

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	GRADUATE ES	GRADUATE ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MINORITY GROUPS	ETHNIC GROUP	WHITE 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	
Younger than 6 years old	1% 0%	1% 0%	1% 0%	1% 0%	-	1% 1%	-	-	-	-	-	-	-	-	1% 0%	-	1% 0%	-	-	-	-	1% 0%	-	1% 1%	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% 1%	1% 0%	-	-	1% 0%	1% 0%			
8-9 years old	7% 1%	6% 1%	1% 0%	4% 0%	1% 0%	-	3% 1%	1% 0%	1% 0%	1% 0%	1% 0%	1% 0%	7% 1%	-	2% 1%	5% 1%	2% 1%	4% 1%	1% 1%	3% 1%	1% 1%	1% 1%	1% 1%	5% 1%	2% 1%	2% 1%	1% 1%	1% 1%	1% 0%			
10-11 years old	28% 3% c	20% 4% c	8% 4% c	13% 2% 1%	10% 3% c	5% 3% c	6% 3% c	9% 3% c	3% 3% c	4% 3% c	1% 1% c	3% 1% c	18% 2% c	10% 3% c	13% 2% c	15% 3% c	8% 2% c	20% 6% c	12% 2% c	2% 1% c	5% 2% c	8% 2% c	6% 2% c	21% 6% c	6% 2% c	6% 2% c	5% 2% c	2% 1% c	9% 2% c	7% 2% c		
12-13 years old	91% 8% F	41% 8% F	49% 9% F	35% 11% F	42% 11% F	13% 4% F	22% 9% F	28% 10% F	20% 8% F	13% 8% F	4% 7% F	4% 4% F	70% 9% F	21% 6% F	55% 9% F	35% 8% F	27% 7% F	64% 9% F	16% 9% F	23% 9% F	22% 9% F	27% 9% F	15% 8% F	76% 5% F	27% 5% F	8% 4% F	4% 8% F	15% 32% F	32% 17% F			
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% 19%	74% 16%	91% 16%	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% 31%	122% 42%	151% 33%	85% 36%	102% 38%	95% 32%	50% 44%	23% 37%	35% 35%	261% 36%	129% 36%	219% 36%	171% 36%	140% 36%	250% 28%	55% 40%	101% 34%	103% 28%	108% 41%	34% 34%	356% 37%	121% 37%	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% 30%	74% 33%	53% 23%	12% 27%	25% 28%	206% 31%	108% 28%	172% 30%	142% 26%	102% 30%	212% 33%	65% 30%	76% 25%	89% 28%	29% 24%	282% 29%	76% 26%	49% 31%	30% 32%	41% 33%	36% 36%	117% 112%	112% 36%		
Don't know	52% 5%	29% 6%	20% 4%	19% 6%	18% 5%	15% 4%	18% 7%	8% 3%	7% 8%	13% 2%	1% 7%	6% 5%	36% 4%	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% 5%	6% 5%	6% 5%	17% 4%	10% 3%		

NET: Younger than 6 years old - 6-7 years old	3% 0%	2% 0%	1% 0%	2% 1%	1% -	1% 1%	1% 0%	1% -	1% 0%	* 1%	- -	3% 0%	- -	2% 0%	1% 0%	3% -	- -	1% 0%	- -	2% 0%	1% 0%	1% 0%	1% 0%	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%	13% 4%	5% 3%	5% 3%	3% 6%	3% 3%	25% 3%	10% 2%	14% 3%	20% 4%	10% 3%	24% 7%	14% 2%	5% 3%	6% 3%	9% 6%	7% 3%	27% 3%	8% 5%	8% 5%	1% 1%	6% 5%	2% 2%	8% 3%	
NET: 12-15 years old	295% 27%	140% 26%	153% 28%	103% 31%	119% 30%	72% 20%	83% 27%	67% 24%	37% 25%	13% 26%	25% 28%	209% 25%	86% 30%	185% 30%	109% 25%	118% 23%	177% 25%	44% 23%	62% 24%	76% 29%	94% 30%	39% 32%	255% 27%	82% 26%	40% 24%	22% 22%	28% 29%	108% 108%	71% 23%	
NET: 12-17 years old	685% 63%	326% 61%	351% 65%	220% 67%	241% 61%	223% 62%	155% 61%	185% 66%	162% 55%	87% 69%	35% 64%	59% 64%	470% 62%	215% 62%	405% 66%	280% 59%	257% 66%	427% 61%	99% 51%	162% 51%	179% 51%	201% 60%	73% 64%	611% 64%	203% 69%	93% 62%	57% 57%	71% 65%	57% 58%	269% 179%

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

ColumnMeans (5%): A/B/C/D/E/F/A/G/H/I/L/A/M/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/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? - Summary

All Adults aged 18-75 in Great Britain

		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 (A)	The children's parents (B)	Social media companies (C)	Adults using social media (D)	Ofcom (the media regulator) (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% BCD	221 20% BCD	321 30% BC	362 33% BCD
Not very much responsibility (2)		121 11% BC	38 4% BC	50 5% BC	102 9% BC	100 9% BC
No responsibility at all (1)		33 3% B	9 1% B	22 2% B	35 3% B	28 3% B
Don't know		49 4% BC	36 3% BC	37 3% BC	63 6% BC	97 9% ABCD

NET: A great 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% BCE	72 7% B	137 13% BC	128 12% BC

Mean	3.30 ACDE	3.70 ADE	3.63 A	3.39 A	3.35 BC
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ColumnMeans (5%): A/B/C/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 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	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRAT	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	229	265	120	189	192	131	126	112	66	26	40	347	153	288	212	167	333	86	108	129	148	49	447	138	64	40	55	56	197	151			
	46%	43%	49%	36%	48%	53%	51%	45%	45%	42%	50%	43%	47%	44%	47%	45%	43%	48%	44%	42%	50%	47%	40%	47%	47%	41%	44%	45%	56%	48%	49%			
A fair amount of responsibility (3)	385	193	191	131	131	123	78	108	87	55	18	39	253	133	233	152	152	233	65	98	85	114	39	346	108	62	43	36	28	156	104			
	35%	36%	35%	40%	33%	34%	31%	38%	35%	35%	35%	41%	34%	38%	38%	38%	32%	39%	33%	33%	38%	33%	36%	32%	36%	37%	40%	47%	29%	28%	38%	34%		
Not very much responsibility (2)	121	69	49	44	46	30	23	32	30	25	4	8	87	34	63	58	45	75	26	28	26	38	22	99	33	20	7	17	9	42	29			
	11%	13%	9%	13%	12%	8%	9%	11%	12%	16%	8%	8%	12%	10%	10%	12%	12%	11%	13%	11%	10%	12%	18%	10%	11%	13%	7%	14%	9%	10%	9%	9%		
No responsibility at all (1)	33	24	8	15	9	10	10	9	7	4	-	3	22	11	12	21	8	26	8	9	8	4	3	31	3	5	-	12	5	4	20			
	3%	5%	2%	4%	2%	3%	4%	3%	3%	3%	-	3%	3%	3%	2%	4%	2%	4%	2%	4%	3%	1%	2%	3%	1%	2%	3%	-	10%	5%	1%	6%	4%	
Don't know	49	16	31	20	22	7	14	7	13	8	4	4	30	19	20	29	17	32	10	13	11	10	9	39	13	4	2	4	3%	3%	3%	3%	14	6
	4%	3%	6%	6%	6%	F	5%	2%	5%	5%	7%	5%	4%	5%	3%	6%	5%	4%	5%	5%	4%	3%	7%	4%	4%	3%	4%	2%	3%	3%	3%	3%	2%	

NET: A great deal/a fair amount of responsibility	885	422	456	251	319	315	209	235	198	121	44	78	599	285	521	364	319	566	151	205	213	262	88	793	246	126	84	91	84	354	256
	81%	80%	84%	76%	81%	87%	ADE	83%	80%	77%	85%	84%	81%	82%	85%	77%	82%	81%	77%	81%	83%	72%	83%	81%	91%	74%	84%	86%	82%		

NET: No/not very much responsibility	154	93	57	59	55	40	32	41	37	29	4	11	110	45	76	79	53	101	35	36	34	42	25	130	37	25	7	29	14	46	49
	14%	18%	C	11%	18%	F	11%	13%	15%	18%	8%	11%	15%	13%	12%	17%	14%	15%	18%	14%	13%	20%	13%	12%	16%	7%	23%	14%	11%	16%	

Mean	3.30	3.22	3.39	3.15	3.33	3.40	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	3.23	3.37	3.12	3.38	3.37	3.27
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Children's Digital Health

GB 18-75

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			Electoral 2024				Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	NON GRADUAT	GRADUAT	UP TO	£20000 -	£35000 -	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRAT	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% D	413 76% ADE	201 61% 75% D	297 83% ADE	300 73% ADE	186 73% ADE	207 73% ADE	190 77% ADE	103 65% ADE	46 90% AGHIL*	65 70% ADE	532 72% ADE	266 76% ADE	448 73% ADE	351 74% ADE	280 72% ADE	519 74% ADE	137 70% ADE	180 71% ADE	200 77% ADE	231 74% ADE	68 56% ADE	727 76% ADE	206 70% ADE	112 73% ADE	77 84% AY*	93 75% AY*	73 72% AY*	305 74% AY*	241 78% AY*	
A fair amount of responsibility (3)	206 19% FK	101 19% AEF	102 19% AEF	90 27% AEF	70 18% AEF	47 13% AEF	51 20% AEF	51 18% AEF	46 19% AEF	34 22% AEF	3 6% AEF	20 22% AEF	146 20% AEF	60 17% AEF	128 21% AEF	78 16% AEF	87 22% AEF	119 17% AEF	35 18% AEF	58 23% AEF	45 17% AEF	57 18% AEF	38 31% AEF	168 18% AEF	68 23% AEF	31 20% AEF	15 16% AEF	20 16% AEF	24 23% AEF	81 20% AEF	56 18% AEF	
Not very much responsibility (2)	38 4% C	28 5% C	10 2% AEF	21 6% AEF	12 3% AEF	5 1% AEF	8 3% AEF	13 5% AEF	4 2% AEF	13 8% AEF	- *	- *	30 4% AEF	8 2% AEF	18 3% AEF	20 4% AEF	8 2% AEF	30 4% AEF	13 7% AEF	7 3% AEF	6 2% AEF	11 4% AEF	8 6% AEF	29 3% AEF	10 3% AEF	6 4% AEF	- *	3 3% AEF	1 1% AEF	12 3% AEF	5 2% AEF	
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 0% -	5 1% -	2 1% -	1 0% -	9 1% -	4 1% -	- -	5 4% -	- -	4 4% -	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% -	24 3% -	12 3% -	16 3% -	20 4% -	12 3% -	24 3% -	10 5% -	5 2% -	6 4% -	13 4% -	9 7% -	27 3% -	8 3% -	5 2% -	- *	3 3% -	12 3% -	6 2% -		
NET: A great deal/a fair amount of responsibility	1005 92% DJW	478 90% B	515 95% B	291 88% B	366 92% B	347 96% B	237 93% B	258 91% B	237 95% B	138 87% B	49 97% B	86 92% B	678 92% B	326 94% B	576 94% B	428 91% B	367 94% B	637 91% B	172 88% B	238 94% B	244 95% B	288 92% B	106 87% B	896 93% B	273 93% B	144 93% B	92 100% AYZb*	113 92% AYZb*	97 96% AYZb*	386 93% AYZb*	297 96% AYZb*	
NET: No/not very much responsibility	47 4% C	35 7% C	13 2% F	24 7% F	16 4% F	7 2% F	10 4% F	18 6% F	4 2% F	16 10% F	- *	- *	37 5% F	11 3% F	24 4% F	24 5% F	10 3% F	38 5% F	14 3% F	11 5% F	8 4% F	12 3% F	8 6% F	39 4% F	14 5% F	6 4% F	8 6% F	1 1% F	16 4% F	8 3% F	1 1% F	8 3% F
Mean	3.70 DJW	3.65 -	3.75 B	3.55 ADE	3.72 ADE	3.82 ADE	3.70 J	3.67 J	3.77 J	3.55 J*	3.93 AGHIL*	3.76 J*	3.68 J*	3.75 J*	3.70 J*	3.71 J*	3.70 J*	3.71 J*	3.65 J*	3.66 J*	3.75 J*	3.72 J*	3.53 J*	3.73 W	3.66 W	3.71 W	3.84 AYZb*	3.66 W	3.73 W	3.71 W	3.75 W	

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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? - Social media companies

All Adults aged 18-75 in Great Britain

	Gender		Age		Region						Employment status		Social grade		Education		Income				Ethnicity				Election 2024				Referendum 2016		
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	(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)	758 70% DW	363 68%	388 71%	195 59%	277 70%	286 79%	175 69%	197 70%	180 73%	105 66%	42 83%	59 63%	513 69%	245 70%	446 72%	311 66%	272 70%	486 69%	135 66%	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%	83 21%	47 13%	59 23%	59 21%	39 16%	35 22%	5 9%	25 27%	154 21%	68 19%	124 20%	97 21%	84 20%	137 19%	37 22%	56 19%	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 4%	32 5%	18 3%	19 3%	31 7%	12 5%	38 7%	13 6%	15 4%	9 4%	12 4%	41 7%	11 4%	12 7%	- a	3 2%	5 5%	13 3%	10 3%	
No responsibility at all (1)	22 2%	12 2%	10 2%	8 2%	7 2%	7 2%	6 2%	5 3%	8 2%	3 2%	- +	1 1%	5 2%	9 1%	13 3%	6 2%	16 2%	2 1%	11 4%	6 2%	4 1%	2 2%	20 1%	3 1%	2 1%	- +	8 7%	4 4%	4 1%	11 4%	
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 4%	23 3%	14 4%	18 3%	19 4%	15 3%	22 5%	9 2%	6 2%	13 4%	8 6%	29 3%	8 3%	5 3%	2 2%	3 1%	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%	234 D	255 90%	219 88%	140 89%	47 92%	84 90%	667 90%	312 90%	570 93%	409 87%	356 91%	623 89%	172 88%	223 88%	237 92%	285 91%	103 91%	871 91%	272 92%	138 89%	90 98% AZbc*	110 89%	90 94% A	388 91%	283
NET: No/not very much responsibility	72 7% a	42 8%	30 5%	28 9%	23 6%	21 6%	14 8%	22 7%	18 7%	11 7%	2 5%	4 4%	49 7%	23 7%	28 5%	18 5%	54 8%	5 8%	15 10%	15 6%	16 5%	11 5%	61 6%	15 5%	12 5% a	- a	11 9%	9 9%	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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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	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRAT	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)	567	278	284	129	216	222	129	147	133	75	33	49	388	179	306	261	188	379	97	125	151	162	51	511	154	76	49	61	53	225	174	
	52%	52%	52%	39%	54%	61%	51%	52%	54%	48%	65%	53%	52%	51%	50%	55%	48%	54%	49%	58%	52%	42%	52%	53%	49%	53%	53%	54%	56%			
DW					D	AD					*	*																				
A fair amount of responsibility (3)	321	146	174	107	118	96	82	80	70	48	13	28	221	100	192	129	121	200	56	86	67	90	39	282	91	44	29	45	32	121	90	
	30%	27%	32%	33%	30%	27%	32%	28%	28%	30%	26%	30%	29%	31%	29%	31%	27%	31%	29%	34%	26%	29%	32%	29%	31%	29%	31%	32%	29%			
31%											*	*																				
Not very much responsibility (2)	102	57	43	59	27	16	22	29	25	17	3	7	74	28	68	35	43	59	20	19	22	36	19	83	30	20	8	7	10	38	21	
	9%	11%	8%	18%	7%	4%	9%	10%	10%	11%	5%	7%	10%	8%	11%	7%	11%	8%	10%	7%	8%	11%	16%	9%	10%	13%	9%	6%	10%	9%	7%	
F				AEF							*	*																				
No responsibility at all (1)	35	23	10	14	10	11	11	10	6	3	-	4	21	13	18	17	15	19	7	9	7	8	2	33	11	5	3	7	4	12	13	
	3%	4%	2%	4%	3%	3%	4%	4%	2%	2%	-	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	3%	1%	3%	4%	3%	5%	4%	3%	4%	4%	
C											*	*																				
Don't know	63	27	33	19	26	17	10	17	14	15	2	6	35	28	32	31	21	42	15	16	11	17	11	52	9	10	4	4	2	17	13	
	6%	5%	6%	6%	7%	5%	4%	6%	6%	10%	3%	6%	5%	8%	5%	6%	6%	6%	8%	6%	4%	5%	3%	3%	6%	4%	4%	3%	2%	4%	4%	
G											*	*																				
NET: A great deal/a fair amount of responsibility	888	424	458	237	334	318	211	227	203	123	47	77	609	279	498	390	309	579	153	211	218	253	90	793	245	120	77	106	85	346	264	
	82%	80%	84%	72%	84%	88%	83%	80%	82%	78%	91%	82%	80%	81%	83%	79%	83%	78%	83%	81%	74%	83%	83%	83%	83%	84%	86%	84%	84%	85%		
D					D	AD					*	*																				
NET: No/not very much responsibility	137	80	53	73	37	27	33	39	31	20	3	11	96	41	85	52	59	78	28	27	29	44	21	116	41	25	11	14	14	51	34	
	13%	15%	10%	22%	22%	AEF					5%	12%	13%	12%	14%	11%	15%	11%	14%	11%	14%	17%	12%	14%	16%	12%	11%	13%	12%	11%	11%	
F											*	*																				
Mean	3.39	3.35	3.43	3.14	3.46	3.54	3.34	3.37	3.41	3.37	3.62	3.39	3.38	3.39	3.35	3.44	3.31	3.43	3.34	3.37	3.46	3.37	3.26	3.40	3.34	3.36	3.41	3.43				
	0				D	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/O/P,A/Q/R,A/S/T/U/V,A/W/X,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	NON GRADUATES	GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRAT	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	234	262	124	175	202	112	133	127	62	28	39	340	161	289	211	178	323	86	100	122	156	44	454	144	61	48	53	47	217	147					
	46%	44%	48%	38%	44%	56%	44%	47%	51%	39%	54%	42%	46%	46%	47%	45%	46%	46%	44%	39%	47%	50%	36%	47%	49%	40%	52%	43%	46%	52%	47%					
	DW					ADE			J		*											T														
A fair amount of responsibility (3)	362	182	177	125	134	104	99	99	66	54	13	32	250	112	218	144	141	221	59	95	90	101	42	319	100	61	31	43	39	131	102					
	33%	34%	33%	38%	34%	29%	39%	35%	26%	34%	25%	34%	32%	35%	30%	36%	32%	30%	37%	35%	32%	35%	33%	34%	39%	34%	34%	38%	32%	33%						
	F							I																												
Not very much responsibility (2)	100	55	43	42	36	22	17	26	25	20	2	9	76	24	54	45	40	60	21	24	23	26	15	84	30	16	7	11	8	36	25					
	9%	10%	8%	13%	9%	6%	7%	9%	10%	13%	5%	9%	10%	7%	9%	10%	10%	9%	11%	9%	9%	8%	12%	9%	10%	11%	8%	9%	7%	8%	9%	8%				
No responsibility at all (1)	28	19	9	5	10	13	7	7	4	5	-	5	20	9	15	13	9	19	5	9	5	8	2	27	6	6	1	10	3	9	16					
	3%	4%	2%	2%	3%	4%	3%	2%	2%	3%	-	5%	3%	3%	2%	3%	2%	3%	3%	3%	2%	3%	1%	3%	2%	4%	1%	8%	3%	2%	5%	5%	A			
	Qd					F																														
Don't know	97	41	54	33	43	21	20	17	26	16	8	9	54	44	39	58	21	76	25	27	18	22	20	78	17	10	4	7	5	21	21					
	9%	8%	10%	10%	11%	6%			11%	10%	16%	10%	16%	13%	7%	6%	12%	5%	11%	13%	11%	7%	16%	8%	6%	7%	4%	6%	5%	5%	5%	7%				
	Qd										H*	*					M		O		Q															

NET: A great deal/a fair amount of responsibility	863	415	439	249	308	306	211	232	193	116	41	70	590	273	507	355	319	544	145	195	213	258	86	773	243	122	79	96	86	347	248
	79%	78%	81%	75%	78%	85%	83%	82%	78%	73%	79%	76%	80%	78%	82%	75%	82%	78%	74%	77%	82%	80%	82%	79%	86%	77%	85%	84%	80%		

NET: No/not very much responsibility	128	74	51	47	46	35	24	33	29	26	2	14	96	32	69	59	49	79	26	33	28	34	17	110	36	22	9	21	11	45	41
	12%	14%	9%	14%	12%	10%	9%	12%	12%	16%	5%	15%	13%	9%	11%	12%	13%	11%	13%	11%	11%	12%	14%	9%	17%	11%	11%	11%	13%		

Mean	3.35	3.29	3.41	3.24	3.34	3.45	3.34	3.35	3.42	3.22	3.59	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/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,d/e Minimum Base: 30(**) Small Base: 100(**)

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	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	DEMOCRATS	LIBERAL UK	REFORM	OTHER	REMAIN	LEAVE
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 45% DW	212 40% AB	279 51% 33%	108 43% D	170 60% ADE	216 49% ADE	125 42%	118 49%	122 38%	61 51%	26 * *	43 47%	318 43%	177 51%	284 46%	211 45%	182 47%	313 45%	77 39%	122 48%	119 46%	147 47%	33 27%	461 48%	139 47%	74 47%	55 60% A*	57 45% *	46 49% 55% A	202	172	55% A
Tend to support (1)	287 26%	150 28%	134 25%	98 30%	112 28%	77 21%	54 21%	87 31%	56 23%	50 32%	10 20%	30 32%	209 28%	78 22%	171 28%	116 25%	113 29%	174 25%	42 21%	59 23%	72 28%	100 32%	35 29%	252 26%	83 28%	46 29%	18 20%	31 25%	28 28%	116 22%	69	
Neither support nor oppose (0)	156 14% FV	88 17%	66 12%	62 19%	60 15%	35 10%	37 15%	45 16%	36 15%	24 15%	5 10%	9 10%	104 14%	52 15%	81 13%	75 16%	49 13%	108 15%	42 21%	48 19%	30 12%	30 10%	29 24%	127 13%	38 13%	16 10%	10 11%	20 16%	15 14%	48 12%	37	
Tend to oppose (-1)	57 5%	29 5%	28 5%	26 8%	21 5%	10 3%	15 6%	18 7%	12 5%	7 5%	3 6%	45 0%	11 3%	36 6%	20 4%	19 5%	38 5%	11 6%	10 4%	19 7%	14 5%	12 10%	45 5%	19 6%	9 6%	6 6%	6 5%	4 4%	24 6%	13		
Strongly oppose (-2)	35 3% C	22 4% 2%	10 4%	13 3%	12 3%	10 4%	9 3%	9 4%	9 2%	4 2%	3 5%	2 2%	27 4%	8 2%	22 4%	13 3%	13 3%	22 3%	7 3%	7 3%	8 3%	11 3%	3 3%	32 3%	10 4%	5 3%	2 2%	6 4%	4 3%	12 4%	11	
Don't know	58 5% HY	29 5%	28 5%	22 7%	21 5%	15 4%	15 6%	6 2%	13 5%	12 8%	3 7%	9 9%	36 5%	22 6%	22 4%	35 7%	14 4%	44 6%	17 9%	10 4%	12 4%	11 9%	45 5%	7 2%	6 4%	1 2%	4 4%	5 5%	12 3%	8 3%		

NET: Strongly/tend to support	782 72% DSW	362 68%	413 76%	206 63%	283 71%	293 81% ADE	179 70%	205 72%	178 70%	111 72%	37 * *	73 * *	527 71%	255 73%	454 74%	328 69%	295 76%	487 70%	119 61%	180 71%	191 74%	247 79%	68 56%	713 74%	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 5%	20 9%	24 10%	27 9%	21 7%	11 1%	6 2%	2 10%	72 N	20 6%	58 9%	34 7%	31 8%	60 9%	18 6%	16 11%	27 8%	25 12%	15 9%	77 10%	29 9%	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/D/E/F/A/G/H/I/J/L/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 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% A	117 11% A
Doing about the right amount		253 23% A	378 35% A
Not going far enough		578 53% B	362 33%
Don't know		176 16% A	231 21% A

* Meets the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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	NON GRADUATE	GRADUATE	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRAT	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% C	31 9% C	26 6% C	24 7% C	20 8% C	22 8% C	19 8% C	12 5% C	3 5% C	5 5% C	55 8% C	25 7% C	42 7% C	38 8% C	32 7% C	48 7% C	18 9% C	18 7% C	22 9% C	19 6% C	12 10% C	68 7% C	19 7% C	16 10% C	6 6% C	14 11% C	7 7% C	30 30% C	19 6% C
Doing about the right amount	253 23% N	145 27% C	108 20% C	107 32% AEF	79 20% C	67 19% C	60 24% C	62 22% C	54 22% C	44 28% C	17 33% C	16 17% C	198 27% C	55 16% C	156 25% C	97 21% C	92 24% C	162 23% C	44 23% C	59 23% C	62 24% C	80 25% C	39 25% C	213 22% C	76 26% C	39 25% C	16 18% C	25 20% C	14 14% C	93 23% C	63 20% C
Not going far enough	578 53% DW	266 50%	304 56%	136 41%	223 56%	220 61%	133 52%	146 52%	139 56%	83 52%	24 46%	55 59%	376 51%	202 58%	329 53%	250 56%	219 51%	360 48%	94 52%	133 56%	144 54%	169 37%	45 55% C	530 55% C	170 58% C	79 51% C	55 60% C	68 55% C	66 66% C	246 60% C	183 59% C
Don't know	176 16%	65 12%	109 20%	56 17%	69 14%	52 17%	42 19%	53 15%	36 12%	19 15%	8 19%	18 15%	109 15%	67 19%	89 15%	87 18%	47 12%	130 19%	40 21%	44 17%	30 12%	45 14%	26 16%	150 16%	30 10%	21 13%	15 16%	17 14%	44 13%	46 11%	15% C

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 (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/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/O/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/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	NON GRADUATE	GRADUATE	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRAT	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%	41 12%	42 11%	35 10%	28 11%	26 9%	38 15% H	14 9%	5 11% +	7 7% +	79 11%	38 11%	66 11%	51 11%	47 12%	70 10%	24 13%	24 9%	28 11%	35 11%	25 20% AX	93 10%	27 9%	22 14%	7 7% +	19 15% +	12 11% +	37 9% +	38 12%	
Doing about the right amount	378 35% AC	216 41% AEF	162 30%	139 42%	121 30%	118 33%	80 32%	102 36%	83 34%	61 38%	23 45%	29 31%	273 37%	105 30%	221 36%	157 33%	147 38%	231 33%	59 30%	88 35%	102 39%	118 38%	49 40%	329 34%	119 34%	61 39%	29 31% +	41 33% +	25 25% +	141 34%	113 36%	
Not going far enough	362 33% DW	152 29%	204 37%	81 25%	146 37%	135 37%	95 37%	93 33%	78 32%	49 31%	14 26%	34 36%	236 32%	126 36%	209 34%	153 32%	133 34%	229 33%	67 34%	80 32%	89 34%	101 32%	26 21%	333 35%	112 38%	47 30%	39 42%	38 31% +	41 40% +	173 42%	101 32%	
Don't know	231 21% BQQUyD	81 15% AB	146 27%	68 21%	89 22%	74 21%	52 20%	62 22%	48 20%	35 22%	9 18%	24 25%	150 20%	80 23%	120 20%	111 23%	62 16%	168 24%	46 23%	62 24%	39 15%	59 19%	23 19%	206 21%	37 13%	25 16%	18 20%	27 21%	24 24%	62 24%	59 15%	59 19%

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

ColumnProportions (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/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/O/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/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 (A)	adults (aged 18+) (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

Interviews of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

Column Means (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	NON GRADUATE	GRADUATE	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRAT	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	34	25	23	24	15	17	17	16	7	3	3	40	22	30	32	25	37	14	18	17	11	10	52	18	13	5	9	5	23	15
	6%	6%	5%	7%	6%	4%	7%	6%	7%	4%	5%	3%	5%	6%	5%	7%	6%	5%	7%	7%	6%	4%	8%	5%	6%	8%	6%	7%	5%	6%	5%
Doing about the right amount	230	137	93	107	72	51	49	63	49	44	11	15	175	55	143	86	84	146	42	43	61	76	44	185	65	31	9	37	14	81	57
	21%	26%	17%	32%	18%	14%	19%	22%	20%	28%	21%	16%	24%	16%	23%	18%	22%	21%	21%	23%	23%	24%	36%	19%	22%	30%	10%	14%	20%	19%	
	FNa	C	AEF								*	*	N										AX					*			
Not going far enough	636	297	330	146	240	251	149	155	154	86	31	60	417	219	361	276	238	398	106	158	151	182	47	588	187	90	67	63	69	268	198
	58%	56%	61%	44%	60%	69%	58%	55%	62%	55%	61%	65%	56%	63%	59%	58%	61%	57%	54%	62%	58%	58%	38%	61%	63%	58%	73%	51%	68%	65%	64%
Don't know	160	63	96	54	61	45	40	47	29	21	7	16	108	52	82	78	43	117	33	36	31	44	21	136	25	20	11	15	13	41	40
	15%	12%	18%	16%	15%	12%	16%	17%	12%	14%	13%	17%	15%	15%	13%	17%	11%	17%	17%	14%	12%	14%	18%	14%	8%	13%	12%	12%	10%	13%	
	rd		8								*	*										Q					*				

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ColumnProportions (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/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/O/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c/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	NON GRADUATE	GRADUATE	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRAT	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	68	31	53	35	15	27	25	25	14	4	8	70	32	55	47	44	59	18	28	21	30	20	82	25	13	2	20	11	32	22		
	9%	13%	6%	16%	9%	4%	11%	9%	10%	9%	8%	9%	10%	9%	9%	10%	11%	8%	9%	11%	8%	10%	16%	9%	8%	9%	2%	16%	11%	8%	7%		
	CFa	C	AEF	F							*	*																					
Doing about the right amount	376	215	159	130	120	126	87	100	82	59	21	26	266	110	221	155	136	239	70	85	89	121	52	323	107	67	29	44	25	127	123		
	35%	40%	29%	40%	30%	35%	34%	36%	33%	37%	40%	28%	36%	32%	36%	33%	35%	34%	36%	33%	35%	38%	43%	34%	36%	43%	31%	36%	25%	31%	39%	d	
	AC	E									*	*																					
Not going far enough	423	185	232	95	164	164	96	106	103	61	20	37	277	145	242	180	156	266	76	100	106	113	32	390	125	50	50	42	49	202	115		
	39%	35%	43%	29%	41%	45%	38%	38%	42%	38%	39%	40%	38%	42%	39%	38%	40%	38%	39%	39%	41%	36%	26%	41%	42%	32%	54%	34%	49%	49%	37%	w	
	DW	B									*	*																					
Don't know	187	63	122	52	77	58	45	51	38	25	7	21	125	61	97	90	53	134	32	41	42	51	18	166	39	25	11	17	15	52	51		
	17%	12%	22%	16%	20%	16%	18%	18%	15%	16%	14%	23%	17%	18%	16%	19%	14%	19%	16%	16%	16%	16%	15%	17%	13%	16%	12%	14%	15%	13%	16%		
	8d	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/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? - Summary

All Adults aged 18-75 in Great Britain

		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	Banning the social media company from operating in the UK	Making it illegal for individuals to share 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%	631 58%
		A		Ab
Tend to support (1)		235 22%	239 22%	204 19%
		C		
Neither support nor oppose (0)		151 14%	131 12%	123 11%
		C		
Tend to oppose (-1)		67 6%	27 3%	27 3%
		IC		
Strongly oppose (-2)		63 6%	35 3%	35 3%
		IC		
Don't know		76 7%	100 9%	67 6%
		AC		

NET: Strongly/tend to support	731 67%	794 72%	835 77%
	A		Ab

NET: Strongly/tend to oppose	130 12%	62 6%	63 6%
	IC		

Mean	1.02 A	1.27 Ab	1.34 Ab
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Requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

ColumnMeans (S%) A/B/C 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? - 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	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)	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	219	155		
	46%	39%	53%	32%	42%	61%	50%	47%	43%	37%	62%	41%	42%	52%	48%	43%	49%	44%	42%	46%	53%	40%	27%	48%	52%	54	53%	42%	53%	50%		
	BDW	AB	A	D	J	ADE					AUL*			AM						SV					AZb*		*					
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%	18%	25%	20%	23%	20%	22%	21%	30%	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%	16%	10%	12%	14%	14%	19%	8%	16%	14%	13%	14%	13%	14%	19%	12%	12%	15%	29%	116	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%	4%	10%	4%	5%	5%	6%	7%	8%	2%	8%	6%	6%	5%	8%	6%	6%	10%	7%	6%	4%	11%	6%	3%	9%	6%	7%	6%	4%	8%	
	C	A	E	AEF															v					x								
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	9%
	6%	8%	3%	8%	6%	4%	3%	6%	6%	7%	4%	8%	7%	4%	5%	7%	5%	6%	5%	5%	5%	5%	4%	3%	4%	-						
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%	6%	8%	10%	9%	2%	5%	5%	8%	10%	4%	13%	8%	6%	7%	7%	6%	7%	6%	5%	5%	10%	8%	7%	5%	3%	2%	3%	4%	4%	4%	
	F	F	F	F	F																											

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

Mean	1.02	0.82	1.24	0.69	1.02	1.30	1.18	1.04	0.97	0.80	1.39	0.82	*	0.95	1.18	1.08	0.95	1.09	0.99	0.86	1.05	1.16	0.93	0.61	1.07	1.22	0.99	1.37	0.60	1.15	1.29	0.97
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ColumnProportions (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/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(*)

ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/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, 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	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	DEMOCRATS	LIBERAL UK	REFORM	OTHER	REMAIN	LEAVE
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 51% DW	245 46% B	306 56% D	131 40% ADE	199 50%	225 62%	139 55%	148 52%	124 50%	71 45%	32 63%	42 45%	362 49%	194 56%	332 54%	223 47%	208 53%	347 50%	84 43%	133 52%	153 59%	145 46%	41 34%	514 53% ASV	179 61% A2b	69 76% AV2bc*	51 41%	56 56% * A	247 60% * 24%	168 54%		
Tend to support (1)	239 22%	137 26%	100 18%	83 25%	80 20%	76 21%	55 22%	65 23%	66 26%	27 17%	12 23%	14 15%	163 22%	76 22%	134 22%	105 24%	94 21%	145 24%	48 22%	56 19%	49 25%	78 24%	29 22%	210 19%	55 29%	46 20%	18 20%	25 21%	88 22%	68		
Neither support nor oppose (0)	131 12% Fa	74 14%	55 10%	54 16%	53 13%	24 7%	26 10%	31 11%	20 8%	32 20%	3 6%	18 20%	100 14% N	31 9%	71 11%	61 13%	39 10%	93 13%	24 12%	32 10%	25 13%	41 16%	20 12%	111 11% a	32 12% a	19 1%	1 20%	25 11% AYa*	39 9% * 11%	36		
Tend to oppose (-1)	27 3%	15 3%	11 2%	8 2%	14 3%	6 2%	4 1%	9 3%	6 3%	- 3%	2 2%	22 3%	5 2%	18 3%	10 2%	12 3%	15 2%	6 3%	8 3%	6 2%	7 2%	12 2%	16 2%	7 2%	4 3%	- 3%	4 3%	3 3%	12 2%	6		
Strongly oppose (-2)	35 3% C	26 5% 2%	9 4%	13 3%	11 3%	12 3%	7 3%	10 4%	7 3%	5 3%	- - *	5 6% *	23 3%	12 3%	20 3%	15 3%	11 3%	24 5%	9 1%	4 3%	7 3%	15 5%	6 5%	29 3%	5 2%	6 4%	1 1%	11 9% * 3%	3 2%	17 5% d		
Don't know	100 9% Fade	34 6% B	64 12% F	41 13%	40 10%	19 5%	23 9%	20 7%	24 10%	17 11%	4 8%	12 12%	69 9%	30 9%	42 7%	58 12%	24 11%	75 10%	24 12%	21 8%	18 7%	28 9%	15 12%	82 9%	17 6%	11 7%	2 6%	6 6%	20 5%	16 5%		

NET: Strongly/tend to support	794 73% DLWb	382 72%	406 75%	214 65%	279 70%	301 83%	195 76%	212 75%	190 62%	98 86%	44 60%	55 71%	525 77%	270 76%	466 70%	328 78%	302 70%	492 68%	132 74%	189 74%	202 78%	223 71%	70 57%	724 75%	235 79%	115 74%	88 96% AY2bc*	76 61% * b*	78 77% AYa*	335 81% A	236 76%
NET: Strongly/tend to oppose	62 6% C	41 8% c	20 4%	20 6%	24 6%	18 5%	11 4%	20 7%	14 6%	10 7%	- - *	8 6%	45 6%	17 5%	37 6%	25 5%	24 6%	39 6%	15 8%	12 5%	13 5%	22 7%	18 7%	45 14%	12 4%	10 7%	1 1%	16 13% AYa*	6 6% * 19%	23 7%	

Mean	1.27 BDWb	1.13 AB	1.42 AB	1.09 1.24	1.45 ADE	1.36 JL	1.26 JL	1.31 JL	1.09 1.62 AHJL*	1.03 *	1.22 AHJL*	1.36 *	1.29 AHJL*	1.23 AHJL*	1.30 AHJL*	1.25 AHJL*	1.12 AHJL*	1.32 AHJL*	1.39 SV	1.16 *	0.81 AHJL*	1.32 W	1.17 AHJL*	1.74 AY2bc*	0.86 *	1.31 b*	1.42 Ae	1.23
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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	GRADUATE	NON GRADUATE	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE		LIBERAL DEMOCRATS		REFORM	OTHER	REMAIN	LEAVE
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 58%	265 50%	359 66%	156 47%	212 54%	263 73%	161 ADE	165 J	148 59%	74 47%	36 70%	46 50%	397 54%	234 67%	374 61%	257 54%	235 60%	396 57%	108 55%	147 58%	168 65%	163 52%	45 37%	585 61%	191 65%	78 50%	63 75%	64 63%	252 61%	201 65%			
Tend to support (1)	204 19%	118 22%	84 15%	74 22%	78 20%	53 15%	45 18%	59 21%	36 14%	39 25%	7 14%	19 20%	155 21%	49 14%	114 19%	90 19%	81 21%	123 18%	32 17%	54 21%	40 15%	69 22%	28 23%	177 18%	42 14%	46 30%	14 15%	26 21%	19 18%	83 20%	49 16%		
Neither support nor oppose (0)	123 11%	79 15%	43 C	54 8%	46 16%	24 12%	23 7%	33 9%	30 12%	20 13%	5 10%	12 13%	83 11%	41 12%	57 9%	66 14%	36 9%	87 13%	37 19%	23 9%	24 9%	35 11%	25 20%	97 10%	33 11%	18 11%	5 6%	15 12%	10 10%	36 9%	30 10%		
Tend to oppose (-1)	27 3%	19 4%	7 1%	12 4%	11 3%	4 1%	6 2%	7 2%	7 3%	6 4%	1 1%	1 1%	22 3%	5 2%	16 3%	11 2%	11 3%	16 2%	4 2%	9 4%	5 2%	9 3%	6 5%	22 2%	7 2%	6 4%	2 2%	4 3%	3 3%	12 3%	9 3%		
Strongly oppose (-2)	35 3%	21 4%	13 2%	7 2%	18 4%	11 3%	6 2%	10 3%	9 4%	6 4%	- -	5 5%	32 4%	3 1%	20 3%	16 2%	9 4%	26 4%	8 3%	6 3%	9 3%	12 4%	10 3%	26 3%	7 2%	3 2%	- -	11 9%	2 2%	11 3%	11 4%		
Don't know	67 6%	28 5%	38 7%	26 8%	32 8%	8 2%	14 6%	10 3%	18 7%	13 8%	2 4%	10 10%	50 7%	16 5%	34 6%	32 7%	18 5%	49 7%	7 3%	15 6%	13 5%	26 8%	9 6%	55 5%	15 3%	4 2%	2 5%	6 4%	4 5%	19 3%	10 3%		

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

ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/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(*)

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 mobile phones returning to the students when they leave school buildings altogether	Only allowing students into school buildings when they leave class buildings	Leaving class 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% AB
Tend to support (1)		234 22% A	278 26% AB	249 23% B
Neither support nor oppose (0)		189 17% B	138 13% AB	273 25% AB
Tend to oppose (-1)		167 15% AC	81 7% B	119 11% B
Strongly oppose (-2)		74 7% B	39 4% AB	88 8% B
Don't know		54 5% AB	56 5% AB	90 8% AB

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

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

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

Column Means (5%): A/B/C 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? - 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	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	
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% ADE	36% ADE	18% ADE	34% ADE	34% ADE	33% ADE	36% ADE	30% ADE	39% ADE	*	*	35% ADE	33% ADE	36% ADE	34% ADE	31% ADE	36% ADE	32% ADE	37% ADE	39% ADE	31% ADE	25% ADE	35% ADE	36% ADE	35% ADE	30% ADE	33% ADE	34% ADE	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% F	23% ADE	20% ADE	19% ADE	22% ADE	23% ADE	21% ADE	22% ADE	20% ADE	22% ADE	*	*	26% ADE	21% ADE	24% ADE	21% ADE	22% ADE	20% ADE	16% ADE	23% ADE	21% ADE	17% ADE	17% ADE	23% ADE	22% ADE	21% ADE	18% ADE	25% ADE	23% ADE			
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% F	18% ADE	17% ADE	18% ADE	17% ADE	17% ADE	17% ADE	21% ADE	15% ADE	16% ADE	*	*	14% ADE	17% ADE	18% ADE	16% ADE	19% ADE	17% ADE	21% ADE	17% ADE	16% ADE	17% ADE	26% ADE	15% ADE	19% ADE	14% ADE	18% ADE	17% ADE	17% ADE	14% ADE		
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% ADE	16% ADE	27% ADE	15% ADE	5% ADE	15% ADE	16% ADE	14% ADE	16% ADE	*	*	15% ADE	16% ADE	13% ADE	17% ADE	13% ADE	16% ADE	15% ADE	17% ADE	12% ADE	16% ADE	17% ADE	19% ADE	15% ADE	18% ADE	12% ADE	10% ADE	15% ADE	15% ADE	12% ADE	
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% F	8% ADE	6% ADE	13% ADE	5% ADE	3% ADE	8% ADE	4% ADE	9% ADE	1% ADE	*	*	6% ADE	8% ADE	4% ADE	6% ADE	7% ADE	7% ADE	6% ADE	7% ADE	7% ADE	6% ADE	7% ADE	10% ADE	6% ADE	5% ADE	6% ADE	11% ADE	5% ADE	*	*	3% ADE
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% F	4% ADE	6% ADE	5% ADE	7% ADE	2% ADE	4% ADE	6% ADE	7% ADE	6% ADE	*	*	3% ADE	5% ADE	5% ADE	5% ADE	5% ADE	5% ADE	6% ADE	4% ADE	4% ADE	5% ADE	5% ADE	3% ADE	2% ADE	2% ADE	5% ADE	3% ADE	3% ADE	4% ADE	3% ADE	

NET: Strongly/tend to support	604	294	303	122	223	260	141	155	139	81	31	57	394	210	341	263	216	388	95	152	154	171	51	551	173	96	47	75	59	243	213
NET: Strongly/tend to oppose	241	118	120	131	79	30	60	58	56	40	7	19	182	59	144	97	84	157	47	50	55	76	34	206	66	26	23	26	21	83	46
ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/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(*)																															
ColumnProportions (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/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(*)																															

Mean	0.64	0.60	0.68	0.02	0.70	1.12	0.60	0.65	0.66	0.50	0.89	0.72	0.56	0.80	0.63	0.64	0.62	0.65	0.53	0.73	0.74	0.57	0.30	0.68	0.70	0.77	0.51	0.75	0.67	0.70	0.99	Ad
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ColumnProportions (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/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(*)

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	DEMOCRATS	LIBERAL UK	REFORM	OTHER	REMAIN	LEAVE
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 46%	227 43%	264 49%	89 27%	177 44%	231 64%	113 44%	127 45%	117 47%	70 44%	29 56%	39 42%	322 44%	174 50%	281 46%	215 46%	168 46%	328 47%	77 40%	110 43%	134 52%	143 45%	35 29%	460 44%	131 56%	87 44%	41 55%	51 51%	193 47%	177 57%	Ad	
Tend to support (1)	278 26%	148 28%	126 23%	104 32%	93 23%	81 22%	67 26%	90 32%	57 23%	31 19%	10 20%	22 24%	198 27%	80 23%	162 24%	115 30%	117 23%	161 21%	42 26%	66 29%	76 26%	83 22%	27 26%	251 30%	88 27%	42 35%	32 19%	24 24%	119 29%	77 25%		
Neither support nor oppose (0)	138 13%	69 13%	67 12%	45 14%	68 17%	25 7%	28 11%	33 12%	31 19%	30 5%	3 15%	14 14%	100 11%	38 13%	78 13%	60 12%	47 13%	91 18%	35 14%	36 9%	24 11%	35 22%	26 11%	109 14%	40 6%	9 11%	10 11%	12 12%	47 11%	32 10%		
Tend to oppose (-1)	81 7%	38 8%	42 13%	44 6%	26 3%	11 7%	18 5%	16 8%	20 8%	12 8%	5 10%	10 10%	56 8%	24 7%	47 8%	33 7%	29 7%	52 9%	17 7%	18 6%	16 8%	26 16%	19 6%	61 6%	21 7%	6 4%	7 8%	11 11%	33 8%	9 3%		
Strongly oppose (-2)	39 4%	28 5%	11 2%	24 7%	11 3%	4 1%	11 4%	8 3%	8 4%	6 2%	1 5%	4 4%	28 3%	11 3%	20 4%	20 3%	11 4%	28 4%	8 4%	10 4%	5 2%	14 5%	9 7%	31 3%	7 2%	6 4%	1 1%	4 4%	4 4%	11 3%	6 2%	
Don't know	56 5%	20 4%	35 6%	23 7%	23 6%	10 3%	17 7%	8 3%	15 6%	9 6%	3 4%	3 5%	35 6%	21 4%	27 6%	29 4%	17 6%	39 8%	16 6%	15 1%	4 4%	13 4%	5 5%	50 5%	9 3%	5 2%	7 6%	- c*	- c*	11 3%	8 3%	

NET: Strongly/tend to support	774 71%	375 71%	390 72%	193 59%	270 68%	311 86%	181 71%	218 70%	174 64%	101 77%	39 56%	62 42%	520 73%	254 72%	443 70%	331 73%	285 70%	489 61%	119 69%	175 81%	210 72%	225 51%	63 74%	711 83%	219 79%	129 75%	73 74%	93 75%	311 82%	255 A	
NET: Strongly/tend to oppose	120 11%	66 12%	53 10%	68 21%	37 AEF	15 9%	29 F	24 8%	28 11%	19 12%	6 12%	14 15%	85 11%	35 10%	67 11%	53 10%	40 11%	80 13%	26 11%	28 13%	20 8%	40 10%	28 9%	92 8%	12 8%	8 9%	11 9%	14 14%	43 11%	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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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	117	148	63	93	113	58	67	66	43	17	18	183	85	145	123	99	169	37	60	77	74	24	243	76	49	27	28	27	114	84		
	25%	22%	27%	19%	23%	31%	23%	24%	27%	27%	39%	19%	25%	24%	24%	26%	26%	24%	19%	24%	30%	20%	25%	26%	32%	27%	27%	27%	27%	27%	27%		
Tend to support (1)	249	120	124	78	87	84	63	71	41	42	12	19	168	81	146	103	98	151	40	58	66	74	28	221	75	34	18	35	24	99	79		
	23%	23%	23%	24%	22%	23%	25%	25%	17%	27%	24%	21%	23%	23%	24%	22%	25%	22%	21%	23%	25%	24%	23%	25%	25%	22%	20%	29%	24%	24%	26%		
Neither support nor oppose (0)	273	147	124	72	110	90	65	78	63	34	11	23	180	93	152	121	91	182	57	71	63	68	26	245	72	40	27	29	25	104	77		
	25%	28%	23%	22%	28%	25%	26%	28%	25%	21%	21%	25%	24%	27%	25%	26%	23%	26%	29%	28%	24%	22%	22%	26%	24%	30%	27%	25%	25%	25%	25%		
Tend to oppose (-1)	119	55	63	51	52	16	24	30	29	20	4	12	91	28	75	44	51	68	22	26	28	38	18	101	41	12	10	8	9	42	24		
	11%	10%	12%	16%	13%	4%	10%	10%	12%	13%	8%	12%	12%	8%	12%	9%	13%	10%	11%	10%	11%	12%	14%	11%	14%	8%	11%	6%	9%	10%	10%	8%	
Strongly oppose (-2)	88	54	34	39	22	28	20	19	21	10	6	12	60	28	48	41	27	61	22	23	8	32	15	73	14	13	4	15	11	22	31		
	8%	10%	6%	12%	6%	8%	8%	7%	9%	6%	11%	13%	8%	8%	8%	9%	7%	9%	11%	9%	9%	3%	10%	12%	8%	5%	8%	4%	12%	11%	5%	10%	d
Don't know	90	38	50	27	33	31	24	18	28	9	2	10	56	34	50	40	23	68	18	16	16	27	11	78	17	7	5	9	3	31	15		
	8%	7%	9%	8%	8%	9%	9%	6%	11%	6%	3%	10%	8%	10%	8%	9%	6%	10%	9%	6%	6%	8%	9%	8%	6%	5%	6%	7%	3%	8%	5%	5%	

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

Mean	0.49	0.39	0.58	0.25	0.49	0.72	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	0.42	0.26	0.52	0.57	0.65	0.62	0.47	0.48	0.63	0.54
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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	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLAND	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE	NON GRADUATE	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	
Facebook	702	327	368	192	282	228	176	187	149	91	39	61	495	207	401	302	248	454	107	176	179	205	64	637	202	107	66	77	59	276	208	
	65%	62%	68%	58%	71%	63%	69%	66%	60%	58%	75%	65%	67%	59%	65%	64%	64%	65%	55%	69%	69%	65%	52%	66%	68%	69%	72%	62%	58%	67%	67%	
	SW	ADF					J					J*		N						S	S	S					*	*	*	*	*	
YouTube	587	321	260	222	242	124	138	152	121	99	29	48	439	148	345	242	241	346	106	132	134	182	83	504	175	69	46	67	52	224	145	
	54%	60%	48%	67%	61%	34%	54%	54%	49%	63%	57%	51%	59%	42%	56%	51%	62%	50%	54%	52%	52%	58%	68%	52%	50%	54%	51%	54%	54%	47%		
	CFNe	AC		AF	AF			I			*	AN					AR						AX									
Instagram	544	225	310	225	219	100	118	146	116	93	26	46	411	134	335	210	232	312	82	117	134	179	75	467	163	66	48	46	53	211	112	
	50%	42%	57%	68%	55%	28%	46%	52%	47%	59%	50%	49%	56%	38%	54%	44%	60%	45%	42%	46%	52%	57%	62%	49%	55%	52%	37%	53%	51%	36%		
	BNBne	AEF		F						GI		*	AN					AR					AST									
TikTok	273	123	146	159	90	24	64	74	52	53	15	16	216	58	150	124	108	166	40	64	64	92	53	219	79	23	23	35	24	83	52	
	25%	23%	27%	48%	23%	7%	25%	26%	21%	33%	29%	17%	29%	17%	24%	24%	26%	28%	21%	25%	25%	29%	23%	27%	27%	15%	25%	29%	24%	20%	17%	
	FNZte		AEF	F				IL		*	*	N											AX									
X (formerly Twitter)	255	171	83	87	109	60	70	53	45	55	15	17	190	65	160	95	106	149	35	54	64	93	33	221	86	37	21	36	21	91	77	
	23%	32%	15%	26%	27%	16%	27%	19%	18%	35%	29%	18%	26%	19%	26%	20%	27%	21%	18%	21%	25%	30%	27%	23%	29%	24%	23%	29%	21%	22%	25%	
	CF	AC		F	F			HI			AHIL	*	*	N		P	R					AST										
LinkedIn	196	110	83	74	85	37	43	45	45	40	6	16	150	46	150	46	108	88	30	31	39	89	34	162	59	28	26	10	16	93	38	
	18%	21%	15%	22%	21%	10%	17%	16%	18%	25%	12%	17%	20%	13%	24%	10%	28%	13%	15%	12%	15%	28%	27%	17%	20%	18%	18%	28%	15%	23%	12%	
	FNPRTte	C		F	F			H		*	N					AP	AR					ASTU										
Snapchat	161	68	93	118	31	11	42	38	26	29	13	13	123	38	88	73	64	97	31	33	38	51	31	130	47	13	8	11	13	41	17	
	15%	13%	17%	36%	8%	3%	16%	13%	11%	18%	25%	14%	17%	11%	14%	16%	14%	16%	13%	15%	16%	25%	14%	14%	16%	z	8%	9%	9%	13%	10%	5%
	Efd		AEF	F				HI*		*	N											AX										
Pinterest	169	47	119	78	48	43	32	49	31	35	8	15	126	43	96	72	59	110	26	39	49	43	22	146	54	17	15	13	19	62	38	
	16%	9%	22%	24%	12%	12%	12%	17%	12%	22%	15%	16%	17%	12%	16%	15%	15%	16%	13%	15%	15%	18%	15%	18%	11%	11%	18%	15%	15%	12%		
	B	AB	AEF	AEF				GI		*	N																					
Other social media platform	60	45	15	23	21	16	16	14	15	10	3	2	39	22	42	18	28	32	11	12	15	18	8	52	22	5	8	5	9	28	14	
	6%	8%	3%	7%	5%	5%	6%	5%	6%	6%	6%	3%	5%	6%	7%	4%	7%	5%	6%	6%	5%	7%	5%	8%	3%	5%	8%	4%	9%	7%	4%	
	C	AC									*	*																				
I do not use any social media sites in a typical week	110	64	43	12	25	73	23	27	31	15	5	9	55	53	57	35	75	26	28	17	29	6	102	24	16	9	19	12	44	39		
	10%	12%	8%	4%	6%	20%	9%	10%	12%	10%	10%	9%	7%	5%	16%	9%	12%	11%	7%	9%	5%	11%	8%	10%	10%	16%	12%	11%	13%			
	DE	C								*																						
Don't know	19	8	10	8	8	2	2	4	6	3	-	4	13	5	7	12	3	16	5	3%	8%	6	13	1	2	-	4	*	*	3		
	2%	2%	2%	3%	2%	1%	1%	1%	3%	2%	-	4%	2%	2%	1%	3%	2%	3%	3%	1%	1%	1%	0%	1%	1%	1%	3%	0%	0%	1%		
	d									*	*											T	AX									

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