



UNICEF Online Child Protection Poll Topline – GLOBAL

Methodology for Ipsos/UNICEF Poll Perils and Possibilities: Growing Up Online

The Perils and Possibilities: Growing Up Online poll took place among 18 year olds with internet access in 25 countries around the world. In each country, interviewing took place in cities that were chosen to provide broad geographic dispersion. Respondents were subsequently screened to fit key demographic targets for gender and urban or rural/suburban dwelling. Excluding the U.S. where an online panel was used, the survey was completed face-to-face mostly electronically using computer assistance in-person interviewing (CAPI) methodology; pen-and-paper interviewing was used in several countries instead of or in addition to CAPI. Since strict demographic targets were set and adhered to within a 4% margin of error overall, the data are not weighted.

IMPORTANCE – UNDERSTAND THE LANDSCAPE AND BE ABLE TO CATEGORIZE RESPONDENTS

Q1-5. How important are the each of the following to you? Very important, somewhat important, not very important, not at all important.

%Very/ Somewhat Important	Total	Latin America	Mideast	Asia	Central Europe	Africa	US/UK
Socializing and communicating with your friends online	90%	89%	85%	91%	83%	95%	89%
Meeting new people online	59%	53%	57%	64%	46%	79%	33%
Gaming online	45%	35%	46%	58%	34%	47%	47%
Protecting my security and privacy while online	91%	96%	90%	92%	95%	83%	94%
Making sure children and adolescents are treated ok online	86%	91%	83%	89%	89%	75%	88%

MEDIA QUESTIONS – GENERAL ONLINE BEHAVIOR

Q6-13. Thinking about since you first started using the internet to now, do you agree or disagree with the following statements? Is that strongly or somewhat?

%Strongly/ Somewhat Agree	Total	Latin America	Mideast	Asia	Central Europe	Africa	US/UK
I know more about social media than my parents or caregivers	84%	90%	75%	80%	94%	80%	92%
I feel relaxed online	88%	91%	80%	89%	89%	85%	91%
I have learned how to protect myself while on social media	88%	92%	78%	91%	93%	81%	93%
I know how to avoid dangerous or risky situations online	89%	90%	85%	92%	93%	81%	94%
The internet offers many positive things for children	73%	72%	64%	79%	73%	68%	81%



UNICEF Online Child Protection Poll Topline – GLOBAL

%Strongly/ Somewhat Agree	Total	Latin America	Mideast	Asia	Central Europe	Africa	US/UK
Online bullying or abuse would never happen to me	65%	55%	72%	78%	69%	60%	54%
I can tell when people are lying about who they are online	69%	73%	69%	65%	76%	64%	69%
I think my friends participate in risky behaviors online	57%	67%	40%	59%	54%	62%	36%

MEDIA QUESTIONS – SEXUAL EXPLOITATION ONLINE

Q13-20. Thinking about since you first started using the internet to now, do you agree or disagree with the following statements? Is that strongly or somewhat?

%Strongly/ Somewhat Agree	Total	Latin America	Mideast	Asia	Central Europe	Africa	US/UK
If someone were to threaten me or make me feel unsafe online, I'd tell my parents or caregivers	69%	82%	60%	79%	64%	51%	68%
If someone were to threaten me or make me feel unsafe online, I'd tell a friend	83%	81%	79%	84%	85%	84%	84%
If someone were to threaten me or make me feel unsafe online, I'd tell a teacher	38%	49%	25%	50%	19%	29%	42%
I would know how to help my friend if they were facing a risk online	80%	83%	66%	83%	84%	79%	87%
I would be worried if someone were to make sexual comments or sexual requests to me online	79%	82%	85%	81%	72%	78%	70%
I have learned how to deal with people who make unwanted sexual comments or requests to me online	81%	85%	87%	80%	79%	74%	83%
Children and adolescents are in danger of being sexually abused or taken advantage of online	80%	85%	60%	78%	83%	84%	86%

DEMOGRAPHICS AND SCREENING QUESTIONS

S1. Gender

	Total	Latin America	Mideast	Asia	Central Europe	Africa	US/UK
Male	50%	50%	50%	50%	51%	50%	48%
Female	50%	50%	50%	50%	50%	50%	52%

S3. Urban/Suburban/Rural Location

	Total	Latin America	Mideast	Asia	Central Europe	Africa	US/UK
--	--------------	----------------------	----------------	-------------	-----------------------	---------------	--------------



UNICEF Online Child Protection Poll Topline – GLOBAL

	Total	Latin America	Mideast	Asia	Central Europe	Africa	US/UK
Urban	70%	80%	67%	65%	66%	75%	61%
Suburban	12%	10%	17%	18%	0%	6%	19%
Rural	18%	10%	17%	17%	34%	19%	20%

S7. How old were you when you first started using the internet?

	Total	Latin America	Mideast	Asia	Central Europe	Africa	US/UK
12 years old or less	41%	42%	41%	39%	57%	16%	79%
13-15 years old	42%	46%	45%	42%	39%	47%	18%
16-17 years old	17%	11%	14%	19%	4%	38%	3%

D1. What is the highest level of education you have completed?

	Total	Latin America	Mideast	Asia	Central Europe	Africa	US/UK
Did not complete primary/elementary	1%	1%	5%	0%	0%	0%	0%
Primary/Elementary	9%	7%	10%	3%	44%	4%	1%
Some secondary	35%	29%	46%	28%	41%	47%	15%
Completed secondary	32%	34%	25%	39%	15%	37%	31%
Some post-secondary/college/university	23%	30%	14%	29%	1%	12%	53%

D2. Is your household/family income above average, average, or below average for your country?

	Total	Latin America	Mideast	Asia	Central Europe	Africa	US/UK
Above average	19%	20%	19%	24%	9%	19%	18%
Average	61%	60%	57%	63%	81%	52%	52%
Below average	15%	17%	20%	10%	4%	19%	23%
Don't know	5%	3%	4%	3%	6%	9%	8%