14% AB
Contacted the user responsible	27 8%	28 9%	3 7% **	21 15% A	31 19% AB	22 16% AB
Other (Please specify)	3 1% B	-	3 7% **	2 1% B	2 1% B	3 2% B
I took no action	36 11% F	37 12% EF	13 30% **	12 8%	10 6%	6 5%
Don't know	7 2%	5 2%	- - **	2 2%	3 2%	3 2%
Prefer not to say	9 3%	7 2%	- - **	1 1%	2 1%	1 1%

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F   Minimum Base: 30(**) Small Base: 100(*)

MS/Ipsos - Quantitative research about the impact of harmful, but legal, content online - Wave 2

UK general public

Q8. You mentioned that you took no action following the other abusive content you saw. Why was that? - Summary

All that took no action following seeing, hearing or reading legal but harmful content online

Caution: small base sizes. Results should be taken as indicative only

	Q8. You mentioned that you took no action following the other abusive content you saw. Why was that?					
	racist abuse	sexist abuse	other abusive content	content promoting or advocating eating disorders	content promoting or advocating self-harm	content promoting or advocating suicide
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	34	36	10	13	8	8
Weighted base	36	37	13	12	10	6
I didn't think that reporting the content would make a difference	14 40% **	18 50% **	5 40% **	4 38% **	5 47% **	2 33% **
I didn't have the time to report it	1 3% **	1 3% **	- - **	- - **	- - **	- - **
I didn't see a need to report it	4 11% **	3 7% **	- - **	2 15% **	- - **	1 9% **
I couldn't be bothered to report it	1 3% **	3 8% **	2 11% **	* 3% **	3 29% **	- - -
I think people should be able to say what they like on social media	3 8% **	5 15% **	1 4% **	2 14% **	- - **	- - **
I didn't know how to report it	6 15% **	3 7% **	1 6% **	2 16% **	1 8% **	2 25% **
Other (Please specify)	6 16% **	4 12% **	5 34% **	3 25% **	2 18% **	2 33% **
Don't know	2 5% **	4 10% **	- - **	1 11% **	2 16% **	- - **
Prefer not to say	3 7% **	- - **	1 8% **	- - **	- - **	- - **

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

MS/Ipsos - Quantitative research about the impact of harmful, but legal, content online - Wave 2

UK general public

Q9A. Thinking now about all the times when you use the internet, how concerned, if at all, are you about each of the following? - Summary

Ask all who consented to answer about harmful but legal content

	Q9A. Thinking now about all the times when you use the internet, how concerned, if at all, are you about each of the following?					
	Seeing, hearing or reading racist abuse	Seeing, hearing or reading sexist abuse	Seeing, hearing or reading other abusive content	Seeing, hearing or reading content promoting or advocating eating disorders	Seeing, hearing or reading content promoting or advocating self-harm	Seeing, hearing or reading content promoting or advocating suicide
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1140	1140	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140	1140	1140
Very concerned (4)	372 33% CD	351 31% C	323 28%	338 30%	395 35% BCD	445 39% ABCDE
Fairly concerned (3)	401 35% F	407 36% DEF	419 37% DEF	363 32% F	365 32% F	305 27%
Not very concerned (2)	195 17%	194 17%	220 19% E	228 20% ABE	187 16%	204 18%
Not at all concerned (1)	87 8%	95 8%	85 7%	104 9% C	99 9%	89 8%
Don't know	70 6%	74 7%	80 7%	90 8% AE	73 6%	84 7%
Prefer not to say	16 1%	19 2%	14 1%	17 1%	21 2%	13 1%
NET: Concerned	773 68% CD	758 67% D	742 65% D	700 61%	760 67% D	749 66% D
NET: Not concerned	281 25%	288 25%	305 27%	332 29% ABEF	287 25%	293 26%
Net Diff	491 43%	470 41%	437 38%	368 32%	473 42%	456 40%
Mean	3.00 CD	3.00 D	2.90	2.90	3.00 CD	3.10 BCDE

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

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F   Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

MS/Ipsos - Quantitative research about the impact of harmful, but legal, content online - Wave 2

UK general public

Q9B. And thinking about any of the times your family or friends use the internet, how concerned, if at all, are you for them about each of the following? - Summary

Ask all who consented to answer about harmful but legal content

	Q9B. And thinking about any of the times your family or friends use the internet, how concerned, if at all, are you for them about each of the following?					
	Seeing, hearing or reading racist abuse	Seeing, hearing or reading sexist abuse	Seeing, hearing or reading other abusive content	Seeing, hearing or reading content promoting or advocating eating disorders	Seeing, hearing or reading content promoting or advocating self-harm	Seeing, hearing or reading content promoting or advocating suicide
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1140	1140	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140	1140	1140
Very concerned (4)	384 34%	385 34%	366 32%	381 33%	420 37% ABCD	454 40% ABCDE
Fairly concerned (3)	363 32% F	385 34% EF	412 36% ADEF	372 33% EF	332 29%	316 28%
Not very concerned (2)	184 16%	177 16%	178 16%	186 16%	169 15%	178 16%
Not at all concerned (1)	91 8%	93 8%	78 7%	96 8% C	100 9% C	86 8%
Don't know	104 9% B	92 8%	97 8%	96 8%	109 10% B	96 8%
Prefer not to say	12 1%	10 1%	9 1%	9 1%	11 1%	10 1%
NET: Concerned	748 66%	770 68% A	778 68% A	753 66%	752 66%	770 68%
NET: Not concerned	276 24%	269 24%	256 22%	281 25%	268 24%	264 23%
Net Diff	472 41%	500 44%	521 46%	472 41%	483 42%	506 44%
Mean	3.00	3.00	3.00	3.00	3.10	3.10 ABCDE

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

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

Quantitative research about the impact of harmful, but legal, content online - Wave 2

UK general public

Q10. How likely or unlikely do you think it is that you will see, hear or read legal but harmful content when you do any of the following? - Summary

Ask all who consented to answer about harmful but legal content

	Q10. How likely or unlikely do you think it is that you will see, hear or read legal but harmful content when you do any of the following?			
	Browsing social media, including viewing video content shared by other people (A)	Posting, commenting or interacting on social media (B)	Playing online games where you interact with other people (C)	Talking to people on dating apps or other messaging apps (D)
Unweighted base	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140
Very likely (4)	183 16% D	157 14%	154 14%	134 12%
Fairly likely (3)	346 30% CD	330 29% CD	220 19%	224 20%
Not very likely (2)	257 23% CD	236 21% D	202 18%	187 16%
Not likely at all (1)	84 7%	102 9%	108 9% A	100 9%
Don't know	102 9%	119 10% C	83 7%	102 9%
This does not apply to me	154 14%	182 16% A	360 32% AB	380 33% AB
Prefer not to say	13 1%	15 1%	14 1%	12 1%
NET: Likely	529 46% BCD	487 43% CD	374 33%	358 31%
NET: Not likely	342 30% D	337 30% D	309 27%	288 25%
Net Diff	187 16%	150 13%	65 6%	71 6%
Mean	2.70	2.70	2.60	2.60

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

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ntitative research about the impact of harmful, but legal, content online - Wave 2

UK general public

Q11. To what extent do you agree or disagree with each of the following statements? - Summary

Ask all who consented to answer about harmful but legal content

	Q11. To what extent do you agree or disagree with each of the following statements?		
	I should be able to choose what sort of content I see on the social media platforms I use	Social media companies should be clear about what sort of content is and isn't allowed on their platform	If a social media company does not allow legal but harmful content they should have a process in place to identify and remove it
	(A)	(B)	(C)
Unweighted base	1140	1140	1140
Weighted base	1140	1140	1140
Strongly agree (2)	386 34%	593 52% A	564 49% A
Tend to agree (1)	378 33% BC	301 26%	312 27%
Neither agree nor disagree (0)	169 15% BC	129 11%	122 11%
Tend to disagree (-1)	59 5% B	30 3%	44 4%
Strongly disagree (-2)	42 4% B	20 2%	31 3%
Don't know	90 8% BC	50 4%	55 5%
Prefer not to say	17 1%	17 1%	12 1%
NET: Agree	764 67%	894 78% A	876 77% A
NET: Disagree	101 9% BC	50 4%	75 7% B
Net Diff	663 58%	843 74%	800 70%
Mean	1.00	1.30 AC	1.20 A

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

Overlap formulae used

ColumnProportions (5%): A/B/C   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C   Minimum Base: 30(**) Small Base: 100(*)