

# Ipsos Online Safety

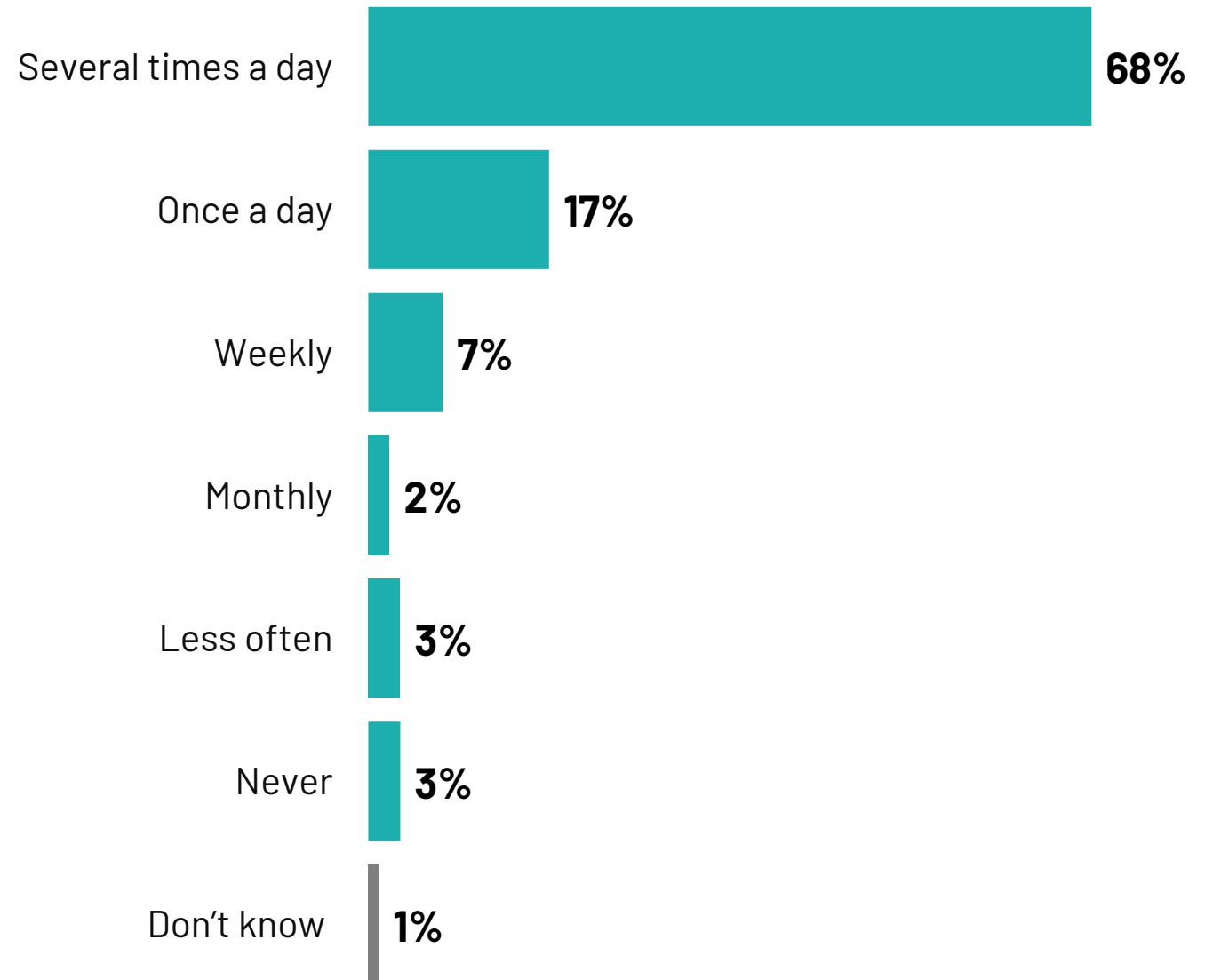
March 2025

# Two in three parents say their child / children use the internet several times a day.

To the best of your knowledge, how often does your child /do your children use the internet including when they may not be at home such as at school/nursery or with other family members?

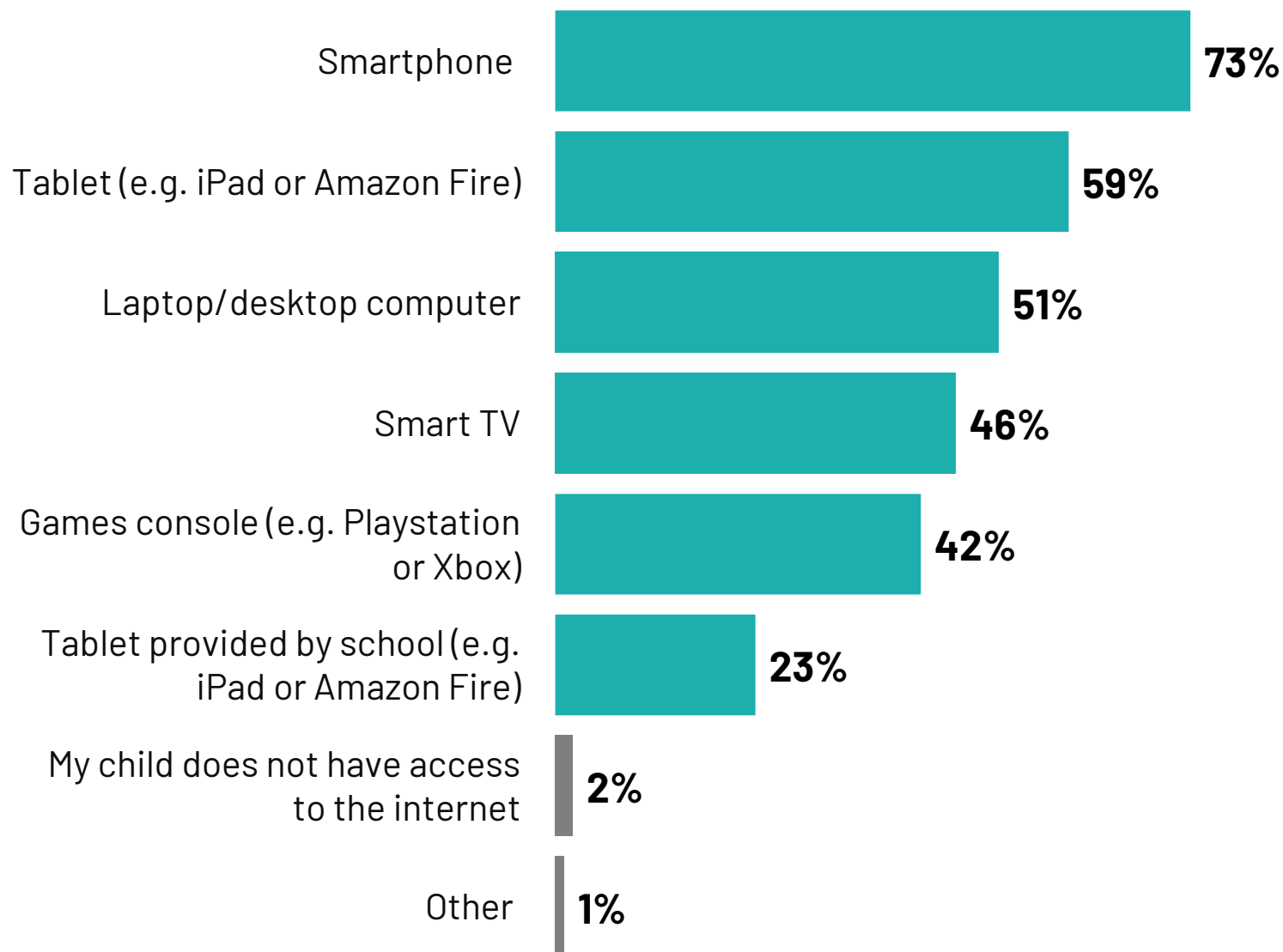
This might be for social media, online gaming, online purchases, online schoolwork, watching videos online, etc.

**Base: 622** Online British parents aged 23-65 with a child/children aged 5-16 years in Great Britain, 27-28 March 2025



# Smartphones and tablets are the most used devices by children to access the internet.

Which, if any of the following devices does your child / do your children use to access the internet? Please select all that apply for any of your children.



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# Almost 2 in 3 parents say a child of theirs has a screen with internet access in their bedroom

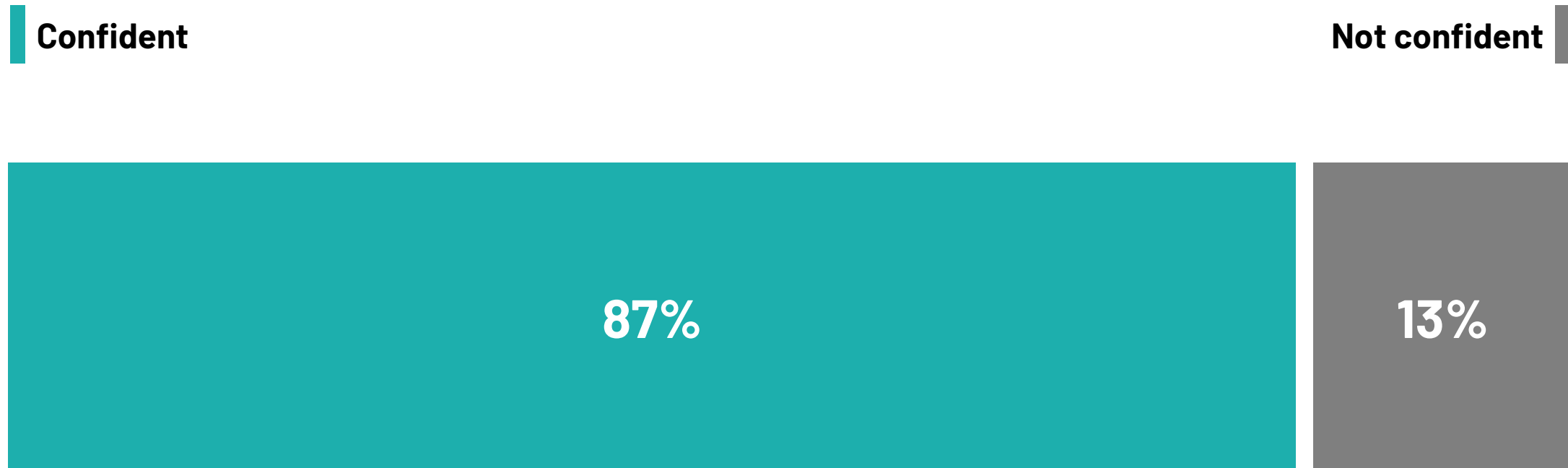
Does your child/ do any of your children have a computer or any other screens with access to the internet that they use in their bedroom?



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# 1 in 7 parents are not confident they know what their children are seeing or hearing online.

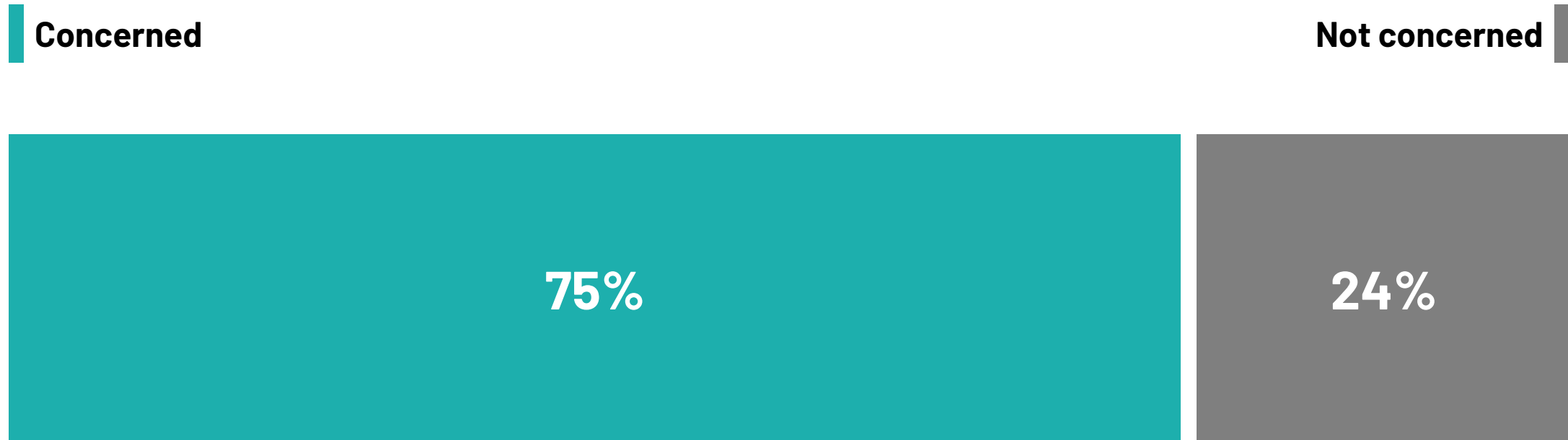
How confident are you that you know what your child is/ children are seeing or hearing online?



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# Three in four parents are concerned about what children in general are seeing, hearing or doing online.

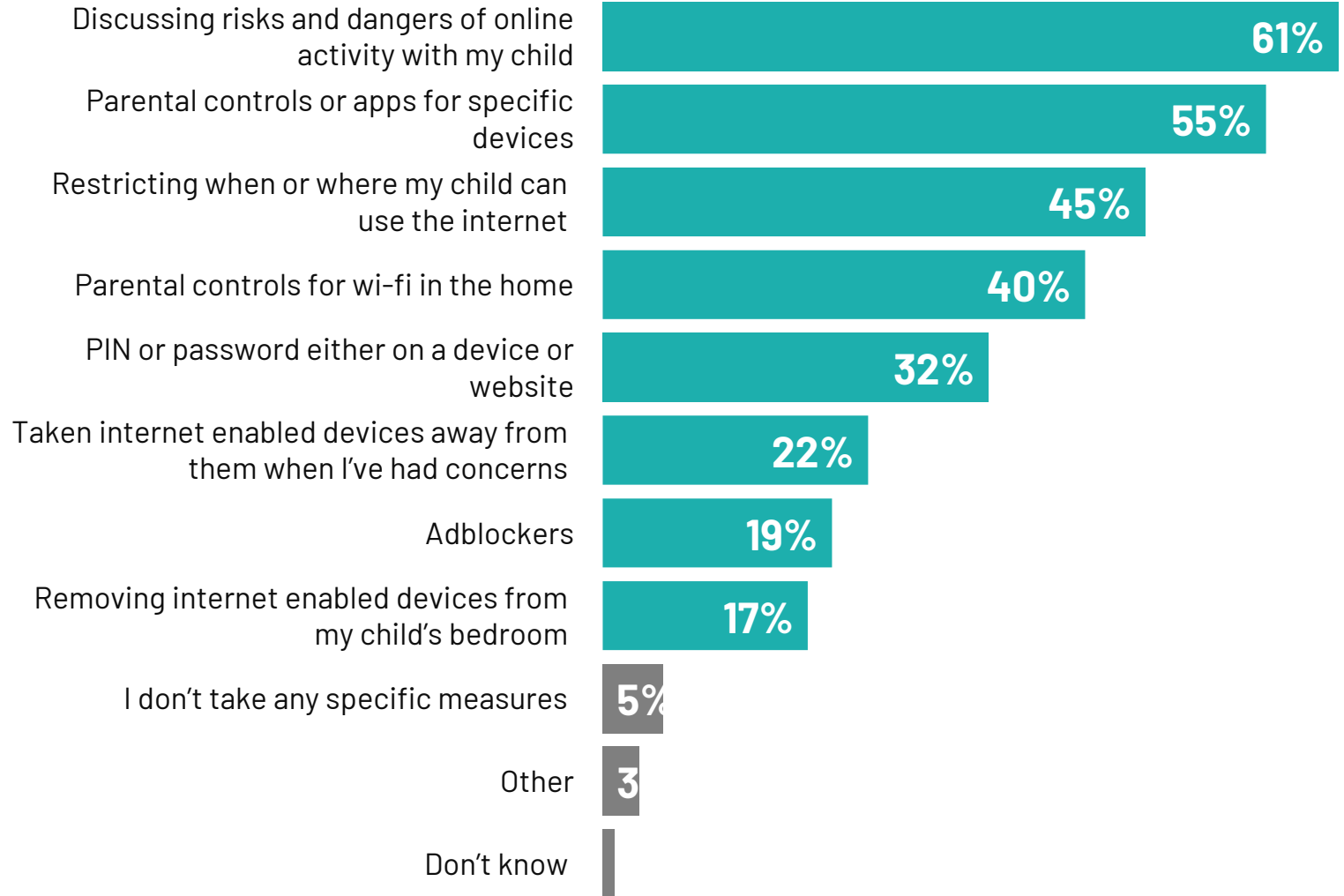
To what extent, if at all, are you concerned about what children in general are seeing, hearing or doing online?



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# Parents are most likely to have had discussions about the risks of online activity with their children as a protection measure. Parental controls / restrictions on behaviour are common approaches too.

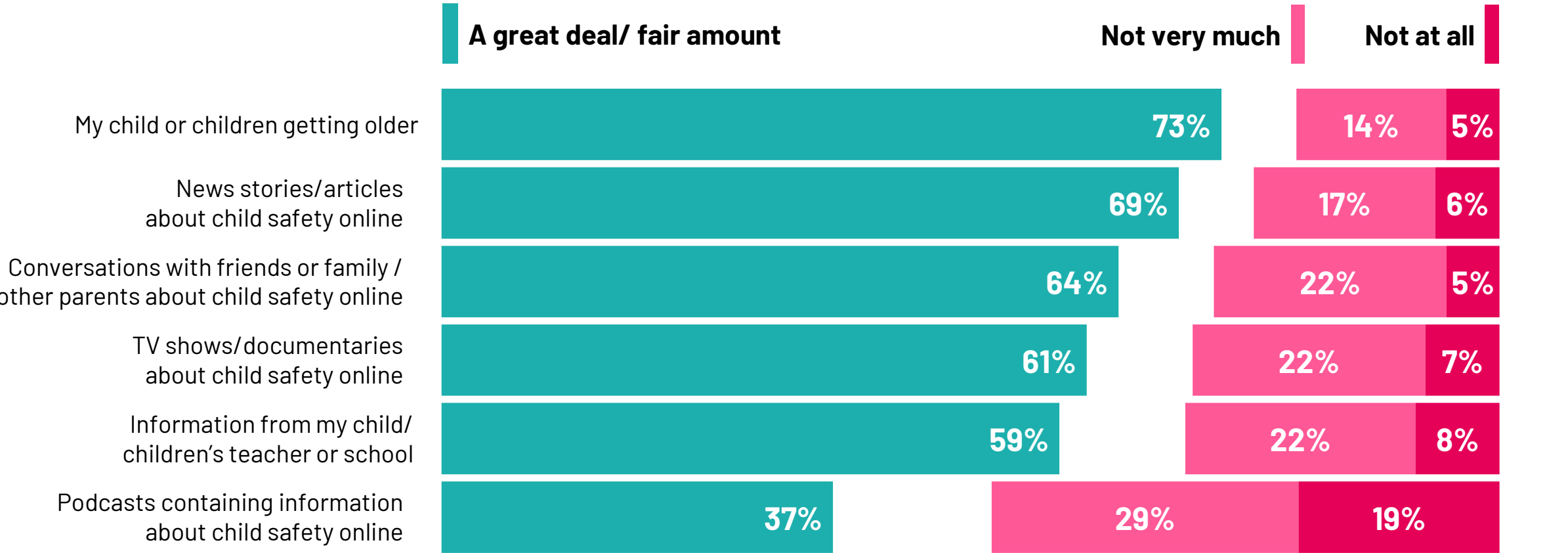
Which of the following measures, if any, do you take or have you taken to try and protect your child or children online?  
Please select all that apply.



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# Parents say that their children getting older is most likely to prompt additional measures to protect them – followed by news stories and conversations with others.

To what extent, if at all, have any of the following made you more likely to take additional measures to protect your child or children online in the past month?



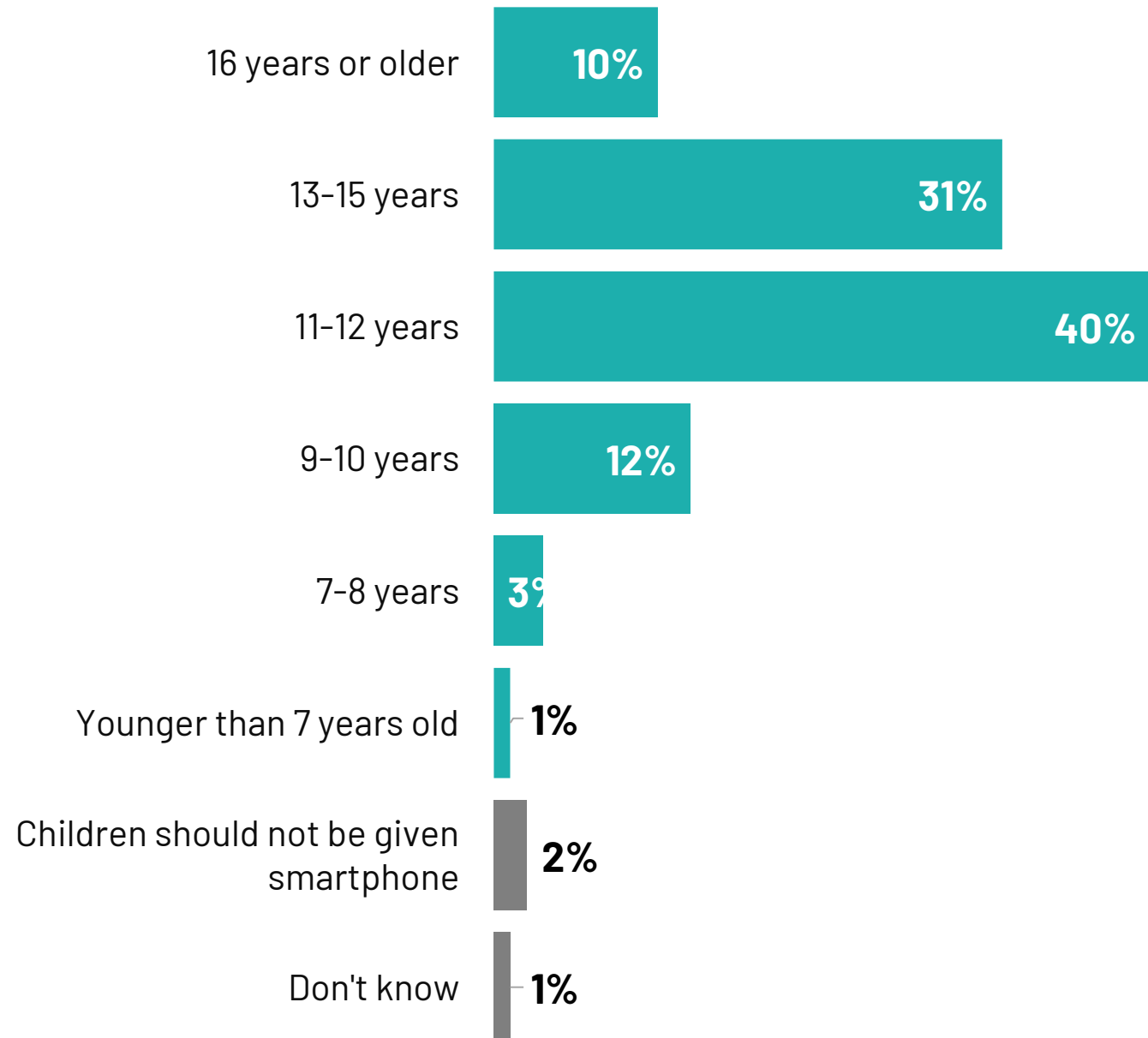
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# 4 in 5 parents think that children should be at least 11 years old before getting a smartphone.

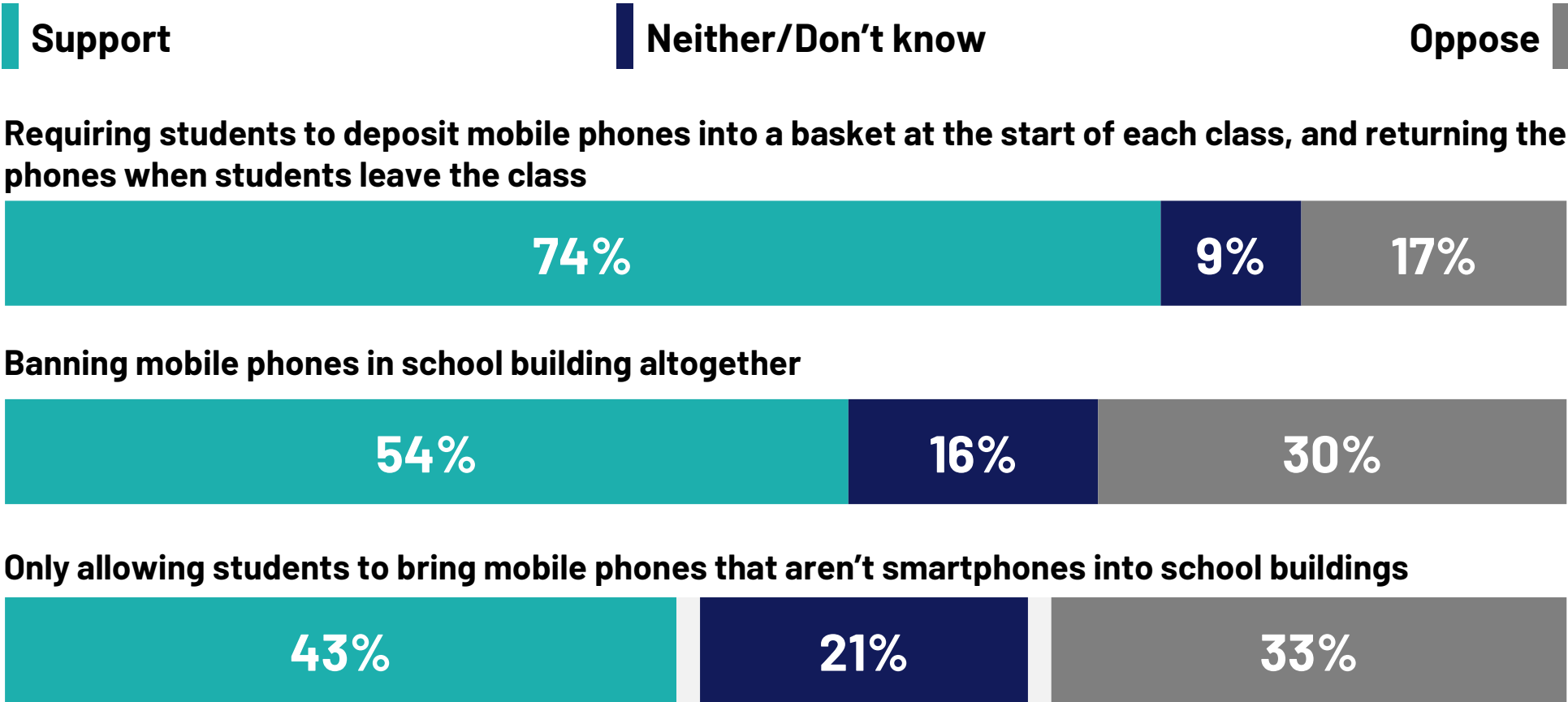
At what age do you think it's acceptable for a child to be given a smartphone for their own personal use?

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# 3 in 4 parents would support schools requiring deposit boxes for phones during lesson time. A majority also support a smartphone ban in schools altogether.

To what extent would you support or oppose schools implementing each of the following smartphone related policies?



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# A majority of parents have told or considered telling their child not to take a mobile phone to school. 1 in 5 have confiscated a smartphone, with a further quarter considering it.

Which of the following things have you done or would you consider regarding your child/ children bringing smartphones to schools



**Told your child not to take their smartphone to school**



**Confiscated your child's smartphone to prevent them from taking it to school**



**Given your child a mobile phone that isn't a smartphone to take to school**



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## March 2025 Online safety Polling

### For more information

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