

Table 1  
Q1 - Are you the parent/legal guardian of a child aged 5-16 years that lives in your household?

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

[illegible]

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G  
Overlap formulae used. \* small base; \*\* very small base (under 20) ineligible for sig testing

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



Table 2

Q2 - 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/homework or with other family members?

Note: All parents aged 25-65 years with child/children aged 5-16 years in Great Britain

	Gender		Age		Social Grade		Region										Education		Employment Status		Ethnicity		GE 2024 Vote										EU Ref Vote		Number of children		Age of children		Consented about what children are using/ having/ doing online	
	TOTAL	Male	Female	16-24	25-44	45-64	ABC1	C2DE	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non Graduates	Working	Not working	Minority ethnic group	White	Other	Cons	Lab	Lib-Dems	Reform UK	Other party	Remain	Leave	1 child	More than 1	10 years or less	11+	Very/ fairly concerned	Not very/ at all concerned						
UNWEIGHTED BASE	622	322	300	100	254	168	202	200	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
WEIGHTED BASE	622	322	300	100	254	168	202	200	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
General times a day	620	320	295	48	153	120	164	206	100	113	91	58	24	34	164	256	277	143	17	920	50	164	32	11	26	106	146	236	184	226	184	226	184	226	184	226				
Once a day	405	215	190	55	155	405	785	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475	475				
Weekly	176	145	131	4	27	9	22	22	7	14	12	7	1	3	22	22	22	22	12	10	8	15	2	4	3	23	13	24	10	25	13	24	10	25	13					
Monthly	76	45	31	0	11	7	3	6	1	2	4	2	1	2	1	6	5	7	5	4	7	3	3	2	-	2	7	1	5	6	7	1	5	6	7					
Less often	296	155	141	76	106	106	106	106	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76				
Never	148	81	67	1	8	7	7	11	4	4	4	1	1	3	7	11	14	4	2	14	1	6	1	1	2	6	4	14	1	14	1	14	1	14	1					
Don't know	3	-	3	-	2	1	2	-	1	-	1	-	1	-	2	1	1	2	-	1	2	-	1	-	-	-	1	1	1	2	3	2	3	-	-					
Prefer not to say	2	-	2	-	2	-	1	2	-	-	1	2	-	-	1	2	2	-	-	1	-	1	-	-	-	2	2	-	2	1	1	2	2	-	-					
NET: At least once a day	524	242	200	72	198	157	204	172	103	142	113	78	27	48	204	172	143	143	89	445	69	195	41	45	47	244	181	309	218	238	181	238	181	238	181					
	85%	88%	85%	85%	77%	92%	82%	87%	88%	85%	88%	85%	88%	87%	82%	87%	85%	87%	70%	95%	85%	84%	84%	79%	82%	82%	84%	84%	84%	84%	84%	79%	84%	84%	84%	84%				

Proportions/Means: Column Total (2% risk level) - w/ -1/0/1/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100/101/102/103/104/105/106/107/108/109/110/111/112/113/114/115/116/117/118/119/120/121/122/123/124/125/126/127/128/129/130/131/132/133/134/135/136/137/138/139/140/141/142/143/144/145/146/147/148/149/150/151/152/153/154/155/156/157/158/159/160/161/162/163/164/165/166/167/168/169/170/171/172/173/174/175/176/177/178/179/180/181/182/183/184/185/186/187/188/189/190/191/192/193/194/195/196/197/198/199/200/201/202/203/204/205/206/207/208/209/210/211/212/213/214/215/216/217/218/219/220/221/222/223/224/225/226/227/228/229/230/231/232/233/234/235/236/237/238/239/240/241/242/243/244/245/246/247/248/249/250/251/252/253/254/255/256/257/258/259/260/261/262/263/264/265/266/267/268/269/270/271/272/273/274/275/276/277/278/279/280/281/282/283/284/285/286/287/288/289/290/291/292/293/294/295/296/297/298/299/300/301/302/303/304/305/306/307/308/309/310/311/312/313/314/315/316/317/318/319/320/321/322/323/324/325/326/327/328/329/330/331/332/333/334/335/336/337/338/339/340/341/342/343/344/345/346/347/348/349/350/351/352/353/354/355/356/357/358/359/360/361/362/363/364/365/366/367/368/369/370/371/372/373/374/375/376/377/378/379/380/381/382/383/384/385/386/387/388/389/390/391/392/393/394/395/396/397/398/399/400/401/402/403/404/405/406/407/408/409/410/411/412/413/414/415/416/417/418/419/420/421/422/423/424/425/426/427/428/429/430/431/432/433/434/435/436/437/438/439/440/441/442/443/444/445/446/447/448/449/450/451/452/453/454/455/456/457/458/459/460/461/462/463/464/465/466/467/468/469/470/471/472/473/474/475/476/477/478/479/480/481/482/483/484/485/486/487/488/489/490/491/492/493/494/495/496/497/498/499/500/501/502/503/504/505/506/507/508/509/510/511/512/513/514/515/516/517/518/519/520/521/522/523/524/525/526/527/528/529/530/531/532/533/534/535/536/537/538/539/540/541/542/543/544/545/546/547/548/549/550/551/552/553/554/555/556/557/558/559/560/561/562/563/564/565/566/567/568/569/570/571/572/573/574/575/576/577/578/579/580/581/582/583/584/585/586/587/588/589/590/591/592/593/594/595/596/597/598/599/600/601/602/603/604/605/606/607/608/609/610/611/612/613/614/615/616/617/618/619/620/621/622/623/624/625/626/627/628/629/630/631/632/633/634/635/636/637/638/639/640/641/642/643/644/645/646/647/648/649/650/651/652/653/654/655/656/657/658/659/660/661/662/663/664/665/666/667/668/669/670/671/672/673/674/675/676/677/678/679/680/681/682/683/684/685/686/687/688/689/690/691/692/693/694/695/696/697/698/699/700/701/702/703/704/705/706/707/708/709/710/711/712/713/714/715/716/717/718/719/720/721/722/723/724/725/726/727/728/729/730/731/732/733/734/735/736/737/738/739/740/741/742/743/744/745/746/747/748/749/750/751/752/753/754/755/756/757/758/759/760/761/762/763/764/765/766/767/768/769/770/771/772/773/774/775/776/777/778/779/780/781/782/783/784/785/786/787/788/789/790/791/792/793/794/795/796/797/798/799/800/801/802/803/804/805/806/807/808/809/810/811/812/813/814/815/816/817/818/819/820/821/822/823/824/825/826/827/828/829/830/831/832/833/834/835/836/837/838/839/840/841/842/843/844/845/846/847/848/849/850/851/852/853/854/855/856/857/858/859/860/861/862/863/864/865/866/867/868/869/870/871/872/873/874/875/876/877/878/879/880/881/882/883/884/885/886/887/888/889/890/891/892/893/894/895/896/897/898/899/900/901/902/903/904/905/906/907/908/909/910/911/912/913/914/915/916/917/918/919/920/921/922/923/924/925/926/927/928/929/930/931/932/933/934/935/936/937/938/939/940/941/942/943/944/945/946/947/948/949/950/951/952/953/954/955/956/957/958/959/960/961/962/963/964/965/966/967/968/969/970/971/972/973/974/975/976/977/978/979/980/981/982/983/984/985/986/987/988/989/990/991/992/993/994/995/996/997/998/999/1000/1001/1002/1003/1004/1005/1006/1007/1008/1009/1010/1011/1012/1013/1014/1015/1016/1017/1018/1019/1020/1021/1022/1023/1024/1025/1026/1027/1028/1029/1030/1031/1032/1033/1034/1035/1036/1037/1038/1039/1040/1041/1042/1043/1044/1045/1046/1047/1048/1049/1050/1051/1052/1053/1054/1055/1056/1057/1058/1059/1060/1061/1062/1063/1064/1065/1066/1067/1068/1069/1070/1071/1072/1073/1074/1075/1076/1077/1078/1079/1080/1081/1082/1083/1084/1085/1086/1087/1088/1089/1090/1091/1092/1093/1094/1095/1096/1097/1098/1099/1100/1101/1102/1103/1104/1105/1106/1107/1108/1109/1110/1111/1112/1113/1114/1115/1116/1117/1118/1119/1120/1121/1122/1123/1124/1125/1126/1127/1128/1129/1130/1131/1132/1133/1134/1135/1136/1137/1138/1139/1140/1141/1142/1143/1144/1145/1146/1147/1148/1149/1150/1151/1152/1153/1154/1155/1156/1157/1158/1159/1160/1161/1162/1163/1164/1165/1166/1167/1168/1169/1170/1171/1172/1173/1174/1175/1176/1177/1178/1179/1180/1181/1182/1183/1184/1185/1186/1187/1188/1189/1190/1191/1192/1193/1194/1195/1196/1197/1198/1199/1200/1201/1202/1203/1204/1205/1206/1207/1208/1209/1210/1211/1212/1213/1214/1215/1216/1217/1218/1219/1220/12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Table 2  
Q2 - Which, if any of the following devices does your child / do your children use to access the Internet?

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level): 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/A - B/C - D/E - F/G  
Odds ratios used. \* small base; \*\* very small base (under 30) available for six tests

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



Table 4

Q6 - 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?

Note: All parents aged 25-45 years with child/children aged 5-16 years in Great Britain

	Consent to participate in research																														Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-14	15-16	17-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Total	Male	Female	13-1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Proportions/Means: Columns: Total (N=622), Male (N=277), Female (N=345), 13-14 (N=100), 15-16 (N=100), ABSC (N=100), C2DE (N=100), North (N=100), Midlands (N=100), South (N=100), Greater London (N=100), Wales (N=100), Scotland (N=100), Graduate (N=100), Non Graduate (N=100), Working (N=100), Not working (N=100), Minority ethnic group (N=100), White (N=100), Cons (N=100), Lab (N=100), Lib-Dems (N=100), Ref/Inv UK (N=100), Other party (N=100), Remain (N=100), Leave (N=100), 1-10 (N=100), More than 10 (N=100), 10 years or less (N=100), 11+ years (N=100), Very/ fairly concerned (N=100), Not worried at all (N=100).

Overall formula used: "total base" - any small base (under 30) ineligible for sig testing

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.



Table 6  
Q6 - How confident are you that you know what your child's / children are seeing or hearing online?  
Base: All parents aged 25-65 years with child/children aged 5-16 years in Great Britain

	Gender		Age		Social Grade		Region						Education		Employment Status		Ethnicity		GE 2024 Vote								EU Ref Vote		Number of children		Age of children		Concerned about what children are seeing/hearing/doing online	
	Total	Male	Female	25-34	35-44	45-54	ABSE	C2DE	North	Midlands	South	Greater London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	Minority ethnic group	White	Core	Lab	Lib-Dems	Reform UK	Other party	Remain	Leave	1-10	More than 1	10 years or less	11+	Very/ fairly concerned	Not worried at all	
UNWEIGHTED BASE	622	322	300	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
WEIGHTED BASE	622	322	300	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
WE are confident	589	305	284	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142
WE don't know	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Very/fairly confident	589	305	284	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142	142
WE don't know	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
NET: Not very/fairly confident	33	17	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8</			

Q5 - To what extent, if at all, are you concerned about what children in general are seeing, hearing or doing online?

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

Proportions/Mean: Columns Tested (5% risk level) =  $a/b$  -  $c/d/e$  -  $f/g$  -  $h/i/j/k/l/m$  -  $n/o$  -  $p/q$  -  $r/s$  -  $t/u/v/w/x$  -  $y/h$  -  $q/C$  -  $D/E$  -  $f/G$   
Overlap formulae used. \* small base; \*\* very small base [under 20] ineligible for sig testing

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.



Table 7  
Q7 - Which of the following measures, if any, do you take to try and protect your child or children online?

Note: All parents aged 25-65 years with child/children aged 5-16 years in Great Britain

	Gender		Age		Social Grade		Region						Education		Employment Status		Ethnicity		GP 2014 Vote										EU Refer Vote		Number of children		Age of children		Concerned about what children are seeing/hearing/doing online	
	Male	Female	25-34	35-44	45-54	ABSE	C2DE	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non-Graduates	Working	Not working	Minority ethnic group	White	Cons	Lab	Lib-Dems	Reform UK	Other party	Remain	Leave	1 child	More than 1 child	10 years or less	11+	Very/ fairly concerned	Not very/ at all concerned				
	Total	Male	Female	25-34	35-44	45-54	ABSE	C2DE	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non-Graduates	Working	Not working	Minority ethnic group	White	Cons	Lab	Lib-Dems	Reform UK	Other party	Remain	Leave	1 child	More than 1 child	10 years or less	11+	Very/ fairly concerned	Not very/ at all concerned			
UNWEIGHTED BASE	622	322	300	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150		
WEIGHTED BASE	622	322	300	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150		
Parental controls or apps for specific devices	344	162	182	59	57	548	162	162	78	84	80	58	14	29	162	162	229	114	62	275	46	127	28	38	30	162	162	185	159	161	222	279	63			
	55%	58%	52%	69%	54%	52%	63%	49%	50%	50%	57%	60%	47%	54%	63%	49%	56%	54%	60%	52%	56%	57%	54%	53%	52%	56%	52%	50%	62%	60%	54%	60%	42%			
Parental controls for what is in the home	269	115	130	23	15	151	112	116	54	57	59	41	14	26	113	116	172	77	48	160	29	92	28	25	28	131	74	134	115	116	161	193	54			
	40%	42%	39%	39%	40%	36%	40%	37%	38%	34%	42%	47%	40%	46%	40%	37%	42%	37%	52%	37%	36%	42%	54%	33%	46%	45%	37%	36%	46%	40%	39%	42%	27%			
Ad blockers	137	63	54	12	6	37	40	57	26	23	24	26	10	8	60	57	82	55	33	84	11	44	19	13	13	57	30	70	47	48	71	91	26			
	18%	22%	16%	27%	18%	13%	24%	10%	18%	14%	17%	26%	14%	14%	24%	10%	26%	17%	16%	18%	14%	20%	18%	18%	19%	26%	15%	19%	18%	22%	17%	18%	18%			
Discussing risks and dangers of online activity with the child	426	216	210	80	80	177	144	126	80	118	88	66	17	30	163	126	251	131	53	322	52	140	59	41	38	160	119	215	167	176	214	284	93			
	67%	65%	67%	53%	62%	63%	67%	62%	57%	70%	62%	56%	57%	54%	62%	61%	61%	62%	50%	62%	64%	62%	68%	58%	67%	65%	59%	58%	66%	58%	67%	61%	62%			
Pin or password either on a device or website	261	90	169	41	92	68	104	88	47	38	53	37	12	15	104	98	136	65	36	159	26	77	20	22	17	104	60	107	100	124	151	158	42			
	32%	32%	32%	48%	34%	24%	41%	26%	34%	22%	37%	40%	38%	27%	41%	26%	33%	33%	40%	31%	33%	33%	38%	31%	29%	36%	30%	28%	39%	43%	26%	34%	29%			
Switching when or where my child can use the internet	269	111	167	48	130	122	141	117	49	84	69	34	14	27	143	117	266	74	54	221	37	114	27	21	25	143	68	153	127	175	164	210	58			
	40%	40%	40%	56%	51%	36%	57%	37%	35%	50%	49%	43%	43%	40%	57%	37%	50%	35%	60%	40%	46%	51%	51%	36%	46%	49%	43%	42%	50%	58%	39%	47%	40%			
Removing internet enabled devices from my child's bedroom	187	45	59	22	51	34	64	43	22	28	29	17	5	6	64	43	76	31	13	91	13	43	17	6	8	54	31	53	54	74	49	84	22			
	27%	16%	18%	36%	26%	20%	37%	26%	18%	17%	20%	30%	10%	10%	26%	15%	18%	15%	14%	18%	15%	19%	12%	9%	14%	19%	16%	14%	21%	20%	17%	18%	15%			
Taken internet enabled devices away from them when I've had concerns	134	64	69	14	12	55	54	78	12	37	36	30	2	7	143	78	87	47	26	104	14	49	14	15	5	61	44	65	69	78	60	112	23			
	22%	23%	20%	32%	26%	26%	22%	22%	28%	22%	26%	23%	8%	18%	22%	21%	21%	22%	32%	26%	23%	22%	32%	22%	8%	21%	22%	18%	27%	28%	21%	24%	16%			
Other	20	8	11	6	9	7	9	11	6	4	4	1	1	3	9	11	17	3	3	17	1	7	1	1	2	9	6	16	1	10	11	14	6			
	3%	3%	3%	1%	1%	1%	4%	2%	1%	1%	1%	1%	1%	1%	4%	3%	4%	3%	1%	3%	1%	3%	1%	1%	1%	3%	2%	4%	1%	1%	2%	1%	4%			
I don't take any specific measures	31	15	16	-	11	20	7	24	11	6	5	7	1	1	7	24	24	6	2	29	2	11	1	5	2	8	17	23	7	4	25	16	14			
	5%	5%	5%	-	4%	7%	3%	6%	18%	4%	4%	8%	2%	2%	3%	6%	6%	1%	6%	1%	6%	5%	2%	6%	3%	1%	6%	6%	1%	1%	6%	1%	6%			
Don't know	4	-	4	-	-	4	4	4	3	2	-	1	-	-	4	4	2	3	-	4	5	2	-	-	2	2	9	2	3	4	9	4	4			
	1%	-	1%	-	-	1%	1%	1%	1%	1%	-	1%	-	-	1%	1%	1%	1%	-	1%	1%	1%	-	-	4%	1%	1%	1%	1%	1%	1%	1%	1%			
Missing data for age	4	-	4	-	-	4	4	4	3	2	-	1	-	-	4	4	2	3	-	4	5	2	-	-	2	2	9	2	3	4	9	4	4			
	1%	-	1%	-	-	1%	1%	1%	1%	1%	-	1%	-	-	1%	1%	1%	1%	-	1%	1%	1%	-	-	4%	1%	1%	1%	1%	1%	1%	1%	1%			
NET: All parental controls	480	206	274	76	117	181	187	203	69	107	106	61	21	37	187	141	283	148	76	384	60	127	36	46	40	202	139	241	189	217	277	343	84			
	68%	72%	66%	81%	69%	65%	75%	65%	71%	62%	72%	75%	68%	67%	75%	65%	69%	70%	82%	67%	74%	71%	69%	63%	70%	71%	64%	61%	75%	75%	67%	73%	58%			

Proportions/Means: Column Totals (Dx-risk level): nB - 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  
Omitting from total used: \* - small base; \*\* - very small base (under 30) (notable for age testing)

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.



**PUBLIC**  
**ONLINE SAFETY FF**  
**27TH - 28TH MARCH 2025**  
**IPSOS**

28 Mar 2025

**Table 8**

**Q8 - 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?**

**Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain**

	News stories/ articles about child safety online	TV shows/ documentaries about child safety online	Conversations with friends or family / other parents about child safety online	Information from my child/ children's teacher or school	Podcasts containing information about child safety online	My child or children getting older
UNWEIGHTED BASE	622	622	622	622	622	622
WEIGHTED BASE	622	622	622	622	622	622
(4) A great deal	148	113	130	107	88	173
	24%	18%	21%	17%	14%	28%
(3) A fair amount	282	266	269	260	143	283
	45%	43%	43%	42%	23%	46%
(2) Not very much	108	139	138	135	180	90
	17%	22%	22%	22%	29%	14%
(1) Not at all	40	44	32	48	117	31
	6%	7%	5%	8%	19%	5%
No difference	45	60	53	73	93	45
	7%	10%	9%	12%	15%	7%
NET: Great deal/ fair amount	430	379	399	367	232	456
	69%	61%	64%	59%	37%	73%
NET: Not very much/ at all	148	183	170	183	298	121
	24%	29%	27%	29%	48%	19%
Mean	2.93	2.8	2.87	2.78	2.38	3.04

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Table 8  
Q8\_1 - 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? Have started/switched about child safety online  
Base: All parents aged 25-65 years with child/children aged 5-16 years in Great Britain

	Gender		Age		Social Grade		Region					Education		Employment Status		Ethnicity		GE 2004 Vote					EU Ref Vote		Number of children		Age of children		Concerned about what children are seeing/hearing/doing online				
	TOTAL	Male	Female	25-34	35-44	ABC1	C2DE	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non-Graduates	Working	Not working	Minority ethnic group	White	Cons	Lab	Lib-Dems	Reform UK	Other party	Remain	Leave	1-10	More than 10	10 years or less	11+	Very/fairly concerned	Not worried at all	
UNWEIGHTED BASE	622	321	301	160	160	200	200	155	155	155	155	155	155	403	219	411	211	107	115	817	227	127	707	127	216	210	305	313	313	309	100	100	
WEIGHTED BASE	622	321	301	160	160	200	200	155	155	155	155	155	155	403	219	411	211	107	115	817	227	127	707	127	216	210	305	313	313	309	100	100	
90 A annual dual	348	172	176	83	87	76	72	27	41	27	42	5	25	76	72	90	57	38	208	47	48	35	10	10	72	39	83	64	41	83	122	26	
90 A annual dual	348	172	176	83	87	76	72	27	41	27	42	5	25	76	72	90	57	38	208	47	48	35	10	10	72	39	83	64	41	83	122	26	
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	66	12	25	132	172	181	91	60	284	37	115	20	37	38	119	95	160	122	111	168	216	55
90 A full amount	382	121	154	28	120	134	148	172	66	76	66	6																					

Table 10

Table 10

Q8\_2 - 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? TV shows/documentaries about child safety online

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

[illegible]

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

Table 11

OE 3: 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? Conversations with friends or family/other parents about child safety online

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G

Overlap formulae used. \* small base; \*\* very small base (under 20) ineligible for sig testing

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.



Table 12  
Q8\_4 - 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? Information from my child/children's teacher or school  
Base: All parents aged 25-65 years with child/children aged 5-16 years in Great Britain

	Gender		Age		Social Grade		Region						Education		Employment Status		Ethnicity		GE 2004 Vote								EU Ref Vote		Number of children		Age of children		Concerned about what children are seeing/hearing/doing online	
	TOTAL						North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	Minority ethnic group	White	Cons	Lab	Lib-Dems	Ref/Ind UK	Other party	Remain	Leave	1-10	More than 1	10 years or less	11+	Very/ fairly concerned	Not worried at all			
UNWEIGHTED BASE	622	322	300	155	155	155	155	155	155	155	155	155	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311		
WEIGHTED BASE	622	322	300	155	155	155	155	155	155	155	155	155	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311	311		
W8 A annual deal	357	152	155	78	78	78	102	102	78	78	78	78	155	155	155	155	155	155	155	155	155	155	155	155	155	155	155	155	155	155	155	155		
W8 A fair amount	260	122	138	62	62	62	82	82	62	62	62	62	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122		
W8 Not very much	185	95	90	45	45	45	55	55	45	45	45	45	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90		
W8 Not at all	73	37	36	18	18	18	23	23	18	18	18	18	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36		
No difference	124	63	61	30	30	30	37	37	30	30	30	30	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61		
NET: Great deal/ fair amount	367	174	169	85	85	85	107	107	85	85	85	85	174	174	174	174	174	174	174	174	174	174	174	174	174	174	174	174	174	174	174	174		
NET: Not very much/ at all	185	95	90	45	45	45	55	55	45	45	45	45	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90		
Mean	3.78	3.76	3.76	3.78	3.76	3.82	3.82	3.76	3.82	3.82	3.76	3.82	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76	3.76		

Proportions/Means Calculated (Data not shown):  
W8 A annual deal: 357/622 = 57.4%  
W8 A fair amount: 260/622 = 41.8%  
W8 Not very much: 185/622 = 29.9%  
W8 Not at all: 73/622 = 11.7%  
NET: Great deal/ fair amount: 367/622 = 59.0%  
NET: Not very much/ at all: 185/622 = 29.9%  
Mean: 3.78

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.



Table 11

Q8\_5 - 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? Respondents containing information about child safety online

Note: All parents aged 25-65 years with child/children aged 5-16 years in Great Britain

	Gender		Age		Social Grade		Region					Education		Employment Status		Ethnicity		GE 2024 vote					EU Refer Vote		Number of children		Age of children		Concerned about what children are seeing/hearing/doing online						
	TOTAL	Male	Female	25-34	35-44	45-54	ABC1	C2DE	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	Minority ethnic group	White	Cons	Lab	Lib-Dems	Reform UK	Other party	Remain	Leave	1-1000	More than 1	10 years or less	11+	Very/ fairly concerned	Not worried at all		
UNWEIGHTED BASE	622	272	350	160	180	180	200	200	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	277	128	149	60	69	70	70	70	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q8.5 answer dist	88	45	42	27	34	27	42	36	22	19	35	40	36	1	11	17	36	52	53	25	63	43	31	11	8	35	48	18	49	40	48	53	76	11	
Q8.5 fair amount	44%	10%	12%	12%	12%	10%	21%	18%	10%	11%	7%	30%	2%	20%	21%	18%	12%	18%	22%	17%	13%	14%	21%	11%	3%	16%	20%	12%	25%	15%	16%	10%	12%	48%	8%
Q8.5 fair amount	145	62	72	31	41	40	74	72	41	43	34	31	4	16	71	72	101	42	28	111	30	54	14	14	1	53	54	76	67	46	79	141	23		
Q8.5 fair amount	23%	23%	23%	43%	24%	16%	28%	19%	19%	26%	17%	36%	20%	20%	28%	19%	27%	20%	12%	22%	25%	22%	10%	20%	0%	20%	28%	21%	26%	1	28%	19%	15%	15%	
Q8.5 not very much	180	95	85	34	44	52	129	43	42	55	17	12	16	12	128	117	64	30	145	24	59	17	23	19	87	54	111	69	43	127	137	41	1		
Q8.5 not very much	20%	14%	17%	17%	17%	24%	21%	19%	16%	21%	19%	10%	10%	10%	10%	10%	26%	30%	13%	28%	30%	27%	10%	13%	13%	29%	27%	40%	27%	12%	12%	12%	12%	12%	
Q8.5 not at all	117	54	62	2	6	6	44	7	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Q8.5 not at all	13%	10%	10%	4%	14%	27%	18%	22%	20%	22%	22%	12%	10%	12%	18%	20%	20%	16%	16%	16%	13%	13%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	
No difference	63	38	25	7	15	13	42	24	27	22	7	1	1	1	31	42	51	18	2	88	36	31	1	10	4	43	31	47	26	46	57	12	27		
No difference	7%	7%	7%	1%	14%	18%	17%	17%	18%	16%	16%	4%	17%	10%	12%	17%	15%	18%	2%	17%	19%	14%	10%	14%	6%	11%	13%	14%	10%	14%	14%	14%	14%	14%	
NET: Great dist/ fair amount	232	109	123	62	66	74	121	108	63	62	34	37	9	16	123	108	156	75	48	174	31	86	27	22	20	107	75	125	107	130	151	187	34		
NET: Great dist/ fair amount	27%	20%	24%	21%	24%	26%	49%	29%	24%	27%	24%	36%	20%	49%	66%	29%	36%	26%	15%	38%	24%	24%	16%	16%	16%	24%	24%	34%	27%	24%	24%	24%	24%	24%	
NET: Not very much/ at all	104	55	49	2	18	16	32	11	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
NET: Not very much/ at all	12%	14%	13%	1%	14%	16%	18%	14%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	
Mean	3.38	3.38	3.38	3.08	3.41	3.12	3.4	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	3.13	

Proportions/Means Calculated (Data not shown)

Weighting formula used: "unweighted", "very small bias (under 10% weight) for age weighting"

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.

Table 1.4

Q8\_6 - 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? My child or children getting older

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level): 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/A - B/C - D/E - F/G  
Overlap formulae used. \* small base; \*\* very small base (under 20) ineligible for sig testing

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.

Table 15

Q9 - At what age do you think it's acceptable for a child to be given a smartphone for their own personal use?

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

	Gender		Age	Social Grade										Region	Education		Employment Status		Ethnicity		GB 2014										EU 2014		Number of children		Age of children		Concerned about what children are seeing/ hearing/ doing online?																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
				A1				A2				B									C1				C2				D									E																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
	Male	Female	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-99	100+	101+	102+	103+	104+	105+	106+	107+	108+	109+	110+	111+	112+	113+	114+	115+	116+	117+	118+	119+		120+	121+	122+	123+	124+	125+	126+	127+	128+	129+	130+	131+	132+	133+	134+	135+	136+	137+	138+	139+	140+	141+	142+	143+	144+	145+	146+	147+	148+	149+	150+	151+	152+	153+	154+	155+	156+	157+	158+	159+	160+	161+	162+	163+	164+	165+	166+	167+	168+	169+	170+	171+	172+	173+	174+	175+	176+	177+	178+	179+	180+	181+	182+	183+	184+	185+	186+	187+	188+	189+	190+	191+	192+	193+	194+	195+	196+	197+	198+	199+	200+	201+	202+	203+	204+	205+	206+	207+	208+	209+	210+	211+	212+	213+	214+	215+	216+	217+	218+	219+	220+	221+	222+	223+	224+	225+	226+	227+	228+	229+	230+	231+	232+	233+	234+	235+	236+	237+	238+	239+	240+	241+	242+	243+	244+	245+	246+	247+	248+	249+	250+	251+	252+	253+	254+	255+	256+	257+	258+	259+	260+	261+	262+	263+	264+	265+	266+	267+	268+	269+	270+	271+	272+	273+	274+	275+	276+	277+	278+	279+	280+	281+	282+	283+	284+	285+	286+	287+	288+	289+	290+	291+	292+	293+	294+	295+	296+	297+	298+	299+	300+	301+	302+	303+	304+	305+	306+	307+	308+	309+	310+	311+	312+	313+	314+	315+	316+	317+	318+	319+	320+	321+	322+	323+	324+	325+	326+	327+	328+	329+	330+	331+	332+	333+	334+	335+	336+	337+	338+	339+	340+	341+	342+	343+	344+	345+	346+	347+	348+	349+	350+	351+	352+	353+	354+	355+	356+	357+	358+	359+	360+	361+	362+	363+	364+	365+	366+	367+	368+	369+	370+	371+	372+	373+	374+	375+	376+	377+	378+	379+	380+	381+	382+	383+	384+	385+	386+	387+	388+	389+	390+	391+	392+	393+	394+	395+	396+	397+	398+	399+	400+	401+	402+	403+	404+	405+	406+	407+	408+	409+	410+	411+	412+	413+	414+	415+	416+	417+	418+	419+	420+	421+	422+	423+	424+	425+	426+	427+	428+	429+	430+	431+	432+	433+	434+	435+	436+	437+	438+	439+	440+	441+	442+	443+	444+	445+	446+	447+	448+	449+	450+	451+	452+	453+	454+	455+	456+	457+	458+	459+	460+	461+	462+	463+	464+	465+	466+	467+	468+	469+	470+	471+	472+	473+	474+	475+	476+	477+	478+	479+	480+	481+	482+	483+	484+	485+	486+	487+	488+	489+	490+	491+	492+	493+	494+	495+	496+	497+	498+	499+	500+	501+	502+	503+	504+	505+	506+	507+	508+	509+	510+	511+	512+	513+	514+	515+	516+	517+	518+	519+	520+	521+	522+	523+	524+	525+	526+	527+	528+	529+	530+	531+	532+	533+	534+	535+	536+	537+	538+	539+	540+	541+	542+	543+	544+	545+	546+	547+	548+	549+	550+	551+	552+	553+	554+	555+	556+	557+	558+	559+	560+	561+	562+	563+	564+	565+	566+	567+	568+	569+	570+	571+	572+	573+	574+	575+	576+	577+	578+	579+	580+	581+	582+	583+	584+	585+	586+	587+	588+	589+	590+	591+	592+	593+	594+	595+	596+	597+	598+	599+	600+	601+	602+	603+	604+	605+	606+	607+	608+	609+	610+	611+	612+	613+	614+	615+	616+	617+	618+	619+	620+	621+	622+	623+	624+	625+	626+	627+	628+	629+	630+	631+	632+	633+	634+	635+	636+	637+	638+	639+	640+	641+	642+	643+	644+	645+	646+	647+	648+	649+	650+	651+	652+	653+	654+	655+	656+	657+	658+	659+	660+	661+	662+	663+	664+	665+	666+	667+	668+	669+	670+	671+	672+	673+	674+	675+	676+	677+	678+	679+	680+	681+	682+	683+	684+	685+	686+	687+	688+	689+	690+	691+	692+	693+	694+	695+	696+	697+	698+	699+	700+	701+	702+	703+	704+	705+	706+	707+	708+	709+	710+	711+	712+	713+	714+	715+	716+	717+	718+	719+	720+	721+	722+	723+	724+	725+	726+	727+	728+	729+	730+	731+	732+	733+	734+	735+	736+	737+	738+	739+	740+	741+	742+	743+	744+	745+	746+	747+	748+	749+	750+	751+	752+	753+	754+	755+	756+	757+	758+	759+	760+	761+	762+	763+	764+	765+	766+	767+	768+	769+	770+	771+	772+	773+	774+	775+	776+	777+	778+	779+	780+	781+	782+	783+	784+	785+	786+	787+	788+	789+	790+	791+	792+	793+	794+	795+	796+	797+	798+	799+	800+	801+	802+	803+	804+	805+	806+	807+	808+	809+	810+	811+	812+	813+	814+	815+	816+	817+	818+	819+	820+	821+	822+	823+	824+	825+	826+	827+	828+	829+	830+	831+	832+	833+	834+	835+	836+	837+	838+	839+	840+	841+	842+	843+	844+	845+	846+	847+	848+	849+	850+	851+	852+	853+	854+	855+	856+	857+	858+	859+	860+	861+	862+	863+	864+	865+	866+	867+	868+	869+	870+	871+	872+	873+	874+	875+	876+	877+	878+	879+	880+	881+	882+	883+	884+	885+	886+	887+	888+	889+	890+	891+	892+	893+	894+	895+	896+	897+	898+	899+	900+	901+	902+	903+	904+	905+	906+	907+	908+	909+	910+	911+	912+	913+	914+	915+	916+	917+	918+	919+	920+	921+	922+	923+	924+	925+	926+	927+	928+	929+	930+	931+	932+	933+	934+	935+	936+	937+	938+	939+	940+	941+	942+	943+	944+	945+	946+	947+	948+	949+	950+	951+	952+	953+	954+	955+	956+	957+	958+	959+	960+	961+	962+	963+	964+	965+	966+	967+	968+	969+	970+	971+	972+	973+	974+	975+	976+	977+	978+	979+	980+	981+	982+	983+	984+	985+	986+	987+	988+	989+	990+	991+	992+	993+	994+	995+	996+	997+	998+

Proportions/Mean: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G  
Overlap formulae used. \* small base; \*\* very small base (under 30) available for die test

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.



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28 Mar 2025

Table 16

Q10 - To what extent would you support or oppose schools implementing each of the following smartphone related policies?

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

	Requiring students to deposit mobile phones into a basket at the start of each class, and returning the phones when students leave the class	Banning mobile phones in school buildings altogether	Only allowing students to bring mobile phones that aren't smartphones into school buildings
UNWEIGHTED BASE	622	622	622
WEIGHTED BASE	622	622	622
(+2) Strongly support	288 46%	205 33%	155 25%
(+1) Somewhat support	174 28%	131 21%	112 18%
(0) Neither support nor oppose	54 9%	101 16%	133 21%
(-1) Somewhat oppose	71 11%	109 18%	99 16%
(-2) Strongly oppose	32 5%	74 12%	105 17%
Don't know	2 *	1 *	18 3%
NET: Support	463 74%	336 54%	267 43%
NET: Oppose	103 17%	184 30%	204 33%
Mean	0.99	0.46	0.19

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.



Table 17

Q02\_3 - To what extent would you support or oppose schools implementing each of the following smartphone related policies? Requiring students to deposit mobile phones into a basket at the start of each class, and returning the phones when students leave the class

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

	Gender		Age		Socio Grade		Region					Education			Employment Status		Ethnicity		GE 2016 vote				EU Referendum				Number of children	Age of children				Concerned about what children are seeing / hearing from school
	Male	Female	23-34	35-44	45-54	ABC1	C2DE	North	North Midlands	Greater London	Wales	Scotland	Graduates	Non Graduates	Not Working	Minority ethnic group	White	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	1 child	More than 1 child		10 years or less	11-19	20+ years	Not very concerned	
UK (all GB) total	62%	38%	51%	51%	50%	60%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%	51%	50%	60%	51%	50%	51%	50%	51%	51%	51%	61%	40%	59%	11%	8%	92%	55%	45%	38%	62%	40%	58%	42%	47%	46%	14%	86%	11%	89%	13%	87%
62% 38%	51%																															

Proportions/Mean: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G

Overlap formulas used. \* small base; \*\* very small base (under 20) ineligible for dig testing

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.

Table 10

Q10\_2 - To what extent would you support or oppose schools implementing each of the following smartphone related policies? Banning mobile phones in school buildings altogether

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

[illegible]

Proportions/Mean: Cochran's Test (5% risk level) - 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/A - B/C - D/E - F/G

Overlap formulae used. \* small base; \*\* very small base (under 20) ineligible for dig testing

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.



Table 18

Q18\_3 - To what extent would you support or oppose schools implementing each of the following smartphone related policies? Only allowing students to bring mobile phones that aren't smartphones into school buildings

Base: All parents aged 25-65 years with child/children aged 5-16 years in Great Britain

	Gender		Age				Social Grade				Region						Education		Employment Status		Ethnicity	GE 2020 Vote										EU Refer Vote		Number of children		Age of children		Concerned about what children are seeing/hearing/doing online	
	TOTAL	Male	Female	25-34	35-44	45-54	ABC1	C2DE	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non-Graduates	Working	Not working	Minority ethnic groups	White		Cons	Lab	Lib-Dems	Reform UK	Other party	Remain	Leave	1 child	More than 1 child	10 years of less	11+	Very/ fairly concerned	Not very/ at all concerned					
UNWEIGHED BASE	622	322	300	155	155	152	202	200	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122		
WEIGHED BASE	622	322	300	155	155	152	202	200	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122		
1-2) Strongly support	355	194	161	79	79	77	105	105	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62			
3-4) Somewhat support	265	128	137	66	66	65	87	87	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50			
5) Neither support nor oppose	133	68	65	32	32	33	40	40	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23				
6-7) Strongly oppose	79	40	39	20	20	21	26	26	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15				
8-9) Don't know	18	9	9	5	5	5	7	7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4				
NET Support	357	194	161	79	79	77	105	105	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62			
NET Oppose	264	128	137	66	66	65	87	87	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50				
Mean	0.19	0.20	0.12	0.4	0.09	0.15	0.17	0.17	0.17	0.12	0.24	0.11	-0.6	0.21	0.17	-0.17	0.1	-0.03	0.1	0.09	0.12	0.1	0.45	-0.26	0.4	0.22	0.09	0.21	0.15	0.49	-0.19	0.34	0.1	0.3					

Proportions/Means Column Totalled (2% risk level): 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 - DE - F/G

Overlap formulae used: \* small base, \*\* very small base (under 30) negligible for sig testing

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.



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27TH - 28TH MARCH 2025  
IPSOS

28 Mar 2025

Table 20

Q11 - Which of the following things have you done or would you consider regarding your child/children bringing smartphones to schools?

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

	Told your child/children not to take their smartphone to school	Confiscated your child's/ children's smartphone to prevent them from taking it to school	Given your child/children a mobile phone that isn't a smartphone to take to school
UNWEIGHTED BASE	622	622	622
WEIGHTED BASE	622	622	622
I have done this	176 28%	119 19%	82 13%
I haven't done this but have considered it	160 26%	152 24%	146 23%
I haven't considered this	254 41%	305 49%	359 58%
Don't know	33 5%	47 7%	35 6%

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.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h<sup>2</sup>/i/j/k/l/m - n/o - p/q - r/s - t<sup>2</sup>/u/v/w/x - y/A - B/C - D/E - F/G  
Overlap formulae used. \* small base; \*\* very small base (under 20) ineligible for dig testing

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



Table 22  
Q18\_3 - Which of the following things have you done or would you consider regarding your child/children bringing smartphones to school? Confiscated your child/children's smartphone to prevent them from taking it to school  
Base: All parents aged 25-65 years with child/children aged 5-16 years in Great Britain

	Gender		Age		Social Grade		Region						Education		Employment Status		Ethnicity		GE 2004 Vote								EU Ref Vote		Number of children		Age of children		Concerned about what children are seeing/hearing/doing online		
	TOTAL	Male	Female	25-34	35-44	45-54	ABSE	C2DE	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	Minority ethnic group	White	Cons	Lab	Lib-Dems	Ref/Ind UK	Other party	Remain	Leave	1 child	More than 1 child	10 years or less	11+	Very concerned	Not worried at all		
UNWEIGHED BASE	622	322	300	151	150	121	202	200	125	121	121	114	111	111	422	200	411	211	107	105	81	241	11	12	11	11	11	11	11	11	11	11	11	11	11
WEIGHTED BASE	622	322	300	151	150	121	202	200	125	121	121	114	111	111	422	200	411	211	107	105	81	241	11	12	11	11	11	11	11	11	11	11	11	11	11
I have done this	119	67	52	24	24	17	45	54	24	25	17	29	8	35	25	14	79	40	21	85	14	42	15	12	10	54	27	17	17	17	17	17	17	17	
I haven't done this but have considered it	503	255	248	127	126	104	157	146	101	96	104	85	103	100	200	186	332	171	100	100	67	200	10	10	10	10	10	10	10	10	10	10	10	10	10
I haven't considered this	385	211	174	87	87	64	100	96	51	54	54	45	103	100	197	103	232	171	100	100	67	200	10	10	10	10	10	10	10	10	10	10	10	10	10
Don't know	47	25	22	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	

Proportions/Means Column Total (95% risk level): a/b - c/d/e/f - 1/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  
Display Formulae used: \* total base, \*\* very small base (under 10) ineligible for age testing

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.

Table 22

Table 23

Q11\_3 - Which of the following things have you done or would you consider regarding your child/children bringing smartphones to school? Given your child/children a mobile phone that isn't a smartphone to take to school

Base: All parents aged 23-65 years with child/children aged 5-16 years in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level) = 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 - B/C - D/E - F/G  
 Ordinal Scores: see used. 1 small boxes, 22 very small boxes. Ordinal Ns available. See the Analysis

Overlap formulae used. \* small base; \*\* very small base (under 20) ineligible for sig testing

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