

25-061766-03 - 16th of January - 19th of January 2026

PUBLIC USE
Children's Digital Health
GB 18-75

Q1. 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.)?

All Adults aged 18-75 in Great Britain

	Gender						Age			Region						Employment status				Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERV ATIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)					
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292					
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311					
Younger than 6 years old	1 0%	1 0%	1 0%	1 0%	1 0%	- -	1 1%	- -	- -	- -	- -	- -	1 0%	- -	1 0%	1 0%	1 0%	- -	- -	1 0%	- -	1 0%	1 1%	1 0%	1 0%	1 0%	1 0%	- -	- -	- -	- -	1 0%				
6-7 years old	1 0%	1 0%	* 0%	1 0%	- -	- -	- -	1 0%	- -	1 0%	* 1%	- -	1 0%	- -	1 0%	1 0%	1 0%	- -	- -	1 0%	- -	1 0%	1 1%	1 0%	1 0%	1 0%	- -	- -	1 0%	- -	1 0%	1 0%				
8-9 years old	7 1%	6 1%	1 0%	4 1%	1 0%	1 0%	- -	3 1%	1 1%	1 0%	1 3%	- g*	7 1%	- -	2 0%	5 1%	2 1%	4 1%	1 1%	3 1%	1 1%	1 0%	1 1%	5 1%	2 1%	1 1%	1 1%	- -	1 1%	- -	1 0%	1 0%				
10-11 years old	28 3%	20 4%	8 1%	13 4%	10 2%	5 1%	6 3%	9 3%	3 1%	4 3%	1 3%	3 4%	18 2%	10 3%	13 2%	15 3%	8 2%	20 3%	12 6%	2 1%	5 2%	8 2%	6 5%	21 2%	6 2%	6 4%	1 1%	5 4%	2 2%	9 2%	7 2%					
12-13 years old	91 8%	41 8%	49 9%	35 11%	42 11%	13 4%	22 9%	28 10%	20 8%	13 8%	4 7%	4 4%	70 9%	21 6%	55 9%	35 8%	27 7%	64 9%	16 8%	23 9%	22 9%	27 9%	15 12%	76 8%	27 9%	8 5%	4 5%	8 6%	15 15%	32 8%	17 6%					
14-15 years old	204 19%	99 19%	104 19%	68 21%	77 19%	59 16%	48 19%	55 19%	47 19%	24 15%	9 18%	20 22%	139 19%	64 18%	130 21%	74 16%	91 23%	113 16%	28 14%	39 15%	54 21%	67 21%	24 20%	179 19%	55 19%	32 21%	18 19%	20 16%	14 14%	76 18%	54 17%					
16-17 years old	390 36%	186 35%	199 36%	117 36%	122 31%	151 42%	85 33%	102 36%	95 38%	50 32%	23 44%	35 37%	261 35%	129 37%	219 36%	171 36%	140 36%	250 36%	55 28%	101 40%	103 40%	108 34%	34 28%	356 37%	121 41%	53 34%	34 37%	43 35%	28 28%	161 39%	108 35%					
Children under 18 should not be able to have social media accounts	314 29%	148 28%	163 30%	70 21%	127 32%	117 32%	74 29%	77 27%	74 30%	53 33%	12 23%	25 27%	206 28%	108 31%	172 28%	142 30%	102 26%	212 30%	65 33%	76 30%	65 25%	89 28%	29 24%	282 29%	76 26%	49 31%	30 32%	41 33%	36 36%	117 28%	112 36%					
Don't know	52 5%	29 6%	20 4%	19 6%	18 5%	15 4%	18 7%	8 3%	7 3%	13 8%	1 2%	6 7%	36 5%	17 5%	23 4%	29 6%	17 4%	35 5%	18 9%	10 4%	7 3%	13 4%	11 9%	40 4%	7 2%	5 3%	5 5%	6 5%	6 6%	17 4%	10 3%					
NET: Younger than 6 years old - 6-7 years old	3 0%	2 0%	1 0%	2 1%	1 0%	- -	1 1%	1 0%	- -	1 0%	* 1%	- -	3 0%	- -	2 0%	1 0%	3 1%	- -	- -	1 0%	- -	2 1%	2 1%	1 0%	1 0%	1 0%	1 0%	- -	1 0%	- -	1 0%	1 0%				
NET: 8-11 years old	34 3%	26 5%	9 2%	18 5%	10 3%	6 2%	6 3%	13 4%	5 2%	5 3%	3 6%	3 3%	25 3%	10 3%	14 2%	20 4%	10 3%	24 3%	14 7%	5 2%	6 2%	9 3%	7 6%	27 3%	8 3%	8 5%	1 1%	6 5%	2 2%	10 2%	8 3%					
NET: 12-15 years old	295 27%	140 26%	153 28%	103 31%	119 30%	72 20%	70 27%	83 29%	67 27%	37 24%	13 25%	25 26%	209 28%	86 25%	185 30%	109 23%	118 30%	177 25%	44 23%	62 24%	76 29%	94 30%	39 32%	255 27%	82 28%	40 26%	22 24%	28 22%	29 29%	108 26%	71 23%					
NET: 12-17 years old	685 63%	326 61%	351 65%	220 67%	241 61%	223 62%	155 61%	185 66%	162 65%	87 55%	35 69%	59 64%	470 64%	215 62%	405 66%	280 59%	257 66%	427 61%	99 51%	162 s	179 s	201 s	73 60%	611 64%	203 bc	93 60%	57 62%	71 57%	57 57%	269 65%	179 58%					

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.

ColumnProportions (5K): A/B/C/A/D/E/F/A/G/H/V/U/N/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/A/d/e Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (5K): A/B/C/A/D/E/F/A/G/H/V/U/N/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/A/d/e Minimum Base: 30 (**) Small Base: 100 (*)

	Q2. 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?				
	The UK Governme nt	The children's parents	Social media companies	Adults using social media	Ofcom (the media regulator)
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1088	1088	1088	1088	1088
Weighted base	1088	1088	1088	1088	1088
A great deal of responsibility (4)	500 46%	798 73% ACDE	758 70% ADE	567 52% AE	501 46%
A fair amount of responsibility (3)	385 35% BCD	206 19%	221 20%	321 30% BC	362 33% BCD
Not very much responsibility (2)	121 11% BC	38 4%	50 5%	102 9% BC	100 9% BC
No responsibility at all (1)	33 3% B	9 1%	22 2% B	35 3% B	28 3% B
Don't know	49 4% BC	36 3%	37 3%	63 6% BC	97 9% ABCD

NET: A greal deal/a fair amount of responsibility	885 81%	1005 92% ACDE	979 90% ADE	888 82%	863 79%
NET: No/not very much responsibility	154 14% BCE	47 4%	72 7% B	137 13% BC	128 12% BC

Mean	3.30	3.70 ACDE	3.63 ADE	3.39 A	3.35
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Q2. 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? - The UK Government

All Adults aged 18-75 in Great Britain

		Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292	
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311	
A great deal of responsibility (4)	500 46% D	229 43%	265 49%	120 36%	189 48% D	192 53% AD	131 51%	126 45%	112 45%	66 42%	26 50% *	40 43% *	347 47%	153 44%	288 47%	212 45%	167 43%	333 48%	86 44%	108 42%	129 50%	148 47%	49 40%	447 47%	138 47%	64 41%	40 44% *	55 45% *	56 56% Z*	197 48%	151 49%	
A fair amount of responsibility (3)	385 35%	193 36%	191 35%	131 40%	131 33%	123 34%	78 31%	108 38%	87 35%	55 35%	18 35% *	39 41% *	253 34%	133 38%	233 38%	152 32%	152 39%	233 33%	65 33%	98 38%	85 33%	114 36%	39 32%	346 36%	108 37%	62 40%	43 47% Abc*	36 29% *	28 28% *	156 38%	104 34%	
Not very much responsibility (2)	121 11%	69 13%	49 9%	44 13%	46 12%	30 8%	23 9%	32 11%	30 12%	25 16%	4 8% *	8 8% *	87 12%	34 10%	63 10%	58 12%	45 12%	75 11%	26 13%	28 11%	26 10%	38 12%	22 18% AX	99 10%	33 11%	20 13%	7 7% *	17 14% *	9 9% *	42 10%	29 9%	
No responsibility at all (1)	33 3% d	24 5% c	8 2%	15 4%	9 2%	10 3%	10 4%	9 3%	7 3%	4 3%	- - *	3 3% *	22 3%	11 3%	12 2%	21 4% O	8 2%	26 4%	8 4% v	9 3%	8 3%	4 1%	3 2%	31 3%	3 1%	5 3%	- - *	12 10% AYZa*	5 5% Y*	4 1%	20 6% Ad	
Don't know	49 4%	16 3%	31 6% B	20 6% F	22 6% F	7 2%	14 5%	7 2%	13 5%	8 5%	4 7% *	4 5% *	30 4%	19 5%	20 3%	29 6% O	17 4%	32 5%	10 5%	13 5%	11 4%	10 3%	9 7%	39 4%	13 4%	4 3%	2 2% *	4 3% *	3 3% *	14 3%	6 2%	

NET: A great deal/a fair amount of responsibility	885 81% W	422 80%	456 84%	251 76%	319 81%	315 87% ADE	209 82%	235 83%	198 80%	121 77%	44 85% *	78 84% *	599 81%	285 82%	521 85% P	364 77%	319 82%	566 81%	151 77%	205 81%	213 83%	262 83%	88 72%	793 83% W	246 83% b	126 81%	84 91% Ab*	91 74% *	84 84% *	354 86%	256 82%
NET: No/not very much responsibility	154 14%	93 18% C	57 11%	59 18% F	55 14%	40 11%	32 13%	41 15%	37 15%	29 18%	4 8% *	11 11% *	110 15%	45 13%	76 12%	79 17%	53 14%	101 15%	35 18%	36 14%	34 13%	42 13%	25 20%	130 13%	37 12%	25 16%	7 7% *	29 23% AYa*	14 14% *	46 11%	49 16%

Mean	3.30 Db	3.22	3.39 B	3.15	3.33 D	3.40 D	3.37	3.27	3.28	3.22	3.45 *	3.29 *	3.30	3.29	3.33	3.25	3.28	3.31	3.23	3.26	3.35	3.34	3.19	3.31	3.35 b	3.23	3.37 *	3.12 *	3.38 *	3.37	3.27
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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/O/P/A/Q/R/A/S/T/U/V,A/W/X,A/Y/Z/a/b/c,A/d/e Minimum Base: 30(**) Small Base: 100(*)

Q2. 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? - The children's parents

All Adults aged 18-75 in Great Britain

		Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292	
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311	
A great deal of responsibility (4)	798 73% DW	377 71%	413 76%	201 61%	297 75% D	300 83% ADE	186 73%	207 73%	190 77% J	103 65%	46 90% AGHIL*	65 70% *	532 72%	266 76%	448 73%	351 74%	280 72%	519 74%	137 70%	180 71%	200 77%	231 74%	68 56%	727 76% W	206 70%	112 73%	77 84% AY*	93 75% *	73 72% *	305 74%	241 78%	
A fair amount of responsibility (3)	206 19% FK	101 19%	102 19%	90 27% AEF	70 18%	47 13%	51 20% K	51 18%	46 19% K	34 22% K	3 6% *	20 22% K*	146 20%	60 17%	128 21%	78 16%	87 22% R	119 17%	35 18%	58 23%	45 17%	57 18%	38 31% AX	168 18%	68 23%	31 20%	15 16% *	20 16% *	24 23% *	81 20%	56 18%	
Not very much responsibility (2)	38 4%	28 5% C	10 2%	21 6% AEF	12 3%	5 1%	8 3%	13 5%	4 2%	13 8% AGIL	- - *	- - *	30 4%	8 2%	18 3%	20 4%	8 2%	30 4%	13 7% U	7 3%	6 2%	11 4%	8 6%	29 3%	10 3%	6 4%	- - *	3 3% *	1 1% *	12 3%	5 2%	
No responsibility at all (1)	9 1%	7 1%	2 0%	3 1%	4 1%	2 1%	2 1%	4 2%	- -	3 2%	- - *	- - *	6 1%	3 1%	5 1%	4 1%	1 0%	8 1%	1 1%	5 2%	2 1%	1 0%	- -	9 1%	4 1%	- -	- - *	5 4% AZ*	- - *	4 1%	3 1%	
Don't know	36 3%	17 3%	16 3%	14 4%	15 4%	7 2%	8 3%	7 3%	7 3%	5 3%	2 3% *	7 8% AH*	24 3%	12 3%	16 3%	20 4%	12 3%	24 3%	10 5%	5 2%	6 2%	13 4%	9 7% AX	27 3%	8 3%	5 3%	- - *	3 2% *	3 3% *	12 3%	6 2%	

NET: A great deal/a fair amount of responsibility	1005 92% DIW	478 90% B	515 95% B	291 88%	366 92%	347 96% AD	237 93%	258 91%	237 95% J	138 87%	49 97% *	86 92% *	678 92%	326 94%	576 94%	428 91%	367 94%	637 91%	172 88%	238 94%	244 95% S	288 92%	106 87%	896 93% W	273 93%	144 93%	92 100% AYZb*	113 92% *	97 96% *	386 93%	297 96%
NET: No/not very much responsibility	47 4%	35 7% C	13 2%	24 7% F	16 4%	7 2%	10 4%	18 6% IL	4 2%	16 10% AGIKL	- - *	- - *	37 5%	11 3%	24 4%	24 5%	10 3%	38 5% Q	14 7%	11 5%	8 3%	12 4%	8 6%	39 4%	14 5% a	6 4%	- - *	8 6% a*	1 1% *	16 4%	8 3%

Mean	3.70 DIW	3.65	3.75 B	3.55	3.72 D	3.82 ADE	3.70 J	3.67	3.77 J	3.55	3.93 AGHIL*	3.76 J*	3.68	3.75	3.70	3.71	3.71	3.70	3.65	3.66	3.75	3.72	3.53	3.73 W	3.66	3.71	3.84 AYb*	3.66 *	3.73 *	3.71	3.75
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All Adults aged 18-75 in Great Britain

	Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total (A)	MAN (B)	WOMAN (C)	18-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLANDS (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £54999 (U)	£55000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERVA TIVE (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311
A great deal of responsibility (4)	758 70% DW	363 68%	388 71%	195 59%	277 70% D	286 79% ADE	175 69%	197 70%	180 73%	105 66%	42 83% JL*	59 63% *	513 69%	245 70%	446 72% P	311 66%	272 70%	486 70%	135 69%	167 66%	187 72%	221 70%	67 55%	687 71% W	212 72%	99 64%	74 81% AZ*	87 70% *	77 76% *	312 75% A	229 74%
A fair amount of responsibility (3)	221 20% F	112 21%	105 19%	90 27% AF	83 21% F	47 13% K	59 23% K	59 21%	39 16%	35 22%	5 9% *	25 27% IK*	154 21%	68 19%	124 20%	97 21%	84 22%	137 20%	37 19%	56 22%	50 19%	64 20%	36 30% AX	185 19%	60 20%	39 25% c	16 17% *	23 19% *	13 13% *	76 18%	54 17%
Not very much responsibility (2)	50 5%	30 6%	20 4%	20 6%	15 4%	14 4%	9 3%	17 6%	10 4%	9 6%	2 5% *	3 3% *	32 4%	18 5%	19 3%	31 7% O	12 3%	38 5%	13 7%	15 6%	9 4%	12 4%	9 7%	41 4%	12 4%	11 7% a	- 2% *	3 5% *	5 5% a*	13 3%	10 3%
No responsibility at all (1)	22 2%	12 2%	10 2%	8 2%	7 2%	7 2%	6 2%	5 2%	8 3%	3 2%	- - *	1 1% *	17 2%	5 1%	9 1%	13 3%	6 2%	16 2%	2 1%	11 4% V	6 2%	4 1%	2 2%	20 2%	3 1%	2 1%	- - *	8 7% AYZa*	4 4% *	4 1%	11 4% d
Don't know	37 3%	14 3%	21 4%	16 5%	14 4%	7 2%	7 3%	5 2%	11 4%	6 4%	2 3% *	6 6% *	23 3%	14 4%	18 3%	19 4%	15 4%	22 3%	9 5%	6 2%	6 2%	13 4%	8 6%	29 3%	8 3%	5 3%	2 2% *	3 3% *	1 1% *	8 2%	7 2%

NET: A great deal/a fair amount of responsibility	979 90%	475 89%	493 91%	285 87%	360 91%	334 92% D	234 92%	255 90%	219 88%	140 89%	47 92% *	84 90% *	667 90%	312 90%	570 93% P	409 87%	356 91%	623 89%	172 88%	223 88%	237 92%	285 91%	103 84%	871 91%	272 92%	138 89%	90 98% AZbc*	110 89% *	90 89% *	388 94% A	283 91%
NET: No/not very much responsibility	72 7% a	42 8%	30 5%	28 9%	23 6%	21 6%	14 6%	22 8%	18 7%	11 7%	2 5% *	4 4% *	49 7%	23 7%	28 5%	44 9% O	18 5%	54 8%	15 8%	25 10% V	15 6%	16 5%	11 9%	61 6%	15 5% a	12 8% a	- - *	11 9% a*	9 9% a*	17 4%	21 7%

Mean	3.63 DW	3.60	3.67	3.51	3.64 D	3.73 AD	3.63	3.61	3.65	3.60	3.81 *	3.62 *	3.62	3.65	3.69 P	3.56	3.66	3.62	3.63	3.53	3.66	3.67 T	3.46	3.65 W	3.67	3.57	3.83 AYZbc*	3.56 *	3.64 *	3.72 A	3.64
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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/O/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

Q2. 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? - Adults using social media

All Adults aged 18-75 in Great Britain

	Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total (A)	MAN (B)	WOMAN (C)	18-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLANDS (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £54999 (U)	£55000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERVA TIVE (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311
A great deal of responsibility (4)	567 52% DW	278 52%	284 52%	129 39%	216 54% D	222 61% AD	129 51%	147 52%	133 54%	75 48%	33 65% *	49 53% *	388 52%	179 51%	306 50%	261 55%	188 48%	379 54%	97 49%	125 49%	151 58%	162 52%	51 42%	511 53% W	154 52%	76 49%	49 53% *	61 49% *	53 53% *	225 54%	174 56%
A fair amount of responsibility (3)	321 30%	146 27%	174 32%	107 33%	118 30%	96 27%	82 32%	80 28%	70 28%	48 30%	13 26% *	28 30% *	221 30%	100 29%	192 31%	129 27%	121 31%	200 29%	56 29%	86 34%	67 26%	90 29%	39 32%	282 29%	91 31%	44 29%	29 31% *	45 37% *	32 32% *	121 29%	90 29%
Not very much responsibility (2)	102 9% F	57 11%	43 8%	59 18% AEF	27 7%	16 4%	22 9%	29 10%	25 10%	17 11%	3 5% *	7 7% *	74 10%	28 8%	68 11%	35 7%	43 11%	59 8%	20 10%	19 7%	22 8%	36 11%	19 16% AX	83 9%	30 10%	20 13%	8 9% *	7 6% *	10 10% *	38 9%	21 7%
No responsibility at all (1)	35 3%	23 4% C	10 2%	14 4%	10 3%	11 3%	11 4%	10 4%	6 2%	3 2%	- - *	4 4% *	21 3%	13 4%	18 3%	17 4%	15 4%	19 3%	7 4%	9 3%	7 3%	8 3%	2 1%	33 3%	11 4%	5 3%	3 3% *	7 5% *	4 4% *	12 3%	13 4%
Don't know	63 6%	27 5%	33 6%	19 6%	26 7%	17 5%	10 4%	17 6%	14 6%	15 10% G	2 3% *	6 6% *	35 5%	28 8% M	32 5%	31 6%	21 6%	42 6%	15 8%	16 6%	11 4%	17 5%	11 9%	52 5%	9 3%	10 6%	4 4% *	4 3% *	2 2% *	17 4%	13 4%
NET: A great deal/a fair amount of responsibility	888 82% D	424 80%	458 84%	237 72%	334 84% D	318 88% AD	211 83%	227 80%	203 82%	123 78%	47 91% *	77 82% *	609 82%	279 80%	498 81%	390 83%	309 79%	579 83%	153 78%	211 83%	218 84%	253 81%	90 74%	793 83% W	245 83%	120 78%	77 84% *	106 86% *	85 84% *	346 84%	264 85%
NET: No/not very much responsibility	137 13% F	80 15% C	53 10%	73 22% AEF	37 9%	27 7%	33 13%	39 14%	31 13%	20 12%	3 5% *	11 12% *	96 13%	41 12%	85 14%	52 11%	59 15%	78 11%	28 14%	27 11%	29 11%	44 14%	21 17%	116 12%	41 14%	25 16%	11 12% *	14 11% *	14 13% *	51 12%	34 11%
Mean	3.39 D	3.35	3.43	3.14	3.46 D	3.54 AD	3.34	3.37	3.41	3.37	3.62 G*	3.39 *	3.38	3.39	3.35	3.44	3.31	3.43 Q	3.34	3.37	3.46	3.37	3.26 *	3.40	3.36	3.31	3.40 *	3.34 *	3.36 *	3.41	3.43

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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N,A/Q/P,A/Q/R,A/S/T/U/V,A/W/X,A/Y/Z/a/b/c,A/d/e Minimum Base: 30(**) Small Base: 100(*)

Q2. 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? - Ofcom (the media regulator)

All Adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311
A great deal of responsibility (4)	501 46% DW	234 44%	262 48%	124 38%	175 44%	202 56% ADE	112 44%	133 47%	127 51% J	62 39%	28 54% *	39 42% *	340 46%	161 46%	289 47%	211 45%	178 46%	323 46%	86 44%	100 39%	122 47%	156 50% T	44 36%	454 47% W	144 49%	61 40%	48 52% *	53 43% *	47 46% *	217 52% A	147 47%
A fair amount of responsibility (3)	362 33%	182 34%	177 33%	125 38% F	134 34%	104 29%	99 39% I	99 35%	66 26%	54 34%	13 25% *	32 34% *	250 34%	112 32%	218 35%	144 30%	141 36%	221 32%	59 30%	95 37%	90 35%	101 32%	42 35%	319 33%	100 34%	61 39%	31 34% *	43 34% *	39 38% *	131 32%	102 33%
Not very much responsibility (2)	100 9%	55 10%	43 8%	42 13% F	36 9%	22 6%	17 7%	26 9%	25 10%	20 13%	2 5% *	9 9% *	76 10%	24 7%	54 9%	45 10%	40 10%	60 9%	21 11%	24 9%	23 9%	26 8%	15 12%	84 9%	30 10%	16 11%	7 8% *	11 9% *	8 7% *	36 9%	25 8%
No responsibility at all (1)	28 3%	19 4%	9 2%	5 2%	10 3%	13 4%	7 3%	7 2%	4 2%	5 3%	- - *	5 5% *	20 3%	9 3%	15 2%	13 3%	9 2%	19 3%	5 3%	9 3%	5 2%	8 3%	2 1%	27 3%	6 2%	6 4%	1 1% *	10 8% AYa*	3 3% *	9 2%	16 5% A
Don't know	97 9% Qd	41 8%	54 10%	33 10%	43 11% F	21 6%	20 8%	17 6%	26 11%	16 10%	8 16% H*	9 10% *	54 7%	44 13% M	39 6%	58 12% O	21 5%	76 11% Q	25 13%	27 11%	18 7%	22 7%	20 16% AX	78 8%	17 6%	10 7%	4 4% *	7 6% *	5 5% *	21 5%	21 7%

NET: A great deal/a fair amount of responsibility	863 79% W	415 78%	439 81%	249 75%	308 78%	306 85% DE	211 83% J	232 82%	193 78%	116 73%	41 79% *	70 76% *	590 80%	273 78%	507 82% P	355 75%	319 82%	544 78%	145 74%	195 77%	213 82%	258 82%	86 70%	773 80% W	243 82%	122 79%	79 86% *	96 77% *	86 85% *	347 84%	248 80%
NET: No/not very much responsibility	128 12%	74 14% C	51 9%	47 14%	46 12%	35 10%	24 9%	33 12%	29 12%	26 16%	2 5% *	14 15% *	96 13%	32 9%	69 11%	59 12%	49 13%	79 11%	26 13%	33 13%	28 11%	34 11%	17 14%	110 11%	36 12%	22 14%	9 9% *	21 17% *	11 11% *	45 11%	41 13%

Mean	3.35	3.29	3.41 B	3.24	3.34	3.45 D	3.34	3.35	3.42 J	3.22	3.59 JL*	3.24 *	3.33	3.39	3.36	3.34	3.32	3.36	3.33	3.26	3.37	3.39	3.25 *	3.36	3.37	3.23	3.44 *	3.18 *	3.34 *	3.41	3.31
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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/O/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

PUBLIC USE
Children's Digital Health
GB 18-75

Q3. 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?

All Adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status				Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCR TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292		
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311		
Strongly support (2)	495	212	279	108	170	216	125	118	122	61	26	43	318	177	284	211	182	313	77	122	119	147	33	461	139	74	55	57	46	202	172		
	45% DW	40%	51% AB	33%	43% D	60% ADE	49%	42%	49%	38%	51% *	47% *	43%	51% M	46%	45%	47%	45%	39%	48%	46%	47%	27%	48% W	47%	47%	60% A*	46% *	45% *	49%	55% A		
Tend to support (1)	287	150	134	98	112	77	54	87	56	50	10	30	209	78	171	116	113	174	42	59	72	100	35	252	83	46	18	31	28	116	69		
	26%	28%	25%	30% F	28% F	21%	21%	31% G	23%	32% G	20% *	32% *	28%	22%	28%	25%	29%	25%	21%	23%	28%	32% ST	29%	26%	28%	29%	20% *	25% *	28% *	28%	22%		
Neither support nor oppose (0)	156	88	66	62	60	35	37	45	36	24	5	9	104	52	81	75	49	108	42	48	30	30	29	127	38	16	10	20	15	48	37		
	14% FV	17%	12%	19% F	15% F	10%	15%	16%	15%	15%	10% *	10% *	14%	15%	13%	16%	13%	15%	21% AUV	19% UV	12%	10%	24% AX	13%	13%	10%	11% *	16% *	14% *	12%	12%		
Tend to oppose (-1)	57	29	28	26	21	10	15	18	12	7	3	*	45	11	36	20	19	38	11	10	19	14	12	45	19	9	6	6	4	24	13		
	5%	5%	5%	8% F	5%	3%	6%	7% L	5%	5%	6% *	0% *	6%	3%	6%	4%	5%	5%	6%	4%	7%	5%	10% X	5%	6%	6%	6% *	5% *	4% *	6%	4%		
Strongly oppose (-2)	35	22	10	13	12	10	9	9	9	4	3	2	27	8	22	13	13	22	7	7	8	11	3	32	10	5	2	6	4	12	11		
	3%	4% C	2%	4%	3%	3%	4%	3%	4%	2%	5% *	2% *	4%	2%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	2% *	5% *	4% *	3%	4%		
Don't know	58	29	28	22	21	15	15	6	13	12	3	9	36	22	22	35	14	44	17	10	10	12	11	45	7	6	1	4	5	12	8		
	5% HF	5%	5%	7%	5%	4%	6% H	2%	5%	8% H	7% *	9% H*	5%	6%	4%	7% O	4%	6% Q	9% TV	4%	4%	4%	9%	5%	2%	4%	2% *	4% *	5% *	3%	3%		

NET: Strongly/tend to support	782 72% DSW	362 68%	413 76% B	206 63%	283 71% D	293 81% ADE	179 70%	205 72%	178 72%	111 70%	37 72% *	73 79% *	527 71%	255 73%	454 74%	328 69%	295 76% R	487 70%	119 61%	180 71% S	191 74% S	247 79% AS	68 56%	713 74% W	222 75%	119 77%	73 79% *	88 71% *	74 73% *	318 77%	242 78%
NET: Strongly/tend to oppose	92 8%	51 10%	37 7%	39 12% F	33 8%	20 5%	24 9%	27 10%	21 9%	11 7%	6 11% L*	2 2% *	72 10% N	20 6%	58 9%	34 7%	31 8%	60 9%	18 9%	16 6%	27 11%	25 8%	15 12%	77 8%	29 10%	14 9%	7 8% *	12 9% *	8 8% *	36 9%	24 8%

Mean	1.12 DW	1.00	1.25 AB	0.86	1.09 D	1.38 ADE	1.13	1.04	1.15	1.07	1.14 *	1.33 H*	1.06	1.24 M	1.11	1.13	1.15	1.10	0.96	1.14	1.10	1.18 S	0.74	1.16 W	1.11	1.17	1.31 *	1.06 *	1.11 *	1.18	1.25
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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/V/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

PUBLIC USE
Children's Digital Health
GB 18-75

Q4A. Thinking about the UK Government’s current approach to protecting children under the age of 18/adults (aged 18+) from harmful and offensive content when they are using social media, would you say they are...? - Summary
All Adults aged 18-75 in Great Britain

	Q4A. Thinking about the UK Government’s current approach to protecting children under the age of 18/adults (aged 18+) from harmful and offensive content when they are using social media, would you say they are...?	
	children under the age of 18	adults (aged 18+)
	(A)	(B)
Unweighted base	1088	1088
Weighted base	1088	1088
Going too far	80 7%	117 11% A
Doing about the right amount	253 23%	378 35% A
Not going far enough	578 53% B	362 33%
Don't know	176 16%	231 21% A

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

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

Q4A. Thinking about the UK Government's current approach to protecting children under the age of 18 from harmful and offensive content when they are using social media, would you say they are...?

All Adults aged 18-75 in Great Britain

		Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292		
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311		
Going too far	80 7% C	54 10% C	23 4%	31 9%	26 6%	24 7%	20 8%	22 8%	19 8%	12 8%	3 5% +	5 5% +	55 8%	25 7%	42 7%	38 8%	32 8%	48 7%	18 9%	18 7%	22 9%	19 6%	12 10%	68 7%	19 7%	16 10%	6 6% +	14 11% +	7 7% +	30 7%	19 6%		
Doing about the right amount	253 23% N	145 27% C	108 20%	107 32% AEF	79 20%	67 19%	60 24%	62 22%	54 22%	44 28%	17 33% +	16 17% +	198 27% N	55 16%	156 25%	97 21%	92 24%	162 23%	44 23%	59 23%	62 24%	80 25%	39 32% AX	213 22%	76 26% c	39 25%	16 18% +	25 20% +	14 14% +	93 23%	63 20%		
Not going far enough	578 53% DW	266 50%	304 56%	136 41%	223 56% D	220 61% AD	133 52%	146 52%	139 56%	83 52%	24 46% +	55 59% +	376 51%	202 58% M	329 53%	250 53%	219 56%	360 51%	94 48%	133 52%	144 56%	169 54%	45 37%	530 55% W	170 58%	79 51%	55 60% +	68 55% +	66 66% AZ*	246 60% A	183 59%		
Don't know	176 16% QYd	65 12%	109 20% B	56 17%	69 17%	52 14%	42 17%	53 19%	36 15%	19 12%	8 15% +	18 19% +	109 15%	67 19%	89 15%	87 18%	47 12%	130 19% Q	40 21% U	44 17%	30 12%	45 14%	26 21%	150 16%	30 10%	21 13%	15 16% +	17 14% +	14 13% +	44 11%	46 15%		

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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/O/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

Q4A. Thinking about the UK Government's current approach to protecting adults (aged 18+) from harmful and offensive content when they are using social media, would you say they are...?

All Adults aged 18-75 in Great Britain

		Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292		
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311		
Going too far	117 11% C	81 15% AC	33 6% AC	41 12% AC	42 11% AC	35 10% AC	28 11% AC	26 9% AC	38 15% H	14 9% AC	5 11% AC	7 7% AC	79 11% AC	38 11% AC	66 11% AC	51 11% AC	47 12% AC	70 10% AC	24 13% AC	24 9% AC	28 11% AC	35 11% AC	25 20% AX	93 10% AC	27 9% AC	22 14% AC	7 7% AC	19 15% AC	12 11% AC	37 9% AC	38 12% AC		
Doing about the right amount	378 35% AC	216 41% AC	162 30% AC	139 42% AEF	121 30% AC	118 33% AC	80 32% AC	102 36% AC	83 34% AC	61 38% AC	23 45% AC	29 31% AC	273 37% N	105 30% AC	221 36% AC	157 33% AC	147 38% AC	231 33% AC	59 30% AC	88 35% AC	102 39% AC	118 38% AC	49 40% AC	329 34% c	119 40% c	61 39% c	29 31% AC	41 33% AC	25 25% AC	141 34% AC	113 36% AC		
Not going far enough	362 33% DW	152 29% B	204 37% B	81 25% D	146 37% D	135 37% D	95 37% AC	93 33% AC	78 32% AC	49 31% AC	14 26% AC	34 36% AC	236 32% AC	126 36% AC	209 34% AC	153 32% AC	133 34% AC	229 33% AC	67 34% AC	80 32% AC	89 34% AC	101 32% AC	26 21% W	333 35% W	112 38% AC	47 30% AC	39 42% AC	38 31% AC	41 40% AC	173 42% Ae	101 32% AC		
Don't know	231 21% BQUYd	81 15% AB	146 27% AB	68 21% AC	89 22% AC	74 21% AC	52 20% AC	62 22% AC	48 20% AC	35 22% AC	9 18% AC	24 25% AC	150 20% AC	80 23% AC	120 20% AC	111 23% AC	62 16% Q	168 24% Q	46 23% AC	62 24% U	39 15% AC	59 19% AC	23 19% AC	206 21% AC	37 13% AC	25 16% AC	18 20% AC	27 21% Y*	24 24% Y*	62 15% AC	59 19% AC		

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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/O/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

Q4B. Thinking about the social media companies’ current approach to protecting children under the age of 18/adults (aged 18+) from harmful and offensive content when they are using their platforms, would you say they are...? - Summary

All Adults aged 18-75 in Great Britain

	Q4B. Thinking about the social media companies’ current approach to protecting children under the age of 18/adults (aged 18+) from harmful and offensive content when they are using their platforms, would you say they are...?	
	children under the age of 18	adults (aged 18+)
	(A)	(B)
Unweighted base	1088	1088
Weighted base	1088	1088
Going too far	62 6%	103 9% A
Doing about the right amount	230 21%	376 35% A
Not going far enough	636 58% B	423 39%
Don't know	160 15%	187 17% A

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

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

Q4B. Thinking about the social media companies’ current approach to protecting children under the age of 18 from harmful and offensive content when they are using their platforms, would you say they are…?

All Adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311
Going too far	62 6%	34 6%	25 5%	23 7%	24 6%	15 4%	17 7%	17 6%	16 7%	7 4%	3 5%	3 3%	40 5%	22 6%	30 5%	32 7%	25 6%	37 5%	14 7%	18 7%	17 6%	11 4%	10 8%	52 5%	18 6%	13 8%	5 6%	9 7%	5 5%	23 6%	15 5%
Doing about the right amount	230 21% FNa	137 26% C	93 17%	107 32% AEF	72 18%	51 14%	49 19%	63 22%	49 20%	44 28%	11 21% +	15 16% +	175 24% N	55 16%	143 23%	86 18%	84 22%	146 21%	42 21%	43 17%	61 23%	76 24%	44 36% AX	185 19%	65 22% a	31 20%	9 10% +	37 30% ac+	14 14% +	81 20%	57 19%
Not going far enough	636 58% DW	297 56%	330 61%	146 44%	240 60% D	251 69% ADE	149 58%	155 55%	154 62%	86 55%	31 61% +	60 65% +	417 56%	219 63%	361 59%	276 58%	238 61%	398 57%	106 54%	158 62%	151 58%	182 58%	47 38%	588 61% W	187 63% b	90 58%	67 73% AZb+	63 51% +	69 68% b+	268 65% A	198 64%
Don't know	160 15% Yd	63 12%	96 18% B	54 16%	61 15%	45 12%	40 16%	47 17%	29 12%	21 14%	7 13% +	16 17% +	108 15%	52 15%	82 13%	78 17%	43 11%	117 17% Q	33 17%	36 14%	31 12%	44 14%	21 18%	136 14%	25 8%	20 13%	11 12% +	15 12% +	13 13% +	41 10%	40 13%

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ColumnMeans (5%): A/B/C/A/D/E/F-A/G/H/I/J/K/L-A/M/N,A/O/P,A/Q/R,A/S/T/U/V,A/W/X,A/Y/Z/a/b/c,A/d/e Minimum Base: 30(**) Small Base: 100(*)

Q4B. Thinking about the social media companies’ current approach to protecting adults (aged 18+) from harmful and offensive content when they are using their platforms, would you say they are…?

All Adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311
Going too far	103 9% CFa	68 13% C	31 6% AEF	53 16% AEF	35 9% F	15 4% F	27 11% AEF	25 9% AEF	25 10% AEF	14 9% AEF	4 8% AEF	8 9% AEF	70 10% AEF	32 9% AEF	55 9% AEF	47 10% AEF	44 11% AEF	59 8% AEF	18 9% AEF	28 11% AEF	21 8% AEF	30 10% AEF	20 16% AEF	82 9% AEF	25 8% AEF	13 9% AEF	2 2% AEF	20 16% AEF	11 11% AEF	32 8% AEF	22 7% AEF
Doing about the right amount	376 35% AC	215 40% AC	159 29% AC	130 40% E	120 30% E	126 35% E	87 34% E	100 36% E	82 33% E	59 37% E	21 40% E	26 28% E	266 36% E	110 32% E	221 36% E	155 33% E	136 35% E	239 34% E	70 36% E	85 33% E	89 35% E	121 38% E	52 43% E	323 34% E	107 36% E	67 43% c	29 31% E	44 36% E	25 25% E	127 31% E	123 39% d
Not going far enough	423 39% DW	185 35% B	232 43% B	95 29% D	164 41% D	164 45% D	96 38% D	106 38% D	103 42% D	61 38% D	20 39% D	37 40% D	277 38% D	145 42% D	242 39% D	180 38% D	156 40% D	266 38% D	76 39% D	100 39% D	106 41% D	113 36% D	32 26% D	390 41% w	125 42% D	50 32% D	50 54% AZb*	42 34% D	49 49% zb*	202 49% Ae	115 37% D
Don't know	187 17% Bd	63 12% AB	122 22% AB	52 16% AB	77 20% AB	58 16% AB	45 18% AB	51 18% AB	38 15% AB	25 16% AB	7 14% AB	21 23% AB	125 17% AB	61 18% AB	97 16% AB	90 19% AB	53 14% AB	134 19% Q	32 16% AB	41 16% AB	42 16% AB	51 16% AB	18 15% AB	166 17% AB	39 13% AB	25 16% AB	11 12% AB	17 14% AB	15 15% AB	52 13% AB	51 16% AB

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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/O/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

	Q5. To what extent, if at all, would you support or oppose the UK government taking the following actions in response to this?		
	Fining the social media company a minimum of £18m or 10% of worldwide revenue, or request the social media platform to create or request whichever non-consensus in the UK is larger, if it allows I estimate users to share these images of people using AI tools		
	(A)	(B)	(C)
Unweighted base	1088	1088	1088
Weighted base	1088	1088	1088
Strongly support (2)	496 46%	555 51% A	631 58% AB
Tend to support (1)	235 22%	239 22% C	204 19%
Neither support nor oppose (0)	151 14% C	131 12%	123 11%
Tend to oppose (-1)	67 6% BC	27 3%	27 3%
Strongly oppose (-2)	63 6% BC	35 3%	35 3%
Don't know	76 7%	100 9% AC	67 6%

NET: Strongly/tend to support	731 67%	794 73% A	835 77% AB
NET: Strongly/tend to oppose	130 12% BC	62 6%	63 6%

Mean	1.02	1.27 A	1.34 AB
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Columns/Rows (3/6): A/B/C Minimum Base: 30 (*) Small Base: 100 (*)

Columns/Means (3/6): A/B/C Minimum Base: 30 (*) Small Base: 100 (*)

PUBLIC USE
Children's Digital Health
GB 18-75

Q5. To what extent, if at all, would you support or oppose the UK government taking the following actions in response to this? - Banning the social media platform from operating in the UK if it allows users to share these images
All Adults aged 18-75 in Great Britain

	Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311
Strongly support (2)	496	205	287	106	168	222	127	134	106	59	32	38	314	182	293	203	186	310	82	116	136	125	33	462	154	65	54	53	54	219	155
	46% BDW	39%	53% AB	32%	42%	61% ADE	50% J	47%	43%	37%	62% AUL*	41% *	42%	52% AM	48%	43%	48%	44%	42%	46%	53% SV	40%	27%	48%	52%	42%	58% AZb*	43% *	53% *	53% A	50%
Tend to support (1)	235	126	106	79	91	65	61	62	58	30	10	14	166	69	129	106	84	150	35	65	51	73	25	208	62	46	22	19	22	104	57
	22%	24%	20%	24%	23%	18%	24%	22%	23%	19%	19% *	15% *	22%	20%	21%	22%	22%	22%	18%	25%	20%	23%	20%	22%	21%	30% Ab	24% *	15% *	22% *	25%	18%
Neither support nor oppose (0)	151	80	69	54	63	34	30	38	34	30	4	15	107	44	88	63	50	101	37	29	32	47	36	116	46	20	9	17	10	48	37
	14%	15%	13%	16% F	16% F	10%	12%	14%	14%	19%	8% *	16% *	14%	13%	14%	13%	13%	14%	19%	12%	12%	15%	29% AX	12%	16%	13%	10% *	14% *	10% *	12%	12%
Tend to oppose (-1)	67	45	21	33	16	17	14	16	16	12	1	7	47	20	31	35	24	42	20	18	14	14	13	53	10	14	5	9	6	17	23
	6%	8% C	4%	10% AEF	4%	5%	5%	6%	7%	8%	2% *	8% *	6%	6%	5%	8%	6%	6%	10% V	7%	6%	4%	11% X	6%	3%	9% Y	6% *	7% *	6% *	4%	8%
Strongly oppose (-2)	63	42	18	26	22	15	9	18	15	11	2	8	50	13	32	31	19	44	10	12	12	23	5	58	9	7	-	22	6	8	27
	6% ad	8% C	3%	8%	6%	4%	3%	6%	6%	7%	4% *	8% *	7%	4%	5%	7%	5%	6%	5%	5%	5%	7%	4%	6%	3%	4%	- *	18% AYZac*	6% a*	2%	9% d
Don't know	76	34	42	31	37	8	14	14	19	16	2	12	56	20	43	34	25	51	11	13	13	32	10	64	15	4	2	3	4	18	11
	7% F	6%	8%	10% F	9% F	2%	5%	5%	8%	10%	4% *	13% GH*	8%	6%	7%	7%	6%	7%	6%	5%	5%	10% TU	8%	7%	5%	3%	2% *	3% *	4% *	4%	4%

NET: Strongly/tend to support	731 67% DILW	331 62%	394 72% B	185 56% D	259 65% ADE	287 79% ADE	188 74% JL	196 69% JL	164 66% JL	89 56% JL	42 82% AUL*	51 55% *	479 65% M	251 72% M	422 69% M	309 65% M	271 70% M	460 66% M	117 60% M	181 71% S	187 72% SV	198 63% M	58 48% M	671 70% W	216 73% b	111 71% b	76 82% Ab*	72 58% *	76 75% b*	323 78% Ae	212 68% Ae
NET: Strongly/tend to oppose	130 12% Crd	87 16% AC	40 7% AEF	59 18% AEF	38 10% AEF	32 9% AEF	23 9% AEF	34 12% AEF	32 13% AEF	23 15% AEF	3 6% *	15 16% *	97 13% AEF	33 9% AEF	63 10% AEF	66 14% AEF	43 11% AEF	86 12% AEF	30 15% AEF	31 12% AEF	26 10% AEF	37 12% AEF	18 15% AEF	111 12% AEF	19 6% AEF	20 13% Y	5 6% *	31 25% AYZac*	12 12% *	25 6% *	50 16% d

Mean	1.02 BDWD	0.82	1.24 AB	0.69	1.02 D	1.30 ADE	1.18 JL	1.04	0.97	0.80	1.39 IUL*	0.82 *	0.95	1.18 AM	1.08	0.95	1.09	0.99	0.86	1.05	1.16 SV	0.93	0.61	1.07 W	1.22 Ab	0.99 b	1.37 AZb*	0.60 *	1.15 b*	1.29 Ae	0.97
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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/V/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-03 - 16th of January - 19th of January 2026

PUBLIC USE

Children's Digital Health

GB 18-75

Q5. To what extent, if at all, would you support or oppose the UK government taking the following actions in response to this? - Fining the social media company a minimum of £18m or 10% of worldwide revenue, whichever is larger, if it allows users to share these images

All Adults aged 18-75 in Great Britain

	Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311
Strongly support (2)	555	245	306	131	199	225	139	148	124	71	32	42	362	194	332	223	208	347	84	133	153	145	41	514	179	69	70	51	56	247	168
	51% DW	46%	56% B	40%	50% D	62% ADE	55%	52%	50%	45%	63% J*	45% *	49%	56%	54%	47%	53%	50%	43%	52%	59% ASV	46%	34%	53% W	61% AZb	45%	76% AYZbc*	41% *	56% *	60% A	54%
Tend to support (1)	239	137	100	83	80	76	55	65	66	27	12	14	163	76	134	105	94	145	48	56	49	78	29	210	55	46	18	25	22	88	68
	22%	26% C	18%	25%	20%	21%	22%	23%	26%	17%	23% *	15% *	22%	22%	22%	22%	24%	21%	24%	22%	19%	25%	24%	22%	19%	29% Y	20% *	20% *	21% *	21%	22%
Neither support nor oppose (0)	131	74	55	54	53	24	26	31	20	32	3	18	100	31	71	61	39	93	24	32	25	41	20	111	32	19	1	25	11	39	36
	12% Fa	14%	10%	16% F	13% F	7%	10%	11%	8%	20% AGHIK	6% *	20% GIK*	14% N	9%	11%	13%	10%	13%	12%	13%	10%	13%	16%	12%	11% a	12% a	1% *	20% AYa*	11% a*	9%	11%
Tend to oppose (-1)	27	15	11	8	14	6	4	9	6	6	-	2	22	5	18	10	12	15	6	8	6	7	12	16	7	4	-	4	3	12	6
	3%	3%	2%	2%	3%	2%	1%	3%	3%	3%	- *	2% *	3%	2%	3%	2%	3%	2%	3%	3%	2%	2%	9% AX	2%	2%	3%	- *	3% *	3% *	3%	2%
Strongly oppose (-2)	35	26	9	13	11	12	7	10	7	5	-	5	23	12	20	15	11	24	9	4	7	15	6	29	5	6	1	11	3	7	17
	3%	5% C	2%	4%	3%	3%	3%	4%	3%	3%	- *	6% *	3%	3%	3%	3%	3%	3%	5%	1%	3%	5% T	5% 5%	3%	2%	4%	1% *	9% AYa*	3% *	2%	5% d
Don't know	100	34	64	41	40	19	23	20	24	17	4	12	69	30	42	58	24	75	24	21	18	28	15	82	17	11	2	7	6	20	16
	9% Fad	6%	12% B	13% F	10% F	5%	9%	7%	10%	11%	8% *	12% *	9%	9%	7%	12% O	6% 6%	11% Q	12%	8%	7%	9%	12% 9%	9%	6%	7% 7%	2% *	6% *	6% *	5%	5%

NET: Strongly/tend to support	794 73% DILWb	382 72%	406 75%	214 65%	279 70%	301 83% ADE	195 76% JL	212 75% JL	190 76% JL	98 62%	44 86% JL*	55 60% *	525 71% M	270 77% P	466 76% P	328 70% R	302 78% R	492 70% R	132 68% S	189 74% S	202 78% S	223 71% T	70 57% W	724 75% W	235 79% Ab	115 74% b	88 96% AYZbc*	76 61% *	78 77% b*	335 81% A	236 76% A
NET: Strongly/tend to oppose	62 6%	41 8% C	20 4%	20 6%	24 6%	18 5%	11 4%	20 7%	14 6%	10 7%	- *	8 8% *	45 6%	17 5%	37 6%	25 5%	24 6%	39 6%	15 8%	12 5%	13 5%	22 7%	18 14% AX	45 5%	12 4%	10 7% a	1 1% *	16 13% AYa*	6 6% *	19 5%	23 7%

Mean	1.27 BDWB	1.13	1.42 AB	1.09	1.24	1.45 ADE	1.36 JL	1.26	1.31	1.09	1.62 AHIL*	1.03 *	1.22	1.36	1.29	1.23	1.30	1.25	1.12	1.32	1.39 SV	1.16	0.81 *	1.32 W	1.43 AZb	1.17	1.74 AYZbc*	0.86 *	1.31 b*	1.42 Ae	1.23
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ColumnProportions (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/V/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/V/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-03 - 16th of January - 19th of January 2026

PUBLIC USE

Children's Digital Health

GB 18-75

Q5. To what extent, if at all, would you support or oppose the UK government taking the following actions in response to this? - Making it illegal for individuals to create or request non-consensual intimate images of people using AI tools

All Adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status			Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
		Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base		1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292
Weighted base		1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311
Strongly support (2)		631	265	359	156	212	263	161	165	148	74	36	46	397	234	374	257	235	396	108	147	168	163	45	585	191	78	69	63	64	252	201
	58% BDWJ	50%	66% AB	47%	54%	73% ADE	63% J	58% J	59% J	47%	70% JL*	50% *	54%	67% AM	61%	54%	60%	57%	55%	58%	65% V	52%	37%	61% W	65% Zb	50%	75% AZb*	50% *	63% *	61%	65%	
Tend to support (1)		204	118	84	74	78	53	45	59	36	39	7	19	155	49	114	90	81	123	32	54	40	69	28	177	42	46	14	26	19	83	49
	19% C	22% 15%		22% F	20%	15%	18%	21%	14%	25% I	14% *	20% *	21% N	14%	19%	19%	21%	18%	17%	21%	15%	22%	23%	18%	14%	30% AYa	15% *	21% *	18% *	20%	16%	
Neither support nor oppose (0)		123	79	43	54	46	24	23	33	30	20	5	12	83	41	57	66	36	87	37	23	24	35	25	97	33	18	5	15	10	36	30
	11% F	15% C	8%	16% AF	12% F	7%	9%	12%	12%	13%	10% *	13% *	11%	12%	9%	14% O	9%	13%	19% ATUV	9%	9%	11%	20% AX	10%	11%	11%	6% *	12% *	10% *	9%	10%	
Tend to oppose (-1)		27	19	7	12	11	4	6	7	7	6	1	1	22	5	16	11	11	16	4	9	5	9	6	22	7	6	2	4	3	12	9
	3% C	4% 1%		4%	3%	1%	2%	2%	3%	4%	1% *	1% *	3%	2%	3%	2%	3%	2%	2%	4%	2%	3%	5%	2%	2%	4%	2% *	3% *	3% *	3%	3%	
Strongly oppose (-2)		35	21	13	7	18	11	6	10	9	6	-	5	32	3	20	16	9	26	8	6	9	12	10	26	7	3	-	11	2	11	11
	3% N	4% 2%		2%	4%	3%	2%	3%	4%	4%	- *	5% *	4% N	1%	3%	3%	2%	4%	4%	4%	3%	3%	4%	8% AX	3%	3%	2%	- *	9% AYZa*	2% *	3%	4%
Don't know		67	28	38	26	32	8	14	10	18	13	2	10	50	16	34	32	18	49	7	15	13	26	9	55	15	4	2	6	4	19	10
	6% F	5% 7%		8% F	8% F	2%	6%	3%	7%	8%	4% *	10% H*	7%	5%	6%	7%	5%	7%	3%	6%	5%	8%	8%	6%	5%	3%	2% *	5% *	4% *	5%	3%	

NET: Strongly/tend to support	835 77% DW	384 72% B	443 81% ADE	230 70%	290 73%	315 87% ADE	206 81%	224 79%	183 74%	113 72%	43 85% *	65 70% *	552 75%	283 81% M	488 79% P	347 74%	316 81% R	520 74%	141 72%	201 79%	208 80%	232 74%	73 60%	761 79% W	233 79%	124 80%	83 90% AYb*	88 71% *	83 82% *	335 81%	250 80%
NET: Strongly/tend to oppose	63 6% N	40 8% C	21 4%	20 6%	28 7%	15 4%	12 5%	16 6%	17 7%	12 8%	1 1% *	6 6% *	54 7% N	9 2%	36 6%	27 6%	20 5%	43 6%	11 6%	15 6%	14 5%	21 7%	15 13% AX	47 5%	14 5%	9 6%	2 2% *	14 12% AYa*	4 4% *	23 6%	20 7%

Mean	1.34 BDWB	1.17	1.51 AB	1.18	1.25	1.56 ADE	1.45 J	1.33	1.33	1.17	1.60 J*	1.22 *	1.25	1.52 AM	1.39	1.28	1.40	1.30	1.22	1.36	1.44	1.25	0.82	1.40 W	1.44 b	1.26	1.66 AZb*	1.07 *	1.45 b*	1.40	1.40
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ColumnProportions (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

Q15. To what extent, if at all, would you support or oppose schools implementing each of the following smartphones related policies? - Summary
All Adults aged 18-75 in Great Britain

	Q15. To what extent, if at all, would you support or oppose schools implementing each of the following smartphones related policies?		
	Requiring students to deposit mobile phones into a basket at the start of each class, and Banning mobile phones in school buildings altogether	Only allowing students to bring mobile phones that aren't smartphones into school buildings	
	(A)	(B)	(C)
Unweighted base	1088	1088	1088
Weighted base	1088	1088	1088
Strongly support (2)	370 34% C	497 46% AC	268 25%
Tend to support (1)	234 22%	278 26% A	249 23%
Neither support nor oppose (0)	189 17% B	138 13%	273 25% AB
Tend to oppose (-1)	167 15% BC	81 7%	119 11% B
Strongly oppose (-2)	74 7% B	39 4%	88 8% B
Don't know	54 5%	56 5%	90 8% AB

NET: Strongly/tend to support	604 56% C	774 71% AC	518 48%
NET: Strongly/tend to oppose	241 22% BC	120 11%	207 19% B

Mean	0.64 C	1.08 AC	0.49
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rements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

PUBLIC USE
Children's Digital Health
GB 18-75

Q15. To what extent, if at all, would you support or oppose schools implementing each of the following smartphones related policies? - Banning mobile phones in school buildings altogether

All Adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status				Social grade		Education		Income			Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE ES	NON GRADUATE ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+ *	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292	
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311	
Strongly support (2)	370	172	195	58	135	177	87	93	90	47	20	33	242	127	210	160	121	248	63	94	100	99	30	339	105	54	28	53	33	139	142	
	34% D	32%	36%	18%	34% D	49% ADE	34%	33%	36%	30%	39% *	35% *	33%	36%	34%	34%	31%	36%	32%	37%	39%	31%	25%	35% W	36%	35%	30% *	43% *	33% *	34%	46% Ad	
Tend to support (1)	234	122	109	64	88	83	54	62	49	34	11	25	152	82	132	103	95	140	32	58	54	72	21	212	68	42	20	22	26	104	71	
	22%	23%	20%	19%	22%	23%	21%	22%	20%	22%	22% *	26% *	21%	24%	21%	22%	24%	20%	16%	23%	21%	23%	17%	22%	23%	27%	21% *	18% *	25% *	25%	23%	
Neither support nor oppose (0)	189	97	90	59	67	63	43	59	38	26	10	13	125	64	100	89	72	116	42	43	40	52	32	156	49	29	20	17	18	72	44	
	17%	18%	17%	18%	17%	17%	17%	21%	15%	16%	19% *	14% *	17%	18%	16%	19%	19%	17%	21%	17%	16%	17%	26% AX	16%	17%	19%	22% *	14% *	18% *	17%	14%	
Tend to oppose (-1)	167	77	89	89	58	19	39	46	36	26	7	14	121	46	108	59	62	105	33	31	40	54	23	144	54	19	17	13	16	63	36	
	15% F	15%	16%	27% AEF	15% F	5%	15%	16%	14%	16%	13% *	15% *	16%	13%	17% P	13%	16%	15%	17%	12%	16%	17%	19%	15%	18%	12%	18% *	10% y*	15% *	15%	12%	
Strongly oppose (-2)	74	41	31	42	21	11	21	12	20	14	1	6	61	13	37	37	22	52	14	18	15	23	12	62	12	7	6	13	6	20	10	
	7% Fe	8%	6%	13% AEF	5% F	3%	8%	4%	8%	9%	1% *	6% *	8% N	4%	6%	8%	6%	7%	7%	7%	6%	7%	10%	6%	4%	5%	6% *	11% y*	5% *	5%	3%	
Don't know	54	22	31	17	28	9	11	11	15	11	3	3	38	16	31	23	17	37	12	10	9	14	5	48	8	3	2	6	3	16	8	
	5%	4%	6%	5%	7% F	2%	4%	4%	6%	7%	6% *	3% *	5%	5%	5%	5%	4%	5%	6%	4%	4%	5%	4%	5%	3%	2% *	2% *	5% *	3% *	4%	3%	

NET: Strongly/tend to support	604 56% DW	294 55%	303 56%	122 37%	223 56% D	260 72% ADE	141 55%	155 55%	139 56%	81 51%	31 61% *	57 61% *	394 53%	210 60%	341 55%	263 56%	216 56%	388 56%	95 49%	152 60% s	154 60% s	171 55%	51 42%	551 57% W	173 59%	96 62%	47 51% *	75 60% *	59 58% *	243 59%	213 68% Ad
NET: Strongly/tend to oppose	241 22% Fe	118 22%	120 22%	131 40% AEF	79 20% F	30 8%	60 24%	58 21%	56 23%	40 25%	7 14% *	19 21% *	182 25% N	59 17%	144 23%	97 20%	84 22%	157 22%	47 24%	50 20%	55 21%	76 24%	34 28%	206 21%	66 22%	26 17%	23 25% *	26 21% *	21 21% *	83 20%	46 15%

Mean	0.64 DW	0.60	0.68	0.02	0.70 D	1.12 ADE	0.60	0.65	0.66	0.50	0.89 *	0.72 *	0.56	0.80 M	0.63	0.64	0.62	0.65	0.53	0.73	0.74	0.57	0.30	0.68 W	0.70	0.77	0.51 *	0.75 *	0.67 *	0.70	0.99 Ad
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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/V/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-03 - 16th of January - 19th of January 2026

PUBLIC USE

Children's Digital Health

GB 18-75

Q15. To what extent, if at all, would you support or oppose schools implementing each of the following smartphones related policies? - Requiring students to deposit mobile phones into a basket at the start of each class, and returning the phones when students leave class

All Adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status			Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292	
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311	
Strongly support (2)	497	227	264	89	177	231	113	127	117	70	29	39	322	174	281	215	168	328	77	110	134	143	35	460	131	87	41	69	51	193	177	
	46% DW	43%	49%	27%	44% D	64% ADE	44%	45%	47%	44%	56% *	42% *	44%	50%	46%	46%	43%	47%	40%	43%	52% S	45%	29%	48% W	44%	56% AY	44% *	55% *	51% *	47%	57% Ad	
Tend to support (1)	278	148	126	104	93	81	67	90	57	31	10	22	198	80	162	115	117	161	42	66	76	83	27	251	88	42	32	24	24	119	77	
	26%	28%	23%	32% EF	23%	22%	26%	32% AU	23%	19%	20% *	24% *	27%	23%	26%	24%	30% R	23%	21%	26%	29%	26%	22%	26%	30%	27%	35% b*	19% *	24% *	29%	25%	
Neither support nor oppose (0)	138	69	67	45	68	25	28	33	31	30	3	14	100	38	78	60	47	91	35	36	24	35	26	109	40	9	10	13	12	47	32	
	13% FZ	13%	12%	14% F	17% AF	7%	11%	12%	12%	19% GK	5% *	15% *	14%	11%	13%	13%	12%	13%	18% U	14%	9%	11%	22% AX	11%	14% Z	6%	11% *	11% *	12% *	11%	10%	
Tend to oppose (-1)	81	38	42	44	26	11	18	16	20	12	5	10	56	24	47	33	29	52	17	18	16	26	19	61	21	6	7	6	11	33	9	
	7% Fe	7%	8%	13% AEF	6% F	3%	7%	5%	8%	8%	10% *	10% *	8%	7%	8%	7%	7%	7%	9%	7%	6%	8%	16% AX	6%	7%	4%	8% *	5% *	11% z*	8% e	3%	
Strongly oppose (-2)	39	28	11	24	11	4	11	8	8	6	1	4	28	11	20	20	11	28	8	10	5	14	9	31	7	6	1	4	4	11	6	
	4% F	5% C	2%	7% AEF	3%	1%	4%	3%	3%	4%	2% *	5% *	4%	3%	3%	4%	3%	4%	4%	4%	2%	5%	7% X	3%	2%	4%	1% *	3% *	4% *	3%	2%	
Don't know	56	20	35	23	23	10	17	8	15	9	3	3	35	21	27	29	17	39	16	15	4	13	5	50	9	5	2	7	-	11	8	
	5% Uc	4%	6%	7% F	6%	3%	7% H	3%	6%	6%	6% *	4% *	5%	6%	4%	6%	4%	6%	8% U	6% U	1%	4%	4% 4%	5%	3%	3%	2% *	6% c*	- *	3%	3%	
NET: Strongly/tend to support	774 71% DSW	375 71%	390 72%	193 59%	270 68% D	311 86% ADE	181 71%	218 77% J	174 70%	101 64%	39 77% *	62 66% *	520 70%	254 73%	443 72%	331 70%	285 73%	489 70%	119 61%	175 69%	210 81% ASTV	225 72% S	63 51%	711 74% W	219 74%	129 83% A	73 79% *	93 75% *	75 74% *	311 75%	255 82% A	
NET: Strongly/tend to oppose	120 11% Fe	66 12%	53 10%	68 21% AEF	37 9% F	15 4%	29 11%	24 8%	28 11%	19 12%	6 12% *	14 15% *	85 11%	35 10%	67 11%	53 11%	40 10%	80 11%	26 13%	28 11%	20 8%	40 13%	28 23% AX	92 10%	28 9%	12 8%	8 9% *	11 9% *	14 14% *	43 11% e	15 5%	
Mean	1.08 DW	1.00	1.16 B	0.62	1.07 D	1.49 ADE	1.07	1.14	1.10	0.98	1.27 *	0.92 *	1.04	1.17	1.08	1.07	1.08	1.08	0.90	1.03	1.25 ASTV	1.04	0.52 *	1.15 W	1.10	1.32 A	1.16 *	1.25 *	1.07 *	1.12	1.36 Ad	

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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/V/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-03 - 16th of January - 19th of January 2026

PUBLIC USE

Children's Digital Health

GB 18-75

Q15. To what extent, if at all, would you support or oppose schools implementing each of the following smartphones related policies? - Only allowing students to bring mobile phones that aren't smartphones into school buildings

All Adults aged 18-75 in Great Britain

	Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311
Strongly support (2)	268 25%	117 22%	148 27%	63 19%	93 23%	113 31% ADE	58 23%	67 24%	66 27%	43 27%	17 33% *	18 19% *	183 25%	85 24%	145 24%	123 26%	99 26%	169 24%	37 19%	60 24%	77 30% s	74 24%	24 20%	243 25%	76 26%	49 32%	27 29% *	28 22% *	27 27% *	114 28%	84 27%
Tend to support (1)	249 23% I	120 23%	124 23%	78 24%	87 22%	84 23%	63 25% I	71 25% I	41 17%	42 27% I	12 24% *	19 21% *	168 23%	81 23%	146 24%	103 22%	98 25%	151 22%	40 21%	58 23%	66 25%	74 24%	28 23%	221 23%	75 25%	34 22%	18 20% *	35 29% *	24 24% *	99 24%	79 26%
Neither support nor oppose (0)	273 25%	147 28%	124 23%	72 22%	110 28%	90 25%	65 26%	78 28%	63 25%	34 21%	11 21% *	23 25% *	180 24%	93 27%	152 25%	121 26%	91 23%	182 26%	57 29%	71 28%	63 24%	68 22%	26 22%	245 26%	72 24%	40 26%	27 30% *	29 24% *	25 25% *	104 25%	77 25%
Tend to oppose (-1)	119 11% F	55 10%	63 12%	51 16% AF	52 13% F	16 4%	24 10%	30 10%	29 12%	20 13%	4 8% *	12 12% *	91 12% N	28 8%	75 12%	44 9%	51 13%	68 10%	22 11%	26 10%	28 11%	38 12%	18 14%	101 11%	41 14% b	12 8%	10 11% *	8 6% *	9 9% *	42 10%	24 8%
Strongly oppose (-2)	88 8% U	54 10% C	34 6%	39 12% E	22 6%	28 8%	20 8%	19 7%	21 9%	10 6%	6 11% *	12 13% *	60 8%	28 8%	48 8%	41 9%	27 7%	61 9%	22 11% U	23 9% U	8 3%	32 10% U	15 12%	73 8%	14 5%	13 8%	4 4% *	15 12% y*	11 11% y*	22 5%	31 10% d
Don't know	90 8%	38 7%	50 9%	27 8%	33 8%	31 9%	24 9%	18 6%	28 11%	9 6%	2 3% *	10 10% *	56 8%	34 10%	50 8%	40 9%	23 6%	68 10% Q	18 9%	16 6%	16 6%	27 8%	11 9%	78 8%	17 6%	7 5%	5 6% *	9 7% *	3 3% *	31 8%	15 5%

NET: Strongly/tend to support	518 48%	237 45%	273 50%	140 43%	180 45%	197 54% ADE	121 48%	138 49%	107 43%	85 54%	29 57% *	37 40% *	352 48%	166 48%	291 47%	227 48%	198 51%	320 46%	77 40%	118 46%	143 55% AS	148 47%	52 43%	464 48%	151 51%	83 54%	45 49% *	63 51% *	51 51% *	213 52%	163 52%
NET: Strongly/tend to oppose	207 19% F	109 21%	97 18%	90 27% AEF	74 19% F	43 12%	44 17%	49 17%	50 20%	30 19%	10 19% *	24 26% *	151 20%	56 16%	123 20%	84 18%	78 20%	129 18%	43 22%	49 19%	37 14%	70 22% U	33 27% X	174 18%	56 19%	25 16%	14 16% *	23 18% *	21 21% *	65 16%	55 18%

Mean	0.49 D	0.39	0.58 B	0.25	0.49 D	0.72 ADE	0.50	0.52	0.46	0.59	0.61 *	0.22 *	0.47	0.53	0.47	0.52	0.52	0.47	0.28	0.44	0.72 ASTV	0.42	0.26 *	0.52	0.57	0.65	0.62 *	0.47 *	0.48 *	0.63	0.54
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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/V/Z/a/b/c/A/d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-03 - 16th of January - 19th of January 2026

PUBLIC USE

Children's Digital Health

GB 18-75

Q1T2 Which, if any, social media platforms do you use (i.e., browsing, viewing, posting, sending messages, etc.) in a typical week?

All Adults aged 18-75 in Great Britain

	Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total (A)	MAN (B)	WOMAN (C)	18-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLAND S (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £54999 (U)	£55000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERV ATIVE (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)
Unweighted base	1088	530	545	344	402	342	261	281	245	155	52	94	705	383	654	434	565	523	184	253	254	328	133	950	324	143	97	110	109	430	292
Weighted base	1088	531	544	329	397	362	255	283	248	158	51	93	739	349	616	472	389	699	196	254	258	314	122	961	295	155	92	124	101	413	311
Facebook	702 65% SW	327 62% 68%	368 68%	192 58%	282 71% ADF	228 63%	176 69% J	187 66%	149 60%	91 58%	39 75% J*	61 65% *	495 67% N	207 59%	401 65%	302 64%	248 64%	454 65%	107 55%	176 69% S	179 69% S	205 65% S	64 52%	637 66% W	202 68%	107 69%	66 72% *	77 62% *	59 58% *	276 67%	208 67%
YouTube	587 54% CFNe	321 60% AC	260 48%	222 67% AF	242 61% AF	124 34%	138 54%	152 54%	121 49%	99 63% I	29 57% *	48 51% *	439 59%	148 42%	345 56%	242 51%	241 62% AR	346 50%	106 54%	132 52%	134 52%	182 58%	83 68% AX	504 52%	175 59%	69 45%	46 50% *	67 54% *	52 51% *	224 54%	145 47%
Instagram	544 50% BFNbe	225 42% AB	310 57%	225 68% AEF	219 55% F	100 28%	118 46%	146 52%	116 47%	93 59% GI	26 50% *	46 49% *	411 56%	134 38%	335 54%	210 44%	232 60% AR	312 45%	82 42%	117 46%	134 52%	179 57% AST	75 62% AX	467 49%	163 55% Zb	66 43%	48 52% *	46 37% *	53 53% b*	211 51% e	112 36%
TikTok	273 25% FNZe	123 23% 27%	146 27%	159 48% AEF	90 21% F	24 7%	64 25%	74 26%	52 21%	53 33% IL	15 29% *	16 17% *	216 29%	58 17%	150 24%	124 26%	108 28%	166 24%	40 21%	64 25%	64 25%	92 29%	53 44% AX	219 23%	79 27% Z	23 15%	23 25% *	35 29% Z*	24 24% *	83 20%	52 17%
X (formerly Twitter)	255 23% CF	171 32% AC	83 15%	87 26% F	109 27% F	60 16%	70 27% HI	53 19%	45 18%	55 35% AHIL	15 29% *	17 18% *	190 26%	65 19%	160 26%	95 20%	106 27% R	149 21%	35 18%	54 21%	64 25%	93 30% AST	33 27%	221 23%	86 29%	37 24%	21 23% *	36 29% *	21 21% *	91 22%	77 25%
LinkedIn	196 18% FNPRtbe	110 21% C	83 15%	74 22% F	85 21% F	37 10%	43 17%	45 16%	45 18%	40 25% H	6 12% *	16 17% *	150 20%	46 13%	150 24%	46 10%	108 28% AR	88 13%	30 15%	31 12%	39 15%	89 28% ASTU	34 27% AX	162 17%	59 20% b	28 18% b	26 28% Abc*	10 8% *	16 15% *	93 23% e	38 12%
Snapchat	161 15% EFde	68 13% 17%	93 17%	118 36% AEF	31 8% F	11 3%	42 16%	38 13%	26 11%	29 18%	13 25% HI*	13 14% *	123 17% N	38 11%	88 14%	73 16%	64 16%	97 14%	31 16%	33 13%	38 15%	51 16%	31 25% AX	130 14%	47 16% Z	13 8% 8%	8 9% *	11 9% *	13 13% *	41 10% e	17 5%
Pinterest	169 16% B	47 9% 22%	119 24% AB	78 24% AEF	48 12% 12%	43 12%	32 12%	49 17%	31 12%	35 22% GI	8 15% *	15 16% *	126 17%	43 12%	96 16%	72 15%	59 15%	110 16%	26 13%	39 15%	49 19%	43 14%	22 18%	146 15%	54 18%	17 11%	15 16% *	13 11% *	19 18% *	62 15%	38 12%
Other social media platform	60 6% C	45 8% AC	15 3%	23 7% 7%	21 5% 5%	16 5%	16 6%	14 5%	15 6%	10 6%	3 6% *	2 3% *	39 5%	22 6%	42 7%	18 4%	28 7%	32 5%	11 6%	12 5%	15 6%	18 6%	8 7%	52 5%	22 8%	5 3%	8 8% *	5 4% *	9 9% *	28 7%	14 4%
I do not use any social media sites in a typical week	110 10% DE	64 12% C	43 8%	12 4% 4%	25 6% 20%	73 20% ADE	23 9%	27 10%	31 12%	15 10%	5 10% *	9 9% *	55 7% 16%	55 16% AM	53 9%	57 12%	35 9% 9%	75 11%	26 13% U	28 11%	17 7%	29 9%	6 5% 5%	102 11%	24 8%	16 10%	9 10% *	19 16% Y*	12 12% *	44 11%	39 13%
Don't know	19 2% d	8 2% 2%	10 2%	8 3% 3%	8 2% 1%	2 1% 1%	2 1%	4 1%	6 3%	3 2%	- - *	4 4% *	13 2%	5 2%	7 1%	12 3%	3 1%	16 2%	5 3% T	- - 1%	3 1%	8 2% T	6 5% AX	13 1%	1 0%	2 1%	- - *	4 3% Y*	* 0% *	* 0% 0%	3 1%

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