

PUBLIC ONLINE SAFETY FF 27TH - 28TH MARCH 2025 IFSOS

Table 1 Qi - Are you the garmt[hegd gaardian of a child aged 5-16 years that lives in your household? Base: All garents aged 23-65 years with child/childran aged 5-16 years is Great lettain

		Ge	nder		Age	-	Social	Grade			Rej	pian			Edu	cation	Employm	ent Status	Ethn	kity			GE 2024 Vote			EU Re	fVote	Number	of children	Age of	children	Concerned : children a hearing/ d	are seeing/
												Greater				Non			Minarity										More than 1	10 years of		Very/fairly	Not very/ all
	TOTAL	Male	Female	23-34	25-64	45-65	ABC1	C206	North (b)	Midlands	South	London	Wales	Scotland (m)	Graduates	Graduates	Working	Not working	ethnic group	White	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	1 child	child	less and	11+	concerned	concerne
UN WEIGHTED BASE	622							217			136						457	165							54	319						440	
	622																																
	330%	45%	54%	24%*	42%	45%	40%	62%	22%	27%	23%	14%*	55**	9%**	40%	60%	66%	24%	145*	83%	13%*	36%	2%*	11%*	996*	47%	22%	59%	41%	42%	66%	75%	24%*
Yes - one child	369	174	192	49	128	182	127	242	85	97	91	50	16	29	127	242	224	135	55	354	-41	121	26	44	40	166	122	369	-	140	225	269	95
	59%	63%	57%	57%	54%	d d	51%	65% f	61%	SBN	58%	\$7%	526	71%	51%	65%	\$7%	64N	62%	59%	58%	54%	52%	62%	71%	57%	62%	100% C	-	47%	55% D	57%	65%
Yes - more than one child	253	203	146	27	118	99	123	130	22	71	60	28	14	16	123	130	178	76	25	212	34	101	26	26	17	125	\$1		253	160	185	200	52
	41%	27%	425	42%	46%	25%	49%	35%	29%	42%	42%	43%	47%	29%	49%	25%	42%	26%	29%	41%	42%	46%	52%	27%	29%	42%	42%		100%	\$25	45%	425	25%

Propertion/Mease: Columns Tested (SK risk level) = 4/b = 1/d = -1/g = h/t/j//m = n/s = p/s = // = 1/s = 1/d = 0/s = 1/G Owelap formulas used. * email base; ** very small base (ander 26) beighte for dg testing

This work was carried out in accordance with the requirements of the international quality standard for market meanch, ISO 2022 and with the ignor Terms and Conditions.



PUBLIC
ONLINE SAFETY FF
27TH - 28TH MARCH 2025

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Table 2 Q2 - To the best of your knowledge	, how often do	es your child ,	/do your childr	en use the inte	met including	when they may	not be at hom	w such as at so	hool/numery o	or with other fa	nily membersi																						28 WH 102
Base: All parents aged 23-65 years v	vith child/child	Iren aged S-16	years in Great	Britain																													
																														1			
																														1			d about what
		60	nder		Age		Social	Grade			80	rion			50	acation	Employe	nent Status	6th	icity			GE 2024 Vote			EU R	ef Vote	Number	of children	Ares	children		are seeing/ doing online
																																	Not very/at
		Male	Female	23-34	25-44	45-65	ABC1	C205	North	Midands	South	Greater	Wales	Scotland	Graduates	Non Graduates	Working	Not working	Minority	White	Com	Lab	Lib Derrs	Reform UK	Other party	Remain	Leave	1 child	More than 1 child	10 years of less	11+	Very/ fairly concerned	
	TOTAL	(4)	(N)	(c)	(4)	(4)	(0	6	(P)	- FR	0	(4)	(1)	(n)	(1)	(0)	(p)	(4)	(1	(4)	(1)	14	(V)	(4)	(K)	01	(A)	(2)	(C)	(0)	(1)	(F)	(6)
UNWERGHTED BASE WEIGHTED BASE																																490	
	222																															725	
Several times a dav	420	203	215	48	153	220	164	256	100	113	91	59	24	24	164	256	277	143	57	250	50	164	32	51	25	196	146	226	184	156	226	207	109
	68%	72%	62%	55%	60%	78% cd	66%	69%	71%	67%	64%	67%	82%	62%	66N	69%	67%	68%	64%	68%	62%	74%	62%	72%	61%	67%	72%	64%	72%	52%	82%	65%	34%
Once a day	306	40	65	24	45	27	40	66	24	29	22	15	2	14	40	66	66	40	11	95	18	21	9	14	12	47	25	72	24	72	44	16	20
	17%	14%	19%	28%	18%	12%	16%	18%	17%	17%	15%	17%	8%	25%	16%	18%	26%	19%	12%	18%	23%	14%	17%	20%	22%	16%	17%	20%	12%	24% E	11%	185	34%
Weekly	44 75	12 45	29	8	27	9 25	22 9%	22	7	14	12 95	7 95	1 25	1	22	22 6%	22 85	12	12	20 6%	8 95	15 75	2	4	2 5%	23	13	24	19 8N	25 125	12	24	10 75
	~	45.	906		11%	h	10	606		9%	205	10		25	- 22	675	25	675	105	676	12	~~~~	24	5%	504	85	676	<u>^</u>	85	12%	15		75
Monthly	11	8	4	1	7	3	6	5	2	4	2	1	2	1	6	5	7	5	4	7	1	2	2		2	7	1	5	6	7	5	30	1
Less often	2% 16	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	6%	2%	2%	2%	2%	2%	5%	1% 13	2%	1%	4%		2%	2%	1%	1%	2%	2%	1%	2%	1%
	25	2%	2%	25	4%	2%	25	2%	1%	2%	5N	2%		2%	25	2%	26	2%	- es	2%	2%	2%	2%	2%	2%	2%	1%	25	2%	5%	2%	25	25
Never	18	6	12	1 25	1	7	7	11	4	4	6	1	1	2	7	11	34	4	2	16 2%	1	4	5	1	2	6	4	18 5%	1	13	2	14	4
	3%	2%	455	25	3%	2%	3%	2%	2%	2%	4%	1%	2%	6%	3%	2%	455	2%	2%	3%	1%	2%	9% tu	1%	4%	2%	2%	5% C		4% E	1%	25	25
Don't know	2 1%		2 15		2	1	2 15	1	2 15		1		1 2%		2	1	1	2 15		2 1%		:	:		1 1N	1	1	1	2 1%	1	1 15	2	
Prefer pot to say	2		2		2		15	2	15		1	2			1%	2	2	1%		1		1			2	2		2	175	1	2	2	
	•		1%		1%						2%	2%					1%								25	1%		•			1%	1%	
NET: At least once a day	526 85%	242 88%	290 82%	72 82%	198 77%	257 92%	204 82%	322 875	123 88%	142 84%	113 80%	74 85%	27 88%	48 87%	204 82%	322 87%	343 82%	183 87%	69 75%	445 86N	69 84%	195 88%	41 79%	65 92%	47 82%	244 84%	181 895	309 84%	218 86%	228 76%	381 92%	293 84%	129 88%

Propartion/Means: Columns itested (25 ink level) = x/b = c/d/= +1/g = b/(d/k1/m = n/o = p/q = r/s = 1/s = 4/d = k1/C = b/C = 5/G Gwelap formulae used: ** small base; ** very small base (usefer 20) indigible for dg testing

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



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Table 3 Q3 - Which, if any of the following devices does your child / do your children use to access the internet? Base: All parents aged 23-55 years with child/children aged 5-55 years in Graet Britain

			oter		Are		Savia	Grade				eian			14	cation	Emoloum	ent Status	Ethr	ak bu			GE 2024 Vote			EU Re	f Vote	Number	of children	Arest	children	Concerned children a hearing/ d	
		Male	Female	23-34	25-44	45-65	AIC1	C206	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non Graduates		Not working	Minority		Cons	Lab	Lib Dems	Reform UK		Remain	Leave	1 child	More than 1 child	10 years of less	11+	Very/ fairly concerned	Not very/ at all concerned
UNWEIGHTED BASE	TOTAL	(1)	(9)	(c)	(4)	(4)	(0)	60	(N)	- 8	0	(4)	0	(n)	(1)	(0)	(p)	(4)	01	(4)	(1)	(4)	(4)	(w)	(6)	64	(A)	(9)	(C)	(0)	(1)	(F)	(6)
UN WEIGHTED BASE WEIGHTED BASE																																	125
WEIGHTED BACK	2225																																245
Smartphone	452	216	222	58	167	227	160	283	106	122	97	68	22	26	169	283	279	173	61	284	60	166	36	52	41	207	155	260	192	162	266	229	108
	72%	78%	62%	68%	65N	81% cd	68%	76%	75%	72%	69%	78%	76%	65%	68%	76%	62%	82%	67%	75 N	74%	75%	68%	74%	72%	71%	77%	71%	76%	S4N	89%	72%	74%
Tablet (e.g. IPad or Amazon Fire)	364	166	195	60	167	137	169	195	90	83	78	61	15	27	169	195	249	115	59	292	47	154	30	39	30	172	116	195	169	212	216	284	79
	59%	60%	585	70%	65%	49%	67%	525	GIN.	49%	55%	70%	52%	67%	67%	52%	61%	54%	65%	\$7%	SBN	72%	\$7%	SEN	52%	60%	\$7%	52%	67% B	71%	525	61%	54%
Tablet provided by school (e.g.	341	70	69	26	63	52	77	65	23	28	27	32	6	16	77	65	105	36	29	110	23	59	12	13	11	70	43	69	73	75	90	116	25
iPad or Amazon Fire1	225	25%	215	32%	25%	18%	215	175	36N	22%	19%	37%	21%	29%	315	176	265	17%	225	21%	29%	275	22%	19%	20%	24%	21%	225	29%	25%	22%	255	17%
					2.00	10.0					100	hi	210	2870				1/2			2010		22.7	100	2010				8				1/2
Lastos/desktos computer	214 51%	150 58%	150 44%	42 48%	109 42%	354 58%	143 57%	171 40%	61 42%	80 48%	71 50%	61 70%	13 426	28 51%	143 57%	171 46%	223 54%	91 42%	50 55%	255 49%	41 50%	112 51%	22 62%	28 55%	22 56%	153 53%	103 51%	176 48%	129 55%	118 29%	254 62%	235 52%	74 50%
Smart TV	288 46%	133 48%	154 45%	48 56N	130 52%	110 39%	117 47%	171 425	65 47%	79 47%	59 42%	45 51%	17 55%	24 44%	117 47%	171 46%	187 45%	102 48%	51 SEN	229 64%	42 51%	111 52%	26 52%	24 34%	27 48%	136 47%	10 44%	163 44%	125 49%	149 50%	184 45%	223 485	61 42%
Games console (e.g. Playstation or	263	129	134	36	103	124	112	152	64	64	60	41	14	20	112	152	167	\$6	28	218	36	117	21	23	20	122	\$7	131	132	106	207	206	56
Xbox)	42%	46%	425	42%	40%	44N	45%	41%	45%	38%	42%	47%	45%	27%	45N	41%	41%	46%	42%	42%	64%	525	41%	22%	36%	46%	425	36%	\$2%	25%	51%	44%	28%
Other	6	4	2	1	2	4	4	2		2	2	1			4	2	5	1	2	4	1	1		1	2	1	2	2	2	2	5	2	2
	1%	1%	1%	1%	1%	2%	2%	1%		2%	2%	2%			2%	2%	1%		2%	1%	1%	•		1%	4%	1%	2%	1%	1%	2%	2%	1%	2%
My child does not have access to the internet	12	1	20	2	4	5	6	6	3	4	1	1	1	2	6	6	9	2	1	10	1	2	1		2	6	а	9	а	8	1	9	2
	2%		2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	45	2%	2%	2%	1%	2%	2%	1%	1%	1%		4%	2%	1%	2%	2%	2% 5	•	2%	2%
Don't know							-																							-			-
Prefer not to say																																	

 $\label{eq:properties} Properties of Masses: Column: Tested (25): ink low() - x (b < t/(c + 1/g - b/()/k)/(m - n/o - p/q - t/s - t/a/n/m/s - y/A - R/C - R/C - L/G - f/G - Coviring formulae used. * anal base, "* very small base (used: 26) insights for ag testing - t$

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PUBLIC ONLINE SAFETY FF 27TH - 28TH MARCH 2025 IFSOS

Table 4. QL-Deep pair child / de any of your dhillens have a compare or any other screene with screen in the interret that they as in their badreem? Banc Al garmits ged 23-65 years with child/childran gard 5-16 years in Genet Refain

		6	nder		Are		Social	Grade			80	rian			Ed.	cation	Employe	nent Status	Ethe	kitv			GE 2024 Vote			EU Re	ef Vote	Number	of children	Arest	children	Concerned : children a hearing/ d	to seeing/
		Male	Female	23-34	25-44	45-65	ABC1	C206	North	Midlands	South	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 of less	11+		Not very/ at all
	TOTAL	(a)	(2)	(c)	(4)	(e)	(0	6	(N)	8	0	(4)	0	(n)	(1)	(0)	(p)	(4)	- 01	(4)	(t)	(4)	M	(w)	(4)	M	(A)	(9)	(5)	(2)	(E)	(9)	19
UNWEIGHTED BASE WEIGHTED BASE	622																															400	
WEIGHTED BASE	1222																															758	
Yes	427	199	204	57	148	202	156	252	\$7	107	87	65	20	41	156	252	260	147	55	340	55	142	26	56	41	183	146	228	179	162	220	202	99
	65 N	72% b	62%	66%	58%	72% d	62%	68%	62%	63%	61%	75%	67%	75%	62%	68%	62%	70%	62N	66%	68%	64%	69%	BDN.	72%	63%	72%	62%	71%	S4N	78% D	64%	68%
No	213	78	132	28	107	79	94	119	51	62	54	22	30	14	94	129	151	62	25	175	26	29	16	14	36	109	56	141	72	128	90	165	47
	24%	28%	22%	32%	42%	28%	28%	32%	27%	27%	29%	25%	22%	25%	28%	3,2%	27%	32%	29%	24%	32%	36%	21%	20%	28%	27%	28%	28%	29%	46%	22%	25%	22%
																						w						c		E			
Don't know	1		1	1			-	1	1							1	-	1		1	-				-			· ·	1	1		1	-
				15					1%									15											1%				

Propartien/Means: Salames Tatele (SK risk inni): + 30 - 1/64 - 1/g - N/3/N/m - 1/a - 9/a - 1/a - Va/v/w/w - v/A - 8/C - 6/C - 1/G Gwelap formulae und. - unai bane, ** very emailbane (ander 26) beilgible for dg texting

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PUBLIC ONLINE SAFETY FF 27TH - 2TH MARKY 2025 IPSOS

Table 5 QG-How canfiders are you that you know what your child is / children are seeing or haaring online? Base: Al parents aged 23-65 years with child(children aged 5-65 years in Great Britain

			nder		A.m.		Saria	il Grade			P.e.	rian			54	cation	Employm	ant Ctatus	Ethe	ale ity			GE 2024 Vot			018	ef Vote	Number	of children	Areset	children		are seeing/ doing online
Γ												Greater				Non			Moerty					1					More than 1	10 years of		Vers/ fairly	Not very/
	TOTAL	Male	Female	23-34	25-44	45-65	ABC1	C206	North	Midlands	South	London	Wales	Scotland	Graduates	Graduates	Working	Not working		White	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	1 child	child	less and	11+	concerned	concerne
UN WEIGHTED BASE WEIGHTED BASE	622 622 2015	265 277 45%	254 238 545	110 85* 145*	248 255 415	264 281 45%	405 250 40%	217 172 625	160 140 22%	153 168 27%	136 541 226	101 87* 14%*	31 30** 5%**	41 55** 9%**	405 250 405	217 372 60%	457 411 66%	165 211 24%	108 90* 14%*	500 556 82%	#2 #1* 12%*	241 222 365	61 52* 85*	54 70* 11%*	54 57* 96*	119 201 47%	173 202 326	340 360 59%	272 253 41%	318 301 48%	266 410 66%	490 469 735	125 146* 2455
14) Verv confident	189 30%	90 22%	96 28%	36 42% 8	85 14%	68 24%	90 26%	99 27%	42 32%	49 29%	42 30%	23 28%	7 24%	16 29%	90 36N 0	99 27%	122 30%	47 32%	25 28%	155 30%	28 24%	63 285	15 28%	21 30%	17 30%	83 29%	60 32%	117 32%	73 29%	108 26%	105 26%	124 295	51 25%
(2) Fairly confident	250 56%	146 52%	201 59%	41 42%	146 57%	263 58%	123 49%	227 61%	71 51%	97 58%	84 59%	46 52%	19 61%	34 62%	123 49%	227 61%	223 57%	118 56%	47 52%	295 57%	40 49%	128 58%	31 59%	43 62N	29 51%	165 57%	115 576	201 55%	149 59%	167 55%	229 58%	265 575	83 57%
(2) Not wry confident	71 11N	27 12%	34 10%	9 10%	21 8%	42 15N	30 12%	41 11%	24 17%	16 10%	15 11N	7 85	5 15%	4 75	30 12%	41 11N	50 12%	22 10%	17 19%	54 11N	13 15%	29 125	5 9%	6 8%	8 15N	40 14%	22 11%	43 12%	28 11N	23 8%	58 54%	61 125	10 7%
(3) Not at all confident	1 15	2	5	1	1	7	4	5	2	5					4	5 1%	4	4		8	1	1	1 2%	•	2	2	4	6 15	2 1%	2	6 15	7	2
Don't know	3	2	1	:	1	2	1		:	1	1	1 15	:	1 25	3		1 15		:	3	1 15		1 15			1	1	2	1	1	2	2	1
Prefer not to sav	1			1																-							-			1		1	
NET: Very/fairly confident	540 87%	236 85%	298 88%	77 92%	232 92%	230 82%	213 85%	326 88%	113 82%	146 87%	125 89%	79 91%	26 85%	50 92%	213 85%	326 88%	255 80%	185 88%	73 82N	450 87%	68 82%	191 85%	45 88%	64 92N	46 81N	248 85%	176 87%	218 86%	222 88%	234 91%	244 84%	299 85%	134 92%
NET: Not very/ not at all confident	80 125	29 14%	40	9 10%	22	49 17%	34	46	27	21	15 115	7	5	4	24 125	45	54	26	17	63 12%	13	31 14%	6	6 9%	10	42	25 125	49 12N	31 12%	25	64 16%	67 14%	12
Mean	3.16	2.18	2.15	1.12	1.24	d 2.04	3.21	3.13	k 2.08	2.14	3.29	11	3.08	1.22	3.21	2.12	3.16	2.17	1.09	3.16	3.17	2.14	1.16	1.2	3.08	1.11	2.15	2.17	3.16	1.27	D 2.08	2.12	1.26



PUBLIC ONLINE SAFETY FF 27TH - 28TH MARCH 2025 18505

Table 6 Gi-Te aha animit, Fit at J, nor you concerned about about children in general an warding, bearing or duing unline? Baser, Al parents aged 33 65 years with child/children aged 6-56 years in Grave Britain

							Secial																									children a	
		Go	nder	<u> </u>	Age		Social	Grade			Reg	tian			£d.	cation	Employm	ent Status	Ethn	icity			GE 2024 Vote			EU Re	ef Vote	Number	of children	Age of	:hädres		doing online
	TOTAL	Male (1)	Female	23-34	25-44	45-65	ABC1	C2DE	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non Graduates	Working	Not working	Minarity ethnic group	White	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	1 child	More than 1 child	10 years of less	11+	Very/ fairly	Not very/ at all concerned
UNWEIGHTED BASE								217			135						467	165	109	500						319						440	
(4) Very concerned	159	70	86	24	64	61	94	66	41	40	21	28	2	16	94	66	115	45	40	111	19	68	15	11	13	76	42	90	69	92	96	159	
	26N	25%	24%	42% de	25%	22%	27% E	18%	29%	24%	22%	22%	10%	32%	17% 0	18%	28%	21%	45% 8	22%	22%	32%	29%	16%	22%	26%	21%	24%	27%	21% E	22%	34% G	
(2) Fairly concerned	329	141	165	36	121	251	115	194	60	75	72	-41	15	29	115	294	204	105	29	265	-42	106	26	20	21	153	97	179	130	145	205	209	
	50%	51%	425	42%	485	54N	46%	52%	49%	44%	\$2%	55%	425	52%	46%	52%	50%	52%	42%	51%	53%	425	42%	42%	54%	52%	425	42%	52%	425	52%	GEN	
(2) Not very concerned	125	57	68	12	60	54	21	95	24	46	25		12	9	21	95	72	54	9	115	17	29	30	23	9	50	55	76	50	55	92		125
	20%	20%	20%	14%	22%	19%	12%	25% f	17%	27% k	18%	11%	41%	35%	12%	25%	17%	25%	30%	22% r	21%	185	29%	22%	16%	17%	27% V	20%	20%	18%	22%		BGN. F
(1) Not at all concerned	21	8	13	2	8	10	7	14	6	6	7	1	1	1	7	24	35	5	2	18	1	8	1	5	4	9	7	19	2	8	11		21
	2%	2%	455	2%	2%	2%	2%	4%	4%	4%	SN	1%	2%	2%	2%	4%	4%	25	2%	4%	1%	2%	1%	2%	7%	2%	2%	5% C	1%	2%	2%	1.1	54% F
Don't know	7	1	6	1	1	5	1	4		1	5	1			3	4	5	2		7	2	1	1			1	1	5	2	1	6		
	1%		2%	1%	1%	2%	1%	1%		2%	4% h	1%			1%	2%	1%	1%		1%	2%	1%	1%			2%	1%	1%	2%		1%		
NET: Very/fairly concerned	469	211	251	71	196	212	209	260	110	115	304	77	18	45	209	260	319	149	79	326	62	172	41	41	-44	229	139	269	200	237	301	469	
	75N	76%	74%	82%	72%	76N	82%	70%	79%	68%	74%	88% 1	58%	82%	82% 0	70%	78%	71%	BBN 5	72%	76%	72% W	78%	5.0%	77%	79% A	69%	72%	79%	79%	72%	100% G	
NET: Not very/ not at all concerned	546	65	81	15	68	6	28	108	30	52	32	10	13	10	28	108	87	59	11	133	17	47	11	28	13	59	62	85	52	62	103		146
	24%	22%	24%	17%	27%	22%	15%	295 f	21%	22% k	22%	11%	42%	28%	15%	29% n	21%	28%	12%	26% r	21%	21%	21%	42% tuv	22%	20%	21% Y	25%	20%	21%	25%		100% F
Mean	2.99	2.99	2.98	2.19 de	2.95	2.96	22	2.85	2.04	2.89	2.94	2.21	2.65	2.1	2.2	2.85	2.03	2.91	2.2	2.92	2.02 W	2.06 W	1.07 W	2.68	2.93	2.02	2.97	2.93	3.05	2.07	2.95	2.34 G	1.86

Progenitory/Means: Calamon Tested (5% risk level) = 3/6 - c/d/4 - 1/g - h/d//h//n - n/o - g/o - r/s - t/a/v/w/x - v/A - B/C - D/C - F/G Overlap formulae said. * anal bans; ** wry anal bans (anter 20) onligible for eig testing This work was cannot accidence with the requirements of the international quality standard for market research, 502 2022 and with the year Terms and Conditions,



PUBLIC ONLINE SAFETY FF 27TH - 20TH MARCH 2025 IPSOS

Table 7 Q1 - Which of the following mensures, If any, do you take or have you taken to try and protect your shiel or shidren astive? Base: Al parent aged 23-65 years with shid/shidron aged 5-65 years in Greet Aritain

									_																								
		6	nder		Age		Sacia	i Grade			Ber	rian			Edu	cation	Employm	ent Status	500	icity			GE 2024 Vote			EU Re	TVote	Number	of children	Assola	children	children a	about what are seeing/ doing online
	TOTAL	Male	Female	23-34	25-44	45-65	ABC1	C2DE	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non Graduates			Minority ethnic group	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
UNWEXENTED BASE WEIGHTED BASE	622 622							217 172 476			136 541 226						457 411 445	165 211 34%								319 291 47%							
Parental controls or apps for specific devices	344 55%	162 59%	178 525	59 69%	137 54%	248 52%	162 65%	182 495	78 56N	84 50%	80 57%	58 66%	14 475	29 54%	162 65N	182 49%	229 56%	114 54%	62 69%	275 53%	45 56%	127 57%	28 54%	28 55N	30 53%	162 56%	102 51%	185 52%	159 63%	181 60%	222 54%	279 62%	63 42%
Parental controls for wi-fi in the	249	115	130	de 22	115	301	113	136	54	57	59	41	14	24	113	136	172	77	48	290	29	92	28	25	28	131	74	134	115	136	161	G 193	54
reme	40%	42%	225	29%	45N	36%	45%	27%	28%	34%	42%	47%	42%	45%	45% 0	27%	42%	37%	525	27%	26%	41%	54%	35%	49%	45%	37%	36%	46% B	45%	39%	41%	37%
Adblockers	117 19%	61 22%	54 16%	12 27% de	49 19%	27 12%	60 24%	57 15%	26 18%	23 14N	24 175	26 30%	10 34%	8 34%	60 24%	57 15%	82 20%	25 17N	22 25%	84 16N	11 14%	44 22%	19 35%	13 19%	11 19%	57 20%	30 15%	70 29%	47 29%	66 22%	71 17%	91 19%	26 28%
Discussing risks and dangers of online activity with my child	382	153	226	46	160	177	156	226	80	118	88	49	17	30	156	225	251	131	ន	322	52	140	35	41	28	190	119	215	167	175	274	284	93
PIN or password either on a device	61% 201	55% 90	67% a 108	52%	62N	63%	62%	61%	57%	70% h 28	62% 53	56% 27	57%	54% 15	62% 204	61%	61% 126	62N	59%	62% 159	25	62%	68% 20	58N 22	67% 17	45% 204	59% 60	58%	66N	58%	67% D 116	61% 158	42
or website	22%	32%	32%	425	265	24%	41%	26%	34%	22%	27%	42%	285	27%	41%	26%	22%	31%	40%	22%	22%	25%	28%	32%	29%	26%	32%	28%	29%	41%	28%	34%	29%
Restricting when or where my child can use the internet	280	111	167	48	130	902	143	137	49	84	-	28	14	27	143	137	206	74	54	221	37	114	27	21	25	143	88	153	127	175	154	220	59
	45N	40%	49%	S6X e	51N e	36N	57% #	37%	25%	50% h	4996 h	43%	45%	50%	57% 0	37%	50% e	35%	60% x	43%	46%	51% W	52% W	30%	44N	49%	425	42%	50%	58% E	38%	47%	42%
Removing internet enabled devices from my child's bedroom	907	45	59	22	51	ы	64	43	22	28	29	17	s	6	64	43	76	31	13	91	13	43	17	6	*	56	31	53	54	74	49	84	22
	17%	16%	185	26% 0	20% #	12N	26%	11%	35%	17%	20%	20%	16%	22%	26% 0	11%	18%	15%	14%	18%	15%	19%	32% bex	9%	14N	19%	16%	34%	21%	25N E	12%	185	15%
Taken internet enabled devices away from them when i've had concerns	134	64	69	28	52	55	56	78	32	37	26	20	3	7	56	78	87	47	29	234	19	43	16	15	5	61	44	65	69	78	86	112	23
Other	22%	22%	20%	22% de	20%	20%	22%	21%	22%	22%	26%	22%	8%	12%	22%	21%	21%	22%	32% 8	20%	23%	22%	22% ×	22%	2	21%	22%	16	27% B	26%	21%	24%	35N 6
ucran	25	25	25	55	25	25	45	25	55	25	25	15	25		45	25	45	25		25	15	25	55	1%	45	25	25	45	1%	25	25	25	- 65
I don't take any specific measures	21 5%	15 5N	26 5N	1	11	20 25	7 2%	24 6%	11 85	6 4%	5	7 85	1 2%	1 25	7	24 6%	24	6	2	29 6%	2	11 5%	1 2%	5 RN	2	8	17	23	7	4 256	25 6%	16 2%	14 22%
Don't know	4		4		44	c 4	1	r 4	2	2		1			1	n 4	2	2		4	1	2			2	2	2 ×	2	1	1	2		F
Prefer not to say	1% 2		1% 2		2	2%		1% 2	1%	1%		1% 2				1% 2	1% 2	1%		1%	1%	1%			4%	1% 2	1%	2	1%	25	2	1%	
NET: Any parental controls	420	- 200 72%	1% 224 66%	- 70 81%	1% 177 69%	- 183 65%	* 187 75%	* 243 65%	90 71%	- 107 625	- 101 72%	2% 66 75%	21 68%	27 67%	* 187 75%	* 243 65%	1% 283 69%	- 148 72%	* 74 825	- 344 67%	- 60 74%	* 157 71%	- 26 69%	- 45 65%	2% 43 76%	1% 207 71%	- 129 64%	1% 241 65%	- 190 75%	- 227 75%	1% 277 67%	* 242 725	- Bit SEN
		-48		de .	-100	-10		-44		-14				-776	0		-24		1	2014			23%		.24			-10		1	-114	G	1810

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This work was carried accine accordinous with the requirements of the international quality standard for market meanch, (50 2020 and with the ignor Terms and Conditions,



Table 8

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

28 Mar 2025

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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PUBLIC
ONLINE SAFETY FF
27TH - 28TH MARCH 2025

																	IPSOS																28 Mar 2025
Table 9																																	78 M 87 2025
Q8_1 - To what extent, if at all, have	e any of the fo	lowing made	you more likely	to take addition	onal measures	to protect your	child or childr	in online in the	past month?	News stories/as	ticles about ch	ild safety onlin	•																				
Base: All parents aged 23-65 years w	with child/child	Iren aged S-16	yeans in Great	Britain																													
																														i.		Concerned	and the second
																														1		children a	to seeing/
r		Ge	nder	<u> </u>	Age		Social	Grade			Re	pian			64	ucation	Employn	ent Status		nicity		-	GE 2024 Vot	· · · ·		EU Ref	Vote	Numbera	of children	Age of o	.hildren	hearing/ d	Not very/at
												Greater				Non			Minority										More than 1	10 years of		Very/fairly	all
	TOTAL	Male	Female	23-34	25-44	45-65	ABC1	C206	North	Midlands	South	London	Wales	Scotland	Graduates	Graduates	Working	Not working	ethnic group	White	Cons	Lab	Lib Dems	Reform UK C	other party	Remain	Leave	1 child	child	less	11+	concerned	concerned
UNWEIGHTED BASE	62	(4)	224	110	240	254	(1) Al/6	207	160	19	125	94	21	(4)	(4)	217	(P)	165		500	(1)	241	61		90	210	00	240	222	14	(k) 200	420	(9)
WEIGHTED BASE																																	146*
	200%	45%	54%	14%* 41	425	45%	40%	62%	22%	22%	22%	22	2501	9%**	40%	60%	66% 90	34%	24%*	83% 221	12%*	30%	25.*	11%*	9%5* 19	47%	32%	59%	41%	40%	66%	75%	24%*
(4) A great deal	24%	72 26%	24 22%	52%	22%	17%	76 20%	12	22%	24%	19%	37%	176	285	76	195	22%	27%	285	228	21%	225	28%	10	25	25%	29	22%	25%	27%	89 22%	26%	285
				de								N .			0																		
(2) A fair amount	282	123	154 45%	28	120	124	110	172	42%	74 44%	64 45N	41	12 415	22 42%	110	172	191 46%	91 425	40 445	234	27 45%	115 52%	20	27 52%	18 21%	129	426	160 42%	122	121 44%	188	226	55 28%
	655	655	455	405	4/%	405	665	455	4/%	445	6505	475	425	42%	445	6625	46.5	425	465	63%	455	325	21%	52%	415	6275	4/5	445	415		46%	485	45
(2) Not very much	328	59	48	7	48	53	40	68	26	23	30	7	30	12	40	68	72	15	14	94	16	21	12	15	10	41	41	65	43	45	82	64	41
	17%	21%	14%	8%	29%	19%	16%	18%	28N	14%	21%	2%	32%	22%	16%	18%	18%	17%	16%	18%	19%	14%	24%	22%	18%	15%	21%	28%	17%	15%	20%	14%	28%
(1) Not at all	40	16	24	2	13	25	11	29	11	15	7	2	1	2	11	29	29	11	2	28	6	34		3	8	15	14	20	10	20	25	28	12
	6N	6%	7%	2%	5%	9%	4%	8%	8%	9%	5%	2%	4%	6%	4%	8%	7%	5%	2%	7%	7%	626	1%	4%	14%	5%	7%	8%	4%	7%	6%	6%	25
No difference	45	6	29	5	17	22	13	32	30	16	13	1	2	1	13	22	29	15	1	42	6	13	5	5	1	23	12	21	14	22	25	28	12
	7%	2%	11%	6%	7%	2%	5%	956	7%	9%	10%	2%	6%	2%	5%	9%	7%	7%	2%	2%	85	626	9%	7%	2%	8%	6%	8%	6%	2%	6%	6%	25
NET: Great deal/ fair amount	430	195	227	71	178	281	185	244	93	115	91	75	18	29	185	244	281	149	74	342	54	163	25	47	37	211	134	243	186	213	277	248	81
	69%	71%	67%	82% de	70%	64%	74%	66%	66%	68%	64%	85%	58%	71%	74%	66%	62%	71%	82%	66%	66%	74%	67%	67%	65%	72%	66%	66%	72%	71%	68%	74%	55%
NET: Not very much/ at all	548	76	72	20	61	77	52	36	27	28	27	10	11	15	52	95	101	47	16	132	22	45	12	18	19	57	57	95	53	65	108	92	53
	24%	27%	21%	11%	24%	28%	21%	26%	27%	22%	26%	11%	36%	28%	21%	26%	25%	22%	17%	26%	26%	20%	24%	26%	22%	20%	28%	25%	21%	22%	26%	20%	35%
Mean	2.93	2.93	2.93	2.28	2.93	2.79	2.06	2.84	k 2.94	2.92	k 2.97	2.22	2.75	2.94	2.06	2.54	2.9		3.19	2.97	2.96	2.95	2.04	2.83	2.86	1	2.94	2.88	2	2.98	2.89		£ 2.71
	2.94	2.94	-34	 Ce	2.96							hi	***	2.94	205	2.84	2.9			2.87	- 10	2.95	1.04				- 01				2.69	G	2.71

Propertion/Mason: Columns Tested (SX risk love) - a/k - c/d/a - t/g - h/g/k/k/m - n/a - g/a - c/d - k/c/- k/c/- a/k - b/C - b/

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ONLINE SAFETY FF
27TH - 28TH MARCH 2025

																	IPSOS																28 Mar 2025
Table 10 QB_2 - To what extent, if at all, ha	ove any of the fo	llowing made	you more likely	y to take additi	ional measures	to protect you	child or child	en online in the	past month?1	TV shows/decu	mentaries abo	at child safety	online																				
Base: All parents aged 23-65 years	s with child/chile	dren aged S-1	6 years in Great	Britain																													
			ender		Aze			Grade			Reg					cation		ient Status	Ethe	la line			GE 2024 Vote			EU Re	distant		of children	Aseof		Concerned : children a hearing/ d	to seeing/
		Male	Female	23-24	25-44	45-65	ARCI	C205	North	Midlands	South	Greater	Wales	Scotland	Graduates	Non	Working	Natworking	Mnarity ethnic group	White	Corts	Lab	Lib Dems		Other party	Remain	Leave		More than 1 child		11+		Not very/at all concerned
UNWEIGHTED BASE	TOTAL 622	(a)	(14	(4)	(4)	(4)	(1)	60	PN .	8	0	(4)	(1)	(n)	(1)	(0)	(p)	(4)	01	(4)	(1)	(4)	M	(w)	(4)	64	(4)	(2)	(C)	(0)	(1)	(F)	(4)
WEIGHTED BASE	622 100%																																146*
i fi Aareat deal	113 18%	58 21%	53 16%	24 29%	29 15%	40 14%	65 26%	48 125	23 17%	29 17%	20 14%	26 30%	4 14%	10 29%	65 26%	48 125	75 18%	27 18%	28 11N	82 16N	13 16%	43 19%	12 24%	6 9%	9 15N	53 18%	32 10%	61 35%	52 21%	63 215	69 17%	100 21%	13 9%
(2) A fair amount	266 42%	113 41%	151 45%	22	119	114	94 295	168 45%	56 425	67 40%	60 625	36 415	11 44%	22 60%	98 29%	168 45%	183 44%	83 295	25	224 42%	41 50%	90 41%	18 34%	21 445	27 48%	124 42%	94 455	162 44%	104 41%	125 425	170 41%	207	58 42%
(2) Not were much	129 22%	73 26% b	63 195	9 10%	62 24%	68 24%	48 19%	91 24%	29 28%	31 19%	28 27%	18 20%	8 27%	s gs	48 19%	91 24%	86 21%	53 25%	18 20%	119 23%	15 18%	47 21%	15 32%	23 32%	10 18%	61 21%	46 2.2%	77 21%	62 25%	64 21N	103 25%	93 20%	44 32% F
(II) Not at all	44 7%	21 7%	24 7%	4 5%	15 6%	25 9%	19 7%	26 7%	9 6%	19 11%	7 5N	4 4%	1 5%	4 75	19 7%	26 7%	30 7%	14 7%	7 8%	25 7%	1 1%	23 11%	3 7%	1 2%	8 14%	26 9%	11 5%	32 9%	13 5%	18 6%	22 8%	21 75	13 9%
No difference	60 10%	12 4%	48 14%	6 7%	20 8%	34 12%	21 8%	29 11%	13 9%	22 12% k	16 11N	4 4%	3 10%	3 6%	21 8%	29 115	27 9%	23 11%	2 2%	56 11%	12 15%	29 9%	3 5%	8 12%	3 4%	28 10%	20 10%	28 22%	23 9%	21 10%	26 9%	28 8%	17 12N
NET: Great deal/ fair amount	279 61%	171 62%	204 60%	67 78% de	158 62%	154 55N	162 65%	216 58%	79 57%	96 57%	80 5.7%	62 71% N	18 58%	41 79%	162 65%	2.15 58%	258 63%	120 57%	63 70%	325 59%	54 66%	132 60%	30 58%	27 54%	26 64 N	176 60%	126 62%	223 60%	156 62%	188 63%	229 58%	206 65% G	72 49%
NET: Not very much/ at all	183 29%	94 24%	85 2425	13 15%	77 30%	92 22%	67 27%	117 315	48 34%	50 30%	45 32%	21 24%	10 32%	9 25%	67 27%	117 31%	116 28%	68 32%	25 285	154 32%	15 19%	70 32%	19 36% t	24 34%	18 32%	87 30%	57 28%	108 29%	75 30%	82 27%	135 32%	125 276	57 29% F
Mean	2.8	2.79	2.8	2.2 de	2.77	2.68	2.91 E	2.72	2.74	2.72	2.34	2.02 hij	2.75	2.95	2.91	2.72	2.81	2.76	2.95	2.77	2.96	2.75	2.8	2.69	2.68	2.77	2.81	2.76	2.85	2.95	2.74	2.97 G	2.56

Propertions/Means: Columns Testad (5% risk level) = 3/b - c/d/a - l/g - h/\|j/k/|/m - n/a - p/q - c/a - l/a - l/a/k/m/k - y/A - B/C - D/K - T/G Gwelap formulae und. * anal base; ** wey small base (under 26) heigible for dg testing

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ONLINE SAFETY FF
27TH - 28TH MARCH 2025

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Table 11 QB_3 - To what extent, if at all, ha	ve any of the fo	llowing made	you more likely	to take additio	onal measures	to protect you	child or childr	en online in the	past month?	Conversations v	Ath friends or	family/other p	wents about o	child safety onli																			
Base: All parents aged 23-65 years	with child/child	dren aged S-14	years in Great	Britain																													
																																Concerned : children a	are seeing/
		6	nder		Age		Social	Grade			Reg	ias			Educ	ation	Employn	ient Status	Ethn	icity			GE 2024 Vote			EU Re	fVote	Numbere	of children	Age of	chädren		doing online
		Male	Female	23-34	25-44	45-65	ABC1	C206	North	Midlands	South	Greater	Wales	Scotland	Graduates	Non Graduates	Working	Not working	Minarity ethnic group	White	Com	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
	TOTAL	(a)	(2)	(c)	(4)	(4)	(1)	60	(1)	0	0	(4)	0	(m)	(1)	(0)	(P)	(4)	01	(4)	(1)	14	(4)	(w)	(4)	0.0	(A)	(9)	(5)	(0)	(1)	(F)	(G)
UNWEIGHTED BASE WEIGHTED BASE																																490 469 755	125 146* 245*
(4) A great deal	120	64	61	24	54	42	73	58	25	24	27	28	5	12	72	58	52	47	25	222	19	52	12	12	1	61	22	73	58	66	85	108	19
	21%	22%	29%	42% de	22%	15%	29% E	15%	28N	20%	19%	32% h	15%	21%	29% 0	15%	20%	22%	28%	20%	24%	22%	22%	18N	12%	21%	17%	20%	23%	22%	21%	22% G	12%
(2) A fair amount	269 42%	118 425	147	31 36%	112	125 45%	102 41%	166	61 425	72 42%	57 60%	41 47%	11 37%	26 42%	102 41%	166 45%	184 45%	#5 425	41 45%	220	35 645	93 425	20	27	29 51%	128	97 485	153 425	116 46N	122 41%	185	214	54 32%
(2) Not very much	128 22%	65 23%	72 21%	12 14%	51 20%	74 26%	41 16%	96 26%	37 26% 8	25 21%	29 28% k	12 14%	4 12%	10 18%	41 16%	96 26N	84 20%	54 26%	17 195	119 23%	14 18%	50 23%	14 28%	13 19%	13 24%	61 21%	44 22%	82 22%	56 22%	70 23%	92 22%	96 20%	41 28%
(3) Not at all	22 5%	18 6%	54 455	2 2%	19 #%	11 4%	15 6N	17 5%	7 5%	12 7%	4 2%	2 2%	4 12%	4 85	15 6%	17 5%	25 6%	7 2%	6 0%	26 5%	1 4%	9 4%	3 6%	2 2%	3 6%	12 4%	11 5%	23 6%	9 4%	17 5%	18 4%	18 4%	14 22% F
No difference	53 95	13 5%	41 12%	6 7%	18 7%	29 10%	19 8%	34 9%	11 8%	14 8%	14 10%	4 5%	7 24%	3 6%	19 RN	24 9%	35 95	18 8%	2 2%	49 10%	8 10%	18 85	3 5%	5 7N	3 6%	29 10%	18 9%	28 22%	15 6%	26 95	21 8%	23 7%	18 12N
NET: Great deal/ fair amount	299 64%	182 66%	211 62%	65 76% 0	166 65N	257 62%	175 70%	224 60%	45 64%	107 64%	34 60%	69 79% hii	16 526	28 69%	175 70%	224 60%	267 65%	132 63%	66 72%	321 62%	56 68%	145 65%	32 61%	49 70%	27 65%	190 65%	130 64%	226 61%	173 68%	188 63%	270 66%	223 69% G	73 50%
NET: Not very much/ at all	170 27%	82 30%	85 26%	14 17%	71 28%	85 30% c	56 22%	114 31% f	44 21% k	47 28%	42 21% k	14 16%	7 24%	14 26%	56 22%	114 315	109 26%	61 29%	22 25N	545 28%	17 21%	59 27%	17 22%	16 22%	17 30%	73 25%	54 27%	105 28%	65 26%	86 29%	109 27%	113 24%	55 37% F
Mean	2.87	2.85	2.88	1.22 de	2.85	2.79	2.01 E	2.78	2.8	2.84	2.84	2.14 Nj	2.72	2.88	2.01	2.78	2.97	2.89	2.96	2.85	2.99	2.92	2.83	2.92	2.77	2.91	2.83	2.83	2.93	2.87	2.89	2.95 G	2.61

Propertions/Means: Columns Testad (5% risk level) = 3/b - c/d/a - l/g - h/\|j/k/|/m - n/a - p/q - c/a - l/a - l/a/k/m/k - y/A - B/C - D/K - T/G Gwelap formulae und. * anal base; ** wey small base (under 26) heigible for dg testing

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

PUBLIC
ONLINE SAFETY FF
27TH - 28TH MARCH 2025

																	IPSOS																28 Mar 2025
Table 12																																	
Q8_4 - To what extent, if at all, have					sonal measures	s so presect you	r child or childr	en online in the	past month / I	reconsten tis	m my chiars/c	hidren steach	er or school																				
Base: All parents aged 23-65 years w	with child/child	Iren aged S-14	years in Great	Britain																													
																																Concerned	about what
			nder		Are		Social	Contra			Ree					cation		nent Status		icity			GE 2024 Vote			EU Ref			of children		children	children a hearing/ d	no seeing/
					100	1	2203	0.201			~						Libeli					1		i T		LOW	1000	-		Alex		invaring/ G	Not very/at
		Male	Female	22-24	25-44	45-65	ABC1	C206	North	Midlands		Greater London	Wales	Scotland	Graduates	Non Graduates	Working	Not working	Minority	White			LID Derts	Reform UK	Other party	Remain	Leave	1 child	More than 1	10 years of Jess	11+	Very/fairly concerned	all concerned
	TOTAL	(a)	(N)	(c)	(4)	(4)	AIC1 (f)	id id	(North	Meures (1	South	(k)	(1)	(n)	(n)	(o)	(p)	(q)	ethnic group (r)	(4)	Cons (t)	Lab (4)	(v)	(w)	(k)	(v)	(A)	1 child (R)	child (C)	(0)	11+ (E)	(F)	(G)
UNWEISHTED BASE																																490	125
WEIGHTED BASE																																755	245*
i 41 A areat deal	227	52	54	36	40	21	57	50	26	23	20	27	2	10	57	50	68	29	25	78	12	45	9	14	9	53	21	54	53	57	69	93	14
	17%	19%	16%	42%	16%	11%	22%	14%	28%	14%	14%	21% Ni	5%	29%	22%	14%	17%	18%	28%	15%	15%	21%	28%	20%	15%	18%	15%	15%	21%	19%	17%	20% G	95
(2) A fair amount	260	122	134	22	111	116	98	162	63	69	61	29	7	21	98	162	172	\$7	41	210	42	92	16	26	27	114	92	151	108	130	166	200	58
	42%	44%	42%	28%	44%	42%	29%	425	45%	41%	42%	44%	22%	29%	29%	42%	42%	41%	46%	41%	52% V	42%	21%	27%	48%	29%	45%	41%	42%	42%	40%	425	42%
(2) Not very much	125	65	69	8	70	57	54	81	26	42	21	12	14	11	54	81	94	41	14	119	14	42	17	16	13	65	41	71	64	64	99	98	27
	22%	24%	20%	10%	27%	20%	21%	22%	29%	25%	22%	24%	44%	20%	21%	22%	22%	20%	16%	22%	17%	19%	22%	22%	22%	22%	22%	29%	25%	21%	24%	21%	25%
[1] Not at all	42	21	26	2	13	22	22	25	11	15	11	4	2	5	22	25	25	12	7	41	1	29	2	5	7	24	15	22	14	19	20	22	14
	2N	8N	85	2%	5%	11% cd	9%	7%	8%	9%	8%	5%	5%	9%	9%	7%	996	6%	25	2%	4%	8%	5%	7%	12%	8%	8%	9%	6%	6%	7%	7%	22%
No difference	72	17	56	6	21	45	19	53	15	19	19	5	7	8	19	53	41	31	2	67	10	22	6	9	1	25	23	58	14	21	45	44	23
	12%	6%	17%	7%	2%	16%	2%	14%	22%	12%	12%	6%	22%	34%	2%	14%	10%	15%	2%	12%	12%	10%	12%	12%	2%	12%	11%	35N	6%	10%	11%	9%	35%
NET: Great deal/ fair amount	367	174	188	69	151	547	155	212	88	92	81	65	9	22	155	212	241	125	66	288	54	138	26	40	36	167	123	206	161	197	235	293	72
	58%	63%	55%	82% de	59%	\$2%	62%	\$7%	63%	55%	\$7%	75%	295	SRN	62%	\$7%	52%	59%	72%	56%	66%	62%	52%	\$7%	63%	\$7%	61%	56%	64%	62%	\$7%	62%	42%
NET: Not very much/ at all	183	85	95	11	83	89	76	107	37	\$7	41	16	15	16	76	107	129	54	21	160	17	61	20	21	20	89	\$7	105	78	83	129	131	52
	29%	31%	285	12%	32%	22%	20%	295	25%	24%	29%	19%	52%	29%	30%	29%	21%	26%	22%	22%	21%	28%	28%	30%	25%	21%	28%	28%	31%	28%	21%	28%	25%
Mean	2.78	2.79	2.76	128	2.76	2.62	2.82	2.74	2.82	2.67	2.74	3.08	2.37	2.78	2.82	2.34	2.74	2.84	2.97	2.73	2.88	2.83	2.71	2.8	2.68	2.76	2.77	2.73	2.84	2.83	2.75	2.83	2.58

Propertion/Mason: Columns Tested (SX risk love) - a/k - c/d/a - t/g - h/g/k/k/m - n/a - g/a - c/d - k/c/- k/c/- a/k - b/C - b/

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

PUBLIC
ONLINE SAFETY FF
27TH - 28TH MARCH 2025

																2718	IPSOS																
Table 13 QR_5 - To what extent, if at all, have	e any of the fo	clowing made	you more likely	y to take additi	onal measures	to protect you	r child or childr	en online in the	past month?	Podcauts contai	ning informati	on about child	safety online																				28 Mar 2025
Base: All parents aged 23-65 years w	with child/chile	dren aged S-16	6 years in Great	Britain																													
		9	nder		Age		Social	Grade			Reg	jan			Edu	acation	Employe	eent Status	Ethe	icity			GE 2024 Vote			EU Ref	Vote	Number	of children	Age of	chädren	Concerned : children a hearing/ d	to seeing/ ping online
	TOTAL	Male (a)	Female (b)	23-34 (c)	25-44 (d)	45-65 (e)	ABC1 (7)	C206	North (h)	Midlands	South (j)	Greater London (k)	Wales (1)	Scotland (m)	Graduates	Non Graduates (0)	Working (p)	Not working	Minarity ethnic group (1)	White (1)	Cons (t)	Lab (4)	Lib Dems	Reform UK	Other party	Remain (v)	Leave (4)	1 child (R)	More than 1 child (C)	10 years of less (D)	11+ (E)	Very/ fairly concerned (F)	Not very/ at all concerned (G)
UNWEIGHTED BASE WEIGHTED BASE	622 622 330%	265 277 45%	254 238 54%	110 86* 54%*	248 255 41%	264 281 45%	405 250 40%	217 172 60%	160 140 23%	153 168 27%	136 541 226	101 87* 14%*	31 30** 5%**	41 55** 9%**	405 250 40%	217 172 60%	457 411 66%	165 211 34%	508 90* 54%*	500 516 83%	82 81* 12%*	241 222 36%	61 52* 8%*	54 70* 11%*	8 2 r	319 201 47%	173 202 325	349 359 59%	273 253 41%	218 201 48%	206 410 66%	490 460 75%	125 145* 245*
Hi Aareat deal	88 14%	45 16%	42 126	27 21% de	24 12N	27 10%	52 21% E	36 10%	22 35%	19 11%	10 7%	26 30% hij	1 2%	11 20%	52 21% 0	35 10%	55 12%	33 16%	20 22% 5	63 12%	11 12%	31 14%	11 21%	8 12N	15 26%	48 16%	19 10%	49 12%	40 16%	48 16N	53 13%	76 16% G	11 2%
(2) A fair amount	543 22%	63 23%	77 23%	25 41% de	62 24%	46 16N	71 28%	72 19%	21 15%	43 26% h	24 17%	21 26%	8 26%	16 29%	71 28% 0	72 19%	101 25%	43 20%	29 32%	111 22%	20 25%	55 25% ×	16 21% X	14 20%	5 9%	59 20%	56 28%	76 21%	67 26%	85 28% E	29 19%	121 20% G	23 15%
(2) Not very much	180 29%	95 24% b	83 25%	14 17N	84 22%	82 29%	52 21%	129 25% f	43 21% k	42 25%	55 29% R	13 15%	12 28%	16 29%	52 21%	129 25N	117 28%	64 32%	20 22%	545 28%	24 30%	59 27%	17 32%	23 22%	19 22%	85 29%	54 27%	111 30%	69 27%	81 27%	132 32%	117 295	41 28%
III Not at all	117 19%	54 20%	62 185	2 4%	40 16%	74 27% cti	44 18%	73 20%	28 20%	27 22%	30 21%	10 12%	5 16%	7 12%	44 18%	73 20%	83 20%	34 26%	9 3DN	229 22%	11 12%	45 21% V	2 6%	16 22%	14 25%	56 19%	43 21%	66 18%	52 20%	44 14%	90 22% D	73 15%	45 21% F
No difference	93 15N	18 7%	24 22%	7 8%	25 14%	51 18%	21 12%	62 175	26 29% k	27 16%	22 16%	7 85	5 175	5 32%	21 12%	62 17%	55 12%	28 18%	2 2%	88 17%	16 19%	21 14%	5 22%	10 14%	4 6%	42 15%	21 15%	67 18% C	26 20%	41 14%	57 14%	62 126	27 18%
NET: Great deal/ fair amount	222 27%	109 29%	119 25%	62 71% de	96 18%	74 26%	123 49%	108 29%	43 31%	62 37%	34 24%	57 66% hi	9 28%	25 48%	123 49% 0	108 29%	156 38%	75 36%	40 55%	174 34%	31 38%	86 22%	27 51%	22 22%	20 36%	107 27%	75 27%	125 34%	107 42%	123 64% E	131 32%	197 42% G	34 22%
NET: Not very much/ at all	298 48%	150 54% b	145 426	17 20%	124 49% c	156 56N 6	96 28%	202 54% f	71 51% k	80 47% k	84 60% k	23 27%	17 54%	23 42%	96 38%	202 54%	200 49%	98 46%	38 42%	254 49%	25 42%	105 47%	20 29%	29 55N	33 58%	141 48%	96 48%	177 48%	121 48%	124 41%	222 54% D	210 45%	85 58% 5
Mean	2.28	2.29	2.38	1.08 de	2.41 ø	2.12	2.6 #	2.23	2.33	2.31	2.12	2.91 hi	2.17	2.61	2.6 0	2.23	2.36	2.43	2.7	2.3	2.48	2.38	2.74 UW	2.23	2.4	2.4	2.3	2.36	2.42	2.53	2.26	2.49 G	2.01

Propertion/Mason: Columns Tested (SX risk love) - a/k - c/d/a - t/g - h/g/k/k/m - n/a - g/a - c/d - k/c/- k/c/- a/k - b/C - b/

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

PUBLIC
ONLINE SAFETY FF
27TH - 28TH MARCH 2025

Table 14 Q8_6- To what extent, if at all, ha	Ipsos ve any of the fo	liowing made	you more likely	to take addition	onal measures	to protect you	r child or childi	en online in th	past month?	My child or chile	iren getting p	lder					PUBLIC ONUNE SAFETY H - 28TH MARC IPSOS																28 Mar 20
ase: All parents aged 23-65 years	with child/child	Iren aged S-14	years in Great	Dritain																													
		G	nder		Age		Sacia	Grade			Re	jian		_	Edu	cation	Employe	uent Status	in	skity			GE 2024 Vot			EUR	ef Vote	Number	of children	Age of	children	Concerned : children a hearing/ d	are seeing/ doing online
	TOTAL	Male (a)	Female	23-34 (c)	25-44 (d)	45-65 (e)	ABC1 (f)	C2DE	North (b)	Midlands	South	Greater London (k)	Wales	Scotland	Graduates	Non Graduates	Working (p)	Not working	Minority ethnic group	White (1)	Cons	Lab Jul	LIb Dems	Reform UK	Other party	Remain	Leave	1 child	More than 1 child (C)	10 years of less (D)	11+ (E)	Very/ fairly concerned (F)	Not very/ at all concerned (G)
	622 622 1005			110 86* 145*											405 250 40%		457 411 66%		108 90* 14%*		82 81* 12%*					319 291 47%		249 269 59%				490 469 75%	
li Aareat deal	173 28%	76 27%	95 28%	41 52%	67 26%	62 22%	77 21%	96 20%	29 28%	43 26%	23 22%	34 295	5 15%	19 34%	77 31%	95 26%	101 25%	72 34%	29 125	128 27%	26 32%	61 28%	13 25%	15 22%	18 32%	85 29%	53 26%	93 25%	80 32%	93 21N	108 26%	140 32%	23 22%
I A fair amount	283 46%	128 46%	152 45%	12 27%	125 495	126 45%	108 42%	175 475	62 44%	75 45%	68 48%	20 44%	16 51%	24 44%	108 42%	175 47%	203 49%	80 28%	45 50%	232 45%	23 41%	92 42%	30 58%	25 52%	21 54%	140 48%	88 425	169 45%	114 45%	129 46%	181 44%	224 48%	56 28%
1 Not very much	90 14%	50 18%	40 12%	5 6%	19 15N	45 15N	23 12%	57 15%	24 17%	29 17%	20 14%	6 7%	5 16%	6 11%	23 12%	57 15%	63 15%	28 12%	11 12N	80 15%	13 16%	36 16%	2 6%	14 22N	4 75	28 12%	25 17%	52 14%	29 15%	44 15N	64 16%	56 12%	25 24%
1 Not at all	21 5%	13 5%	17 5%	1 1%	12 5%	18 7%	12 5%	19 5%	5	10 6%	6 5%	2 5N	2 6%	3 6%	12 5%	19 5%	17 4%	14 7%	1 4%	26 5%	1 4%	25 7%	2 2%	1	2 25	9 2%	20 5%	24 6%	7 2%	10 2%	24 6%	20 4%	11 75
o difference	45 7%	10 4%	34 10%	5 6%	12 5%	27	19 8%	26 75	10 7%	11 6%	14 10%	4 4%	4 12%	3 55	19 8%	26 75	28 75	17 R%	2 25	29 25	6 BN	28 85	5 9%	4 6N	2 25	19 6%	16 85	22 9%	13 5%	15 5%	22 8%	29 6%	12 8%
ET: Great deal/ fair amount	456 72%	204 74%	247 726	75 87% de	192 75%	189 67%	185 74%	271 726	101 72%	119 70%	100 71%	73 84%	20 66%	43 79%	185 74%	271 726	304 74%	152 72%	74 82%	270 72%	59 72%	154 69%	43 82%	51 72%	49 86%	225 77%	141 70%	262 71%	194 77%	222	290 71%	364 78%	89 61%
IT: Not very much/ at all	121 19%	63 22%	57 17%	6 7%	50 20%	65 22N	46 18%	75 20%	29 21%	29 22%	26 19%	11 12%	7 22%	9 17%	46 18%	75 20%	29 19%	42 20%	14 15N	206 21%	16 20%	50 22%	4 8%	15 22%	6 11N	47 16%	45 22%	75 20%	46 18N	54 185	88 21%	76 10%	45 21%
lean	2.04	3	3.07	2.45 de	3.02	2.92	3.08	3.01	2.04	2.97	3	3.23	2.85	3.12	3.08	3.00	3.01	3.08	3.13	3.01	3.09	2.98	2.15	2.99	3.19	3.11	2.99	2.98	3.11	3.1	2.99	3.1 G	2.83

Propertion/Masse: Column Tested (EX-risk level) - s/h - c/d/r - t/g - h/s/h/h - n/a - p/a - s/h - t/h/h/m/k - s/A - B/C - D/E - F/G Overlap Tomalas used. * anal base; ** wery anal base (seder 20) ineligible for sig testing

This work was carried out is 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 IFSOS

Table 15 Qê-Jal what age da yeu filsik il'n scopistable for a child to be given a anardyshoen for their own personal une? Basse: Al parent aged 23-66 years with child/children aged 5-56 yean in Genet Britain

																																children	f about what are seeing/
		Go	nder		Age		Socia	il Grade			Re	pian			Edu	ration	Employm	ent Status	C the	icity			GE 2024 Vote			EU R	ef Vote	Number	of children	Age of	châdren	hearing/	doing online
	TOTAL	Male (a)	Female (b)	23-34 (c)	25-44 (d)	45-65 (e)	ABC1 (1)	C206	North (h)	Midlands	South	Greater London (k)	Wales (7)	Scotland (m)	Graduates (1)	Non Graduates (c)	Working (p)	Not working (q)	Minarity ethnic group (r)	White (1)	Cores (1)	Lab (4)	Lib Dems	Reform UK	Other party	Remain (v)	Leave (A)	1 child (R)	More than 1 child (C)	10 years of less (D)	11+ (K)	Very/ fairly concerned (F)	Not very/ at all concerned (G)
UNWEIGHTED BASE WEIGHTED BASE	622 622 302%	261 277 45%	254 228 54%	110 86* 54%*	248 255 425	264 281 45%	405 250 40%	217 172 60%	160 140 22%	153 168 27%	136 541 23%	101 87* 14%*	31 30** 5%**	41 55** 9%**	405 250 40%	217 372 60%	457 411 66%	165 211 34%	108 90* 14%*	500 516 83%	82 81* 12%*	241 222 30%	61 52* 855*	56 70* 11%*	54 57* 9%*	319 291 47%	172 202 226	349 369 59%	273 253 41%	218 201 48%	296 410 66%	490 469 75%	125 146* 24%*
16 years or older	61 10%	20 11%	29 9%	12 12%	21 12%	19 7%	27 15% E	24 6%	19 12N	14 2N	10%	11	4%	2 4%	17 15% 0	24 6%	49 12%	12 6%	14 10% 5	42 8%	6 7%	24 11%	6 12%	6 8%	9 16%	22 11%	14 75	28 22%	23 9%	22 11%	24 8%	51 11%	9 6%
12-15 wears old	293 325	83 30%	108 32%	24 28%	77 30%	91 32%	87 25%	106 28%	31 22%	49 29%	51 36% h	27 42% h	5 16%	20 36%	87 25%	106 28%	135 22%	58 27%	24 28%	155 30%	26 32%	69 21%	16 21%	18 25%	13 22%	91 31%	64 32%	119 22%	73 29%	94 21%	122 30%	143 21%	48 22%
11-12 wars old	248 42%	94 24%	154 45%	30 25%	99 29%	119 42%	81 32%	167 45%	62 44% k	71 42% k	55 29%	23 20%	19 62%	18 34%	81 32%	167 45%	162 29%	86 41%	20 225	211 42%	25 42%	96 425	18 25%	26 37%	25 64%	120 41%	84 42%	150 41%	98 29%	93 21%	189 45% D	187 42%	50 41%
9-10 wars old	72 12%	41 15%	29 9%	10 11%	27 11%	26 12%	27 11%	46 12%	17 12%	19 11%	14 10%	13 15%	3 11%	6 11%	27 11%	45 12%	29 10%	34 16%	6 7%	67 12%	7 9%	23 10%	8 35%	14 19%	7 12%	22 11%	25 12%	22 9%	29 16%	51 17% 6	43 10%	48 10%	22 15%
7-8 wan old	22 25	15 5N	7 2%	7 8%	11 4%	4 2%	8 25	14 455	2 2%	7 4%	5 2%	2 2%	2 6%	4 85	8 25	14 4%	8 2%	13 6%	2 2%	19 4%	5 6%	5 2%	2 25	4 5%	1 2%	9 25	9 4%	11 2%	11 4%	16 5N 6	11 25	20 4%	2 1%
Younger than 7 years old	6 1%	3 1%	4 1%	3 4%	2 1%	:	4 1%	3 1%	3 2%	3 2%		1 1%			4 1%	3 1%	3 1%	3 2%	1 1%	6 1%		2 1%	1 1%			:	1 1%	2 1%	4 2%	6 2% 5	:	3 1%	3 2%
Children should not be given smartphones	9 15	1	4 15		5 25	5 25	5 2%	4	1	4 28	2	1		1 25	5 25	4	5	4 25	2	6 15			1 25	1 25	2	1	25	5	5 25	7 25	1	7	2
Don't know	10 2%	7 2%	1 15	1	3 1%	6	2	1 25	5	2			1	1	2	8 25	20 2%	:		10 2%	2	2	1	3		5 2%	3 15	10 2%	:	2	9 2%	10 2%	:
NET: At least 11 years old	502 81N	207	291	44 77%	207 82%	229 81%	204	297 82%	i 111 82%	134	120 85N	71 #1%	25 82%	40 34%	204	297	346	156 74%	78 875	424 75%	67 82%	188	41 78%	49	47 82%	243 84%	162 82%	C 208 82%	194 77%	222	344 345	281 81%	117 82%
NET: At least 12 years old	254 41%	113 41%	127 425	26 42%	108 425	110 29%	124 49%	130 35%	50 25%	63 27%	66 47%	41 55%	6 20%	22 42%	124	130 25%	0 183 45%	70 32%	48 54%	297 38%	32 40%	93 425	22 42%	23 32%	22 20%	123 42%	78 225	158 42%	96 38%	125 425	D 156 38%	194 41%	57 29%

 $\label{eq:properties} Properties of Masses: Column: Tested (25): ink low() - x (b < t/(c + 1/g - b/()/k)/(m - n/o - p/q - t/s - t/a/n/m/s - y/A - R/C - R/C - L/G - f/G - Coviring formulae used. * anal base, "* very small base (used: 26) insights for ag testing - t$

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

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	205	155
	46%	33%	25%
(+1) Somewhat support	174	131	112
	28%	21%	18%
(0) Neither support nor oppose	54	101	133
	9%	16%	21%
(-1) Somewhat oppose	71	109	99
	11%	18%	16%
(-2) Strongly oppose	32	74	105
	5%	12%	17%
Don't know	2 *	1 *	18 3%
NET: Support	463	336	267
	74%	54%	43%
NET: Oppose	103	184	204
	17%	30%	33%
Mean	0.99	0.46	0.19

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PUBLIC ONUME SAFETY FF 27TH - 28TH MARCH 2025 18505

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Table 17																																	28 Mar 2025
To the stand build be approximate the stand build be approximat																																	
Base: All parents aged 23-65 years	with child/child	dren aged S-16	years in Great	Britain																													
	3 a bit with the probability of the probabili																																
																														1		children a	in seeing/
	_	Go	nder		Age	1	Social	Grade			Reg	pian		-	Edu	cation	Employn	ient Status		nicity		T	GE 2024 Vote	-	1	EU Re	Vote	Numbera	of children	Age of	children	hearing/ c	
												Greater				Non			Mostly										More than 1	10 years of		Vers/ fairly	
						45-65	ABC1	C206		Midlands	South		Wales		Graduates		Working	Not working	ethnic group												11+	concerned	
UNITED TO BUT		(1)			(4)				N	0	0	- 04	- 0	(n)	(1)	(0)	(2)	(4)	- 01	(4)			1 M	(4)	(4)			(4)		(0)	(1)	(5)	I (G
																																	146*
								62%	22%		22%	14%*	55**		40%	60%						36%						59%		48%			
(+2) Stronaly support													7																				
	46%	42%	52%	42%	45%	52%	52%	426	41%	41%	58%	51%	22%	\$2%	\$2%	42%	50%	42%	52N	45%	47%	44%	28%	45%	54%	42%	42%	42%	46%	54%	41%	52%	34%
(+1) Somewhat support	174	81	92	28	76	70	60	105	51	49	29	19	9	17	69	105	114	61	20	255	21	72	18	18	24	83	62	98	77	84	118	126	44
	28%	29%	27%	32%	30%	25%	28%	28%		29%	21%	21%	32%	32%	28%	28%	28%	29%	22%	32%	25%	225	34%	25%	25%	29%	32%	27%	30%	286	29%	27%	32%
(0) Neither support nor oppose	54	26	28	9	24	21	20	24		13	26	8	1	3	20	34	40	14	14	27	8	18	30	1	3	32	11	22	21	21	40	27	17
	9%	9%	2%	10N	10%	2%	EN.	9%	9%	7%	12%	10%	4%	5%	25	9%	10%	7%	16%	7%	10%	8%	29%	2%	5%	11%	5%	9%	25	7%	10%	85	11%
																			4				LIWX							-			
(-1) Somewhat occose													9	2					9				2										
								f	**		***			-					***			2018		100	100		*//m				0		
(-2) Stronally oppose				3							2	2	4	2					1			9	1	5	1		9						
	5%	7%	4%	26	6%	4%	5%	5%	4%	9%	2%	2%	146	5%	5%	5%	26	10% P	1%	5%	2%	4%	2%	7%	2%	4%	4%	4%	6%	4%	6%	4%	25
Don't know			2		2			1	2						•	1	2			2				1			1		2		2	2	
Na I : Support																																	
		- 410			. 24								-275	24.4								785								6		G	
NET: Oppose	223	55		15	28		31	72		28	13	15	13	6	31	72	51	52	10	88	24	22	4	18	9	36	43			22			26
	17%	20%	14%	17%	15%	18%	12%	19%	12%	22%	9%	17%	44%	11%	12%	1906	12%	25%	11%	17%	17%	14%	8%	26%	16%	12%	21%	18%	15%	10%	20%	14%	25%
Mean	0.99	0.86	11	0.93	0.99	1.02	1.12	0.9	1.04	0.79	1.27	1.05	0.16	1.19	1.13	0.9	1.13	0.74	1.11	0.98	0.95	1.03	1.01	0.84	1.16	1.08	0.9	0.98	1.02	1.22	0.86	1.1	£
																														6		G	

Propertion/Means: Column: Tested (55: tok level) - s/b - c/d/a - t/g - b/l/k//m - n/a - p/q - t/c - t/a/v/w/a - y/A - B/C - D/G - t//G Gwelap formulae und. * unal base; ** way small base (ander 26) heighde for dg testing

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PUBLIC ONLINE SAFETY FF 27TH - 20TH MARCH 2025 IPSOS

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Table 18 Q10_2 - To what extent would you	support or opp	pase schools in	plementing ea	ich of the fallo	wing smartpho	ine related poli	cies? Banning r	nobile phones i	in school build	ings altogether																							28 Mar 2025
Base: All parents aged 23-65 years	with child/child	dren aged S-14	years in Great	Britain																													
			nder		Age		Social	Grade			Reg	lan			Edu	ration	Employm	ient Status	Ethn	icity			GE 2024 Vote			EU Re	fVote	Number	of children	Age of	children	children a	about what no seeing/ loing online
	TOTAL	Male	Female	23-34	25-44	45-45	ABC1	C205	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non Graduates	Working	Not working		White	Cons	Lab	Lib Dems		Other party	Remain	Leave	1 child	More than 1 child	10 years of less	11+	Very/ fairly	Not very/ at all concerned
UNWEIGHTED BASE WEIGHTED BASE	622 622 622	(a) 261 277 45%	(N 254 238 54%	(c) 110 86*	248	264 281 45%	405 250	217 172 67%	160 140 225	153 168 276	136 541 22%	(4) 101 87*	0) 31 30**	41 55** 9%**	(1) 405 250 47%	(c) 217 272 67%	457 411 455	165 211 24%	01 208 90*	(4) 500 516 92%	(1) 82 81* 13%*	241 222 265	61 52*	(w) 56 70*	54 57* 96*	01 319 291 47%	(A) 173 202 225	2) 349 359	273 253 41%	318 301 40%	10 106 410	400 460 755	125 146* 245*
(+2) Stronaly support	205 22%	91 32%	110 22%	15 17N	84 12%	226 38%	85 24%	119 32%	15 25%	54 32%	57 40%	24 22%	4 15%	20 36%	86 34%	119 32%	124 32%	71 34%	25 28%	172 32%	29 25%	62 28%	20 38%	21 20%	25 64%	93 32%	72 36%	120 32%	85 34%	113 28%	121 295	164 35%	27 25%
(+1) Somewhat support	121 215	61 22%	68 20%	26 31% de	50 19%	55 20%	65 26%	66 185	15 25%	43 26%	19 13%	17 19%	4 14%	13 24%	65 26%	66 18%	92 22%	29 18%	24 27%	227 22%	19 24%	50 22%	30 29%	18 26%	6 11%	58 20%	40 20%	79 22%	52 20%	75 25N	74 18%	103 22%	26 18%
(I) Neither support nor oppose	101 16N	48	53	17	42 165	43 15%	28	63 176	28	23	27	1	9	7	28 15%	63 176	70 176	31 15%	18 20%	82 16%	11	22 15%	30 20%	9	10 18%	52 18%	27	58 36N	43	41	77 19%	76	24
(-1) Somewhat occose	329 18%	51 18%	58 17%	17 20%	56 22%	26 12%	40 16%	60 195	k 26 18%	28 17%	15 11%	22 26%	4 145	13 24%	40 16%	69 19%	61 25%	48 22%	18 20%	85 17%	9 115	53 2455	9 18%	9 125	9 16N	54 19%	29 195	62 17%	48 19%	48 16%	78 19%	80 17%	29 20%
(-2) Stronely appare	74 12%	26 9%	47 14%	11 12%	23 9%	40 14%	21 9%	53 14%	15 11%	20 12%	23 16%	6 7%	9 285	2 25	21 9%	53 14%	52 12%	22 11%	4	68 12%	14 17%	1 24 11%	3 6%	11 16N	7 12%	24 12%	24 125	50 12%	25 10%	23 85	59 54%	44 9%	30 21%
Don't know	1	-	1		1	-	1	1	1	-	-	-	•	-	-	1	1	-		1				1	-		1 15	1	1	1	1	1	
NET: Support	236 54%	152 55%	178 526	41 42%	134 52%	161 57%	151 60%	185 52%	70 50%	97 58%	76 54%	51 58%	9 295	23 62%	151 60%	185 50%	226 55%	109 52%	49 55N	279 54%	48 59%	112 51%	29 57%	29 54%	31 55%	151 52%	112 55%	199 54%	127 54%	188 62%	194 47%	267 57%	63 42%
NET: Oppose	184 30%	77 28%	105 31%	29 32%	79 32%	76 27%	61 24%	122 226 f	40 29%	48 29%	38 27%	29 22%	13 425	15 27%	61 24%	122 23%	113 27%	71 32%	22 25%	153 30%	22 27%	77 25%	12 24%	21 29%	16 27%	88 20%	62 21%	111 32%	72 29%	70 22%	137 22% 0	124 20%	59 41% 5
Mean	0.46	0.5	0.4	0.18	0.46	0.54	0.62	0.35	0.36	0.49	0.51	0.58	-0.29	0.65	0.62	0.35	0.48	0.41	0.54	0.45	0.51	0.33	0.65	0.41	0.59	0.42	0.49	0.43	0.49	0.69 E	0.29	0.56 G	0.07

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ONLINE SAFETY FF
27TH - 28TH MARCH 2025

Table 19																																	28 Mar 2025
Q10_3 - To what extent would you	u support or op	pase schools in	nplementing ex	ich of the follow	wing smartph:	one related poli	cies? Only allow	ling students t	o bring mobile	phones that an	en't smartpho	ines into school	buildings																				
Base: All parents aged 23-65 years	rs with child/chil	dren aged S-14	6 years in Great	Britain																													
																																1	
																																	about what
		9	nder		Are		Social	Grade			84	vion			Edu	ration	Employe	ent Status	Ethe	icity			GE 2024 Vote			EU Re	f Vote	Number	of children	Arest	children	children a hearing/ d	
																													More than 1				Not very/ at
		Male	Female	23-34	25-44	45-65	ABC1	C206	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	child	less	11+	Very/ fairly concerned	all concerned
UNWENSITED BASE	TOTAL	(2)	(N	(c)	(4)	(4)	(1)	60	(N)	8	0	04	(1)	(n)	(1)	(0)	(p)	(q)	01	(4)	(1)	14	(M)	(w)	(4)	64	(4)	(2)	(5)	(0)	(1)	(F)	(G)
WEIGHTED BASE	622																															460	146*
(+2) Strongly support	100N	4555	54%	29	41% 57	45%	40%	62%	22%	27%	22%	29	556**	9%**	40%	60%	117	34%	24%*	83%	20	30%	255*	11%*	9%6* 18	47%	32%	59% 98	41%	425	66% 75	25%	24%*
	25%	27%	22%	24%	22%	24%	32%	20%	21%	22%	20%	24%	-	22%	32%	20%	28%	20%	36%	22%	25%	26%	32%	14%	22%	24%	24%	22%	22%	21%	18%	285	15%
(+1) Somewhat support	112	50	60	d 21	45	46	58	54	22	20	10	19	c	0	58	54	78	22	1 23	88	13	42	11	13	12	61	30	a	45	61	65	G 89	23
	18%	18%	185	24%	18%	16%	22%	15%	22%	18%	12%	22%	16%	54%	22%	15%	19%	16%	26%	17%	15%	21%	21%	19%	20%	21%	15%	28%	18%	20%	16%	19%	15%
(0) Neither support nor oppose	122	58	24	12	59	62	48	45	27	32	37	15	7	16	4.0	85	85	48	18	229	16	48	15	10	10	66	45	70	63	63	94	100	32
	21%	21%	22%	14%	22%	22%	19%	22%	29%	19%	26%	17%	22%	29%	19%	22%	21%	22%	20%	21%	20%	22%	29%	14%	17%	22%	22%	29%	25%	21%	22%	21%	22%
(-1) Somewhat oppose	99 16N	42	57 176	15	40 16N	44 16N	22 125	67 185	25 185	29 22%	10 7%	12 14%	7 22%	7	22 125	67 18%	50 54%	40	12	86 17%	20	22	1	18 26N	7	41 14%	40	225	29 12%	34 115	72	72	26 17%
				***	200				1	1	///	24.4	***			10.0	20.0				v	v	**	v			201	c	12.0	11.5	0		
(-2) Stronely oppose	205	46	58	7	48	50	24	81	21	25	20	11	9	10	24	81	64	41	4	98	11	22	9	16	9	47	24	58	47	42	29	61	42
	17%	17%	17%	2%	29%	18%	10%	22%	15%	15%	21%	12%	295	28%	30%	22%	26%	20%	5%	19%	14%	15%	18%	22%	16%	16%	17%	36%	18%	14%	22% D	24%	29% F
Don't know	18	6	12	2	5	11	9	9	5	4	5	1	2		9	9	13	5	1	17	2	6		2	1	7	5	6	12	6	15	12	2
	2%	2%	455	2%	2%	4%	4%	2%	4%	2%	4%	1%	7%		4%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	5%	2%	4%	2%	2%
NET: Support	267	125	137	50	103	114	137	130	62	69	60	48	6	23	137	130	192	75	56	206	33	104	27	23	30	130	78	165	102	155	140	222	44
	42%	45%	42%	52% de	40%	42%	55%	25%	44%	41%	42%	55%	20%	41%	55%	25%	47%	35%	62%	42%	40%	47%	51%	22%	52%	45%	22%	45%	40%	52%	34%	47% G	32%
NET: Oppose	204	88	115	22	89	93	54	148	46	63	39	23	16	16	56	148	122	81	16	284	31	64	30	25	26	29	74	128	76	77	161	135	ω
	22%	22%	24%	26%	35%	22%	22%	42%	22%	28%	28%	26%	51%	32%	22%	40%	30%	29%	185	26%	28%	295	29%	SDN	29%	20%	27%	25%	30%	25%	29%	295	46%
Mean	0.19	0.24	0.12	0.6	0.09	0.15	0.57	-0.07	0.17	0.12	0.24	0.51	-0.6	0.21	0.57	-0.07	0.3	-0.03	0.76	0.08	0.13	0.3	0.45	-0.26	0.4	0.22	0.09	0.21	0.15	0.44	-0.09	0.34	-0.3
				de											0		0					w	w		w					í.		6	

Propartion/Mean:: Calamm Tested (5K risk level) -a/b - c/d/e -t/g - h/u//kl/m -n/o - p/q -r/s - l/u/v/w/s -y/A - B/C - B/C - F/G Overlap formulae used. * small base; ** very small base (under 26) insightle for sig testing

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PUBLIC ONLINE SAFETY FF 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 WEIGHTED BASE	622 622	622 622	622 622
I have done this	176	119	82
	28%	19%	13%
I haven't done this but have considered it	160	152	146
	26%	24%	23%
I haven't considered this	254	305	359
	41%	49%	58%
Don't know	33	47	35
	5%	7%	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.

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

Base: All parents aged 23-65 years of	with child/child	Iren aged S-D	6 years in Great	Britain																													
			inder		Age		Sacial	Grade			Reg	a1			Edu	cation	Employe	nent Status	Ethe	icity			GE 2024 Vot			EU Re	fVate	Number	of children	Age of	children	children a	about what no seeing/ loing online
	TOTAL	Male (a)	Female (b)	23-34 (c)	25-44 (d)	45-65 (e)	ABC1 (7)	C206	North (N)	Midlands	South ()	Greater London (k)	Wales (1)	Scotland (m)	Graduates (1)	Non Graduates (0)	Working (P)	Nat working	Mnarity ethnic group (r)	White (1)	Cons (t)	Lab (4)	Lib Dems	Reform UK (W)	Other party	Remain (v)	Leave (4)	1 child (R)	More than 1 child (C)	10 years of less (D)	11+ (K)	Very/ fairly concerned (F)	Not very/ at all concerned (G)
UNWEIGHTED BASE WEIGHTED BASE				110 86* 145*			405 250 40%		160 140 22%																					218 301 48%		490 469 75%	
I have done this	174 285	100 36% b	75 22%	28 45% 0	85 12N 0	52 19%	93 17% E	83 22%	15 25%	48 28%	24 175	29 44% hij	9 28%	22 42%	93 27% 0	#3 22%	112 27%	64 32%	27 425 5	135 26N	23 28%	67 325	19 36%	13 195	18 32%	80 27%	56 27%	98 27%	78 31%	105 15N E	100 24%	151 32% G	23 35%
i haven't done this but have considered it	360 26%	81	25	29	63 25%	68 24%	62 25%	97 26%	29 28%	50	28	21	12	10	62 25%	97 26%	102	58 27%	30 325	123	19 24%	53 245	13	27	15 26%	69 24%	59 285	96 265	63 25%	74 25N	285	122	27 25%
I haven't considered this	254 41%	89 32%	162 48%	17 19%	91 36%	545 52%	#1 32%	173 425	61 45%	63 27%	78 56N	24 28%	10 32%	15 27%	81 32%	173 42%	179 425	75 36%	18 20%	229 64%	24 42%	97 44%	18 25%	u 29 42N	19 34%	129 64%	78 285	151 41%	102 40%	97 32%	185 45%	170 36%	80 54%
Don't know	22 5%	6 2%	25 85 2	2 2%	17 7%	58 58	24 6%	19 5%	2 2%	8 5%	11 2%	2 4%	1 2%	7 12%	14 6%	19 5%	29 5%	14 7%	5 5%	28 6%	s en	5 2%	2 4%	1 1%	5 RN	13 5%	10 5%	23 6%	10 4%	24 8% 6	12 2%	26 6%	6 4%

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Table 21 GB1_1 - Which of the following things have you done or would you consider regarding your child/children beinging smartphanes to schools? Told your child/children net to take their smartphanes to school?

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 2023 and with the Lyses Terms and Conditions.

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

																	IPSOS																28 Mar 2025
Table 22 Q11_2 - Which of the following this	ings have you d	one or would ;	you consider re	garding your ch	niid/children b	adinging smartp	hanes to schoo	ls? Conflocates	your child's/c	hildren's smart	shone to prev	ent then from t	taking it to sch	iaal																			
Base: All parents aged 23-65 years	with child/chile	Iren aged S-16	years in Great	Britain																													
		Ge	nder		Age		Social	Grade			Re	gian			Edu	ation	Employm	eent Status	Ethn	kity			GE 2024 Vote			EUR	ef Vote	Number	of children	Age of	children	Concerned a children an hearing/ do	ine seeing/ loing online
		Male	Female	23-34	25-44	45-65	ABC1	C206	North	Midlands	South	Greater London	Wales	Scotland	Graduates	Non Graduates	Working	Not working	Minarity ethnic group	White	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	1 child	More than 1 child	10 years of less	11+	Very/ fairly	Not very/ at all concerned
UNWEIGHTED BASE	TOTAL (22)	(4)	(14	(c)	(4)	224	(f)	217	160	193	126	101	0	(m)	(1)	217	(p) (157)	165		(4)	(t) 32	24	(M)	(w) 24	(4)	310	477	(4)	(2)	(2)	(1)	(5)	1 (4)
WEIGHTED BASE																																	
I have done this	119 19%	67 24%	50 15%	34 42%	48 195	27 12%	65 26%	54 14%	24 17%	29 17%	17 12%	29 32%	4	16 28%	65 26%	54 14%	29 19%	40 19%	21 25%	86 17%	14 17%	42	15 29%	12 17%	10 18%	54 19%	27 18%	57 15%	62 24%	64 21%	77 19%	101 22%	18 12%
I haven't done this but have considered it	152	88	60	de 25	68	59	62	90	ы	41	26	28	11	12	62	90	90	61	30	118	21	55	13	15	18	67	58	99	8 52	84	92	G 120	29
	24%	32% b	18%	29%	27%	21%	25%	24%	24%	24%	19%	22%	25%	21%	25%	24%	22%	29%	22%	23%	26%	25%	25%	21%	31%	23%	295	27%	21%	28%	22%	26%	20%
I haven't considered this	305	111	192	24	116	365	106	199	75	84	83	28	15	20	106	199	214	91	26	268	43	117	19	28	24	151	94	188	116	112	229	211	93
	49%	40%	57%	28%	46%	58% cd	42%	54%	S4% k	50% k	5.9% k	22%	52%	27%	42%	54%	52%	42%	29%	52% r	52%	526	36%	55%	42%	52%	46%	51%	46%	17%	56% D	45%	64% F
Don't know	47 7%	10 4%	36 11%	2 4%	23 9%	20 7%	17 7%	29 8%	7 5%	14 RN	16 11%	2 2%	1 2%	7 12%	17 7%	29 8%	28 7%	19 9%	2 26	44 9%	2 4%	7 2%	5 22%	5 7%	5 9%	19 7%	14 7%	24 6%	23 9%	41 14%	12 2%	27 8%	6 4%
	~	45	2	-	~	7%	7%	~			k			10	74		~	~		**	-3	~	27%	78	~		7%			1	15	-	1

Proportion/Means: Columns Tested (SX risk level) - s/k - c/d/c - t/g - MQR/s/m - n/a - s/k - r/k/-/m/x - y/A - b/C - b/C - t/G Overlap formulae used. * small base; ** wery smallbase (smår 20) neligible for igt testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 2022 and with the igass Teems and Conditions.

PUBLIC ONUNE SAFETY FF 27TH - 28TH MARCH 2025 IFSOS

Base: All parents aged 23-65 years w	with child/child	ren aged S-14	years in Great	Britain																													
		9	nder		Age		Sacia	l Grade			Re	gian			Ed.	cation	Employe	eent Status	Ethn	city			GE 2024 Vote			EU Re	fVate	Number	of children	Age of	chädren	children a	f about what are seeing/ doing online
												Greater				Non			Minority										More than 1			Very/ fairly	
	TOTAL	Male (a)	Female	23-34 (c)	25-44 (d)	45-65 (e)	ABC1 (f)	C206	North (b)	Midlands ()	South	London (k)	Wales	Scotland (m)	Graduates (1)	Graduates (p)	Working (p)	Not working (a)	ethnic group (d	White	Cons	Lab	Lib Dems	Reform UK	Other party (k)	Remain	Leave (A)	1 child (B)	child (C)	Iess (D)	11+ (E)	concerned (F)	concerned (G)
UN WEIGHTED BASE	622						405	217			195						457	165		500					54	319							
I have done this	82	52	29	29	21	22	44	28	16	18	24	28	s	2	44	28	61	20	28	51	10	30	14	7	6	42	17	50	22	40	48	72	9
	12%	19% b	2%	34% de	12%	2%	18%	10%	11%	11%	10%	22% Nj	16%	25	18%	10%	25%	10%	32%	10%	12%	14%	28%	20%	11%	14%	9%	34%	12%	14%	12%	15% G	6%
I haven't done this but have considered it	346	71	71	24	62	60	73	72	30	45	31	26	а	11	73	73	106	40	22	120	24	54	13	10	1	64	54	89	\$7	88	83	118	27
	22%	25%	21%	28%	24%	21%	29%	20%	22%	27%	22%	30%	10%	21%	29%	20%	26%	19%	25%	22%	20%	25%	25%	15%	14%	22%	27%	24%	22%	29%	20%	25%	18%
I haven't considered this	259	147	210	28	146	186	119	240	85	100	88	22	20	24	119	240	224	115	27	212	44	128	20	52	28	169	123	208	151	145	265	252	105
	SEN	52%	62%	22%	\$7% ¢	66%	42%	65% f	62% k	59% k	62% k	35%	66%	en s	485	65%	55%	64%	42N	61% r	54%	58% V	29%	75% tuv	GEN Y	58%	61%	\$7%	60%	42%	65% D	54%	72% F
Don't know	25	7	28	5	16	24	24	21	9	6	9	2	2	7	14	21	20	15	2	22	2	7	4		5	17	8	22	13	25	14	26	5
	6%	2%	826 a	6%	6%	5%	6%	6%	6%	2%	6N.	2%	7%	12%	6%	6%	5%	7%	25	6%	2%	2%	7%		8%	6%	4%	6%	5%	BN E	2%	6%	4%

idren a mobile phone that isn't a smartphone to take to school

Proportion/Means: Columns Tested (SX risk level) - s/k - c/d/c - t/g - MQR/s/m - n/a - s/k - r/k/-/m/x - y/A - b/C - b/C - t/G Overlap formulae used. * small base; ** wery smallbase (smår 20) neligible for igt testing

Table 23 Q11,3 - Which of the following things have you done or would you consider regarding your child/children bringing smartphranes to schools? Give

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