

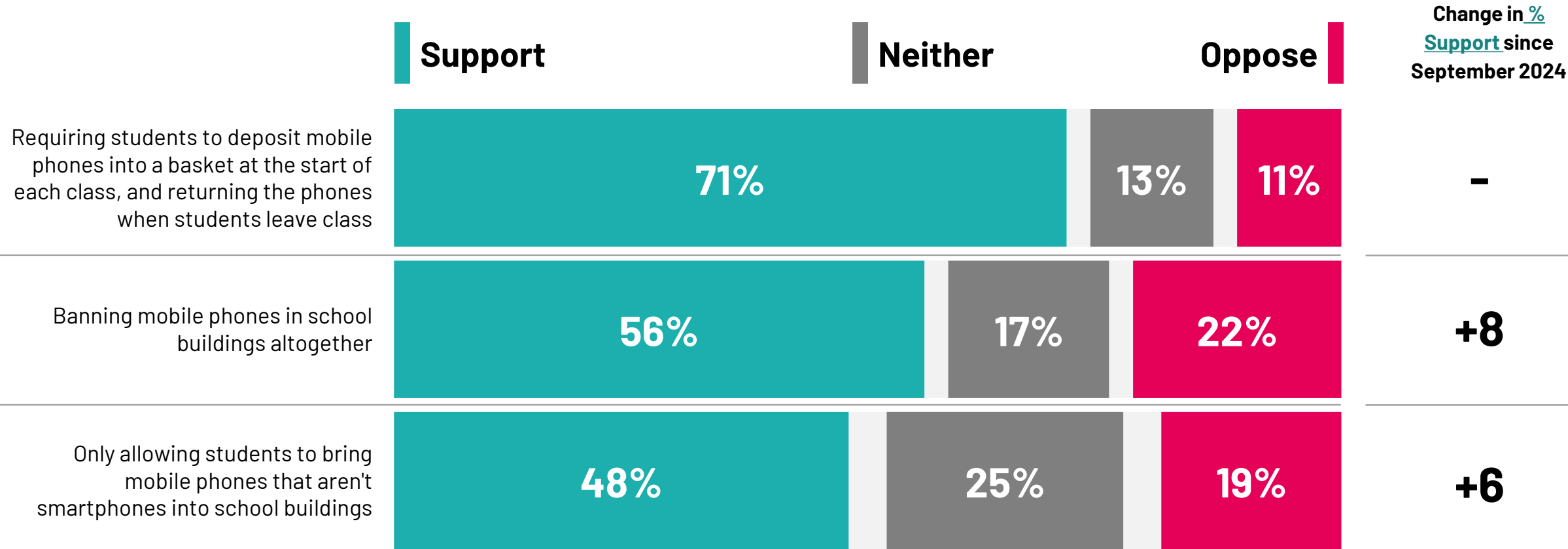
# Ipsos Social media polling

January 2026



# Most of the public now support banning mobile phones in schools - up 8ppts since September 2024 - but one in five oppose it

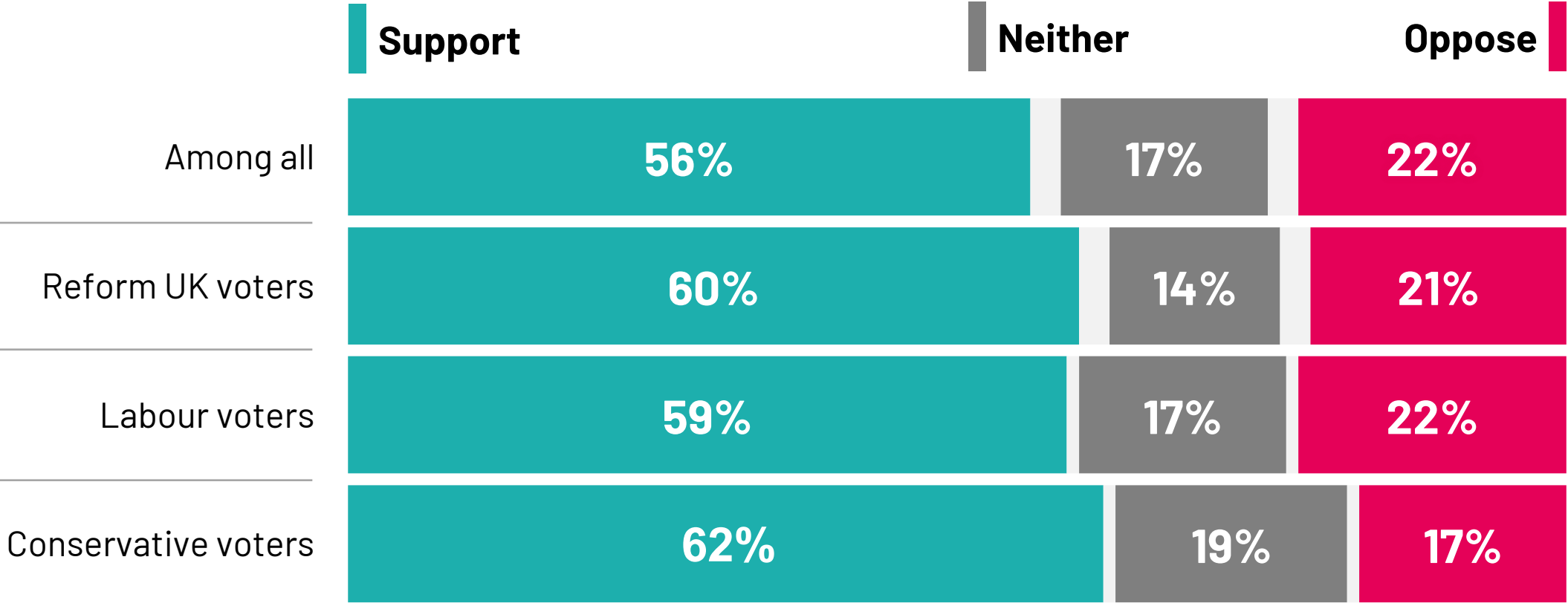
To what extent would you support or oppose schools implementing each of the following smartphone related policies?



Base: 1,088 Online British adults aged 18-75, 16-19 January 2026

# There is broad support for banning mobile phones in schools among voters from different political parties

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



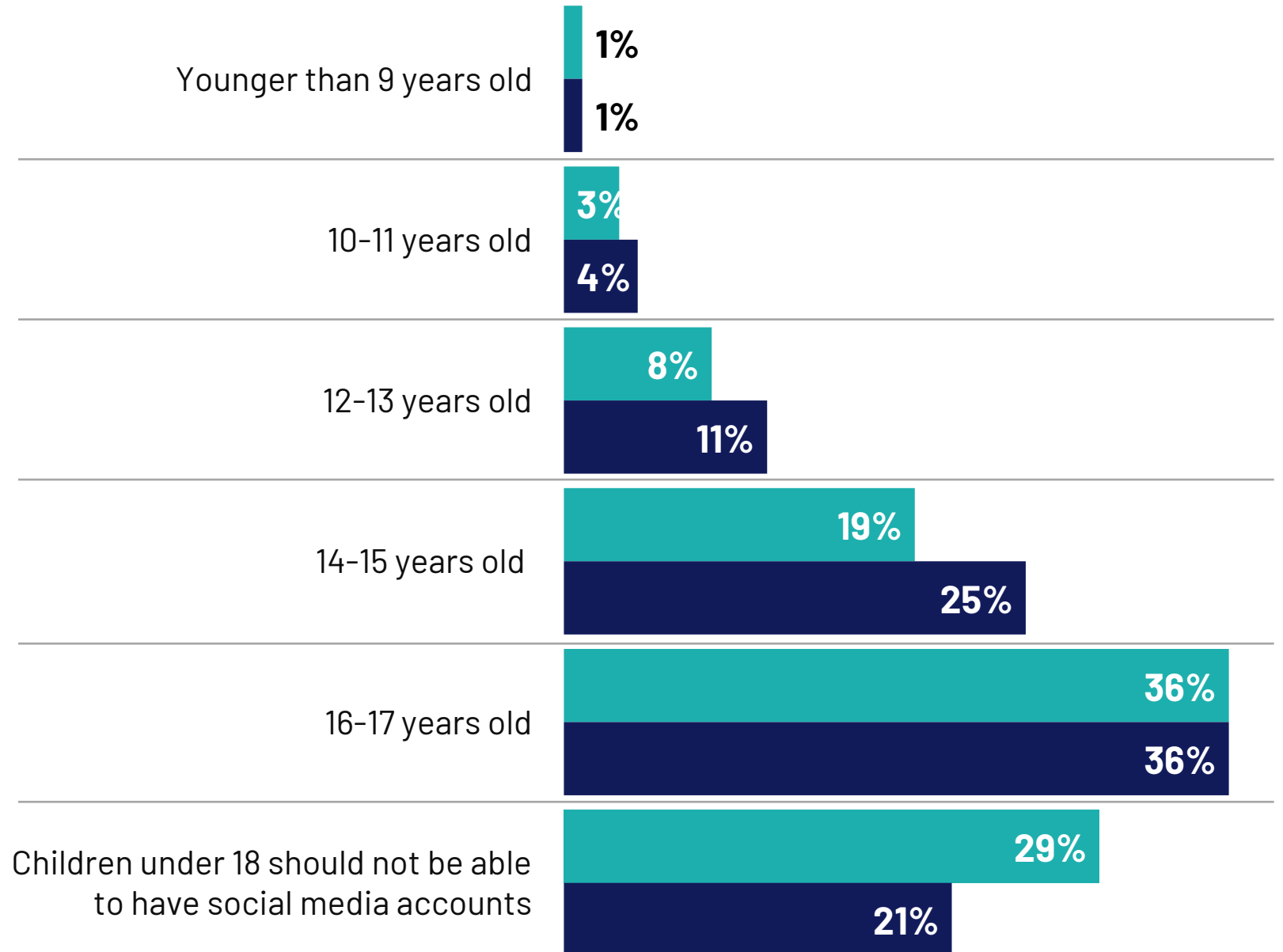
Base: 1,088 Online British adults aged 18-75, 16-19 January 2026

## Around one in three say 16-17 years old is when it becomes acceptable for a child to have their own social media accounts – three in ten think children should never be able to have their own accounts

Generally speaking, at what age, if any, do you think it's acceptable for a child to be able to have their own social media accounts (e.g. Facebook, X/Twitter, Instagram, TikTok, Snapchat, etc.)?

Among all

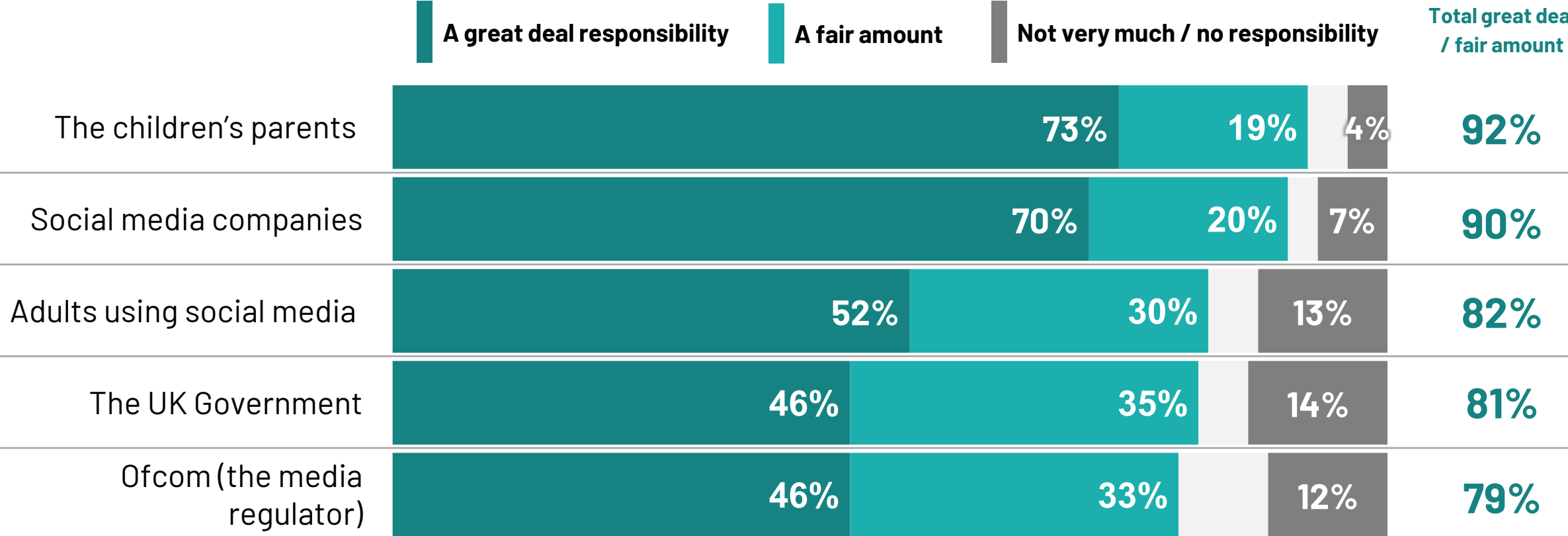
Among households with a child



Base: 1,088 Online British adults aged 18-75, 16-19 January 2026

# Brits are most likely to think parents and social media companies are responsible for protecting children under the age of 16 on social media from accessing harmful content

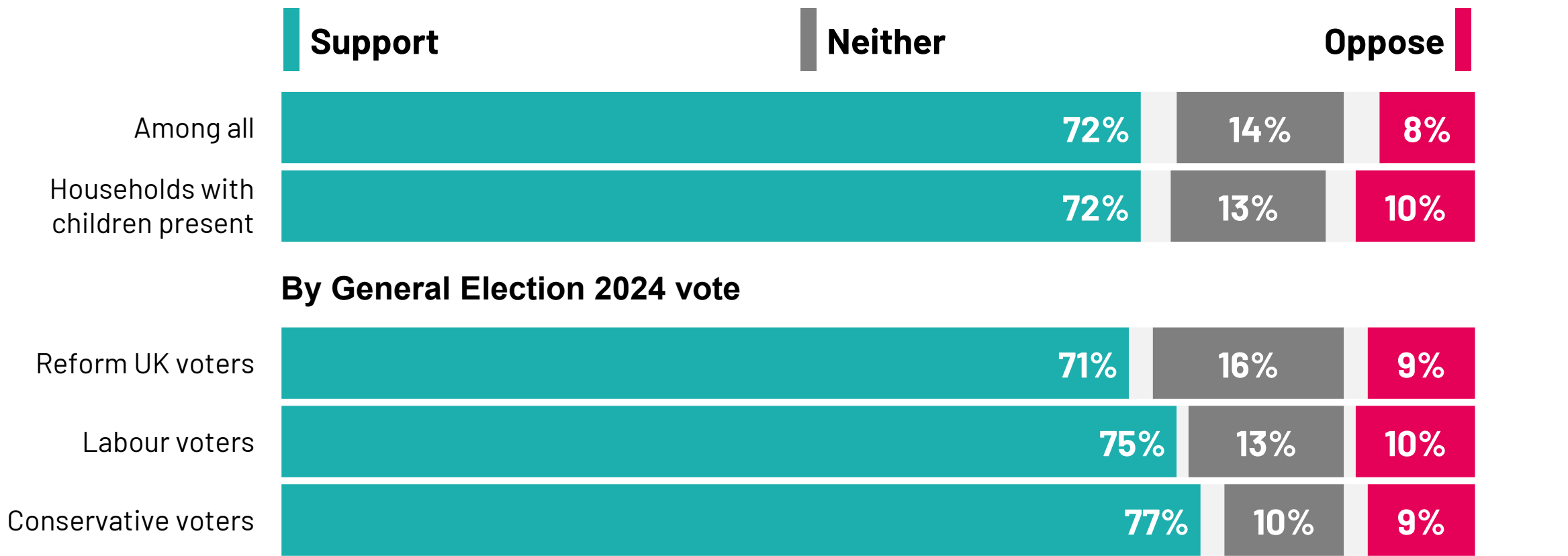
How much responsibility, if any, do you think each of the following have to ensure children under the age of 16 are not accessing harmful or offensive content on social media platforms?



Base: 1,088 Online British adults aged 18-75, 16-19 January 2026

# Seven in ten would support a law that requires social companies to use age-verification to ban children under the age of 16 from accessing their platforms

To what extent, if at all, would you support or oppose a law that requires social media companies to use age-verification tools to **ban children under the age of 16 from accessing their platforms in the UK?**



Base: 1,088 Online British adults aged 18-75, 16-19 January 2026

# The majority do not think either the UK Government or social media companies are going far enough to protect children when they are using social media

Thinking about the **UK Government's current approach** to protecting ... from harmful and offensive content when they are using social media, would you say they are...?



Thinking about **the social media companies' current approach** to protecting .... from harmful and offensive content when they are using their platforms, would you say they are...?



Base: 1,088 Online British adults aged 18-75, 16-19 January 2026

# Women are more likely than men to think both the UK Government and social media companies are not going far enough to protect adults on social media

Thinking about the **UK Government’s current approach** to **protecting adults** from harmful and offensive content when they are using social media, would you say they are...?



Thinking about **the social media companies’ current approach** to **protecting adults** from harmful and offensive content when they are using their platforms, would you say they are...?

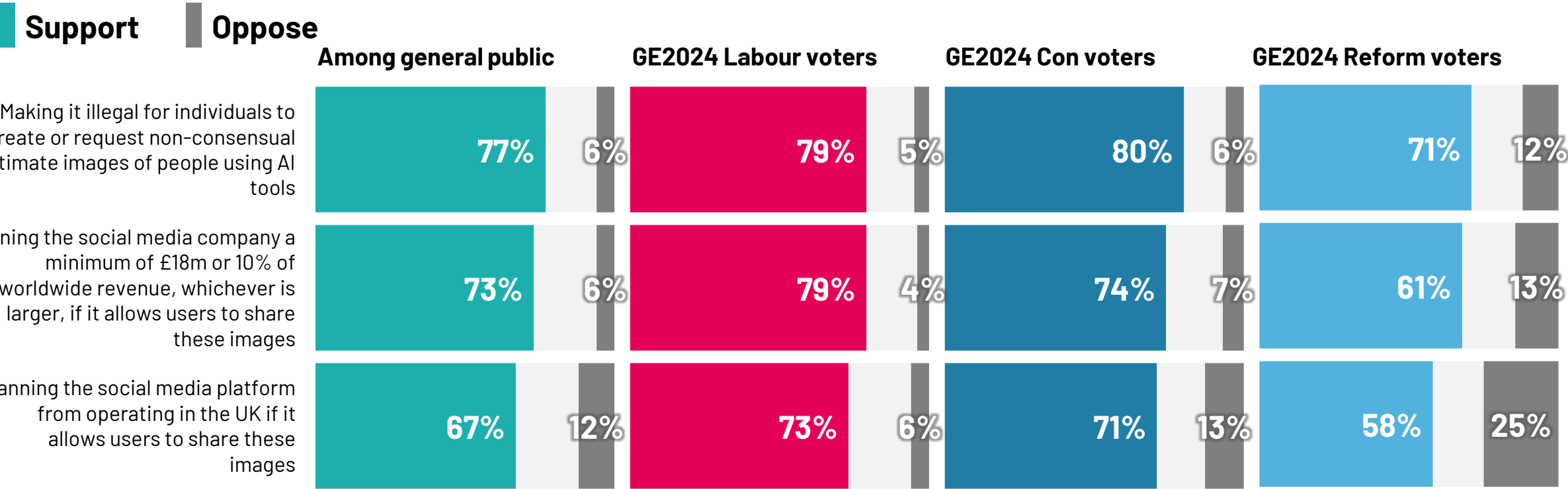


Base: 1,088 Online British adults aged 18-75, 16-19 January 2026



# The public support the Government making it illegal to create non-consensual intimate images using AI tools, and fining or banning social media companies which allow these images to be shared

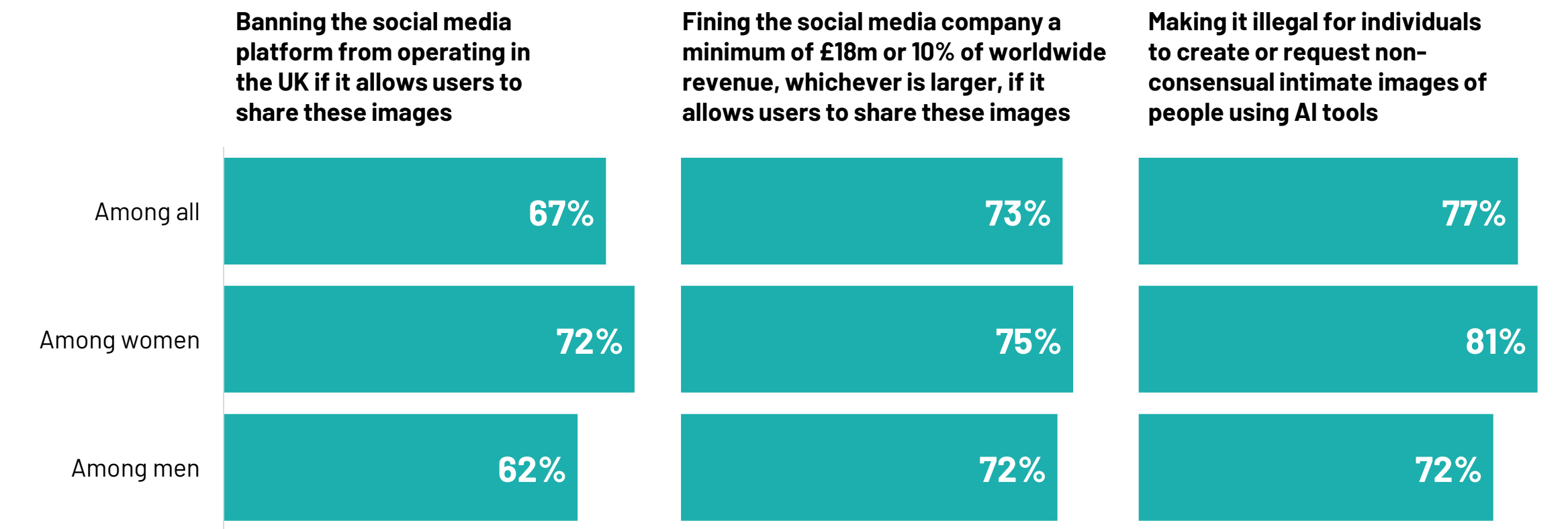
As you may know, recently AI tools have been used online to create non-consensual intimate images of adults and children (e.g. undressing them into swimwear), which are being shared on social media. To what extent, if at all, would you support or oppose the UK government taking the following actions in response to this?



Base: 1,088 Online British adults aged 18-75, 16-19 January 2026

# Women are more likely than men to support the Government banning social media companies which allow non-consensual intimate images to be shared

As you may know, recently AI tools have been used online to create non-consensual intimate images of adults and children (e.g. undressing them into swimwear), which are being shared on social media. To what extent, if at all, would you support or oppose the UK government taking the following actions in response to this? **% Support**



Base: 1,088 Online British adults aged 18-75, 16-19 January 2026



**January 2026**

**For more information**

**Gideon Skinner**

Research Director

[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

**Cameron Garrett**

Associate Director

[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

**Alex Bogdan**

Research Director

[alex.bogdan@ipsos.com](mailto:alex.bogdan@ipsos.com)