



NSPCC – CHILDREN & SOCIAL MEDIA RESEARCH – MARCH 2019

Methodology: ComRes interviewed 2,070 GB adults online between 27th and 28th March 2019. Data were weighted to be representative of all GB adults by age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules.

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Children and Social Media Survey

ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 6

Q1. To what extent, if at all, do you agree or disagree with each of the following statements?

Base: All respondents

Social networks should face corporate prosecution for significant breaches of child safety

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	1766 85%	857 85%	909 86%	165 72%	279 78%	287 87%CD	322 88%CD	270 88%CD	443 93%CDEFg	444 76%	609 87%l	714 91%lJ	484 86%	506 87%	355 85%	421 84%	276 86%	724 83%
Strongly agree	(4) 1117 54%	545 54%	573 54%	91 40%	156 44%	172 52%CD	202 55%CD	176 57%CD	320 67%CDEFG	247 42%	374 54%l	496 63%lJ	307 54%	317 55%	211 50%	282 56%	173 54%	427 49%
Tend to agree	(3) 649 31%	312 31%	337 32%	74 32%	123 34%H	115 35%H	120 33%H	94 31%	123 26%	196 33%K	235 34%K	218 28%	177 31%	189 32%o	145 34%O	139 28%	103 32%	297 34%
Tend to disagree	(2) 67 3%	45 4%B	22 2%	12 5%Gh	20 6%fGH	10 3%	9 3%	5 2%	10 2%	32 5%JK	19 3%	16 2%	25 4%	16 3%	12 3%	13 3%	12 4%	32 4%
Strongly disagree	(1) 28 1%	20 2%B	8 1%	8 4%EFH	8 2%h	3 1%	2 1%	5 2%	3 1%	16 3%JK	5 1%	7 1%	15 3%MO	3 1%	8 2%mo	3 1%	1 *	15 2%p
NET: Disagree	95 5%	64 6%B	31 3%	20 9%EFGH	28 8%EFGH	13 4%	12 3%	10 3%	13 3%	47 8%JK	25 4%	23 3%	39 7%MO	19 3%	20 5%	16 3%	13 4%	47 5%
Don't know	209 10%	89 9%	120 11%a	45 19%EFGH	52 14%eFGH	31 9%H	33 9%H	26 9%H	22 5%	97 16%JK	64 9%K	48 6%	42 7%	56 10%	45 11%	66 13%Lm	31 10%	103 12%
Mean	3.53	3.50	3.57A	3.34	3.39	3.52CD	3.56CD	3.58CD	3.67CDEFg	3.38	3.54l	3.63lJ	3.48	3.56l	3.49	3.60LN	3.55	3.47
Standard deviation	0.64	0.69	0.59	0.79	0.72	0.61	0.59	0.62	0.55	0.75	0.60	0.58	0.72	0.59	0.67	0.58	0.59	0.67
Standard error	0.01	0.02	0.02	0.06	0.04	0.03	0.03	0.04	0.02	0.03	0.02	0.02	0.03	0.02	0.04	0.03	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Children and Social Media Survey

ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 7

Q1. To what extent, if at all, do you agree or disagree with each of the following statements?

Base: All respondents

Social networks should face corporate prosecution for significant breaches of child safety

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	1766 85%	158 88%G	87 84%	1521 85%	69 80%	202 85%G	132 76%	162 88%G	139 92%bEfGLM	180 90%EfGIM	241 86%G	245 84%G	151 82%
Strongly agree	(4) 1117 54%	97 54%	47 46%	973 54%	46 53%	135 57%b	85 49%	97 53%	86 57%	127 64%aBeGHKL	141 50%	148 51%	109 59%Bgk
Tend to agree	(3) 649 31%	61 34%M	40 38%fgJM	548 31%	23 27%	67 28%	48 27%	65 35%jM	53 35%jM	52 26%	101 36%fgJM	96 33%M	43 23%
Tend to disagree	(2) 67 3%	1 1%	5 5%A	60 3%a	2 2%	9 4%a	9 5%A	7 4%a	3 2%	5 2%	7 2%	16 5%Aikm	3 2%
Strongly disagree	(1) 28 1%	5 3%i	5 4%DefHljk	19 1%	- -	2 1%	6 3%fhijk	1 *	- -	2 1%	2 1%	4 1%	3 1%
NET: Disagree	95 5%	6 3%	10 10%DAehJKM	79 4%	2 2%	11 5%	15 9%AelJKM	8 4%	3 2%	6 3%	9 3%	20 7%aljk	6 3%
Don't know	209 10%	17 9%	7 6%	186 10%	16 18%ABfHIJKL	25 11%	27 15%BhJL	15 8%	10 6%	12 6%	29 10%	25 9%	27 15%bhJI
Mean	3.53	3.53B	3.34	3.55B	3.62Bg	3.57Bg	3.44	3.52b	3.59Bgl	3.64BGhKL	3.52B	3.47	3.64BGkL
Standard deviation	0.64	0.66	0.79	0.63	0.54	0.62	0.78	0.60	0.53	0.58	0.60	0.68	0.61
Standard error	0.01	0.05	0.08	0.02	0.06	0.04	0.06	0.05	0.04	0.04	0.04	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Children and Social Media Survey

ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 8

Q1. To what extent, if at all, do you agree or disagree with each of the following statements?

Base: All respondents

Named company directors should be accountable for failures of children's safety on their site

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	1653 80%	813 80%	840 79%	146 63%	261 73%C	261 79%Cd	305 83%CD	262 85%CDE	417 87%CDE	407 69%	567 81%l	679 87%lJ	434 77%	480 83%L	334 79%	405 80%	254 79%	685 78%
Strongly agree	(4) 909 44%	455 45%	454 43%	62 27%	121 34%	140 42%CD	167 46%CD	154 50%CDe	266 56%CDEF	183 31%	307 44%l	420 53%lJ	230 41%	250 43%	184 44%	246 49%Lm	132 41%	354 41%
Tend to agree	(3) 744 36%	358 35%	386 36%	84 37%	140 39%H	121 37%	138 38%h	108 35%	151 32%	224 38%k	260 37%	260 33%	204 36%	230 40%O	150 36%	158 31%	122 38%	331 38%
Tend to disagree	(2) 101 5%	68 7%B	33 3%	17 7%GH	34 10%EFGH	16 5%h	14 4%	8 3%	12 2%	51 9%JK	30 4%k	20 3%	39 7%MO	24 4%	25 6%O	13 3%	22 7%	49 6%
Strongly disagree	(1) 32 2%	23 2%B	9 1%	8 4%FgH	9 3%fH	5 1%	3 1%	3 1%	3 1%	18 3%JK	7 1%	6 1%	18 3%Mno	2 *	5 1%	7 1%o	3 1%	16 2%
NET: Disagree	133 6%	91 9%B	42 4%	25 11%eFGH	44 12%EFGH	20 6%h	17 5%	11 4%	15 3%	69 12%JK	37 5%k	27 3%	57 10%MO	26 5%	30 7%o	20 4%	25 8%	65 7%
Don't know	284 14%	106 11%	178 17%A	59 25%DEFGH	53 15%H	49 15%H	44 12%	33 11%	46 10%	112 19%JK	93 13%k	79 10%	74 13%	75 13%	56 13%	78 16%	41 13%	124 14%
Mean	3.42	3.38	3.46A	3.16	3.22	3.41CD	3.46CD	3.51CDe	3.57CDEF	3.20	3.43l	3.55lJ	3.32	3.44L	3.41	3.52LmN	3.38	3.36
Standard deviation	0.68	0.73	0.62	0.79	0.77	0.67	0.63	0.62	0.59	0.78	0.65	0.60	0.77	0.61	0.68	0.64	0.67	0.70
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Children and Social Media Survey

ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 9

Q1. To what extent, if at all, do you agree or disagree with each of the following statements?

Base: All respondents

Named company directors should be accountable for failures of children's safety on their site

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	1653 80%	141 79%	85 83% ^m	1426 80%	68 79%	189 79%	134 77%	142 77%	129 85% ^{ghIM}	171 86% ^{aGHIM}	230 82% ^M	228 79%	135 73%
Strongly agree	(4) 909 44%	78 43%	44 42%	788 44%	35 40%	117 49% ^{gL}	68 39%	84 45%	69 46% ^l	110 55% ^{AbEGhKLM}	121 43%	108 37%	77 42%
Tend to agree	(3) 744 36%	64 35%	41 40%	639 36%	34 39%	73 30%	66 38%	58 32%	60 40% ^f	61 31%	109 39% ^{fj}	120 41% ^{FhJM}	58 32%
Tend to disagree	(2) 101 5%	8 4%	2 2%	92 5%	1 1%	10 4%	9 5%	15 8% ^{BEK}	8 6%	10 5%	9 3%	20 7% ^{bEk}	9 5%
Strongly disagree	(1) 32 2%	4 2% ^J	7 7% ^{DaeFGHIJKLM}	21 1%	1 1%	3 1%	2 1%	1 1%	1 1%	- -	5 2% ^j	6 2% ^j	2 1%
NET: Disagree	133 6%	12 6%	9 8% ^e	113 6%	2 2%	13 6%	11 6%	16 9% ^e	10 6%	10 5%	14 5%	26 9% ^{Ek}	11 6%
Don't know	284 14%	27 15% ^{ij}	9 9%	248 14%	17 19% ^{bIJ}	36 15% ^{ij}	29 17% ^{IJ}	26 14%	12 8%	18 9%	36 13%	36 12%	39 21% ^{BIJKL}
Mean	3.42	3.41	3.30	3.42	3.46 ^l	3.49 ^{BL}	3.38	3.42	3.42 ^l	3.55 ^{aBGikL}	3.42 ^l	3.30	3.44 ^l
Standard deviation	0.68	0.71	0.84	0.67	0.58	0.67	0.66	0.69	0.65	0.60	0.66	0.72	0.67
Standard error	0.02	0.06	0.09	0.02	0.07	0.05	0.06	0.06	0.05	0.04	0.04	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Children and Social Media Survey

ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 10

Q1. To what extent, if at all, do you agree or disagree with each of the following statements?

Base: All respondents

Named company directors should face criminal prosecution for significant breaches of children's safety

	Total	Gender		Age									Social Grade				Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)	
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827	
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874	
NET: Agree	1599 77%	797 79%	802 76%	131 57%	261 73% C	245 74% C	296 81% CDe	252 82% CDE	415 87% CDEF	392 67%	540 77% l	667 85% lJ	436 77%	458 79%	315 75%	390 77%	251 78%	653 75%	
Strongly agree	(4) 43%	898 46% b	437 41%	66 29%	121 34%	133 40% C	161 44% CD	159 52% CDEf	259 54% CDEF	186 32%	293 42% l	418 53% lJ	223 40%	245 42%	182 43%	247 49% LM	136 42%	345 39%	
Tend to agree	(3) 34%	701 33%	336 34%	365 34%	65 28%	140 39% CGh	112 34%	135 37% c	93 30%	156 33%	205 35%	247 35%	249 32%	212 38% nO	213 37% O	133 32%	143 28%	115 36%	308 35%
Tend to disagree	(2) 6%	134 7%	72 6%	63 6%	21 9% H	34 9% gH	24 7% H	23 6% h	17 5%	16 3%	55 9% K	46 7% k	33 4%	42 7% o	37 6%	32 8%	24 5%	21 7%	65 7%
Strongly disagree	(1) 1%	27 2% B	8 1%	7 3% EFGH	11 3% EFGH	2 1%	2 1%	2 1%	3 1%	18 3% JK	4 1%	5 1%	14 2% O	6 1%	4 1%	4 1%	2 1%	14 2%	
NET: Disagree	162 8%	91 9% b	70 7%	28 12% eFGH	45 13% EFGH	25 8% H	25 7%	19 6%	19 4%	73 12% JK	50 7% k	38 5%	56 10% O	43 7%	35 8%	27 5%	23 7%	79 9%	
Don't know	310 15%	122 12%	187 18% A	70 31% DEFGH	53 15% H	61 18% fGH	46 13%	36 12%	44 9%	123 21% JK	107 15% K	80 10%	74 13%	80 14%	70 17%	86 17% l	46 14%	142 16%	
Mean	3.40	3.39	3.41	3.19	3.21	3.39 CD	3.42 CD	3.51 CDE	3.54 CDEF	3.20	3.40 l	3.53 lJ	3.31	3.39	3.41 l	3.52 LMN	3.40	3.34	
Standard deviation	0.70	0.73	0.66	0.83	0.78	0.68	0.65	0.65	0.61	0.80	0.66	0.62	0.74	0.68	0.70	0.64	0.66	0.72	
Standard error	0.02	0.02	0.02	0.07	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03	

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Children and Social Media Survey

ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 11

Q1. To what extent, if at all, do you agree or disagree with each of the following statements?

Base: All respondents

Named company directors should face criminal prosecution for significant breaches of children's safety

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	1599 77%	136 76%	78 75%	1384 77%	68 79%	182 77%	127 73%	148 80%	123 81%	166 84%afGKIM	210 75%	222 77%	137 74%
Strongly agree	(4) 898 43%	74 41%	42 41%	782 44%	36 41%	108 45%	69 40%	73 40%	69 46%	113 57%ABEFGHIKLM1%	115	122 42%	77 42%
Tend to agree	(3) 701 34%	62 34%	36 35%	603 34%	32 37%	74 31%	58 33%	75 41%IJ	54 36%	54 27%	95 34%	101 35%j	60 33%
Tend to disagree	(2) 134 6%	12 7%	9 9%	113 6%	3 3%	15 6%	9 5%	14 8%	16 10%egjkm	11 5%	16 6%	21 7%	9 5%
Strongly disagree	(1) 27 1%	3 2%	4 4%dHlj	21 1%	- -	3 1%	4 3%hi	- -	- -	1 1%	6 2%hi	5 2%	1 1%
NET: Disagree	162 8%	15 8%	13 12%dEjlm	134 7%	3 3%	18 7%	13 8%	14 8%	16 10%e	12 6%	22 8%	26 9%e	10 6%
Don't know	310 15%	29 16%l	13 12%	268 15%	16 18%lj	38 16%l	34 20%hIJ	21 12%	13 8%	21 10%	47 17%lj	41 14%i	37 20%hIJ
Mean	3.40	3.37	3.28	3.41b	3.47	3.44	3.37	3.36	3.38	3.56ABfGHIKL	3.37	3.37	3.44
Standard deviation	0.70	0.71	0.81	0.69	0.57	0.69	0.74	0.64	0.68	0.64	0.73	0.72	0.66
Standard error	0.02	0.06	0.09	0.02	0.07	0.05	0.06	0.05	0.06	0.05	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**