

Public First Poll for Youtube (Parents)

Fieldwork: 24th Sep - 2nd Oct 2021
Interview method: Online Survey
Population represented: UK Parents of children 4-15
Sample size: 2010

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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49 Please select which you think has higher quality content 147

50 Please select which you think has higher quality content 150

51 Please select which you think has higher quality content 153

52 Please select which you think has higher quality content 156

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80 Would you like the platforms we are talking about to ensure parental permission was granted before a child could create an account? 240

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83 Do you think children should be able to have anonymity online, for example letting them put comments on message boards anonymously? 249

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85 Who, if anyone, do you think is responsible for the content of the things your child posts online?Select all that apply 255

86 Who, if anyone, do you think should be able to moderate - for example edit or take down - a childs post?Select all that apply 258

87 Thinking about life across a typical month, for what purposes does your child most uses the internet the most, if at all?Tick up to three 261

88 Thinking specifically about YouTube, to the best of your knowledge in what ways do your children use it, if at all?Tick all that apply 264

89 For what purposes, if any have you used YouTube with your child? Tick all that apply 267

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92 How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Harassment and cyberbullying 276

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115 Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £1.25 into their savings account? 345

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119 Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £20 into their savings account? 357

120 Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £50 into their savings account? 360

Public First Poll for Youtube (Parents)

(1.A) Which of the following devices does your child have for their own use, if any? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Tablet	67%	79%	72%	68%	65%	61%	59%	65%	67%	68%	68%	68%	67%	66%
Games console	58%	58%	60%	56%	60%	64%	42%	64%	57%	56%	57%	62%	58%	51%
Smartphone	57%	39%	46%	53%	68%	73%	74%	58%	55%	59%	58%	59%	59%	53%
TV	56%	75%	55%	54%	58%	58%	35%	54%	54%	61%	55%	60%	55%	50%
Laptop	38%	43%	36%	34%	43%	50%	66%	46%	39%	36%	31%	39%	42%	28%
Desktop computer	18%	34%	18%	19%	15%	16%	13%	29%	13%	15%	12%	14%	24%	9%
None of the above	5%	0%	5%	6%	5%	2%	0%	5%	7%	4%	3%	5%	5%	3%
Don't know	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which of the following devices does your child have for their own use, if any? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Tablet	67%	67%	68%	66%	71%	67%	78%	67%	*	68%	70%	65%	67%	62%
Games console	58%	62%	54%	64%	60%	57%	72%	51%	*	64%	57%	51%	64%	66%
Smartphone	57%	57%	58%	61%	59%	60%	73%	50%	*	62%	56%	54%	59%	63%
TV	56%	56%	55%	59%	58%	47%	78%	50%	*	67%	57%	50%	50%	66%
Laptop	38%	42%	35%	43%	36%	47%	53%	27%	*	40%	33%	37%	48%	46%
Desktop computer	18%	24%	11%	19%	17%	34%	5%	9%	*	13%	9%	17%	34%	45%
None of the above	5%	5%	5%	4%	5%	5%	0%	4%	*	3%	5%	9%	3%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.C) Which of the following devices does your child have for their own use, if any? Tick all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Tablet	67%	65%	71%	63%	67%	71%	62%	70%	74%	67%	64%	70%	63%
Games console	58%	63%	48%	57%	56%	59%	51%	55%	68%	67%	62%	61%	63%
Smartphone	57%	60%	54%	63%	53%	49%	54%	60%	65%	60%	60%	62%	47%
TV	56%	48%	53%	54%	50%	57%	48%	58%	71%	61%	64%	64%	62%
Laptop	38%	48%	40%	38%	41%	30%	35%	32%	42%	41%	37%	28%	33%
Desktop computer	18%	36%	13%	15%	13%	13%	13%	14%	22%	21%	18%	6%	16%
None of the above	5%	3%	5%	4%	6%	11%	7%	3%	4%	3%	4%	5%	8%
Don't know	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Which of the following devices does your child have access to at home, if any? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
TV	87%	87%	83%	85%	89%	93%	100%	86%	89%	88%	86%	91%	84%	88%
Tablet	70%	70%	71%	70%	73%	67%	55%	69%	73%	72%	68%	72%	70%	68%
Games console	69%	63%	69%	68%	71%	73%	57%	73%	67%	71%	66%	74%	68%	60%
Smartphone	67%	66%	63%	62%	74%	76%	69%	66%	67%	67%	66%	69%	67%	63%
Laptop	59%	50%	51%	56%	65%	69%	66%	64%	62%	58%	50%	61%	60%	52%
Desktop computer	33%	37%	32%	33%	30%	41%	25%	42%	32%	29%	27%	31%	38%	22%
None of the above	0%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%
Don't know	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(2.B) Which of the following devices does your child have access to at home, if any? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
TV	87%	84%	90%	87%	88%	77%	90%	90%	*	93%	89%	88%	79%	73%
Tablet	70%	70%	71%	71%	75%	66%	77%	65%	*	72%	72%	71%	67%	65%
Games console	69%	70%	68%	75%	71%	59%	76%	59%	*	73%	72%	65%	69%	60%
Smartphone	67%	66%	67%	68%	68%	66%	69%	61%	*	69%	66%	65%	65%	83%
Laptop	59%	60%	58%	62%	60%	59%	64%	53%	*	55%	55%	64%	62%	66%
Desktop computer	33%	40%	25%	37%	32%	40%	38%	20%	*	26%	27%	37%	40%	68%
None of the above	0%	1%	0%	0%	1%	1%	0%	1%	*	0%	1%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.C) Which of the following devices does your child have access to at home, if any? Tick all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
TV	87%	80%	90%	86%	87%	90%	87%	86%	89%	89%	86%	90%	89%
Tablet	70%	68%	73%	68%	72%	76%	68%	71%	75%	68%	69%	72%	73%
Games console	69%	71%	65%	64%	70%	74%	64%	65%	75%	73%	74%	68%	69%
Smartphone	67%	64%	64%	67%	64%	61%	72%	74%	72%	70%	66%	63%	62%
Laptop	59%	62%	58%	62%	55%	49%	55%	59%	70%	62%	55%	58%	64%
Desktop computer	33%	44%	31%	32%	27%	29%	30%	29%	33%	42%	29%	26%	26%
None of the above	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	2%	0%	2%
Don't know	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) Thinking about the period before Covid, on an average day how much time would you estimate your child spent online at home, if at all?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
They don't use the internet at home	3%	0%	3%	4%	2%	4%	0%	2%	4%	2%	3%	3%	3%	4%
Less than one hour a day	15%	14%	13%	15%	16%	15%	0%	14%	19%	15%	10%	16%	13%	16%
Between one and two hours	29%	25%	22%	29%	33%	32%	36%	28%	31%	31%	28%	32%	30%	23%
Between two and three hours	21%	15%	21%	21%	22%	21%	42%	18%	17%	25%	25%	22%	20%	23%
Between three and four hours	12%	22%	15%	10%	11%	11%	11%	11%	13%	12%	11%	11%	11%	14%
Between four and five hours	8%	5%	10%	8%	6%	8%	6%	11%	6%	6%	7%	7%	9%	6%
Between five and six hours	4%	5%	3%	5%	4%	2%	6%	4%	2%	5%	5%	3%	4%	5%
Between six and seven hours	3%	5%	4%	3%	2%	2%	0%	4%	2%	2%	2%	2%	3%	2%
Between seven and eight hours	1%	3%	2%	1%	1%	1%	0%	2%	1%	0%	2%	1%	2%	1%
Between eight and nine hours	1%	0%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	1%	0%
Between nine and ten hours	1%	5%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%
Between ten and eleven hours	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%
Between eleven and twelve hours	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
More than twelve hours	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	2%
Dont know	2%	3%	2%	1%	2%	2%	0%	1%	1%	1%	4%	1%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) Thinking about the period before Covid, on an average day how much time would you estimate your child spent online at home, if at all?

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
They don't use the internet at home	3%	3%	3%	2%	2%	3%	0%	5%	*	2%	5%	3%	2%	1%
Less than one hour a day	15%	13%	16%	14%	14%	12%	18%	19%	*	10%	16%	20%	12%	8%
Between one and two hours	29%	29%	29%	31%	31%	27%	27%	25%	*	33%	30%	30%	24%	20%
Between two and three hours	21%	21%	21%	20%	26%	19%	11%	18%	*	21%	25%	19%	21%	7%
Between three and four hours	12%	11%	12%	12%	11%	11%	6%	14%	*	14%	11%	9%	13%	12%
Between four and five hours	8%	9%	6%	9%	5%	9%	30%	4%	*	7%	5%	9%	11%	11%
Between five and six hours	4%	5%	3%	4%	3%	4%	8%	6%	*	5%	2%	3%	6%	9%
Between six and seven hours	3%	3%	2%	2%	2%	6%	0%	2%	*	3%	2%	2%	5%	5%
Between seven and eight hours	1%	2%	1%	1%	1%	2%	0%	1%	*	1%	0%	1%	2%	6%
Between eight and nine hours	1%	1%	1%	1%	1%	2%	0%	0%	*	1%	1%	0%	1%	6%
Between nine and ten hours	1%	1%	1%	1%	1%	2%	0%	0%	*	1%	0%	1%	1%	7%
Between ten and eleven hours	0%	1%	0%	1%	0%	1%	0%	0%	*	0%	0%	0%	1%	1%
Between eleven and twelve hours	0%	0%	0%	1%	0%	1%	0%	0%	*	0%	0%	0%	1%	0%
More than twelve hours	1%	1%	1%	1%	1%	0%	0%	1%	*	1%	0%	1%	1%	5%
Dont know	2%	1%	2%	1%	1%	0%	0%	4%	*	2%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.C) Thinking about the period before Covid, on an average day how much time would you estimate your child spent online at home, if at all?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
They don't use the internet at home	3%	2%	3%	1%	6%	6%	6%	2%	1%	1%	3%	0%	4%
Less than one hour a day	15%	9%	15%	23%	11%	12%	16%	18%	10%	15%	14%	19%	21%
Between one and two hours	29%	22%	34%	29%	32%	32%	29%	28%	31%	25%	28%	38%	33%
Between two and three hours	21%	22%	21%	22%	21%	23%	22%	24%	19%	21%	18%	18%	22%
Between three and four hours	12%	12%	11%	11%	13%	8%	8%	9%	18%	16%	14%	6%	10%
Between four and five hours	8%	12%	7%	8%	6%	5%	7%	8%	8%	7%	10%	5%	2%
Between five and six hours	4%	8%	3%	2%	2%	4%	3%	4%	4%	3%	6%	4%	4%
Between six and seven hours	3%	3%	1%	3%	3%	2%	2%	2%	3%	6%	3%	4%	0%
Between seven and eight hours	1%	4%	0%	1%	1%	1%	2%	1%	0%	0%	1%	0%	0%
Between eight and nine hours	1%	1%	0%	0%	1%	1%	1%	0%	2%	0%	1%	0%	2%
Between nine and ten hours	1%	0%	1%	0%	0%	2%	2%	2%	2%	1%	0%	0%	0%
Between ten and eleven hours	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%
Between eleven and twelve hours	0%	1%	0%	1%	0%	2%	0%	0%	0%	0%	0%	2%	0%
More than twelve hours	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%
Dont know	2%	1%	2%	0%	3%	0%	2%	3%	2%	2%	2%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) How much time a day would you estimate that your child currently uses the internet at home, if at all?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
They don't use the internet at home	3%	0%	3%	3%	2%	3%	0%	2%	5%	3%	2%	2%	3%	4%
Less than one hour a day	12%	7%	10%	13%	12%	11%	10%	12%	14%	14%	9%	13%	11%	11%
Between one and two hours	24%	19%	22%	23%	27%	26%	24%	22%	26%	26%	21%	25%	24%	22%
Between two and three hours	23%	30%	20%	23%	24%	25%	22%	20%	23%	24%	25%	24%	23%	21%
Between three and four hours	15%	19%	16%	14%	15%	16%	12%	15%	13%	14%	18%	14%	14%	19%
Between four and five hours	9%	14%	11%	9%	6%	9%	10%	10%	7%	9%	8%	9%	8%	10%
Between five and six hours	6%	7%	6%	6%	5%	2%	16%	6%	4%	6%	6%	5%	6%	5%
Between six and seven hours	3%	2%	3%	3%	3%	1%	6%	4%	2%	1%	2%	2%	3%	1%
Between seven and eight hours	2%	0%	1%	2%	1%	3%	0%	4%	1%	0%	1%	1%	2%	0%
Between eight and nine hours	1%	0%	2%	1%	1%	3%	0%	1%	1%	0%	2%	1%	1%	1%
Between nine and ten hours	1%	0%	2%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%
Between ten and eleven hours	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	1%	0%
Between eleven and twelve hours	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
More than twelve hours	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%
Dont know	2%	3%	2%	1%	2%	1%	0%	1%	1%	1%	4%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(4.B) How much time a day would you estimate that your child currently uses the internet at home, if at all?

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
They don't use the internet at home	3%	3%	3%	2%	3%	2%	0%	5%	*	2%	4%	4%	1%	0%
Less than one hour a day	12%	11%	12%	11%	10%	11%	20%	14%	*	10%	12%	16%	10%	3%
Between one and two hours	24%	23%	25%	27%	24%	20%	26%	22%	*	22%	26%	27%	19%	16%
Between two and three hours	23%	22%	24%	22%	25%	21%	7%	22%	*	25%	26%	21%	23%	10%
Between three and four hours	15%	15%	15%	13%	15%	17%	17%	16%	*	17%	14%	13%	17%	14%
Between four and five hours	9%	10%	8%	8%	9%	7%	6%	8%	*	11%	7%	8%	8%	19%
Between five and six hours	6%	6%	5%	5%	6%	8%	16%	5%	*	5%	4%	5%	9%	10%
Between six and seven hours	3%	3%	2%	4%	2%	4%	8%	1%	*	2%	2%	2%	4%	9%
Between seven and eight hours	2%	2%	1%	2%	1%	3%	0%	0%	*	1%	1%	2%	2%	4%
Between eight and nine hours	1%	2%	1%	2%	1%	2%	0%	1%	*	2%	0%	1%	2%	1%
Between nine and ten hours	1%	1%	1%	1%	1%	2%	0%	1%	*	0%	1%	1%	2%	5%
Between ten and eleven hours	1%	1%	0%	1%	0%	3%	0%	0%	*	0%	0%	0%	2%	2%
Between eleven and twelve hours	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	1%	0%
More than twelve hours	1%	1%	1%	1%	1%	0%	0%	1%	*	1%	0%	0%	1%	5%
Dont know	2%	1%	2%	1%	1%	0%	0%	3%	*	2%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.C) How much time a day would you estimate that your child currently uses the internet at home, if at all?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
They don't use the internet at home	3%	2%	5%	1%	4%	7%	4%	2%	0%	1%	3%	0%	6%
Less than one hour a day	12%	8%	11%	15%	10%	12%	15%	16%	7%	10%	10%	15%	16%
Between one and two hours	24%	21%	26%	29%	24%	22%	25%	20%	21%	22%	21%	28%	26%
Between two and three hours	23%	19%	28%	23%	25%	24%	18%	24%	27%	22%	22%	26%	22%
Between three and four hours	15%	16%	11%	14%	15%	14%	14%	15%	21%	19%	17%	9%	17%
Between four and five hours	9%	11%	6%	9%	9%	5%	9%	13%	9%	7%	7%	11%	12%
Between five and six hours	6%	8%	5%	3%	5%	6%	5%	5%	5%	6%	9%	7%	0%
Between six and seven hours	3%	4%	1%	2%	1%	2%	3%	2%	4%	4%	2%	2%	0%
Between seven and eight hours	2%	4%	1%	1%	2%	0%	2%	0%	1%	2%	1%	0%	0%
Between eight and nine hours	1%	2%	0%	0%	1%	5%	1%	0%	1%	1%	2%	0%	2%
Between nine and ten hours	1%	1%	1%	0%	1%	2%	0%	0%	3%	2%	1%	0%	0%
Between ten and eleven hours	1%	2%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%
Between eleven and twelve hours	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than twelve hours	1%	1%	1%	1%	1%	2%	1%	0%	0%	0%	0%	0%	0%
Dont know	2%	1%	2%	1%	3%	0%	2%	3%	1%	2%	1%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

Rank Summary: Of the devices they use at home, which do they spend most time on (Ordered Left to Right by Rank)

	1. TV	2. Smartphone	3. Tablet	4. Games console	5. Laptop	6. Desktop computer
1-Highest Rank	20%	28%	23%	16%	7%	5%
2	25%	15%	17%	19%	12%	5%
3	21%	12%	12%	16%	13%	6%
4	12%	7%	10%	10%	16%	7%
5	6%	3%	7%	6%	10%	5%
6-Lowest Rank	3%	1%	2%	2%	2%	5%
Not Selected	13%	33%	30%	31%	41%	67%
Mean Rank	2.2	2.8	2.8	3	3.8	4.8
Standard Deviation	3.7	6.3	5.6	5.3	4.4	3.6

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) Of the devices they use at home, which do they spend most time on: Smartphone

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
1-Highest Rank	28%	21%	25%	26%	34%	30%	16%	29%	26%	29%	29%	28%	29%	26%
2	15%	14%	14%	14%	16%	21%	39%	15%	16%	15%	16%	16%	16%	14%
3	12%	13%	11%	11%	13%	12%	14%	11%	13%	11%	12%	13%	10%	13%
4	7%	12%	9%	6%	7%	8%	0%	7%	6%	8%	6%	6%	8%	5%
5	3%	3%	4%	3%	3%	4%	0%	2%	4%	2%	3%	4%	2%	3%
6-Lowest Rank	1%	4%	1%	2%	1%	0%	0%	3%	1%	2%	0%	2%	2%	1%
Not Selected	33%	34%	37%	38%	26%	24%	31%	34%	33%	33%	34%	31%	33%	37%
Mean Rank	2.8	3	3	3	2.3	2.3	2.5	2.8	2.8	2.8	2.7	2.7	2.8	3
Standard Deviation	6.3	5.9	6.3	6.6	5.8	5.5	6	6.4	6	6.4	6.4	6	6.4	6.5

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(6.B) Of the devices they use at home, which do they spend most time on: Smartphone

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	0	0	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	0	0	488	399	50
1-Highest Rank	28%	27%	29%	30%	29%	31%	29%	23%	*	32%	23%	25%	33%	43%
2	15%	15%	16%	15%	14%	17%	15%	15%	*	16%	18%	14%	13%	13%
3	12%	12%	11%	12%	13%	10%	14%	13%	*	10%	13%	12%	11%	9%
4	7%	7%	7%	6%	9%	3%	0%	5%	*	8%	6%	8%	5%	11%
5	3%	3%	4%	3%	3%	2%	12%	4%	*	2%	4%	3%	2%	5%
6-Lowest Rank	1%	2%	1%	2%	1%	3%	0%	0%	*	0%	1%	3%	2%	2%
Not Selected	33%	34%	33%	32%	32%	34%	31%	39%	*	31%	34%	35%	35%	17%
Mean Rank	2.8	2.9	2.7	2.7	2.7	2.8	2.7	3	NaN	2.5	2.9	3	2.8	2
Standard Deviation	6.3	6.3	6.3	6.3	6	6.7	6.6	6.4	NaN	0	0	6.2	6.8	5.2

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.C) Of the devices they use at home, which do they spend most time on: Smartphone

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
1-Highest Rank	28%	30%	29%	33%	31%	25%	29%	26%	30%	28%	26%	17%	26%
2	15%	14%	15%	13%	13%	12%	18%	21%	19%	14%	19%	17%	9%
3	12%	11%	9%	11%	10%	12%	13%	15%	7%	14%	11%	17%	13%
4	7%	5%	5%	5%	6%	7%	7%	9%	10%	8%	6%	10%	11%
5	3%	1%	3%	4%	5%	4%	4%	2%	5%	3%	3%	2%	3%
6-Lowest Rank	1%	3%	2%	1%	0%	1%	1%	1%	1%	3%	0%	0%	0%
Not Selected	33%	36%	36%	33%	36%	39%	28%	26%	28%	30%	34%	37%	38%
Mean Rank	2.8	2.9	2.9	2.7	2.9	3	2.6	2.5	2.5	2.7	2.8	3	3
Standard Deviation	6.3	6.8	6.7	6.6	6.7	6.5	5.9	5.5	6	6	6.3	5.7	6.4

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) Of the devices they use at home, which do they spend most time on: Tablet

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
1-Highest Rank	23%	38%	29%	24%	19%	17%	25%	20%	24%	25%	23%	23%	23%	23%
2	17%	11%	15%	18%	17%	15%	5%	17%	18%	18%	15%	17%	17%	15%
3	12%	6%	13%	11%	15%	11%	0%	13%	13%	10%	13%	11%	13%	13%
4	10%	9%	8%	10%	12%	9%	6%	10%	9%	10%	11%	11%	9%	12%
5	7%	4%	4%	6%	8%	12%	12%	7%	7%	6%	6%	8%	7%	4%
6-Lowest Rank	2%	2%	1%	1%	2%	3%	6%	2%	1%	2%	1%	1%	2%	1%
Not Selected	30%	30%	29%	30%	27%	33%	45%	31%	27%	28%	32%	28%	30%	32%
Mean Rank	2.8	2.5	2.6	2.8	2.9	3.3	3.7	3	2.7	2.7	2.9	2.8	2.9	2.9
Standard Deviation	5.6	6.7	6	5.8	5	5.4	6.7	5.5	5.5	5.7	5.8	5.5	5.7	5.8

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) Of the devices they use at home, which do they spend most time on: Tablet

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	0	0	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	0	0	488	399	50
1-Highest Rank	23%	22%	24%	22%	29%	21%	6%	22%	*	21%	28%	25%	18%	9%
2	17%	17%	17%	18%	17%	16%	16%	16%	*	17%	15%	18%	18%	19%
3	12%	13%	11%	12%	11%	10%	15%	12%	*	13%	13%	11%	11%	18%
4	10%	9%	11%	10%	9%	10%	37%	12%	*	13%	8%	10%	10%	6%
5	7%	8%	6%	8%	7%	9%	3%	3%	*	7%	7%	5%	9%	10%
6-Lowest Rank	2%	1%	2%	1%	3%	0%	0%	0%	*	2%	1%	2%	1%	3%
Not Selected	30%	30%	29%	29%	25%	34%	23%	35%	*	28%	28%	29%	33%	35%
Mean Rank	2.8	2.9	2.8	2.8	2.6	3	3	3	NaN	2.8	2.7	2.7	3	3.4
Standard Deviation	5.6	5.6	5.6	5.5	5.6	5.8	3.7	6	NaN	0	0	5.8	5.6	5

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.C) Of the devices they use at home, which do they spend most time on: Tablet

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
1-Highest Rank	23%	23%	29%	21%	23%	21%	22%	24%	24%	22%	18%	28%	26%
2	17%	18%	17%	17%	19%	22%	14%	19%	9%	14%	19%	15%	15%
3	12%	10%	11%	10%	13%	17%	14%	10%	14%	11%	16%	10%	19%
4	10%	9%	9%	9%	12%	11%	10%	12%	13%	8%	8%	16%	7%
5	7%	8%	5%	10%	4%	4%	6%	6%	14%	10%	6%	1%	4%
6-Lowest Rank	2%	1%	2%	2%	1%	1%	2%	1%	0%	2%	2%	2%	2%
Not Selected	30%	32%	27%	32%	28%	24%	32%	29%	25%	32%	31%	28%	27%
Mean Rank	2.8	2.9	2.6	3	2.7	2.5	3	2.8	2.8	3	3	2.7	2.6
Standard Deviation	5.6	5.9	5.8	5.7	5.5	5	5.7	5.7	5	5.8	5.5	5.8	5.6

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) Of the devices they use at home, which do they spend most time on: Laptop

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
1-Highest Rank	7%	6%	4%	5%	7%	15%	15%	8%	7%	6%	5%	8%	6%	7%
2	12%	6%	7%	12%	14%	11%	8%	14%	14%	10%	8%	10%	13%	11%
3	13%	11%	12%	13%	14%	16%	20%	15%	12%	14%	12%	14%	14%	11%
4	16%	20%	16%	14%	17%	19%	22%	14%	17%	17%	14%	16%	16%	14%
5	10%	7%	10%	11%	11%	6%	0%	11%	11%	10%	9%	11%	10%	9%
6-Lowest Rank	2%	0%	1%	2%	3%	2%	0%	2%	2%	1%	2%	2%	2%	1%
Not Selected	41%	50%	49%	44%	35%	31%	34%	36%	38%	42%	50%	39%	40%	48%
Mean Rank	3.8	4.2	4.2	3.9	3.6	3.2	3.2	3.6	3.7	3.9	4.2	3.8	3.8	4
Standard Deviation	4.4	4.3	4	4.4	4.4	4.9	5.2	4.5	4.4	4.3	4	4.4	4.3	4.7

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) Of the devices they use at home, which do they spend most time on: Laptop

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	0	0	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	0	0	488	399	50
1-Highest Rank	7%	8%	5%	8%	4%	9%	13%	7%	*	5%	6%	8%	7%	7%
2	12%	12%	11%	12%	10%	13%	12%	13%	*	8%	10%	13%	15%	14%
3	13%	13%	13%	12%	15%	18%	9%	10%	*	12%	10%	14%	16%	17%
4	16%	16%	15%	17%	16%	10%	8%	15%	*	19%	16%	14%	14%	19%
5	10%	9%	11%	10%	13%	6%	15%	8%	*	10%	11%	13%	7%	7%
6-Lowest Rank	2%	2%	2%	2%	2%	2%	6%	0%	*	2%	2%	2%	2%	1%
Not Selected	41%	40%	42%	38%	40%	41%	36%	47%	*	45%	45%	36%	38%	34%
Mean Rank	3.8	3.7	3.9	3.7	3.9	3.6	3.6	3.9	NaN	4	4	3.6	3.6	3.4
Standard Deviation	4.4	4.6	4.2	4.5	3.9	5	5.4	4.7	NaN	0	0	4.5	4.7	4.5

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(8.C) Of the devices they use at home, which do they spend most time on: Laptop

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
1-Highest Rank	7%	9%	5%	9%	6%	3%	5%	5%	5%	9%	6%	6%	10%
2	12%	13%	14%	12%	10%	10%	12%	9%	9%	11%	13%	7%	11%
3	13%	16%	14%	16%	13%	9%	10%	17%	17%	13%	11%	10%	7%
4	16%	14%	15%	14%	18%	17%	17%	15%	21%	17%	16%	11%	11%
5	10%	7%	9%	9%	8%	9%	10%	11%	13%	11%	8%	20%	23%
6-Lowest Rank	2%	2%	1%	2%	1%	2%	2%	1%	4%	1%	2%	3%	2%
Not Selected	41%	38%	42%	38%	45%	51%	45%	41%	30%	38%	45%	42%	36%
Mean Rank	3.8	3.5	3.8	3.6	3.9	4.3	4	3.9	3.6	3.7	3.9	4	3.8
Standard Deviation	4.4	4.8	4.4	4.7	4.3	3.9	4.3	4	3.6	4.5	4.5	3.9	4.4

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) Of the devices they use at home, which do they spend most time on: Desktop computer

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
1-Highest Rank	5%	9%	6%	6%	4%	8%	0%	7%	3%	4%	7%	4%	7%	5%
2	5%	12%	5%	4%	5%	5%	6%	8%	4%	4%	3%	4%	6%	3%
3	6%	3%	6%	7%	4%	6%	0%	8%	6%	4%	5%	5%	7%	4%
4	7%	4%	6%	8%	4%	10%	8%	8%	7%	6%	6%	8%	7%	5%
5	5%	5%	4%	5%	7%	4%	6%	6%	4%	7%	4%	5%	6%	4%
6-Lowest Rank	5%	3%	4%	4%	5%	8%	5%	6%	7%	3%	2%	5%	5%	2%
Not Selected	67%	63%	68%	67%	70%	59%	75%	58%	68%	71%	73%	69%	62%	78%
Mean Rank	4.8	4.4	4.8	4.8	5	4.6	5.3	4.5	5	5	5	4.9	4.6	5.2
Standard Deviation	3.6	5.3	3.8	3.7	3	4.2	2	4.3	3	3	3.6	3.2	4.2	2.9

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) Of the devices they use at home, which do they spend most time on: Desktop computer

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	0	0	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	0	0	488	399	50
1-Highest Rank	5%	7%	3%	5%	6%	10%	19%	4%	*	4%	5%	4%	8%	11%
2	5%	7%	3%	5%	4%	9%	5%	2%	*	3%	3%	5%	7%	16%
3	6%	7%	4%	8%	4%	7%	0%	3%	*	3%	3%	7%	11%	15%
4	7%	8%	5%	9%	6%	6%	6%	5%	*	6%	7%	7%	7%	16%
5	5%	5%	6%	5%	7%	4%	0%	4%	*	7%	5%	6%	3%	3%
6-Lowest Rank	5%	5%	4%	5%	6%	5%	8%	2%	*	3%	4%	8%	4%	7%
Not Selected	67%	60%	75%	63%	68%	60%	62%	80%	*	74%	73%	63%	60%	32%
Mean Rank	4.8	4.5	5.2	4.7	4.9	4.4	4.3	5.3	NaN	5	5	4.8	4.4	3.3
Standard Deviation	3.6	4.4	2.6	3.6	3.4	5	6.5	2.5	NaN	0	0	3.5	4.7	5

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.C) Of the devices they use at home, which do they spend most time on: Desktop computer

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
1-Highest Rank	5%	8%	2%	4%	4%	6%	3%	7%	9%	8%	4%	5%	4%
2	5%	9%	3%	7%	5%	4%	5%	2%	4%	5%	3%	1%	2%
3	6%	8%	5%	5%	5%	6%	7%	5%	6%	7%	7%	3%	2%
4	7%	9%	9%	4%	6%	4%	5%	5%	5%	9%	9%	4%	7%
5	5%	6%	8%	6%	5%	6%	6%	5%	1%	5%	2%	7%	4%
6-Lowest Rank	5%	5%	5%	6%	2%	4%	3%	5%	8%	7%	5%	5%	6%
Not Selected	67%	56%	69%	68%	73%	71%	70%	71%	67%	58%	71%	74%	74%
Mean Rank	4.8	4.4	5	4.9	5	4.9	4.9	5	4.8	4.5	5	5.2	5.2
Standard Deviation	3.6	4.6	2.6	3.5	3.3	3.7	3.3	3.5	4.3	4.4	3.2	2.8	2.7

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) Of the devices they use at home, which do they spend most time on: Games console

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
1-Highest Rank	16%	7%	18%	16%	18%	12%	16%	17%	15%	16%	16%	15%	16%	17%
2	19%	19%	21%	18%	18%	18%	12%	18%	18%	20%	20%	20%	18%	17%
3	16%	22%	15%	16%	15%	20%	12%	17%	16%	16%	15%	18%	15%	15%
4	10%	4%	9%	10%	12%	8%	9%	11%	11%	10%	9%	12%	10%	7%
5	6%	12%	4%	6%	7%	12%	8%	7%	7%	6%	5%	7%	7%	4%
6-Lowest Rank	2%	0%	2%	1%	2%	2%	0%	3%	1%	2%	1%	2%	2%	1%
Not Selected	31%	37%	31%	32%	29%	27%	43%	27%	33%	29%	34%	26%	32%	40%
Mean Rank	3	3.4	2.9	3	2.9	3	3.5	2.9	3	2.9	3	2.9	3	3.3
Standard Deviation	5.3	5	5.5	5.3	5.2	4.7	6	5	5.2	5.2	5.6	4.9	5.3	5.9

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) Of the devices they use at home, which do they spend most time on: Games console

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	0	0	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	0	0	488	399	50
1-Highest Rank	16%	16%	16%	17%	15%	14%	26%	17%	*	20%	15%	12%	18%	20%
2	19%	19%	19%	20%	19%	13%	23%	18%	*	20%	21%	17%	18%	12%
3	16%	17%	15%	18%	18%	13%	12%	14%	*	16%	19%	15%	14%	13%
4	10%	9%	12%	11%	12%	11%	14%	6%	*	9%	10%	11%	10%	3%
5	6%	8%	5%	8%	6%	7%	0%	4%	*	6%	5%	8%	7%	9%
6-Lowest Rank	2%	2%	2%	2%	1%	2%	0%	2%	*	2%	1%	2%	1%	2%
Not Selected	31%	30%	32%	25%	29%	41%	24%	41%	*	27%	28%	35%	31%	40%
Mean Rank	3	3	3	2.8	2.9	3.6	2.4	3.3	NaN	2.7	2.9	3.3	3	3.4
Standard Deviation	5.3	5.2	5.4	4.8	5	5.4	5.6	6	NaN	0	0	5	5.4	6.2

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.C) Of the devices they use at home, which do they spend most time on: Games console

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
1-Highest Rank	16%	13%	14%	10%	16%	19%	14%	16%	21%	17%	24%	22%	15%
2	19%	21%	15%	17%	21%	20%	18%	16%	21%	19%	20%	16%	25%
3	16%	15%	19%	19%	17%	17%	13%	14%	13%	18%	14%	15%	13%
4	10%	11%	10%	11%	8%	6%	13%	11%	9%	10%	11%	8%	14%
5	6%	8%	6%	3%	7%	10%	6%	6%	11%	7%	5%	4%	2%
6-Lowest Rank	2%	2%	1%	3%	2%	3%	1%	2%	1%	2%	1%	2%	0%
Not Selected	31%	29%	35%	36%	30%	26%	36%	35%	25%	27%	26%	32%	31%
Mean Rank	3	3	3.2	3.3	2.9	2.8	3.3	3.2	2.7	2.9	2.6	2.9	2.9
Standard Deviation	5.3	5	5.3	5	5.3	5.2	5.4	5.5	5.2	5	5.3	5.8	5.4

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) Of the devices they use at home, which do they spend most time on: TV

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
1-Highest Rank	20%	19%	17%	23%	17%	18%	28%	19%	23%	18%	18%	21%	19%	21%
2	25%	30%	28%	25%	25%	23%	19%	23%	23%	27%	29%	26%	23%	34%
3	21%	26%	20%	20%	24%	20%	33%	19%	21%	24%	21%	24%	20%	18%
4	12%	10%	9%	11%	15%	18%	16%	13%	14%	11%	11%	13%	12%	10%
5	6%	0%	6%	5%	5%	11%	5%	7%	5%	5%	5%	5%	7%	4%
6-Lowest Rank	3%	3%	3%	2%	4%	3%	0%	5%	2%	2%	2%	2%	3%	1%
Not Selected	13%	13%	17%	15%	11%	7%	0%	14%	11%	12%	14%	9%	16%	12%
Mean Rank	2.2	2	2.3	2	2.2	2.2	1.5	2.4	2	2	2.2	2	2.4	1.9
Standard Deviation	3.7	3.6	4	4	3.3	3	1.5	4	3.5	3.5	3.7	3	4	3.5

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) Of the devices they use at home, which do they spend most time on: TV

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	0	0	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	0	0	488	399	50
1-Highest Rank	20%	19%	20%	18%	17%	15%	6%	26%	*	17%	22%	26%	15%	8%
2	25%	23%	27%	23%	30%	22%	29%	29%	*	29%	26%	25%	21%	18%
3	21%	18%	24%	22%	22%	16%	31%	21%	*	28%	22%	18%	18%	14%
4	12%	13%	12%	15%	12%	14%	10%	9%	*	13%	13%	12%	14%	12%
5	6%	6%	5%	6%	5%	7%	14%	3%	*	5%	5%	5%	7%	8%
6-Lowest Rank	3%	4%	2%	3%	4%	3%	0%	1%	*	2%	2%	2%	4%	13%
Not Selected	13%	16%	10%	13%	12%	23%	10%	10%	*	7%	11%	12%	21%	27%
Mean Rank	2.2	2.4	2	2.3	2	2.7	2.4	1.8	NaN	2	2	2	2.7	3.4
Standard Deviation	3.7	4.2	3.2	3.6	3.4	4.6	2.9	3.2	NaN	0	0	3.8	4.4	4.6

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(11.C) Of the devices they use at home, which do they spend most time on: TV

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
1-Highest Rank	20%	18%	20%	21%	20%	25%	26%	23%	11%	15%	20%	21%	16%
2	25%	17%	29%	27%	25%	25%	24%	26%	33%	29%	19%	33%	26%
3	21%	19%	21%	20%	23%	20%	23%	20%	26%	19%	26%	16%	26%
4	12%	11%	15%	13%	11%	14%	9%	10%	14%	16%	10%	12%	11%
5	6%	8%	5%	4%	5%	4%	4%	7%	2%	7%	8%	5%	6%
6-Lowest Rank	3%	7%	0%	1%	3%	2%	1%	1%	3%	2%	3%	2%	3%
Not Selected	13%	20%	10%	14%	13%	10%	13%	14%	11%	11%	14%	10%	11%
Mean Rank	2.2	2.8	2	2	2.2	1.9	2	2	2.2	2.2	2.3	2	2.2
Standard Deviation	3.7	4.6	3	3.7	3.7	3.3	3.7	3.9	3	3.3	3.8	3.4	3.4

Note:

BASE: Respondents whose child has access to at least one of the following at home: Smartphone, Tablet, Laptop, Desktop computer, Games console, TV

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) During the lockdowns we have experienced since Covid began, in what ways has your child found the internet most useful? Tick up to three

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Entertainment, like films, music videos, games etc	61%	64%	65%	62%	58%	52%	52%	57%	60%	62%	64%	61%	59%	66%
Online school lessons	57%	39%	49%	57%	63%	65%	70%	62%	58%	53%	56%	57%	60%	53%
Helping with homework, studying and revision	46%	50%	41%	43%	50%	57%	68%	50%	46%	45%	42%	46%	48%	41%
Keeping in touch with friends	40%	28%	31%	37%	49%	52%	44%	40%	38%	43%	40%	44%	39%	36%
Keeping in touch with family, like grandparents	30%	27%	37%	32%	25%	28%	4%	27%	34%	29%	32%	30%	31%	32%
Learning new skills and hobbies	21%	51%	27%	23%	15%	12%	10%	30%	18%	21%	16%	19%	25%	15%
N/A They haven't used the internet during the lockdowns	1%	0%	2%	1%	1%	1%	0%	1%	2%	1%	0%	1%	1%	1%
Dont know	1%	0%	2%	2%	1%	1%	0%	1%	1%	1%	2%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(12.B) During the lockdowns we have experienced since Covid began, in what ways has your child found the internet most useful? Tick up to three

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Entertainment, like films, music videos, games etc	61%	61%	61%	60%	60%	58%	70%	65%	*	62%	62%	61%	58%	56%
Online school lessons	57%	54%	61%	60%	56%	64%	55%	55%	*	58%	55%	60%	60%	55%
Helping with homework, studying and revision	46%	47%	45%	45%	47%	45%	41%	44%	*	48%	44%	51%	45%	43%
Keeping in touch with friends	40%	38%	42%	43%	41%	41%	53%	34%	*	49%	39%	38%	37%	45%
Keeping in touch with family, like grandparents	30%	29%	32%	30%	34%	25%	30%	32%	*	29%	34%	30%	29%	30%
Learning new skills and hobbies	21%	27%	16%	23%	20%	25%	14%	14%	*	14%	18%	18%	37%	33%
N/A They haven't used the internet during the lockdowns	1%	1%	1%	1%	1%	0%	0%	2%	*	1%	1%	1%	0%	0%
Dont know	1%	1%	2%	1%	2%	0%	0%	3%	*	2%	2%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(12.C) During the lockdowns we have experienced since Covid began, in what ways has your child found the internet most useful? Tick up to three

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Entertainment, like films, music videos, games etc	61%	60%	53%	65%	61%	65%	64%	64%	62%	56%	62%	67%	57%
Online school lessons	57%	59%	62%	52%	60%	54%	46%	59%	58%	64%	58%	56%	51%
Helping with homework, studying and revision	46%	49%	47%	46%	42%	43%	46%	39%	42%	53%	46%	42%	47%
Keeping in touch with friends	40%	30%	43%	38%	42%	37%	41%	42%	42%	48%	41%	45%	34%
Keeping in touch with family, like grandparents	30%	28%	35%	37%	27%	28%	26%	29%	37%	29%	34%	33%	20%
Learning new skills and hobbies	21%	37%	19%	17%	16%	17%	20%	19%	18%	21%	20%	14%	28%
N/A They haven't used the internet during the lockdowns	1%	0%	1%	0%	2%	2%	2%	1%	0%	1%	0%	0%	2%
Dont know	1%	1%	1%	2%	3%	1%	1%	1%	3%	1%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) How much do you agree or disagree with the following statements? : Education was only possible during the series of lockdowns because of the internet

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	46%	41%	40%	47%	51%	42%	40%	51%	46%	44%	43%	45%	50%	41%
Somewhat Agree	36%	34%	37%	36%	35%	34%	31%	35%	36%	37%	36%	37%	36%	37%
Neither Agree or Disagree	10%	16%	12%	10%	8%	10%	5%	10%	9%	11%	10%	10%	9%	13%
Somewhat Disagree	4%	3%	6%	3%	2%	7%	24%	3%	5%	4%	4%	4%	4%	3%
Strongly Disagree	3%	6%	3%	3%	2%	6%	0%	1%	3%	3%	4%	4%	2%	3%
Don't know	1%	0%	3%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%	2%
Total Agree:	82%	75%	77%	83%	86%	77%	71%	85%	82%	81%	80%	82%	85%	78%
Total Disagree:	7%	10%	8%	6%	4%	13%	24%	4%	7%	6%	8%	8%	5%	6%
Net:	76%	65%	69%	77%	82%	64%	47%	81%	75%	74%	71%	74%	80%	72%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) How much do you agree or disagree with the following statements? : Education was only possible during the series of lockdowns because of the internet

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	46%	45%	48%	47%	47%	54%	39%	39%	*	45%	45%	45%	52%	57%
Somewhat Agree	36%	38%	34%	38%	35%	33%	31%	37%	*	34%	37%	39%	34%	33%
Neither Agree or Disagree	10%	9%	11%	7%	11%	7%	20%	14%	*	12%	12%	9%	8%	4%
Somewhat Disagree	4%	4%	4%	5%	3%	4%	0%	4%	*	6%	2%	4%	3%	0%
Strongly Disagree	3%	3%	2%	3%	3%	1%	0%	4%	*	2%	4%	2%	2%	4%
Don't know	1%	1%	2%	0%	1%	1%	10%	2%	*	1%	1%	1%	1%	2%
Total Agree:	82%	83%	82%	85%	83%	87%	70%	76%	*	79%	81%	84%	87%	90%
Total Disagree:	7%	7%	6%	8%	6%	5%	0%	8%	*	8%	6%	6%	4%	4%
Net:	76%	75%	76%	77%	77%	82%	70%	68%	*	71%	75%	77%	82%	87%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.C) How much do you agree or disagree with the following statements? : Education was only possible during the series of lockdowns because of the internet

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	46%	51%	52%	42%	44%	41%	48%	41%	45%	48%	44%	47%	43%
Somewhat Agree	36%	35%	31%	39%	39%	41%	31%	39%	45%	35%	35%	38%	30%
Neither Agree or Disagree	10%	9%	7%	13%	9%	10%	10%	12%	8%	12%	12%	11%	11%
Somewhat Disagree	4%	3%	5%	4%	4%	3%	6%	3%	1%	3%	3%	1%	8%
Strongly Disagree	3%	2%	4%	2%	3%	3%	3%	3%	0%	2%	5%	3%	4%
Don't know	1%	0%	2%	1%	1%	1%	2%	2%	0%	1%	1%	0%	4%
Total Agree:	82%	85%	82%	81%	83%	83%	79%	80%	90%	82%	80%	85%	73%
Total Disagree:	7%	5%	9%	5%	7%	7%	9%	6%	1%	5%	7%	4%	13%
Net:	76%	80%	73%	76%	76%	76%	70%	74%	89%	77%	73%	81%	60%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) How much do you agree or disagree with the following statements? : The internet was vital to my child's mental health during the series of lockdowns

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	31%	33%	31%	31%	31%	26%	25%	30%	29%	32%	31%	29%	34%	27%
Somewhat Agree	40%	31%	36%	41%	42%	39%	41%	44%	39%	39%	39%	41%	41%	36%
Neither Agree or Disagree	18%	16%	20%	17%	17%	23%	27%	16%	20%	18%	19%	19%	15%	27%
Somewhat Disagree	6%	14%	6%	6%	6%	6%	0%	6%	7%	5%	5%	6%	6%	5%
Strongly Disagree	3%	3%	5%	3%	2%	5%	6%	3%	3%	3%	4%	4%	3%	3%
Don't know	2%	3%	2%	1%	2%	1%	0%	1%	1%	2%	2%	2%	1%	3%
Total Agree:	71%	64%	68%	72%	73%	65%	66%	74%	68%	71%	70%	70%	75%	63%
Total Disagree:	9%	17%	11%	9%	8%	11%	6%	9%	11%	9%	9%	9%	9%	8%
Net:	61%	47%	56%	63%	64%	54%	60%	65%	58%	62%	61%	61%	65%	55%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) How much do you agree or disagree with the following statements? : The internet was vital to my child's mental health during the series of lockdowns

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	31%	30%	31%	33%	34%	34%	21%	24%	*	31%	29%	26%	39%	39%
Somewhat Agree	40%	39%	41%	44%	37%	41%	45%	34%	*	41%	38%	42%	42%	31%
Neither Agree or Disagree	18%	17%	19%	15%	17%	15%	15%	30%	*	21%	21%	17%	12%	17%
Somewhat Disagree	6%	7%	5%	4%	7%	6%	9%	6%	*	5%	5%	9%	5%	7%
Strongly Disagree	3%	4%	3%	3%	3%	3%	0%	3%	*	2%	4%	5%	2%	4%
Don't know	2%	2%	1%	0%	2%	0%	10%	3%	*	1%	2%	2%	1%	2%
Total Agree:	71%	70%	72%	77%	71%	75%	67%	58%	*	71%	67%	68%	81%	70%
Total Disagree:	9%	11%	8%	8%	10%	9%	9%	10%	*	7%	9%	13%	7%	12%
Net:	61%	59%	64%	70%	62%	66%	58%	49%	*	65%	58%	55%	74%	58%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.C) How much do you agree or disagree with the following statements? : The internet was vital to my child's mental health during the series of lockdowns

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	31%	37%	30%	26%	25%	34%	32%	32%	34%	34%	30%	23%	18%
Somewhat Agree	40%	37%	43%	38%	47%	38%	35%	36%	44%	40%	40%	45%	43%
Neither Agree or Disagree	18%	16%	16%	26%	16%	20%	23%	18%	14%	17%	15%	23%	18%
Somewhat Disagree	6%	6%	5%	6%	6%	4%	4%	9%	5%	4%	8%	5%	14%
Strongly Disagree	3%	2%	4%	2%	4%	3%	3%	4%	3%	3%	5%	4%	2%
Don't know	2%	1%	1%	1%	2%	2%	3%	1%	0%	2%	3%	0%	5%
Total Agree:	71%	74%	74%	64%	71%	71%	67%	68%	78%	74%	70%	69%	61%
Total Disagree:	9%	9%	9%	9%	10%	7%	7%	13%	8%	7%	12%	8%	16%
Net:	61%	66%	65%	55%	61%	64%	60%	54%	70%	67%	57%	61%	44%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) How much do you agree or disagree with the following statements? : My child would have lost touch with family and friends during the series of lockdowns without the internet

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	32%	34%	34%	33%	31%	27%	12%	34%	32%	33%	29%	30%	35%	30%
Somewhat Agree	38%	31%	39%	38%	38%	40%	32%	40%	37%	37%	38%	38%	39%	38%
Neither Agree or Disagree	14%	12%	11%	14%	14%	17%	29%	14%	14%	12%	15%	15%	12%	14%
Somewhat Disagree	8%	7%	7%	7%	9%	9%	15%	6%	9%	8%	8%	8%	8%	5%
Strongly Disagree	7%	15%	8%	6%	7%	7%	12%	5%	7%	8%	8%	7%	5%	12%
Don't know	1%	0%	2%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%	2%
Total Agree:	70%	65%	73%	72%	69%	67%	44%	74%	69%	70%	67%	69%	74%	68%
Total Disagree:	15%	22%	14%	13%	16%	16%	27%	11%	16%	16%	16%	15%	14%	16%
Net:	56%	43%	58%	58%	52%	52%	17%	64%	54%	54%	51%	54%	60%	52%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) How much do you agree or disagree with the following statements? : My child would have lost touch with family and friends during the series of lockdowns without the internet

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	32%	32%	32%	33%	34%	37%	7%	29%	*	34%	29%	29%	40%	33%
Somewhat Agree	38%	38%	39%	41%	38%	40%	62%	36%	*	36%	39%	40%	39%	32%
Neither Agree or Disagree	14%	15%	12%	12%	14%	13%	9%	14%	*	14%	14%	14%	12%	19%
Somewhat Disagree	8%	8%	8%	7%	7%	7%	6%	8%	*	7%	10%	8%	4%	8%
Strongly Disagree	7%	6%	7%	6%	6%	3%	6%	12%	*	8%	8%	7%	4%	5%
Don't know	1%	1%	1%	1%	1%	0%	10%	2%	*	1%	1%	1%	1%	2%
Total Agree:	70%	70%	71%	73%	72%	76%	69%	64%	*	70%	67%	70%	79%	66%
Total Disagree:	15%	14%	15%	14%	13%	11%	12%	20%	*	15%	17%	16%	8%	13%
Net:	56%	56%	56%	60%	59%	66%	57%	44%	*	55%	50%	54%	71%	52%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.C) How much do you agree or disagree with the following statements? : My child would have lost touch with family and friends during the series of lockdowns without the internet

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	32%	40%	33%	22%	29%	28%	30%	30%	39%	31%	36%	41%	16%
Somewhat Agree	38%	33%	36%	46%	45%	42%	35%	38%	33%	41%	35%	29%	54%
Neither Agree or Disagree	14%	15%	17%	19%	12%	13%	15%	12%	13%	10%	12%	12%	11%
Somewhat Disagree	8%	8%	7%	5%	6%	8%	8%	9%	8%	9%	11%	10%	7%
Strongly Disagree	7%	3%	6%	7%	7%	9%	10%	9%	7%	6%	5%	9%	11%
Don't know	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%	1%	0%	2%
Total Agree:	70%	73%	69%	68%	74%	70%	66%	68%	72%	73%	71%	70%	70%
Total Disagree:	15%	11%	13%	12%	13%	16%	18%	18%	15%	15%	16%	19%	17%
Net:	56%	62%	56%	55%	61%	53%	48%	50%	57%	57%	56%	51%	52%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) How much do you agree or disagree with the following statements? : My child is now using the internet a normal amount and in normal ways since lockdowns have eased

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	27%	34%	29%	29%	21%	26%	18%	28%	25%	28%	25%	25%	29%	23%
Somewhat Agree	45%	28%	44%	45%	47%	45%	59%	48%	44%	46%	44%	48%	45%	43%
Neither Agree or Disagree	18%	20%	14%	17%	20%	23%	12%	14%	20%	19%	18%	17%	16%	22%
Somewhat Disagree	7%	13%	8%	6%	7%	3%	11%	6%	8%	5%	8%	7%	6%	7%
Strongly Disagree	3%	5%	2%	2%	3%	2%	0%	2%	3%	2%	3%	2%	2%	3%
Don't know	1%	0%	1%	1%	1%	1%	0%	2%	0%	1%	2%	1%	0%	2%
Total Agree:	72%	63%	73%	74%	68%	71%	77%	76%	69%	74%	68%	73%	74%	66%
Total Disagree:	9%	17%	11%	8%	11%	5%	11%	8%	11%	6%	11%	9%	9%	11%
Net:	63%	45%	63%	66%	57%	66%	66%	69%	57%	68%	57%	64%	66%	55%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) How much do you agree or disagree with the following statements? : My child is now using the internet a normal amount and in normal ways since lockdowns have eased

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	27%	28%	25%	29%	27%	30%	16%	21%	*	25%	24%	24%	38%	23%
Somewhat Agree	45%	45%	45%	48%	48%	43%	58%	41%	*	43%	46%	48%	43%	51%
Neither Agree or Disagree	18%	18%	17%	15%	15%	19%	9%	25%	*	20%	21%	17%	11%	13%
Somewhat Disagree	7%	5%	8%	6%	7%	6%	0%	9%	*	8%	5%	7%	6%	8%
Strongly Disagree	3%	2%	3%	2%	3%	2%	0%	2%	*	3%	3%	3%	1%	3%
Don't know	1%	1%	1%	1%	1%	0%	18%	2%	*	1%	1%	1%	1%	2%
Total Agree:	72%	73%	70%	77%	75%	73%	73%	62%	*	68%	70%	72%	81%	74%
Total Disagree:	9%	7%	11%	8%	10%	7%	0%	11%	*	12%	8%	10%	7%	11%
Net:	63%	66%	59%	69%	65%	66%	73%	51%	*	56%	62%	62%	74%	64%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.C) How much do you agree or disagree with the following statements? : My child is now using the internet a normal amount and in normal ways since lockdowns have eased

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	27%	36%	22%	22%	25%	28%	25%	26%	27%	30%	21%	31%	21%
Somewhat Agree	45%	40%	48%	51%	51%	39%	47%	45%	48%	43%	46%	44%	40%
Neither Agree or Disagree	18%	16%	21%	17%	19%	19%	14%	15%	16%	17%	18%	17%	28%
Somewhat Disagree	7%	6%	6%	7%	3%	7%	8%	10%	4%	9%	8%	4%	9%
Strongly Disagree	3%	2%	2%	2%	1%	6%	2%	3%	3%	1%	6%	4%	0%
Don't know	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	0%	2%
Total Agree:	72%	76%	70%	73%	76%	67%	72%	71%	76%	73%	67%	74%	60%
Total Disagree:	9%	7%	8%	9%	4%	13%	11%	12%	7%	10%	14%	8%	9%
Net:	63%	69%	63%	64%	72%	54%	62%	58%	69%	63%	52%	66%	51%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) How much do you agree or disagree with the following statements? : My child is more comfortable with technology since the series of lockdowns

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	28%	40%	29%	31%	24%	22%	6%	34%	25%	26%	26%	27%	31%	19%
Somewhat Agree	40%	40%	40%	40%	39%	40%	36%	43%	41%	39%	36%	42%	40%	38%
Neither Agree or Disagree	25%	20%	22%	23%	30%	31%	47%	17%	27%	28%	30%	25%	23%	32%
Somewhat Disagree	4%	0%	5%	3%	5%	4%	5%	3%	4%	4%	5%	4%	3%	6%
Strongly Disagree	2%	0%	2%	1%	1%	3%	5%	1%	1%	2%	2%	1%	2%	2%
Don't know	1%	0%	2%	2%	1%	1%	0%	1%	1%	2%	2%	1%	1%	3%
Total Agree:	68%	80%	68%	71%	63%	62%	43%	78%	66%	65%	61%	69%	71%	57%
Total Disagree:	6%	0%	7%	5%	6%	7%	10%	5%	5%	6%	6%	5%	5%	8%
Net:	62%	80%	61%	67%	57%	55%	32%	73%	60%	59%	55%	64%	66%	49%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) How much do you agree or disagree with the following statements? : My child is more comfortable with technology since the series of lockdowns

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	28%	31%	24%	33%	27%	36%	17%	20%	*	22%	24%	25%	43%	41%
Somewhat Agree	40%	40%	39%	42%	42%	36%	38%	35%	*	41%	36%	44%	42%	39%
Neither Agree or Disagree	25%	22%	29%	20%	26%	22%	9%	34%	*	30%	32%	24%	12%	14%
Somewhat Disagree	4%	3%	5%	3%	3%	4%	0%	7%	*	5%	4%	5%	2%	2%
Strongly Disagree	2%	2%	1%	1%	2%	2%	21%	2%	*	1%	2%	2%	1%	2%
Don't know	1%	1%	2%	1%	1%	0%	16%	2%	*	1%	2%	1%	1%	2%
Total Agree:	68%	72%	64%	74%	69%	72%	55%	55%	*	63%	60%	68%	84%	80%
Total Disagree:	6%	5%	6%	4%	4%	6%	21%	9%	*	6%	6%	7%	3%	4%
Net:	62%	66%	58%	70%	64%	66%	34%	46%	*	57%	54%	61%	81%	77%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.C) How much do you agree or disagree with the following statements? : My child is more comfortable with technology since the series of lockdowns

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	28%	42%	25%	23%	19%	26%	31%	26%	27%	30%	28%	22%	19%
Somewhat Agree	40%	35%	46%	38%	42%	40%	35%	39%	47%	41%	42%	35%	39%
Neither Agree or Disagree	25%	17%	24%	29%	32%	30%	24%	28%	23%	23%	23%	36%	27%
Somewhat Disagree	4%	3%	2%	8%	6%	3%	6%	3%	3%	2%	3%	6%	8%
Strongly Disagree	2%	2%	3%	0%	1%	1%	2%	2%	0%	1%	2%	2%	4%
Don't know	1%	1%	1%	2%	2%	1%	2%	1%	0%	2%	2%	0%	2%
Total Agree:	68%	77%	70%	61%	60%	65%	67%	66%	74%	71%	70%	56%	58%
Total Disagree:	6%	5%	4%	8%	6%	4%	8%	5%	3%	3%	5%	7%	12%
Net:	62%	72%	66%	54%	54%	61%	59%	60%	71%	68%	65%	49%	46%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) How much do you agree or disagree with the following statements? : I have seen the benefit of the internet more since the series of lockdowns

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	30%	29%	33%	32%	26%	28%	17%	39%	25%	29%	27%	28%	34%	23%
Somewhat Agree	41%	30%	41%	39%	46%	40%	28%	41%	43%	41%	40%	42%	42%	41%
Neither Agree or Disagree	21%	36%	17%	20%	21%	28%	38%	14%	24%	24%	23%	22%	17%	27%
Somewhat Disagree	5%	5%	6%	5%	3%	2%	16%	3%	6%	4%	5%	4%	5%	6%
Strongly Disagree	2%	0%	2%	2%	3%	2%	0%	2%	2%	1%	3%	2%	2%	1%
Don't know	1%	0%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	2%
Total Agree:	71%	59%	74%	71%	72%	68%	46%	80%	68%	69%	67%	70%	76%	65%
Total Disagree:	7%	5%	8%	7%	6%	4%	16%	5%	8%	6%	9%	6%	6%	7%
Net:	65%	54%	65%	64%	67%	65%	30%	75%	60%	64%	58%	64%	70%	58%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) How much do you agree or disagree with the following statements? : I have seen the benefit of the internet more since the series of lockdowns

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	30%	33%	27%	32%	33%	36%	7%	21%	*	26%	24%	29%	44%	46%
Somewhat Agree	41%	39%	43%	43%	40%	43%	28%	39%	*	42%	43%	41%	41%	33%
Neither Agree or Disagree	21%	20%	22%	18%	20%	16%	41%	29%	*	25%	26%	21%	11%	11%
Somewhat Disagree	5%	4%	5%	4%	4%	3%	14%	6%	*	5%	4%	5%	3%	8%
Strongly Disagree	2%	3%	2%	2%	1%	2%	0%	3%	*	3%	2%	3%	1%	0%
Don't know	1%	1%	1%	1%	1%	0%	10%	1%	*	0%	1%	1%	1%	2%
Total Agree:	71%	73%	70%	75%	73%	79%	34%	61%	*	67%	67%	70%	85%	78%
Total Disagree:	7%	7%	7%	6%	5%	5%	14%	10%	*	8%	6%	8%	4%	8%
Net:	65%	66%	63%	69%	68%	74%	20%	51%	*	59%	61%	62%	82%	70%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.C) How much do you agree or disagree with the following statements? : I have seen the benefit of the internet more since the series of lockdowns

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	30%	39%	30%	27%	24%	28%	30%	28%	36%	31%	32%	25%	20%
Somewhat Agree	41%	43%	45%	37%	41%	43%	38%	38%	38%	42%	42%	44%	38%
Neither Agree or Disagree	21%	14%	19%	25%	26%	24%	20%	22%	22%	20%	20%	23%	29%
Somewhat Disagree	5%	3%	3%	5%	5%	2%	7%	10%	2%	5%	3%	5%	10%
Strongly Disagree	2%	1%	3%	5%	2%	3%	3%	1%	3%	1%	2%	3%	0%
Don't know	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	0%	2%
Total Agree:	71%	82%	74%	65%	65%	71%	68%	65%	73%	73%	74%	69%	58%
Total Disagree:	7%	3%	5%	10%	8%	4%	10%	11%	5%	6%	4%	8%	10%
Net:	65%	79%	69%	55%	57%	67%	58%	54%	68%	67%	70%	61%	48%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) How much do you agree or disagree with the following statements? : As a parent, I am more comfortable with technology since the series of lockdowns

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	23%	26%	26%	27%	18%	14%	6%	31%	19%	22%	20%	21%	28%	17%
Somewhat Agree	36%	42%	37%	36%	37%	37%	41%	41%	38%	35%	32%	39%	37%	32%
Neither Agree or Disagree	31%	23%	26%	29%	34%	38%	44%	21%	31%	33%	38%	30%	28%	39%
Somewhat Disagree	6%	6%	7%	5%	7%	9%	4%	4%	9%	6%	6%	7%	5%	6%
Strongly Disagree	2%	0%	3%	2%	3%	2%	5%	2%	2%	4%	3%	3%	2%	4%
Don't know	1%	3%	2%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	2%
Total Agree:	60%	68%	63%	63%	54%	50%	47%	72%	57%	57%	52%	60%	64%	48%
Total Disagree:	9%	6%	10%	7%	10%	10%	9%	6%	11%	9%	9%	9%	7%	10%
Net:	51%	63%	53%	56%	44%	40%	38%	66%	47%	47%	43%	51%	57%	38%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) How much do you agree or disagree with the following statements? : As a parent, I am more comfortable with technology since the series of lockdowns

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	23%	29%	17%	24%	26%	37%	7%	14%	*	18%	16%	20%	43%	41%
Somewhat Agree	36%	35%	38%	42%	36%	33%	48%	30%	*	35%	37%	38%	37%	32%
Neither Agree or Disagree	31%	26%	35%	27%	29%	24%	27%	41%	*	38%	34%	32%	15%	22%
Somewhat Disagree	6%	6%	6%	5%	6%	3%	6%	9%	*	6%	8%	6%	4%	2%
Strongly Disagree	2%	3%	2%	2%	2%	2%	3%	5%	*	2%	4%	3%	1%	0%
Don't know	1%	1%	1%	0%	1%	1%	10%	2%	*	1%	2%	1%	1%	2%
Total Agree:	60%	64%	55%	66%	61%	70%	55%	44%	*	54%	52%	58%	80%	73%
Total Disagree:	9%	8%	9%	7%	8%	5%	9%	14%	*	8%	12%	9%	4%	2%
Net:	51%	56%	47%	59%	53%	65%	46%	30%	*	46%	41%	49%	76%	71%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.C) How much do you agree or disagree with the following statements? : As a parent, I am more comfortable with technology since the series of lockdowns

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	23%	37%	19%	18%	18%	19%	24%	19%	26%	25%	21%	27%	21%
Somewhat Agree	36%	33%	38%	33%	40%	34%	39%	35%	41%	42%	38%	31%	25%
Neither Agree or Disagree	31%	23%	32%	35%	31%	42%	26%	34%	26%	27%	30%	37%	33%
Somewhat Disagree	6%	4%	7%	9%	8%	4%	5%	8%	6%	4%	7%	4%	10%
Strongly Disagree	2%	2%	3%	3%	3%	1%	4%	3%	1%	1%	3%	1%	6%
Don't know	1%	1%	1%	2%	1%	1%	2%	1%	0%	1%	1%	0%	4%
Total Agree:	60%	70%	57%	51%	58%	53%	63%	54%	67%	67%	58%	58%	46%
Total Disagree:	9%	6%	10%	12%	10%	4%	9%	11%	7%	5%	10%	5%	17%
Net:	51%	64%	46%	38%	47%	49%	55%	43%	60%	62%	49%	54%	29%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) Now thinking about your own personal habits as a parent, which of the following devices do you use regularly at home, if any?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Smartphone	91%	92%	89%	92%	92%	86%	95%	89%	91%	93%	91%	91%	91%	92%
TV	82%	71%	78%	82%	85%	86%	95%	82%	84%	85%	80%	86%	81%	82%
Laptop computer	58%	47%	52%	60%	58%	64%	72%	74%	58%	56%	42%	60%	62%	46%
Tablet	42%	46%	40%	42%	43%	41%	58%	48%	42%	42%	35%	44%	45%	28%
Games console	33%	42%	43%	36%	26%	20%	5%	38%	31%	31%	32%	35%	35%	25%
Desktop computer	29%	33%	26%	29%	27%	35%	23%	42%	28%	25%	17%	28%	34%	15%
Dont know	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(20.B) Now thinking about your own personal habits as a parent, which of the following devices do you use regularly at home, if any?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Smartphone	91%	89%	93%	89%	93%	88%	90%	92%	*	93%	93%	89%	89%	90%
TV	82%	81%	84%	84%	83%	74%	65%	84%	*	90%	87%	80%	75%	64%
Laptop computer	58%	67%	49%	64%	55%	65%	46%	44%	*	48%	50%	64%	75%	70%
Tablet	42%	45%	39%	46%	41%	52%	48%	28%	*	37%	42%	45%	46%	47%
Games console	33%	44%	22%	36%	37%	36%	31%	24%	*	34%	28%	33%	40%	48%
Desktop computer	29%	41%	16%	34%	23%	42%	14%	16%	*	19%	21%	34%	44%	52%
Dont know	0%	0%	1%	0%	0%	0%	0%	1%	*	0%	1%	0%	0%	0%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.C) Now thinking about your own personal habits as a parent, which of the following devices do you use regularly at home, if any?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Smartphone	91%	90%	92%	89%	90%	88%	91%	92%	93%	91%	93%	95%	90%
TV	82%	75%	87%	78%	87%	83%	84%	79%	85%	83%	85%	85%	83%
Laptop computer	58%	68%	55%	51%	56%	59%	58%	56%	63%	59%	57%	50%	65%
Tablet	42%	42%	44%	36%	42%	43%	38%	39%	42%	47%	46%	43%	42%
Games console	33%	39%	29%	26%	36%	35%	34%	29%	35%	38%	33%	31%	21%
Desktop computer	29%	46%	27%	28%	29%	20%	24%	20%	30%	35%	27%	18%	16%
Dont know	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) Also thinking about your own personal habits, how many hours a day would you estimate that you personally use the internet at home?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
I don't use the internet at home	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Less than one hour a day	3%	6%	3%	3%	4%	4%	0%	3%	3%	6%	2%	4%	3%	4%
Between one and two hours	19%	14%	11%	19%	25%	27%	5%	16%	23%	21%	18%	20%	19%	18%
Between two and three hours	24%	7%	18%	26%	25%	19%	46%	23%	23%	25%	24%	25%	22%	25%
Between three and four hours	17%	24%	20%	16%	15%	16%	22%	17%	16%	17%	16%	19%	17%	12%
Between four and five hours	12%	22%	14%	11%	11%	9%	6%	13%	10%	12%	12%	11%	12%	10%
Between five and six hours	8%	6%	11%	8%	5%	6%	4%	7%	8%	7%	8%	7%	8%	8%
Between six and seven hours	5%	9%	7%	4%	5%	6%	11%	7%	4%	4%	5%	4%	6%	4%
Between seven and eight hours	3%	9%	3%	4%	2%	4%	0%	4%	4%	1%	3%	3%	4%	3%
Between eight and nine hours	2%	0%	2%	2%	3%	4%	0%	3%	3%	1%	3%	2%	2%	4%
Between nine and ten hours	2%	0%	3%	2%	1%	1%	6%	2%	2%	1%	2%	2%	2%	2%
Between ten and eleven hours	1%	0%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%
Between eleven and twelve hours	1%	0%	1%	1%	0%	0%	0%	2%	0%	1%	0%	0%	1%	1%
More than twelve hours	2%	3%	3%	1%	2%	2%	0%	2%	1%	1%	3%	1%	1%	4%
Don't know	2%	0%	3%	1%	1%	0%	0%	1%	1%	1%	3%	1%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) Also thinking about your own personal habits, how many hours a day would you estimate that you personally use the internet at home?

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
I don't use the internet at home	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%
Less than one hour a day	3%	3%	4%	3%	4%	3%	15%	4%	*	4%	4%	3%	3%	1%
Between one and two hours	19%	19%	19%	23%	18%	13%	26%	21%	*	23%	21%	20%	15%	8%
Between two and three hours	24%	23%	24%	22%	25%	24%	9%	21%	*	21%	26%	27%	22%	12%
Between three and four hours	17%	17%	16%	18%	17%	18%	21%	12%	*	15%	19%	14%	17%	20%
Between four and five hours	12%	12%	11%	11%	12%	11%	12%	13%	*	12%	10%	11%	13%	15%
Between five and six hours	8%	6%	9%	7%	8%	8%	8%	9%	*	8%	7%	7%	9%	9%
Between six and seven hours	5%	6%	4%	5%	5%	8%	10%	3%	*	4%	4%	5%	7%	13%
Between seven and eight hours	3%	4%	3%	3%	3%	3%	0%	3%	*	3%	3%	3%	4%	7%
Between eight and nine hours	2%	3%	2%	2%	3%	4%	0%	4%	*	4%	2%	3%	1%	0%
Between nine and ten hours	2%	2%	2%	2%	1%	4%	0%	2%	*	2%	1%	2%	2%	4%
Between ten and eleven hours	1%	1%	1%	1%	1%	2%	0%	1%	*	0%	0%	2%	2%	0%
Between eleven and twelve hours	1%	1%	1%	1%	1%	2%	0%	0%	*	1%	1%	1%	1%	1%
More than twelve hours	2%	2%	2%	1%	2%	0%	0%	3%	*	2%	1%	1%	2%	8%
Don't know	2%	1%	2%	1%	1%	0%	0%	4%	*	1%	2%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.C) Also thinking about your own personal habits, how many hours a day would you estimate that you personally use the internet at home?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
I don't use the internet at home	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
Less than one hour a day	3%	4%	4%	3%	2%	3%	3%	3%	2%	6%	3%	1%	11%
Between one and two hours	19%	16%	17%	22%	15%	26%	19%	23%	17%	21%	18%	24%	21%
Between two and three hours	24%	18%	25%	27%	26%	20%	25%	21%	22%	27%	26%	25%	31%
Between three and four hours	17%	18%	17%	22%	16%	17%	15%	19%	27%	12%	16%	12%	7%
Between four and five hours	12%	13%	13%	10%	13%	7%	11%	11%	11%	11%	14%	12%	10%
Between five and six hours	8%	8%	7%	6%	7%	9%	8%	6%	3%	10%	7%	13%	2%
Between six and seven hours	5%	8%	4%	1%	5%	7%	7%	5%	5%	3%	7%	0%	4%
Between seven and eight hours	3%	5%	2%	3%	6%	1%	2%	4%	2%	3%	3%	4%	2%
Between eight and nine hours	2%	2%	5%	1%	4%	2%	0%	1%	2%	1%	4%	6%	4%
Between nine and ten hours	2%	3%	2%	0%	2%	3%	2%	3%	5%	1%	0%	0%	2%
Between ten and eleven hours	1%	3%	0%	0%	1%	3%	0%	1%	1%	2%	0%	0%	3%
Between eleven and twelve hours	1%	1%	1%	2%	0%	1%	0%	0%	1%	1%	1%	0%	0%
More than twelve hours	2%	2%	2%	2%	1%	4%	5%	1%	0%	1%	1%	0%	0%
Don't know	2%	0%	2%	2%	2%	0%	2%	2%	1%	2%	1%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Smartphone

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1344	22	232	573	393	111	13	431	349	290	271	510	623	180
Weighted	1338	21	228	567	392	116	13	359	351	294	331	516	611	180
The living room	8%	19%	11%	9%	4%	4%	9%	11%	7%	8%	5%	6%	11%	5%
The bathroom	52%	55%	58%	53%	50%	44%	44%	52%	57%	46%	52%	55%	50%	49%
The dining table / dining area	37%	52%	35%	38%	36%	39%	24%	41%	38%	34%	35%	38%	38%	30%
N/A My child is allowed to use this device everywhere in the home	30%	11%	22%	28%	34%	36%	56%	26%	29%	33%	31%	27%	28%	38%
The kitchen	25%	36%	31%	26%	22%	15%	6%	29%	24%	21%	24%	25%	25%	23%
Their bedroom	20%	34%	25%	20%	15%	23%	14%	22%	21%	19%	18%	18%	22%	17%
Other, please specify	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%

Note:

BASE: Respondents whose child has access to a smartphone at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Smartphone

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	1344	613	731	486	370	132	10	176	0	0	0	330	286	47
Weighted	1338	663	674	478	366	122	10	178	0	0	0	316	259	41
The living room	8%	11%	4%	10%	6%	17%	0%	4%	*	2%	5%	5%	19%	20%
The bathroom	52%	52%	51%	52%	50%	54%	28%	51%	*	50%	51%	56%	49%	52%
The dining table / dining area	37%	39%	35%	37%	36%	44%	12%	33%	*	32%	36%	41%	40%	38%
N/A My child is allowed to use this device everywhere in the home	30%	26%	33%	25%	33%	23%	48%	38%	*	37%	34%	29%	18%	18%
The kitchen	25%	29%	20%	24%	23%	29%	21%	21%	*	22%	22%	24%	31%	29%
Their bedroom	20%	24%	16%	24%	20%	24%	8%	19%	*	16%	16%	24%	28%	23%
Other, please specify	0%	0%	0%	0%	1%	0%	0%	0%	*	0%	1%	0%	0%	0%

Note:

BASE: Respondents whose child has access to a smartphone at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.C) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Smartphone

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1344	217	164	106	114	72	130	130	62	171	95	51	32
Weighted	1338	179	167	109	115	86	130	119	58	154	120	64	37
The living room	8%	12%	7%	4%	11%	6%	8%	7%	8%	9%	6%	2%	4%
The bathroom	52%	55%	49%	55%	49%	53%	56%	54%	53%	42%	55%	58%	43%
The dining table / dining area	37%	40%	37%	44%	34%	33%	39%	36%	39%	32%	42%	31%	32%
N/A My child is allowed to use this device everywhere in the home	30%	22%	37%	25%	31%	34%	25%	28%	26%	35%	26%	36%	36%
The kitchen	25%	33%	24%	27%	19%	21%	24%	23%	23%	20%	32%	15%	18%
Their bedroom	20%	23%	16%	25%	18%	12%	27%	24%	18%	20%	17%	11%	26%
Other, please specify	0%	0%	0%	1%	0%	2%	0%	2%	0%	0%	0%	0%	0%

Note:

BASE: Respondents whose child has access to a smartphone at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Tablet

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1416	23	262	642	382	97	10	448	372	311	280	534	653	192
Weighted	1417	22	256	640	386	102	11	374	378	317	342	542	643	195
The bathroom	63%	66%	65%	64%	61%	60%	59%	62%	64%	62%	63%	65%	60%	65%
The living room	6%	4%	12%	6%	2%	4%	0%	8%	5%	7%	3%	5%	8%	1%
The dining table / dining area	40%	61%	41%	38%	39%	41%	51%	41%	42%	40%	36%	42%	38%	40%
The kitchen	34%	54%	40%	34%	34%	21%	31%	36%	32%	34%	36%	35%	33%	37%
N/A My child is allowed to use this device everywhere in the home	21%	12%	13%	22%	24%	30%	20%	19%	24%	20%	23%	20%	22%	24%
Their bedroom	20%	9%	24%	22%	18%	16%	19%	24%	18%	24%	15%	17%	23%	19%
Other, please specify	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents whose child has access to a tablet at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Tablet

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	1416	643	773	505	407	132	11	181	0	0	0	364	293	38
Weighted	1417	699	718	495	405	122	11	190	0	0	0	347	269	32
The bathroom	63%	64%	62%	65%	60%	58%	41%	67%	*	64%	60%	70%	59%	57%
The living room	6%	8%	3%	6%	6%	11%	11%	2%	*	3%	5%	4%	13%	11%
The dining table / dining area	40%	41%	39%	41%	40%	40%	7%	41%	*	37%	39%	42%	39%	56%
The kitchen	34%	38%	31%	35%	33%	42%	36%	37%	*	32%	33%	35%	40%	22%
N/A My child is allowed to use this device everywhere in the home	21%	18%	25%	19%	24%	19%	34%	24%	*	26%	24%	18%	16%	18%
Their bedroom	20%	22%	19%	19%	21%	29%	7%	20%	*	13%	17%	23%	30%	16%
Other, please specify	0%	0%	0%	0%	0%	2%	0%	0%	*	1%	0%	0%	1%	0%

Note:

BASE: Respondents whose child has access to a tablet at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.C) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Tablet

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1416	229	186	109	127	91	123	125	64	168	98	58	38
Weighted	1417	191	191	110	130	108	123	115	60	149	125	72	44
The bathroom	63%	62%	64%	65%	64%	63%	62%	64%	66%	57%	63%	65%	62%
The living room	6%	12%	3%	6%	3%	3%	8%	6%	7%	6%	6%	2%	3%
The dining table / dining area	40%	40%	38%	45%	35%	40%	41%	43%	40%	41%	39%	46%	23%
The kitchen	34%	44%	36%	35%	26%	41%	26%	31%	37%	36%	41%	21%	20%
N/A My child is allowed to use this device everywhere in the home	21%	19%	23%	23%	23%	22%	17%	21%	18%	25%	17%	27%	22%
Their bedroom	20%	25%	20%	26%	16%	14%	28%	15%	22%	16%	17%	18%	29%
Other, please specify	0%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	0%	0%

Note:

BASE: Respondents whose child has access to a tablet at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Laptop

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1199	17	188	533	345	103	13	419	324	248	204	461	562	151
Weighted	1178	15	183	518	343	106	13	346	324	254	251	457	547	151
The living room	9%	12%	14%	11%	4%	9%	0%	11%	9%	8%	7%	8%	11%	6%
The bathroom	67%	61%	67%	66%	70%	60%	57%	66%	69%	66%	65%	72%	62%	67%
The kitchen	41%	50%	45%	41%	38%	43%	48%	39%	40%	40%	46%	45%	37%	42%
The dining table / dining area	36%	51%	37%	37%	31%	38%	39%	37%	34%	32%	39%	38%	33%	36%
Their bedroom	26%	30%	30%	30%	21%	23%	12%	27%	31%	22%	25%	26%	27%	26%
N/A My child is allowed to use this device everywhere in the home	20%	16%	12%	20%	22%	25%	36%	20%	21%	21%	18%	17%	21%	24%

Note:

BASE: Respondents whose child has access to a laptop at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(24.B) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Laptop

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	1199	558	641	451	331	118	10	152	0	0	0	327	274	39
Weighted	1178	600	578	436	322	109	9	154	0	0	0	311	246	33
The living room	9%	12%	6%	9%	7%	14%	0%	9%	*	4%	7%	9%	18%	11%
The bathroom	67%	67%	66%	67%	62%	62%	77%	70%	*	67%	69%	68%	61%	64%
The kitchen	41%	44%	38%	43%	39%	40%	23%	44%	*	42%	41%	40%	40%	37%
The dining table / dining area	36%	37%	34%	38%	31%	40%	33%	36%	*	33%	38%	31%	38%	46%
Their bedroom	26%	25%	28%	23%	27%	33%	28%	26%	*	19%	25%	32%	30%	15%
N/A My child is allowed to use this device everywhere in the home	20%	19%	21%	18%	24%	16%	23%	23%	*	23%	21%	19%	18%	13%

Note:

BASE: Respondents whose child has access to a laptop at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.C) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Laptop

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1199	210	154	97	101	60	99	103	61	153	81	48	32
Weighted	1178	174	152	100	100	69	99	94	56	136	100	58	38
The living room	9%	15%	8%	10%	8%	2%	9%	7%	7%	8%	8%	9%	17%
The bathroom	67%	66%	61%	65%	61%	74%	75%	67%	79%	58%	73%	66%	66%
The kitchen	41%	45%	40%	39%	32%	53%	50%	35%	48%	39%	47%	27%	22%
The dining table / dining area	36%	38%	33%	43%	30%	41%	42%	39%	40%	34%	29%	35%	15%
Their bedroom	26%	23%	27%	27%	22%	30%	33%	27%	23%	22%	25%	25%	55%
N/A My child is allowed to use this device everywhere in the home	20%	16%	23%	22%	23%	14%	18%	16%	16%	28%	16%	26%	17%

Note:

BASE: Respondents whose child has access to a laptop at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Desktop computer

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	669	12	121	310	161	60	5	278	162	120	105	237	358	63
Weighted	657	11	115	306	156	63	5	229	166	126	133	236	347	64
The bathroom	64%	38%	61%	63%	68%	64%	65%	64%	68%	64%	56%	69%	61%	56%
The kitchen	53%	40%	46%	55%	55%	58%	40%	54%	58%	50%	49%	57%	51%	51%
The dining table / dining area	49%	47%	40%	50%	53%	51%	40%	54%	51%	45%	42%	53%	49%	40%
Their bedroom	36%	10%	36%	37%	37%	38%	40%	36%	36%	36%	38%	39%	34%	32%
The living room	27%	36%	26%	27%	26%	27%	25%	28%	30%	22%	25%	29%	28%	15%
N/A My child is allowed to use this device everywhere in the home	16%	9%	10%	14%	22%	25%	19%	13%	19%	17%	19%	16%	15%	27%
Other, please specify	1%	0%	1%	0%	1%	0%	16%	1%	1%	0%	0%	1%	0%	0%

Note:

BASE: Respondents whose child has access to a desktop computer at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Desktop computer

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	669	388	281	268	176	81	5	53	0	0	0	189	176	38
Weighted	657	405	252	257	170	75	5	57	0	0	0	182	160	34
The bathroom	64%	64%	62%	67%	59%	57%	74%	64%	*	63%	65%	69%	61%	46%
The kitchen	53%	55%	51%	56%	47%	51%	53%	54%	*	52%	50%	59%	55%	43%
The dining table / dining area	49%	50%	48%	49%	48%	48%	38%	54%	*	46%	47%	52%	50%	44%
Their bedroom	36%	35%	38%	35%	35%	30%	53%	47%	*	42%	35%	42%	30%	18%
The living room	27%	29%	24%	31%	24%	33%	41%	15%	*	23%	24%	25%	34%	32%
N/A My child is allowed to use this device everywhere in the home	16%	13%	22%	13%	22%	10%	0%	24%	*	24%	23%	14%	8%	11%
Other, please specify	1%	1%	1%	1%	1%	1%	0%	0%	*	0%	1%	2%	0%	0%

Note:

BASE: Respondents whose child has access to a desktop computer at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.C) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Desktop computer

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	669	149	80	50	46	35	54	50	29	101	41	21	13
Weighted	657	122	82	51	48	41	54	46	26	92	53	26	15
The bathroom	64%	58%	69%	68%	68%	58%	65%	65%	62%	64%	61%	67%	57%
The kitchen	53%	47%	59%	53%	56%	55%	63%	51%	51%	51%	54%	45%	65%
The dining table / dining area	49%	47%	48%	46%	64%	49%	55%	36%	43%	50%	55%	36%	47%
Their bedroom	36%	30%	40%	33%	36%	31%	51%	34%	41%	35%	34%	42%	45%
The living room	27%	24%	26%	28%	20%	27%	26%	39%	18%	30%	23%	37%	31%
N/A My child is allowed to use this device everywhere in the home	16%	12%	15%	15%	18%	30%	15%	16%	19%	15%	16%	24%	18%
Other, please specify	1%	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: Respondents whose child has access to a desktop computer at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Games console

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1391	21	258	623	372	106	11	469	345	305	269	543	637	173
Weighted	1389	20	250	620	376	111	11	393	351	311	330	552	624	173
The bathroom	68%	55%	64%	69%	68%	70%	78%	64%	74%	64%	69%	73%	64%	66%
The kitchen	56%	66%	53%	55%	57%	60%	78%	56%	57%	52%	59%	61%	52%	53%
The dining table / dining area	53%	48%	52%	54%	51%	57%	67%	52%	59%	49%	52%	58%	51%	47%
Their bedroom	27%	37%	28%	26%	27%	23%	43%	27%	28%	27%	24%	25%	28%	28%
The living room	17%	16%	20%	15%	16%	17%	21%	18%	15%	17%	15%	18%	15%	17%
N/A My child is allowed to use this device everywhere in the home	17%	14%	14%	16%	20%	20%	15%	17%	17%	19%	17%	15%	18%	19%
Other, please specify	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%

Note:

BASE: Respondents whose child has access to a games console at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Games console

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	1391	654	737	537	384	120	11	166	0	0	0	332	304	37
Weighted	1389	704	684	525	383	110	10	173	0	0	0	318	274	30
The bathroom	68%	68%	67%	70%	63%	67%	72%	66%	*	66%	73%	70%	60%	59%
The kitchen	56%	58%	54%	60%	50%	60%	34%	55%	*	56%	58%	56%	52%	60%
The dining table / dining area	53%	54%	52%	54%	54%	55%	35%	51%	*	50%	55%	58%	48%	48%
Their bedroom	27%	27%	26%	27%	27%	30%	19%	22%	*	20%	26%	34%	30%	15%
The living room	17%	18%	16%	17%	16%	18%	15%	18%	*	13%	19%	13%	19%	20%
N/A My child is allowed to use this device everywhere in the home	17%	15%	20%	14%	20%	15%	28%	22%	*	22%	16%	17%	13%	12%
Other, please specify	0%	0%	0%	0%	1%	1%	0%	0%	*	0%	1%	0%	0%	0%

Note:

BASE: Respondents whose child has access to a games console at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.C) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; Games console

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1391	239	165	100	126	89	116	116	63	181	107	54	35
Weighted	1389	198	169	103	127	104	116	104	60	162	135	69	41
The bathroom	68%	62%	76%	73%	70%	69%	69%	66%	66%	59%	66%	77%	68%
The kitchen	56%	52%	66%	65%	53%	54%	54%	51%	54%	54%	50%	65%	62%
The dining table / dining area	53%	52%	58%	61%	48%	55%	54%	46%	53%	51%	48%	63%	54%
Their bedroom	27%	29%	34%	27%	22%	18%	36%	26%	16%	23%	20%	35%	32%
The living room	17%	17%	17%	22%	16%	12%	14%	17%	15%	21%	14%	14%	22%
N/A My child is allowed to use this device everywhere in the home	17%	16%	13%	15%	20%	21%	18%	16%	20%	17%	18%	17%	19%
Other, please specify	0%	0%	0%	0%	1%	2%	0%	2%	0%	0%	0%	0%	0%

Note:

BASE: Respondents whose child has access to a games console at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; TV

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1745	29	306	791	465	135	19	550	458	382	351	677	779	249
Weighted	1745	27	301	785	471	142	20	464	463	386	428	685	768	253
The bathroom	67%	51%	65%	66%	69%	70%	77%	67%	69%	66%	66%	70%	64%	66%
The living room	6%	13%	7%	6%	5%	3%	0%	7%	4%	5%	6%	5%	7%	4%
The kitchen	50%	41%	50%	51%	48%	53%	60%	50%	51%	46%	52%	50%	49%	51%
The dining table / dining area	43%	55%	42%	41%	44%	51%	66%	43%	46%	39%	44%	44%	43%	42%
Their bedroom	30%	25%	29%	29%	33%	29%	51%	37%	33%	25%	25%	30%	31%	32%
N/A My child is allowed to use this device everywhere in the home	20%	28%	17%	20%	21%	19%	10%	17%	19%	22%	21%	17%	21%	23%
Other, please specify	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%

Note:

BASE: Respondents whose child has access to a TV at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; TV

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	1745	767	978	622	476	156	13	251	0	0	0	448	346	43
Weighted	1745	842	903	609	475	144	12	263	0	0	0	428	317	36
The bathroom	67%	68%	66%	69%	63%	65%	61%	67%	*	66%	71%	69%	61%	58%
The living room	6%	7%	4%	6%	4%	14%	0%	3%	*	5%	5%	4%	11%	4%
The kitchen	50%	52%	49%	53%	42%	54%	39%	53%	*	45%	54%	49%	53%	37%
The dining table / dining area	43%	43%	43%	43%	40%	45%	42%	44%	*	39%	48%	43%	41%	31%
Their bedroom	30%	31%	30%	28%	30%	39%	16%	32%	*	17%	27%	42%	38%	19%
N/A My child is allowed to use this device everywhere in the home	20%	16%	23%	16%	25%	12%	29%	23%	*	24%	20%	20%	13%	25%
Other, please specify	1%	1%	0%	0%	0%	1%	0%	1%	*	0%	0%	1%	0%	0%

Note:

BASE: Respondents whose child has access to a TV at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.C) Now thinking about your child again. Where in the home, if anywhere, is your child not allowed to use the following device; TV

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1745	268	232	133	156	108	155	151	77	221	126	73	45
Weighted	1745	224	235	139	157	127	157	138	71	197	156	91	53
The bathroom	67%	63%	68%	64%	66%	66%	71%	71%	61%	65%	66%	70%	76%
The living room	6%	13%	7%	6%	2%	2%	4%	4%	5%	9%	3%	1%	0%
The kitchen	50%	49%	57%	51%	47%	48%	56%	45%	51%	46%	54%	45%	40%
The dining table / dining area	43%	37%	42%	52%	43%	43%	47%	42%	48%	43%	42%	44%	40%
Their bedroom	30%	39%	40%	34%	30%	21%	34%	24%	17%	27%	21%	21%	42%
N/A My child is allowed to use this device everywhere in the home	20%	17%	17%	24%	19%	25%	20%	21%	21%	21%	18%	22%	16%
Other, please specify	1%	0%	0%	0%	0%	2%	1%	0%	0%	1%	0%	2%	0%

Note:

BASE: Respondents whose child has access to a TV at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) Do you put any limits on the time your child spends online at home?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes, always	35%	52%	38%	37%	29%	28%	23%	41%	34%	35%	29%	31%	40%	26%
Yes, sometimes	47%	39%	46%	44%	50%	51%	40%	46%	48%	46%	46%	50%	44%	49%
No	17%	6%	14%	17%	20%	20%	37%	12%	17%	18%	23%	19%	15%	22%
N/A My child is never online at home	1%	3%	2%	1%	1%	1%	0%	1%	2%	1%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) Do you put any limits on the time your child spends online at home?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes, always	35%	39%	31%	36%	36%	37%	24%	27%	*	25%	32%	35%	49%	47%
Yes, sometimes	47%	45%	48%	47%	43%	50%	42%	47%	*	47%	47%	49%	44%	37%
No	17%	15%	20%	16%	20%	12%	34%	23%	*	26%	20%	15%	7%	11%
N/A My child is never online at home	1%	1%	2%	1%	1%	1%	0%	3%	*	2%	2%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(28.C) Do you put any limits on the time your child spends online at home?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes, always	35%	48%	35%	36%	30%	26%	33%	34%	32%	31%	34%	32%	28%
Yes, sometimes	47%	39%	48%	47%	47%	50%	45%	44%	44%	52%	50%	46%	51%
No	17%	11%	16%	17%	20%	21%	21%	21%	24%	16%	13%	22%	17%
N/A My child is never online at home	1%	2%	1%	0%	3%	3%	1%	0%	0%	1%	3%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) You said that you put limits on how much time your child spends online at home. How do you do this?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1644	30	315	762	411	114	12	564	418	348	308	600	784	215
Weighted	1633	28	305	751	416	121	12	472	425	354	377	602	771	217
I just know when they have been on the internet too long	41%	39%	42%	39%	43%	52%	36%	39%	44%	42%	41%	43%	40%	43%
I tell them how long they can spend online and trust them to keep to those limits	32%	20%	29%	36%	30%	22%	31%	38%	30%	27%	30%	31%	34%	27%
We have a schedule of when they are allowed online	29%	39%	32%	30%	26%	24%	32%	31%	30%	31%	23%	29%	30%	25%
I time how long they are using the internet each day	25%	47%	30%	24%	23%	20%	24%	30%	19%	24%	26%	25%	26%	20%
I use apps and other tools to help me apply limits	19%	22%	19%	21%	18%	12%	18%	25%	18%	16%	16%	15%	22%	17%
Other, please specify	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	0%
Don't know	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	2%	1%	1%	1%

Note:

BASE: Respondents who always or sometimes put limits on the time their child spends online at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(29.B) You said that you put limits on how much time your child spends online at home. How do you do this?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	1644	782	862	597	428	172	10	210	0	0	0	435	398	48
Weighted	1633	842	792	581	424	161	9	217	0	0	0	412	369	42
I just know when they have been on the internet too long	41%	38%	45%	40%	43%	35%	54%	46%	*	46%	45%	41%	32%	44%
I tell them how long they can spend online and trust them to keep to those limits	32%	36%	27%	33%	28%	40%	22%	27%	*	28%	25%	30%	44%	42%
We have a schedule of when they are allowed online	29%	33%	25%	32%	31%	34%	50%	18%	*	21%	24%	31%	38%	41%
I time how long they are using the internet each day	25%	27%	23%	27%	26%	30%	8%	21%	*	19%	23%	24%	32%	51%
I use apps and other tools to help me apply limits	19%	24%	14%	21%	17%	28%	15%	17%	*	17%	16%	18%	27%	27%
Other, please specify	1%	1%	1%	1%	1%	0%	0%	0%	*	0%	2%	1%	0%	0%
Don't know	1%	1%	2%	1%	1%	0%	0%	2%	*	2%	1%	2%	0%	0%

Note:

BASE: Respondents who always or sometimes put limits on the time their child spends online at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(29.C) You said that you put limits on how much time your child spends online at home. How do you do this?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1644	295	214	130	135	91	141	138	66	206	124	64	40
Weighted	1633	246	216	134	140	107	141	127	61	183	152	79	47
I just know when they have been on the internet too long	41%	36%	44%	35%	47%	50%	32%	41%	56%	40%	44%	46%	37%
I tell them how long they can spend online and trust them to keep to those limits	32%	43%	27%	27%	27%	36%	30%	34%	27%	34%	30%	20%	23%
We have a schedule of when they are allowed online	29%	41%	28%	27%	25%	18%	29%	31%	30%	31%	24%	24%	31%
I time how long they are using the internet each day	25%	31%	19%	32%	25%	25%	27%	21%	29%	29%	21%	15%	14%
I use apps and other tools to help me apply limits	19%	29%	18%	15%	18%	13%	22%	18%	11%	17%	18%	12%	30%
Other, please specify	1%	1%	1%	2%	1%	0%	0%	0%	1%	2%	0%	2%	3%
Don't know	1%	0%	0%	1%	3%	1%	3%	1%	0%	1%	0%	1%	0%

Note:

BASE: Respondents who always or sometimes put limits on the time their child spends online at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) Do you put any limits on the time your child spends watching TV at home?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes, always	22%	32%	27%	25%	15%	20%	16%	30%	20%	22%	17%	19%	27%	15%
Yes, sometimes	44%	52%	45%	42%	45%	52%	53%	45%	49%	42%	41%	44%	45%	44%
No	32%	16%	28%	31%	39%	28%	27%	24%	29%	35%	40%	35%	27%	39%
N/A My child never watches TV at home	2%	0%	1%	1%	2%	1%	4%	1%	2%	1%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) Do you put any limits on the time your child spends watching TV at home?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes, always	22%	29%	15%	26%	21%	30%	5%	14%	*	12%	19%	20%	39%	48%
Yes, sometimes	44%	46%	43%	45%	45%	51%	33%	40%	*	42%	43%	52%	44%	31%
No	32%	24%	40%	28%	34%	18%	61%	42%	*	45%	36%	27%	17%	19%
N/A My child never watches TV at home	2%	1%	2%	1%	1%	1%	0%	3%	*	1%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.C) Do you put any limits on the time your child spends watching TV at home?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes, always	22%	37%	24%	17%	19%	11%	19%	24%	18%	22%	21%	19%	14%
Yes, sometimes	44%	48%	39%	52%	42%	50%	41%	39%	40%	46%	46%	40%	53%
No	32%	14%	36%	28%	36%	38%	37%	35%	42%	31%	31%	38%	31%
N/A My child never watches TV at home	2%	1%	1%	3%	2%	1%	2%	1%	0%	1%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(31.A) You said that you put limits on how much time your child spends watching TV at home. How do you do this?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1348	28	267	633	305	102	13	488	349	274	233	473	672	166
Weighted	1341	26	259	622	311	109	13	405	359	283	290	475	662	169
I just know when they have been watching TV too long	44%	42%	41%	45%	45%	50%	34%	45%	47%	43%	42%	46%	43%	46%
I tell them how long they can spend watching TV and trust them to keep to those limits.	31%	32%	30%	33%	32%	26%	30%	36%	26%	32%	31%	34%	30%	29%
We have a schedule when the children know when they can watch TV	29%	46%	27%	30%	28%	25%	45%	34%	25%	28%	28%	28%	32%	24%
I time how long they are watching the TV each day	24%	16%	33%	24%	20%	12%	29%	25%	23%	20%	27%	23%	25%	19%
I use apps and other tools to help me apply limits	11%	13%	16%	13%	8%	3%	6%	18%	9%	12%	5%	8%	15%	6%
Other, please specify	1%	0%	0%	2%	1%	1%	0%	0%	2%	1%	1%	1%	1%	2%
Don't know	1%	0%	0%	1%	2%	0%	0%	1%	1%	2%	1%	1%	1%	1%

Note:

BASE: Respondents who always or sometimes put limits on the time their child spends watching TV at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(31.B) You said that you put limits on how much time your child spends watching TV at home. How do you do this?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	1348	707	641	507	354	158	6	152	0	0	0	369	356	45
Weighted	1341	757	584	494	351	150	5	160	0	0	0	349	329	39
I just know when they have been watching TV too long	44%	41%	49%	46%	41%	41%	52%	49%	*	44%	44%	49%	41%	40%
I tell them how long they can spend watching TV and trust them to keep to those limits.	31%	35%	27%	32%	32%	35%	31%	27%	*	32%	26%	29%	40%	36%
We have a schedule when the children know when they can watch TV	29%	33%	23%	31%	28%	39%	32%	19%	*	20%	27%	27%	35%	50%
I time how long they are watching the TV each day	24%	26%	20%	25%	24%	23%	29%	23%	*	21%	22%	22%	28%	38%
I use apps and other tools to help me apply limits	11%	16%	6%	15%	8%	18%	0%	5%	*	6%	8%	9%	20%	36%
Other, please specify	1%	1%	1%	1%	1%	0%	15%	3%	*	1%	2%	1%	1%	0%
Don't know	1%	1%	1%	0%	2%	1%	0%	1%	*	1%	2%	1%	1%	0%

Note:

BASE: Respondents who always or sometimes put limits on the time their child spends watching TV at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(31.C) You said that you put limits on how much time your child spends watching TV at home. How do you do this?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1348	283	162	106	106	71	110	112	50	168	98	49	33
Weighted	1341	238	164	111	111	86	109	102	47	150	122	60	40
I just know when they have been watching TV too long	44%	42%	46%	43%	47%	57%	38%	38%	42%	47%	50%	39%	38%
I tell them how long they can spend watching TV and trust them to keep to those limits.	31%	38%	28%	27%	30%	30%	29%	33%	35%	35%	25%	28%	37%
We have a schedule when the children know when they can watch TV	29%	36%	30%	24%	29%	24%	26%	32%	33%	28%	28%	20%	20%
I time how long they are watching the TV each day	24%	26%	22%	19%	25%	17%	29%	27%	34%	25%	18%	25%	22%
I use apps and other tools to help me apply limits	11%	19%	6%	11%	12%	6%	12%	12%	10%	13%	8%	2%	18%
Other, please specify	1%	0%	3%	3%	1%	0%	1%	2%	2%	1%	1%	0%	0%
Don't know	1%	1%	1%	1%	2%	0%	2%	1%	2%	1%	2%	0%	4%

Note:

BASE: Respondents who always or sometimes put limits on the time their child spends watching TV at home.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) Are you aware of any features on your or your child's device(s) that help manage time spent online?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	56%	67%	56%	59%	52%	49%	37%	66%	55%	52%	49%	52%	62%	48%
No	40%	33%	38%	38%	44%	48%	59%	31%	41%	44%	46%	45%	35%	47%
My child does not have any devices that gives them online access	4%	0%	6%	3%	4%	4%	4%	3%	4%	4%	5%	4%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) Are you aware of any features on your or your child's device(s) that help manage time spent online?

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	56%	66%	46%	57%	52%	70%	54%	48%	*	47%	49%	56%	76%	72%
No	40%	32%	49%	40%	44%	27%	46%	47%	*	48%	47%	40%	23%	26%
My child does not have any devices that gives them online access	4%	3%	5%	3%	4%	4%	0%	5%	*	4%	4%	4%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.C) Are you aware of any features on your or your child's device(s) that help manage time spent online?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	56%	69%	59%	50%	53%	49%	55%	55%	45%	56%	55%	47%	57%
No	40%	28%	39%	46%	41%	46%	43%	42%	53%	41%	40%	48%	34%
My child does not have any devices that gives them online access	4%	3%	2%	4%	7%	5%	2%	3%	1%	3%	5%	5%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(33.A) Which of the following are you familiar with, if any? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Qustodio	4%	9%	6%	5%	2%	3%	0%	8%	2%	3%	2%	2%	6%	2%
OurPact	3%	5%	4%	3%	1%	3%	0%	6%	2%	1%	1%	2%	4%	0%
Google Family Link	27%	6%	32%	30%	22%	19%	31%	35%	24%	21%	27%	25%	31%	24%
Family Time	23%	23%	28%	25%	15%	23%	14%	34%	16%	21%	18%	20%	28%	13%
Disable notification sounds and vibrations	18%	30%	17%	17%	20%	21%	10%	17%	17%	17%	21%	17%	20%	18%
Norton Family	16%	13%	20%	14%	15%	19%	32%	22%	13%	14%	12%	16%	17%	11%
Take a break reminder	15%	31%	19%	14%	13%	12%	16%	23%	10%	13%	13%	11%	19%	12%
Boomerang	15%	20%	20%	15%	14%	11%	6%	23%	13%	12%	12%	16%	16%	11%
Time watched profile	10%	17%	12%	11%	6%	8%	0%	16%	8%	8%	6%	6%	14%	5%
Net Nanny	10%	16%	10%	10%	9%	12%	6%	14%	9%	9%	7%	10%	11%	6%
None of the above	38%	16%	29%	38%	43%	43%	44%	27%	44%	43%	38%	39%	32%	49%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(33.B) Which of the following are you familiar with, if any? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Qustodio	4%	6%	2%	4%	4%	8%	24%	1%	*	1%	1%	4%	10%	9%
OurPact	3%	4%	1%	3%	2%	8%	0%	0%	*	0%	1%	3%	7%	8%
Google Family Link	27%	33%	21%	27%	26%	36%	19%	21%	*	23%	22%	26%	41%	41%
Family Time	23%	30%	15%	27%	22%	33%	7%	9%	*	13%	17%	18%	45%	43%
Disable notification sounds and vibrations	18%	19%	18%	17%	21%	16%	20%	18%	*	20%	18%	20%	17%	19%
Norton Family	16%	19%	12%	19%	14%	20%	21%	9%	*	11%	12%	16%	24%	34%
Take a break reminder	15%	20%	10%	17%	13%	18%	16%	9%	*	9%	11%	11%	30%	35%
Boomerang	15%	18%	12%	17%	17%	19%	32%	9%	*	13%	12%	17%	22%	19%
Time watched profile	10%	13%	6%	10%	11%	17%	6%	3%	*	3%	7%	9%	21%	25%
Net Nanny	10%	14%	6%	11%	10%	14%	16%	6%	*	8%	8%	10%	15%	20%
None of the above	38%	30%	46%	35%	36%	23%	34%	56%	*	44%	44%	40%	20%	20%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(33.C) Which of the following are you familiar with, if any? Tick all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Qustodio	4%	9%	1%	4%	2%	3%	5%	4%	6%	6%	3%	1%	2%
OurPact	3%	9%	2%	1%	3%	1%	0%	1%	4%	2%	2%	1%	0%
Google Family Link	27%	37%	24%	26%	23%	26%	23%	26%	26%	30%	26%	24%	30%
Family Time	23%	41%	14%	19%	23%	24%	17%	22%	24%	26%	18%	11%	14%
Disable notification sounds and vibrations	18%	17%	21%	12%	21%	24%	16%	19%	16%	16%	19%	23%	13%
Norton Family	16%	21%	18%	13%	15%	9%	13%	15%	18%	19%	15%	12%	15%
Take a break reminder	15%	27%	12%	13%	14%	11%	15%	12%	15%	16%	10%	10%	10%
Boomerang	15%	23%	13%	12%	16%	9%	11%	19%	21%	21%	9%	17%	4%
Time watched profile	10%	20%	9%	5%	8%	13%	7%	3%	12%	10%	7%	4%	12%
Net Nanny	10%	14%	9%	11%	10%	10%	6%	11%	10%	10%	9%	3%	6%
None of the above	38%	24%	38%	39%	40%	40%	42%	37%	41%	34%	44%	47%	45%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) Do you actively monitor what your child does online?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	70%	70%	78%	75%	60%	57%	64%	71%	68%	70%	71%	67%	73%	69%
No	28%	25%	19%	23%	38%	42%	36%	27%	30%	28%	27%	31%	26%	27%
N/A My child is never online	2%	5%	3%	2%	2%	1%	0%	1%	2%	2%	2%	2%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) Do you actively monitor what your child does online?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	70%	68%	72%	69%	70%	75%	44%	67%	*	66%	68%	69%	79%	80%
No	28%	30%	26%	29%	29%	24%	56%	28%	*	32%	30%	30%	20%	18%
N/A My child is never online	2%	2%	2%	1%	1%	1%	0%	5%	*	2%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.C) Do you actively monitor what your child does online?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	70%	78%	68%	66%	66%	63%	71%	69%	73%	69%	75%	75%	58%
No	28%	21%	29%	33%	30%	34%	26%	30%	27%	29%	23%	25%	37%
N/A My child is never online	2%	1%	3%	1%	4%	2%	2%	1%	0%	2%	3%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(35.A) You said you monitor what your child does online. How do you do this?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1423	23	291	694	319	84	12	472	349	304	291	503	682	195
Weighted	1408	22	281	687	319	87	13	386	354	307	354	501	669	197
I do spot checks	52%	55%	45%	51%	57%	66%	56%	40%	55%	59%	55%	57%	46%	59%
I check their web history	51%	38%	54%	50%	49%	59%	34%	52%	44%	52%	56%	51%	51%	49%
They are always supervised / within sight when using the web	47%	58%	55%	50%	39%	31%	33%	47%	50%	43%	47%	43%	50%	49%
I use an app that monitors their online activity	24%	20%	27%	27%	17%	15%	27%	35%	20%	24%	15%	18%	30%	15%
Other (Please Specify)	2%	0%	1%	2%	2%	2%	17%	2%	1%	1%	1%	2%	2%	1%
Don't know	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%

Note:

BASE: Respondents who actively monitor what their child does online.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(35.B) You said you monitor what your child does online. How do you do this?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	1423	644	779	504	382	151	6	190	0	0	0	355	345	45
Weighted	1408	686	722	485	376	140	6	197	0	0	0	335	315	40
I do spot checks	52%	45%	59%	51%	55%	38%	100%	60%	*	65%	62%	51%	33%	32%
I check their web history	51%	53%	49%	54%	49%	45%	39%	48%	*	56%	49%	45%	55%	51%
They are always supervised / within sight when using the web	47%	45%	49%	43%	49%	56%	40%	52%	*	40%	42%	55%	52%	49%
I use an app that monitors their online activity	24%	34%	15%	25%	19%	42%	0%	15%	*	15%	16%	21%	43%	49%
Other (Please Specify)	2%	1%	2%	2%	1%	2%	0%	1%	*	2%	3%	1%	0%	3%
Don't know	0%	0%	0%	0%	1%	0%	0%	0%	*	0%	1%	0%	0%	0%

Note:

BASE: Respondents who actively monitor what their child does online.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(35.C) You said you monitor what your child does online. How do you do this?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1423	263	177	105	116	76	130	122	63	173	108	60	30
Weighted	1408	220	177	106	119	90	129	110	59	152	135	76	35
I do spot checks	52%	39%	57%	50%	49%	50%	55%	45%	66%	55%	56%	65%	58%
I check their web history	51%	55%	49%	45%	43%	52%	49%	51%	54%	55%	58%	46%	40%
They are always supervised / within sight when using the web	47%	56%	50%	49%	52%	54%	41%	49%	35%	39%	41%	44%	39%
I use an app that monitors their online activity	24%	42%	20%	20%	20%	10%	27%	21%	23%	27%	19%	9%	25%
Other (Please Specify)	2%	1%	1%	4%	3%	2%	2%	3%	0%	0%	2%	3%	0%
Don't know	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%

Note:

BASE: Respondents who actively monitor what their child does online.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) How safe do you feel your child is online?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very safe	19%	21%	22%	22%	16%	8%	21%	24%	15%	18%	19%	17%	23%	13%
Quite safe	58%	59%	55%	55%	63%	64%	65%	57%	62%	57%	55%	62%	58%	51%
Neither safe nor unsafe	16%	18%	16%	15%	15%	21%	14%	13%	14%	18%	17%	15%	13%	25%
Quite unsafe	4%	0%	4%	4%	3%	2%	0%	3%	3%	4%	4%	4%	3%	5%
Very unsafe	1%	0%	0%	1%	1%	3%	0%	0%	1%	0%	1%	1%	1%	1%
N/A My child is never online	1%	0%	2%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	2%
Dont know	2%	3%	1%	2%	2%	1%	0%	1%	2%	2%	2%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(36.B) How safe do you feel your child is online?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very safe	19%	26%	13%	21%	18%	28%	17%	14%	*	16%	12%	14%	37%	45%
Quite safe	58%	56%	60%	59%	61%	55%	56%	54%	*	60%	64%	62%	47%	46%
Neither safe nor unsafe	16%	13%	19%	14%	16%	10%	6%	22%	*	20%	15%	18%	10%	4%
Quite unsafe	4%	3%	4%	3%	2%	3%	16%	5%	*	2%	4%	3%	5%	2%
Very unsafe	1%	0%	1%	0%	1%	1%	6%	1%	*	0%	1%	1%	0%	0%
N/A My child is never online	1%	1%	1%	1%	1%	1%	0%	2%	*	2%	2%	1%	0%	2%
Dont know	2%	2%	2%	1%	2%	1%	0%	2%	*	1%	2%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(36.C) How safe do you feel your child is online?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very safe	19%	35%	17%	11%	15%	19%	14%	15%	25%	20%	15%	21%	20%
Quite safe	58%	45%	61%	62%	56%	55%	65%	66%	49%	57%	67%	59%	52%
Neither safe nor unsafe	16%	14%	14%	18%	20%	18%	13%	14%	16%	15%	13%	14%	21%
Quite unsafe	4%	2%	5%	6%	5%	4%	3%	2%	7%	5%	1%	3%	0%
Very unsafe	1%	1%	1%	1%	2%	0%	1%	0%	0%	1%	0%	0%	0%
N/A My child is never online	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%	2%	0%	4%
Dont know	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) How safe do you feel your child is when they are out with their friends without adult supervision?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very safe	12%	24%	16%	14%	8%	5%	0%	18%	10%	10%	11%	9%	17%	7%
Quite safe	40%	31%	35%	37%	46%	46%	61%	43%	41%	40%	36%	44%	41%	32%
Neither safe nor unsafe	16%	18%	13%	15%	18%	19%	22%	17%	13%	17%	17%	15%	15%	22%
Quite unsafe	8%	0%	11%	9%	5%	9%	0%	8%	8%	9%	7%	8%	8%	8%
Very unsafe	2%	9%	3%	3%	2%	1%	0%	2%	3%	3%	2%	3%	2%	3%
N/A My child does not go out without adult supervision	20%	18%	19%	21%	19%	17%	17%	12%	23%	19%	26%	20%	17%	26%
Don't know	1%	0%	2%	1%	1%	2%	0%	1%	2%	2%	1%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) How safe do you feel your child is when they are out with their friends without adult supervision?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very safe	12%	19%	6%	14%	11%	22%	19%	6%	*	8%	5%	7%	32%	39%
Quite safe	40%	43%	37%	45%	40%	36%	45%	28%	*	40%	40%	47%	34%	41%
Neither safe nor unsafe	16%	15%	17%	15%	14%	14%	13%	22%	*	21%	17%	14%	13%	7%
Quite unsafe	8%	8%	8%	8%	8%	11%	6%	8%	*	9%	6%	7%	9%	4%
Very unsafe	2%	2%	3%	2%	2%	2%	12%	5%	*	1%	4%	3%	2%	1%
N/A My child does not go out without adult supervision	20%	13%	26%	16%	22%	15%	0%	29%	*	21%	26%	21%	9%	7%
Don't know	1%	1%	2%	1%	1%	0%	5%	2%	*	1%	2%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.C) How safe do you feel your child is when they are out with their friends without adult supervision?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very safe	12%	26%	9%	4%	11%	9%	9%	10%	19%	13%	13%	8%	8%
Quite safe	40%	35%	39%	46%	39%	41%	41%	42%	35%	42%	43%	37%	44%
Neither safe nor unsafe	16%	16%	15%	18%	15%	9%	16%	12%	18%	18%	18%	22%	16%
Quite unsafe	8%	9%	10%	10%	8%	9%	7%	6%	9%	8%	5%	5%	4%
Very unsafe	2%	2%	4%	2%	2%	1%	4%	2%	1%	2%	1%	2%	3%
N/A My child does not go out without adult supervision	20%	11%	21%	19%	23%	30%	21%	25%	16%	15%	18%	25%	24%
Don't know	1%	0%	1%	1%	1%	0%	3%	2%	2%	2%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(38.A) Do you agree or disagree with the following statements?: Time online is about quality not quantity

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	24%	34%	27%	25%	20%	20%	32%	27%	26%	23%	18%	22%	27%	17%
Slightly Agree	40%	23%	36%	40%	42%	42%	59%	40%	40%	40%	40%	42%	40%	37%
Neither Agree or Disagree	27%	33%	26%	26%	29%	33%	10%	24%	24%	27%	34%	27%	25%	33%
Slightly Disagree	5%	8%	6%	5%	5%	2%	0%	5%	5%	4%	5%	5%	4%	7%
Strongly Disagree	2%	2%	2%	2%	1%	1%	0%	2%	2%	2%	1%	1%	1%	3%
Don't know	3%	0%	3%	3%	3%	2%	0%	2%	4%	3%	2%	2%	2%	4%
Total Agree:	64%	57%	63%	65%	62%	62%	90%	68%	65%	63%	58%	65%	67%	54%
Total Disagree:	6%	10%	9%	6%	6%	3%	0%	7%	7%	6%	6%	6%	6%	9%
Net:	57%	48%	54%	59%	56%	59%	90%	61%	59%	56%	52%	59%	61%	44%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) Do you agree or disagree with the following statements?: Time online is about quality not quantity

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	24%	29%	19%	25%	26%	29%	12%	17%	*	16%	20%	26%	34%	39%
Slightly Agree	40%	41%	39%	42%	39%	43%	44%	39%	*	44%	40%	41%	38%	27%
Neither Agree or Disagree	27%	22%	32%	26%	25%	20%	34%	34%	*	32%	31%	25%	19%	23%
Slightly Disagree	5%	5%	5%	4%	5%	6%	0%	5%	*	4%	5%	4%	6%	2%
Strongly Disagree	2%	1%	2%	2%	1%	2%	0%	2%	*	2%	1%	2%	1%	5%
Don't know	3%	2%	3%	2%	3%	0%	10%	3%	*	2%	3%	3%	1%	4%
Total Agree:	64%	69%	58%	67%	65%	72%	56%	55%	*	60%	60%	66%	73%	66%
Total Disagree:	6%	6%	6%	6%	6%	8%	0%	7%	*	5%	6%	6%	8%	7%
Net:	57%	63%	52%	61%	59%	64%	56%	48%	*	55%	54%	61%	65%	59%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.C) Do you agree or disagree with the following statements?: Time online is about quality not quantity

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	24%	34%	23%	19%	23%	18%	24%	23%	22%	23%	25%	24%	11%
Slightly Agree	40%	33%	42%	42%	41%	49%	40%	36%	40%	39%	38%	41%	47%
Neither Agree or Disagree	27%	24%	29%	30%	29%	21%	22%	33%	31%	29%	27%	29%	24%
Slightly Disagree	5%	4%	3%	6%	5%	8%	6%	4%	4%	4%	4%	4%	10%
Strongly Disagree	2%	2%	1%	1%	1%	0%	3%	1%	1%	2%	2%	1%	2%
Don't know	3%	2%	3%	1%	1%	3%	4%	3%	3%	3%	4%	1%	6%
Total Agree:	64%	68%	65%	61%	64%	67%	64%	59%	61%	62%	63%	65%	58%
Total Disagree:	6%	6%	4%	7%	6%	8%	9%	6%	5%	6%	6%	5%	12%
Net:	57%	61%	61%	54%	58%	58%	55%	53%	56%	56%	57%	60%	46%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) Do you agree or disagree with the following statements?: As a family we have spent far more time online over the last year but it has helped us cope with the pandemic

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	28%	28%	31%	30%	24%	23%	25%	32%	24%	27%	28%	26%	31%	23%
Slightly Agree	45%	46%	42%	43%	48%	52%	53%	43%	47%	45%	45%	46%	46%	39%
Neither Agree or Disagree	19%	14%	19%	18%	20%	21%	16%	17%	21%	19%	18%	20%	16%	25%
Slightly Disagree	5%	7%	4%	6%	4%	2%	0%	4%	5%	6%	4%	5%	3%	7%
Strongly Disagree	2%	4%	3%	2%	3%	2%	5%	2%	2%	2%	3%	3%	2%	2%
Don't know	1%	2%	1%	1%	2%	0%	0%	1%	1%	2%	2%	1%	1%	3%
Total Agree:	73%	74%	72%	73%	72%	75%	78%	76%	71%	71%	73%	72%	77%	62%
Total Disagree:	7%	10%	7%	8%	7%	4%	5%	6%	7%	8%	7%	7%	6%	9%
Net:	66%	63%	66%	65%	65%	71%	73%	69%	64%	63%	66%	65%	72%	52%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) Do you agree or disagree with the following statements?: As a family we have spent far more time online over the last year but it has helped us cope with the pandemic

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	28%	28%	27%	30%	30%	28%	15%	22%	*	25%	24%	26%	38%	42%
Slightly Agree	45%	44%	46%	47%	43%	52%	44%	40%	*	46%	50%	45%	40%	32%
Neither Agree or Disagree	19%	19%	18%	18%	18%	13%	23%	25%	*	20%	18%	19%	17%	13%
Slightly Disagree	5%	5%	4%	3%	4%	2%	3%	7%	*	4%	5%	5%	2%	10%
Strongly Disagree	2%	3%	2%	2%	3%	2%	5%	4%	*	3%	2%	3%	2%	2%
Don't know	1%	1%	2%	0%	1%	2%	10%	2%	*	1%	1%	2%	1%	2%
Total Agree:	73%	72%	74%	77%	73%	80%	59%	63%	*	71%	73%	71%	78%	74%
Total Disagree:	7%	8%	6%	5%	7%	4%	9%	11%	*	8%	7%	7%	4%	12%
Net:	66%	64%	67%	72%	66%	76%	50%	52%	*	63%	66%	64%	74%	62%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.C) Do you agree or disagree with the following statements?: As a family we have spent far more time online over the last year but it has helped us cope with the pandemic

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	28%	38%	24%	19%	20%	29%	30%	28%	28%	26%	31%	35%	17%
Slightly Agree	45%	37%	51%	53%	51%	47%	39%	46%	48%	45%	44%	36%	44%
Neither Agree or Disagree	19%	18%	16%	19%	21%	21%	20%	17%	15%	21%	18%	19%	20%
Slightly Disagree	5%	4%	4%	4%	5%	2%	6%	6%	6%	4%	2%	7%	9%
Strongly Disagree	2%	1%	3%	3%	2%	1%	3%	2%	3%	2%	3%	2%	7%
Don't know	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%	2%	0%	4%
Total Agree:	73%	75%	75%	72%	71%	76%	69%	74%	76%	71%	75%	71%	61%
Total Disagree:	7%	6%	7%	7%	7%	2%	9%	8%	9%	6%	5%	10%	15%
Net:	66%	69%	68%	65%	64%	73%	60%	65%	67%	65%	70%	62%	46%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(40.A) Do you agree or disagree with the following statements?: I think about my child's behaviour online in the same sort of way I think about their behaviour in real life

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	24%	31%	28%	25%	19%	24%	37%	27%	23%	23%	23%	21%	27%	23%
Slightly Agree	43%	48%	37%	43%	46%	50%	43%	46%	46%	43%	38%	45%	44%	37%
Neither Agree or Disagree	22%	15%	25%	21%	24%	14%	14%	18%	20%	23%	27%	22%	21%	28%
Slightly Disagree	6%	3%	6%	5%	7%	6%	0%	5%	5%	6%	7%	7%	4%	7%
Strongly Disagree	2%	0%	1%	2%	2%	3%	5%	1%	3%	2%	2%	3%	1%	1%
Don't know	3%	3%	3%	2%	2%	3%	0%	2%	2%	3%	3%	2%	2%	4%
Total Agree:	68%	79%	65%	68%	66%	74%	80%	74%	69%	66%	61%	67%	72%	59%
Total Disagree:	8%	3%	7%	8%	8%	9%	5%	6%	8%	8%	9%	10%	6%	8%
Net:	60%	76%	58%	60%	57%	65%	75%	67%	62%	58%	52%	57%	66%	51%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) Do you agree or disagree with the following statements?: I think about my child's behaviour online in the same sort of way I think about their behaviour in real life

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	24%	26%	23%	26%	26%	27%	6%	19%	*	22%	20%	22%	32%	51%
Slightly Agree	43%	45%	42%	47%	41%	44%	36%	39%	*	41%	44%	44%	48%	24%
Neither Agree or Disagree	22%	20%	24%	17%	23%	22%	35%	29%	*	25%	24%	24%	14%	19%
Slightly Disagree	6%	5%	7%	6%	6%	5%	8%	6%	*	6%	8%	4%	4%	6%
Strongly Disagree	2%	2%	2%	2%	1%	1%	0%	3%	*	4%	1%	2%	1%	0%
Don't know	3%	2%	3%	1%	2%	1%	15%	5%	*	1%	3%	3%	2%	0%
Total Agree:	68%	71%	64%	73%	67%	71%	42%	58%	*	64%	64%	66%	80%	75%
Total Disagree:	8%	7%	8%	8%	7%	6%	8%	9%	*	10%	9%	7%	4%	6%
Net:	60%	64%	56%	65%	60%	65%	34%	49%	*	54%	54%	59%	76%	69%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.C) Do you agree or disagree with the following statements?: I think about my child's behaviour online in the same sort of way I think about their behaviour in real life

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	24%	33%	20%	23%	22%	25%	23%	29%	24%	26%	19%	22%	15%
Slightly Agree	43%	42%	45%	42%	54%	37%	40%	40%	44%	46%	44%	42%	41%
Neither Agree or Disagree	22%	18%	22%	26%	15%	28%	26%	20%	25%	19%	23%	26%	29%
Slightly Disagree	6%	4%	7%	3%	6%	6%	4%	7%	6%	6%	9%	6%	3%
Strongly Disagree	2%	1%	2%	2%	2%	2%	4%	3%	0%	0%	3%	3%	3%
Don't know	3%	1%	4%	3%	1%	2%	4%	2%	1%	3%	2%	1%	8%
Total Agree:	68%	75%	65%	66%	76%	61%	63%	68%	69%	72%	63%	64%	57%
Total Disagree:	8%	5%	9%	5%	8%	8%	8%	10%	6%	6%	12%	9%	7%
Net:	60%	69%	57%	61%	68%	53%	55%	58%	63%	66%	52%	55%	50%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(41.A) Do you agree or disagree with the following statements?: My children are better at managing the time they spend online than I am

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	13%	25%	14%	15%	8%	12%	21%	20%	9%	12%	11%	11%	17%	4%
Slightly Agree	23%	16%	26%	24%	20%	19%	27%	29%	21%	21%	20%	23%	26%	15%
Neither Agree or Disagree	29%	37%	25%	26%	32%	37%	35%	23%	31%	32%	29%	30%	26%	36%
Slightly Disagree	20%	0%	18%	19%	25%	20%	11%	17%	23%	20%	22%	22%	19%	24%
Strongly Disagree	13%	19%	13%	13%	12%	12%	5%	10%	14%	12%	15%	14%	10%	16%
Don't know	3%	3%	3%	3%	3%	0%	0%	2%	2%	3%	4%	2%	2%	6%
Total Agree:	36%	41%	40%	39%	27%	31%	49%	48%	30%	33%	30%	34%	43%	19%
Total Disagree:	33%	19%	31%	32%	38%	32%	16%	27%	37%	32%	37%	35%	29%	40%
Net:	3%	22%	9%	7%	-10%	-1%	32%	21%	-7%	1%	-6%	-2%	14%	-21%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) Do you agree or disagree with the following statements?: My children are better at managing the time they spend online than I am

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	13%	18%	8%	13%	12%	22%	7%	4%	*	7%	8%	9%	30%	25%
Slightly Agree	23%	26%	20%	25%	27%	26%	37%	13%	*	18%	21%	23%	30%	39%
Neither Agree or Disagree	29%	27%	31%	28%	27%	26%	20%	36%	*	35%	32%	29%	20%	9%
Slightly Disagree	20%	18%	23%	21%	21%	15%	17%	23%	*	23%	22%	22%	13%	13%
Strongly Disagree	13%	11%	15%	12%	10%	10%	3%	20%	*	15%	15%	14%	6%	11%
Don't know	3%	2%	3%	1%	3%	1%	16%	4%	*	3%	2%	3%	1%	4%
Total Agree:	36%	43%	28%	39%	39%	48%	44%	17%	*	25%	29%	32%	60%	64%
Total Disagree:	33%	28%	38%	33%	31%	24%	20%	43%	*	37%	37%	36%	19%	24%
Net:	3%	15%	-10%	6%	8%	24%	23%	-26%	*	-12%	-8%	-4%	41%	40%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.C) Do you agree or disagree with the following statements?: My children are better at managing the time they spend online than I am

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	13%	26%	10%	4%	7%	10%	12%	9%	19%	18%	11%	10%	9%
Slightly Agree	23%	28%	23%	24%	27%	19%	20%	26%	23%	23%	21%	10%	22%
Neither Agree or Disagree	29%	24%	30%	31%	28%	27%	27%	29%	28%	32%	27%	34%	33%
Slightly Disagree	20%	12%	21%	23%	21%	25%	24%	19%	22%	14%	22%	34%	24%
Strongly Disagree	13%	9%	14%	16%	15%	16%	13%	15%	6%	9%	17%	9%	5%
Don't know	3%	2%	3%	2%	2%	3%	3%	3%	1%	4%	1%	3%	7%
Total Agree:	36%	54%	32%	29%	35%	29%	32%	35%	42%	41%	32%	20%	32%
Total Disagree:	33%	21%	36%	39%	36%	41%	38%	33%	28%	24%	39%	43%	29%
Net:	3%	33%	-3%	-10%	-1%	-12%	-6%	1%	14%	17%	-7%	-23%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(42.A) Do you agree or disagree with the following statements?: I feel in control when managing my childrens use of the internet

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	25%	25%	31%	28%	17%	20%	25%	29%	23%	24%	24%	22%	28%	22%
Slightly Agree	46%	42%	47%	46%	48%	39%	42%	46%	46%	45%	45%	48%	47%	40%
Neither Agree or Disagree	20%	28%	14%	18%	26%	33%	17%	18%	21%	21%	22%	22%	17%	27%
Slightly Disagree	6%	0%	5%	6%	6%	8%	16%	5%	8%	6%	5%	6%	5%	7%
Strongly Disagree	1%	3%	1%	1%	1%	0%	0%	0%	1%	2%	1%	1%	1%	1%
Don't know	2%	3%	2%	2%	2%	0%	0%	2%	2%	2%	2%	1%	1%	3%
Total Agree:	71%	66%	78%	74%	65%	59%	66%	75%	69%	69%	69%	70%	75%	62%
Total Disagree:	7%	3%	6%	7%	7%	8%	16%	5%	9%	8%	6%	7%	6%	8%
Net:	64%	64%	72%	67%	58%	51%	50%	70%	60%	62%	63%	62%	69%	54%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) Do you agree or disagree with the following statements?: I feel in control when managing my childrens use of the internet

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	25%	29%	21%	27%	26%	24%	14%	21%	*	22%	20%	23%	37%	38%
Slightly Agree	46%	44%	48%	46%	46%	50%	36%	40%	*	46%	47%	47%	44%	35%
Neither Agree or Disagree	20%	20%	21%	20%	19%	20%	29%	27%	*	23%	23%	21%	13%	16%
Slightly Disagree	6%	5%	7%	6%	5%	4%	12%	8%	*	6%	5%	7%	5%	4%
Strongly Disagree	1%	0%	2%	1%	1%	1%	0%	1%	*	1%	1%	1%	0%	0%
Don't know	2%	2%	2%	0%	2%	1%	10%	2%	*	1%	2%	1%	1%	7%
Total Agree:	71%	73%	69%	73%	72%	74%	49%	61%	*	68%	68%	70%	81%	73%
Total Disagree:	7%	5%	9%	7%	6%	5%	12%	9%	*	8%	7%	8%	5%	4%
Net:	64%	68%	60%	66%	66%	69%	37%	52%	*	60%	61%	62%	76%	69%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.C) Do you agree or disagree with the following statements?: I feel in control when managing my childrens use of the internet

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	25%	36%	22%	21%	23%	20%	25%	21%	25%	27%	26%	30%	4%
Slightly Agree	46%	41%	46%	46%	45%	45%	45%	51%	50%	44%	50%	43%	52%
Neither Agree or Disagree	20%	17%	23%	27%	22%	23%	18%	19%	14%	21%	15%	21%	34%
Slightly Disagree	6%	4%	6%	6%	7%	9%	9%	3%	7%	5%	6%	5%	4%
Strongly Disagree	1%	0%	1%	0%	2%	1%	0%	3%	3%	1%	1%	2%	2%
Don't know	2%	1%	1%	1%	2%	2%	2%	3%	1%	2%	3%	0%	4%
Total Agree:	71%	78%	68%	66%	68%	65%	70%	73%	75%	71%	76%	73%	56%
Total Disagree:	7%	4%	7%	6%	9%	10%	10%	6%	10%	6%	7%	6%	6%
Net:	64%	73%	61%	60%	59%	55%	60%	67%	65%	66%	69%	66%	51%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(43.A) Do you agree or disagree with the following statements?: The amount of time children spend online isnt much different to how much time I spent watching TV when I was their age

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	19%	28%	23%	22%	12%	16%	4%	23%	14%	19%	19%	19%	21%	14%
Slightly Agree	34%	46%	32%	35%	34%	30%	22%	35%	36%	34%	30%	33%	36%	31%
Neither Agree or Disagree	18%	12%	19%	17%	20%	22%	17%	17%	20%	19%	19%	21%	16%	20%
Slightly Disagree	15%	6%	12%	15%	18%	16%	15%	14%	14%	15%	17%	15%	15%	17%
Strongly Disagree	12%	5%	12%	10%	14%	16%	42%	10%	15%	11%	14%	12%	11%	15%
Don't know	2%	4%	2%	2%	1%	0%	0%	1%	1%	2%	2%	1%	1%	3%
Total Agree:	53%	73%	55%	56%	46%	46%	26%	58%	50%	53%	48%	51%	57%	45%
Total Disagree:	27%	11%	24%	25%	32%	32%	56%	24%	29%	26%	31%	27%	26%	32%
Net:	25%	63%	31%	31%	13%	14%	-30%	34%	21%	28%	17%	24%	30%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) Do you agree or disagree with the following statements?: The amount of time children spend online isnt much different to how much time I spent watching TV when I was their age

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	19%	22%	16%	20%	19%	24%	13%	14%	*	19%	15%	13%	32%	27%
Slightly Agree	34%	36%	31%	36%	34%	37%	31%	26%	*	31%	30%	39%	38%	30%
Neither Agree or Disagree	18%	19%	18%	17%	17%	19%	32%	20%	*	20%	19%	18%	14%	23%
Slightly Disagree	15%	11%	19%	15%	15%	7%	15%	18%	*	17%	18%	16%	9%	8%
Strongly Disagree	12%	11%	14%	10%	12%	13%	0%	18%	*	11%	16%	13%	6%	12%
Don't know	2%	1%	2%	0%	1%	0%	10%	3%	*	2%	2%	1%	1%	0%
Total Agree:	53%	58%	47%	57%	54%	61%	43%	41%	*	50%	45%	52%	70%	57%
Total Disagree:	27%	22%	33%	26%	27%	20%	15%	36%	*	28%	34%	29%	16%	20%
Net:	25%	36%	14%	31%	26%	42%	28%	5%	*	22%	11%	23%	54%	37%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.C) Do you agree or disagree with the following statements?: The amount of time children spend online isnt much different to how much time I spent watching TV when I was their age

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	19%	30%	17%	12%	19%	18%	18%	18%	25%	19%	16%	11%	11%
Slightly Agree	34%	33%	31%	39%	39%	36%	29%	28%	35%	36%	34%	32%	36%
Neither Agree or Disagree	18%	17%	21%	19%	14%	19%	19%	21%	19%	18%	16%	26%	17%
Slightly Disagree	15%	9%	16%	20%	15%	16%	17%	13%	12%	14%	19%	18%	13%
Strongly Disagree	12%	10%	14%	9%	13%	10%	15%	17%	8%	11%	13%	12%	17%
Don't know	2%	1%	1%	1%	0%	1%	3%	3%	0%	3%	2%	1%	6%
Total Agree:	53%	63%	49%	51%	57%	54%	47%	46%	61%	55%	50%	43%	47%
Total Disagree:	27%	19%	30%	29%	28%	26%	32%	30%	21%	24%	32%	30%	30%
Net:	25%	44%	18%	21%	29%	28%	14%	16%	40%	31%	18%	13%	17%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) Do you agree or disagree with the following statements?: The things our children watch online are no better or worse than the things we watched on TV when we were their age

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	15%	19%	19%	18%	11%	8%	0%	20%	14%	14%	12%	14%	17%	10%
Slightly Agree	29%	23%	28%	32%	28%	17%	17%	35%	26%	27%	27%	28%	33%	21%
Neither Agree or Disagree	24%	37%	25%	22%	24%	26%	26%	21%	23%	26%	25%	23%	22%	31%
Slightly Disagree	18%	18%	16%	15%	21%	36%	32%	12%	22%	19%	21%	20%	17%	19%
Strongly Disagree	12%	4%	11%	11%	14%	12%	24%	10%	13%	12%	12%	13%	10%	15%
Don't know	2%	0%	2%	3%	2%	1%	0%	2%	2%	3%	3%	2%	1%	4%
Total Agree:	44%	42%	47%	50%	39%	25%	17%	56%	40%	40%	39%	42%	50%	31%
Total Disagree:	30%	21%	27%	26%	35%	48%	56%	22%	35%	31%	33%	33%	27%	35%
Net:	14%	21%	20%	24%	4%	-23%	-39%	34%	5%	9%	5%	10%	23%	-4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) Do you agree or disagree with the following statements?: The things our children watch online are no better or worse than the things we watched on TV when we were their age

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	15%	20%	10%	17%	17%	20%	0%	8%	*	12%	11%	12%	28%	28%
Slightly Agree	29%	31%	27%	30%	26%	39%	37%	22%	*	26%	23%	33%	36%	30%
Neither Agree or Disagree	24%	23%	24%	23%	22%	20%	32%	30%	*	25%	26%	22%	18%	26%
Slightly Disagree	18%	14%	23%	19%	20%	14%	9%	17%	*	21%	24%	17%	9%	9%
Strongly Disagree	12%	10%	14%	10%	13%	6%	12%	20%	*	14%	13%	13%	7%	6%
Don't know	2%	2%	2%	1%	3%	1%	10%	3%	*	1%	3%	2%	1%	0%
Total Agree:	44%	51%	37%	47%	42%	59%	37%	30%	*	39%	34%	46%	64%	58%
Total Disagree:	30%	24%	37%	29%	33%	21%	21%	36%	*	35%	37%	30%	16%	16%
Net:	14%	27%	0%	18%	9%	38%	16%	-6%	*	4%	-3%	16%	48%	42%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.C) Do you agree or disagree with the following statements?: The things our children watch online are no better or worse than the things we watched on TV when we were their age

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	15%	24%	11%	11%	11%	11%	17%	16%	22%	19%	13%	11%	12%
Slightly Agree	29%	36%	27%	27%	32%	33%	23%	26%	26%	29%	27%	24%	33%
Neither Agree or Disagree	24%	18%	25%	34%	27%	20%	24%	24%	23%	18%	24%	27%	20%
Slightly Disagree	18%	12%	22%	17%	16%	22%	19%	18%	16%	20%	23%	24%	13%
Strongly Disagree	12%	9%	13%	10%	12%	12%	13%	13%	11%	13%	12%	13%	15%
Don't know	2%	1%	2%	1%	2%	1%	5%	2%	2%	2%	2%	1%	8%
Total Agree:	44%	60%	39%	37%	43%	44%	40%	43%	48%	47%	39%	35%	45%
Total Disagree:	30%	21%	35%	27%	28%	34%	32%	31%	27%	32%	34%	37%	27%
Net:	14%	39%	4%	10%	14%	10%	8%	11%	21%	15%	5%	-2%	18%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(45.A) Do you agree or disagree with the following statements?: I trust my child to behave safely and appropriately online

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	31%	35%	28%	31%	33%	35%	20%	35%	28%	29%	32%	30%	34%	27%
Slightly Agree	46%	42%	45%	46%	47%	42%	64%	46%	48%	46%	44%	49%	45%	44%
Neither Agree or Disagree	17%	19%	19%	16%	14%	21%	12%	13%	19%	18%	18%	16%	16%	20%
Slightly Disagree	3%	0%	3%	3%	3%	1%	4%	3%	2%	4%	2%	3%	3%	4%
Strongly Disagree	1%	0%	2%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	2%
Don't know	2%	5%	3%	2%	1%	1%	0%	1%	2%	2%	2%	1%	1%	3%
Total Agree:	77%	76%	73%	77%	81%	76%	84%	81%	76%	75%	76%	79%	79%	71%
Total Disagree:	4%	0%	5%	4%	4%	1%	4%	4%	3%	6%	4%	3%	4%	6%
Net:	73%	76%	68%	73%	76%	75%	80%	77%	73%	70%	73%	76%	75%	66%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Do you agree or disagree with the following statements?: I trust my child to behave safely and appropriately online

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	31%	35%	28%	33%	33%	38%	15%	27%	*	34%	26%	26%	43%	39%
Slightly Agree	46%	41%	51%	50%	43%	39%	46%	44%	*	46%	49%	48%	41%	36%
Neither Agree or Disagree	17%	19%	15%	15%	17%	19%	29%	20%	*	16%	17%	19%	14%	14%
Slightly Disagree	3%	2%	4%	2%	3%	4%	0%	4%	*	2%	4%	4%	2%	2%
Strongly Disagree	1%	1%	1%	1%	2%	0%	0%	1%	*	0%	2%	1%	0%	4%
Don't know	2%	2%	2%	0%	2%	0%	10%	3%	*	1%	2%	2%	1%	5%
Total Agree:	77%	77%	78%	82%	76%	76%	61%	72%	*	80%	75%	75%	83%	75%
Total Disagree:	4%	3%	5%	3%	5%	5%	0%	5%	*	2%	6%	4%	2%	6%
Net:	73%	73%	73%	79%	71%	72%	61%	67%	*	78%	69%	71%	81%	69%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.C) Do you agree or disagree with the following statements?: I trust my child to behave safely and appropriately online

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	31%	40%	31%	25%	24%	26%	32%	31%	34%	37%	27%	30%	31%
Slightly Agree	46%	39%	45%	52%	51%	51%	43%	45%	53%	45%	51%	45%	41%
Neither Agree or Disagree	17%	19%	19%	17%	19%	17%	17%	18%	8%	14%	16%	17%	16%
Slightly Disagree	3%	3%	3%	3%	3%	3%	4%	3%	1%	1%	2%	5%	5%
Strongly Disagree	1%	0%	0%	1%	2%	1%	2%	0%	1%	0%	2%	3%	2%
Don't know	2%	0%	1%	1%	1%	3%	3%	3%	3%	2%	2%	0%	4%
Total Agree:	77%	78%	76%	78%	75%	77%	75%	76%	87%	82%	78%	75%	72%
Total Disagree:	4%	3%	4%	5%	5%	4%	6%	4%	3%	1%	4%	8%	8%
Net:	73%	76%	72%	73%	70%	73%	69%	72%	84%	81%	73%	67%	65%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(46.A) Do you agree or disagree with the following statements?: I am worried about how much my children are online

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	14%	9%	17%	16%	11%	8%	4%	18%	14%	11%	12%	11%	17%	10%
Slightly Agree	33%	36%	33%	31%	36%	33%	28%	33%	32%	34%	32%	32%	33%	36%
Neither Agree or Disagree	27%	23%	24%	27%	26%	33%	33%	25%	26%	28%	28%	30%	25%	26%
Slightly Disagree	17%	18%	13%	18%	18%	16%	24%	17%	17%	16%	17%	17%	17%	17%
Strongly Disagree	8%	14%	11%	7%	8%	9%	11%	6%	9%	9%	9%	9%	7%	10%
Don't know	1%	0%	2%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%	3%
Total Agree:	47%	45%	50%	47%	47%	41%	32%	51%	46%	45%	44%	43%	51%	45%
Total Disagree:	25%	32%	24%	25%	25%	25%	35%	23%	26%	25%	26%	26%	23%	26%
Net:	22%	13%	26%	22%	22%	16%	-3%	28%	20%	20%	18%	17%	27%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(46.B) Do you agree or disagree with the following statements?: I am worried about how much my children are online

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	14%	17%	11%	16%	15%	19%	6%	8%	*	10%	8%	14%	27%	27%
Slightly Agree	33%	32%	33%	33%	32%	35%	12%	35%	*	28%	33%	35%	34%	31%
Neither Agree or Disagree	27%	27%	27%	26%	27%	27%	32%	24%	*	30%	31%	25%	22%	20%
Slightly Disagree	17%	15%	19%	17%	16%	15%	34%	19%	*	20%	17%	17%	12%	18%
Strongly Disagree	8%	8%	8%	7%	9%	5%	7%	11%	*	11%	10%	7%	4%	5%
Don't know	1%	1%	2%	0%	2%	0%	10%	2%	*	1%	2%	1%	1%	0%
Total Agree:	47%	49%	44%	49%	46%	53%	18%	43%	*	38%	41%	49%	61%	57%
Total Disagree:	25%	23%	27%	24%	25%	20%	41%	30%	*	31%	27%	25%	16%	23%
Net:	22%	27%	17%	24%	22%	33%	-23%	13%	*	7%	14%	24%	45%	34%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(46.C) Do you agree or disagree with the following statements?: I am worried about how much my children are online

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	14%	24%	13%	7%	14%	9%	12%	14%	12%	13%	15%	10%	14%
Slightly Agree	33%	33%	35%	31%	32%	34%	33%	32%	37%	34%	33%	26%	28%
Neither Agree or Disagree	27%	24%	25%	28%	28%	29%	27%	25%	20%	27%	26%	36%	32%
Slightly Disagree	17%	11%	18%	22%	17%	18%	13%	18%	23%	17%	18%	17%	13%
Strongly Disagree	8%	7%	8%	9%	8%	8%	13%	9%	7%	7%	6%	10%	6%
Don't know	1%	1%	1%	1%	1%	2%	2%	1%	0%	1%	2%	0%	6%
Total Agree:	47%	57%	49%	39%	46%	43%	44%	47%	49%	47%	48%	36%	43%
Total Disagree:	25%	18%	26%	32%	25%	26%	26%	27%	30%	24%	24%	28%	19%
Net:	22%	39%	23%	7%	21%	16%	19%	20%	19%	22%	25%	9%	24%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(47.A) Do you agree or disagree with the following statements?: I use the internet as much if not more than my child does

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Strongly Agree	34%	42%	37%	38%	26%	29%	33%	36%	33%	33%	34%	30%	36%	36%
Slightly Agree	35%	37%	39%	33%	39%	29%	30%	35%	36%	36%	34%	39%	34%	34%
Neither Agree or Disagree	18%	13%	16%	17%	19%	25%	4%	18%	18%	18%	18%	18%	17%	17%
Slightly Disagree	8%	6%	6%	7%	10%	11%	22%	8%	8%	8%	9%	9%	8%	9%
Strongly Disagree	3%	0%	2%	2%	5%	5%	11%	3%	3%	4%	2%	4%	3%	2%
Don't know	2%	2%	1%	2%	2%	0%	0%	2%	1%	1%	2%	1%	2%	2%
Total Agree:	69%	79%	76%	71%	64%	58%	63%	70%	70%	69%	69%	69%	70%	70%
Total Disagree:	11%	6%	7%	10%	15%	16%	33%	11%	12%	12%	11%	13%	11%	11%
Net:	58%	72%	68%	62%	49%	42%	30%	59%	58%	57%	58%	56%	60%	59%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) Do you agree or disagree with the following statements?: I use the internet as much if not more than my child does

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Strongly Agree	34%	35%	33%	33%	35%	31%	13%	36%	*	29%	33%	32%	42%	39%
Slightly Agree	35%	34%	36%	37%	36%	39%	48%	32%	*	39%	33%	39%	33%	23%
Neither Agree or Disagree	18%	19%	17%	18%	17%	17%	21%	16%	*	18%	19%	17%	16%	26%
Slightly Disagree	8%	8%	9%	9%	8%	7%	0%	10%	*	8%	9%	9%	6%	6%
Strongly Disagree	3%	2%	4%	3%	3%	4%	8%	3%	*	5%	3%	2%	1%	2%
Don't know	2%	1%	2%	1%	1%	1%	10%	2%	*	1%	1%	1%	1%	4%
Total Agree:	69%	70%	69%	70%	71%	71%	61%	69%	*	68%	66%	71%	76%	62%
Total Disagree:	11%	10%	12%	11%	11%	12%	8%	14%	*	13%	13%	11%	7%	9%
Net:	58%	59%	57%	58%	61%	59%	53%	55%	*	55%	54%	60%	68%	53%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.C) Do you agree or disagree with the following statements?: I use the internet as much if not more than my child does

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	34%	36%	33%	31%	38%	36%	36%	32%	40%	30%	37%	29%	30%
Slightly Agree	35%	35%	37%	40%	38%	35%	34%	34%	35%	36%	26%	38%	38%
Neither Agree or Disagree	18%	18%	19%	13%	15%	15%	15%	19%	17%	21%	21%	19%	20%
Slightly Disagree	8%	6%	7%	14%	7%	5%	10%	10%	7%	7%	11%	7%	10%
Strongly Disagree	3%	3%	3%	2%	1%	6%	4%	3%	1%	3%	4%	5%	0%
Don't know	2%	2%	1%	1%	1%	2%	2%	2%	0%	3%	1%	1%	2%
Total Agree:	69%	71%	70%	71%	75%	72%	70%	66%	75%	66%	63%	67%	68%
Total Disagree:	11%	9%	10%	16%	9%	11%	14%	13%	8%	10%	14%	13%	10%
Net:	58%	63%	60%	55%	67%	60%	56%	52%	67%	56%	48%	55%	58%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) For the next set of questions please select which you think has higher quality content:

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
YouTube	53%	66%	59%	56%	45%	48%	49%	58%	45%	54%	55%	53%	55%	47%
Cbeebies	35%	30%	32%	34%	39%	35%	40%	33%	42%	34%	31%	35%	35%	38%
Don't know	12%	4%	9%	10%	16%	17%	11%	9%	13%	12%	14%	12%	10%	16%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) For the next set of questions please select which you think has higher quality content:

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
YouTube	53%	60%	46%	58%	52%	51%	45%	47%	*	52%	50%	45%	67%	69%
Cbeebies	35%	30%	40%	31%	38%	41%	44%	37%	*	35%	35%	43%	28%	23%
Don't know	12%	10%	14%	11%	10%	9%	11%	16%	*	13%	15%	12%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.C) For the next set of questions please select which you think has higher quality content:

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
YouTube	53%	69%	49%	51%	51%	50%	46%	54%	58%	56%	48%	40%	51%
Cbeebies	35%	27%	37%	35%	36%	41%	39%	36%	32%	30%	40%	44%	35%
Don't know	12%	4%	14%	14%	13%	9%	16%	10%	10%	15%	12%	16%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Please select which you think has higher quality content

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Netflix	69%	68%	74%	69%	66%	66%	64%	70%	65%	68%	72%	70%	70%	63%
Cbeebies	22%	25%	19%	23%	23%	21%	30%	23%	24%	24%	17%	22%	23%	22%
Don't know	9%	6%	7%	8%	11%	13%	5%	7%	11%	8%	10%	8%	7%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Please select which you think has higher quality content

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Netflix	69%	72%	65%	72%	70%	71%	48%	63%	*	73%	69%	61%	73%	83%
Cbeebies	22%	21%	24%	22%	22%	23%	41%	23%	*	17%	21%	30%	22%	14%
Don't know	9%	7%	11%	6%	8%	7%	11%	14%	*	10%	10%	9%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.C) Please select which you think has higher quality content

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Netflix	69%	76%	69%	66%	67%	77%	60%	67%	79%	69%	64%	70%	59%
Cbeebies	22%	19%	22%	28%	25%	18%	25%	26%	16%	20%	26%	17%	28%
Don't know	9%	5%	9%	6%	8%	5%	16%	7%	4%	12%	10%	13%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) Please select which you think has higher quality content

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
YouTube	26%	44%	26%	27%	24%	23%	36%	30%	21%	25%	29%	26%	27%	24%
Netflix	64%	53%	66%	64%	64%	64%	55%	63%	67%	65%	60%	65%	65%	63%
Don't know	10%	3%	8%	9%	12%	13%	9%	7%	11%	9%	11%	9%	8%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) Please select which you think has higher quality content

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
YouTube	26%	30%	23%	27%	27%	30%	42%	24%	*	26%	24%	22%	35%	25%
Netflix	64%	62%	66%	66%	64%	65%	43%	61%	*	64%	65%	69%	59%	69%
Don't know	10%	8%	11%	7%	9%	5%	15%	15%	*	11%	11%	9%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(50.C) Please select which you think has higher quality content

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
YouTube	26%	37%	22%	28%	24%	20%	25%	29%	28%	24%	24%	22%	28%
Netflix	64%	58%	68%	66%	65%	75%	61%	63%	67%	66%	60%	60%	57%
Don't know	10%	5%	10%	6%	10%	5%	14%	8%	4%	10%	16%	18%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(51.A) Please select which you think has higher quality content

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
TikTok	23%	47%	33%	23%	16%	15%	6%	24%	15%	23%	29%	22%	25%	16%
Cbeebies	59%	41%	53%	61%	60%	62%	57%	60%	67%	57%	52%	59%	60%	61%
Don't know	18%	12%	14%	16%	24%	23%	36%	15%	18%	20%	19%	19%	15%	24%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) Please select which you think has higher quality content

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
TikTok	23%	25%	20%	23%	23%	32%	33%	15%	*	26%	18%	17%	32%	34%
Cbeebies	59%	57%	62%	59%	60%	57%	45%	63%	*	54%	63%	67%	54%	45%
Don't know	18%	18%	18%	18%	17%	12%	22%	23%	*	21%	18%	16%	14%	21%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.C) Please select which you think has higher quality content

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
TikTok	23%	37%	19%	17%	18%	21%	18%	23%	28%	23%	25%	15%	17%
Cbeebies	59%	48%	59%	67%	67%	59%	60%	62%	58%	53%	60%	63%	66%
Don't know	18%	15%	22%	16%	15%	19%	22%	15%	14%	24%	15%	22%	16%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) Please select which you think has higher quality content

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
YouTube	76%	56%	72%	81%	74%	68%	83%	79%	75%	77%	72%	77%	77%	73%
TikTok	8%	36%	17%	7%	4%	6%	0%	7%	6%	9%	11%	9%	9%	6%
Don't know	16%	8%	12%	13%	22%	26%	17%	14%	19%	14%	16%	14%	15%	21%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) Please select which you think has higher quality content

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
YouTube	76%	81%	71%	80%	75%	80%	68%	70%	*	73%	77%	75%	82%	71%
TikTok	8%	6%	10%	8%	9%	9%	13%	4%	*	10%	8%	6%	8%	15%
Don't know	16%	12%	19%	12%	15%	11%	19%	25%	*	17%	15%	19%	10%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.C) Please select which you think has higher quality content

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
YouTube	76%	83%	79%	77%	73%	77%	72%	78%	75%	74%	75%	67%	69%
TikTok	8%	10%	7%	6%	7%	7%	6%	9%	14%	8%	10%	11%	7%
Don't know	16%	7%	15%	17%	20%	16%	22%	14%	11%	18%	15%	22%	24%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(53.A) To your knowledge, which of the following does your children regularly use, if any? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
YouTube	70%	72%	68%	68%	73%	68%	71%	70%	65%	69%	74%	73%	67%	70%
Google	47%	34%	41%	46%	53%	56%	34%	57%	45%	43%	43%	49%	49%	39%
YouTube Kids	36%	44%	45%	41%	25%	24%	37%	45%	35%	34%	30%	34%	40%	30%
Tiktok	32%	39%	31%	30%	36%	31%	27%	32%	29%	32%	35%	32%	33%	28%
Instagram	26%	41%	22%	26%	27%	26%	9%	31%	23%	29%	21%	26%	29%	17%
Facebook	23%	21%	24%	24%	19%	33%	9%	34%	15%	25%	18%	22%	27%	15%
Snapchat	21%	25%	21%	18%	25%	22%	9%	22%	18%	22%	21%	21%	22%	16%
Twitter	12%	11%	14%	12%	9%	12%	10%	18%	8%	9%	10%	10%	14%	7%
Dont know	1%	0%	1%	1%	1%	1%	0%	1%	2%	0%	1%	1%	1%	1%
None of the above	6%	0%	5%	6%	6%	7%	4%	6%	8%	5%	4%	5%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(53.B) To your knowledge, which of the following does your children regularly use, if any? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
YouTube	70%	70%	70%	74%	70%	64%	55%	67%	*	79%	67%	65%	70%	72%
Google	47%	53%	41%	52%	46%	48%	44%	37%	*	49%	43%	43%	58%	59%
YouTube Kids	36%	41%	32%	36%	39%	43%	21%	34%	*	28%	34%	37%	50%	37%
Tiktok	32%	30%	34%	33%	31%	33%	37%	28%	*	39%	31%	27%	32%	35%
Instagram	26%	29%	23%	29%	24%	37%	41%	15%	*	26%	18%	24%	38%	54%
Facebook	23%	31%	15%	28%	17%	38%	32%	11%	*	22%	14%	20%	40%	41%
Snapchat	21%	19%	22%	20%	22%	24%	19%	16%	*	26%	17%	18%	23%	32%
Twitter	12%	17%	6%	14%	10%	20%	0%	4%	*	9%	6%	9%	24%	30%
Dont know	1%	1%	1%	0%	1%	0%	0%	2%	*	0%	1%	0%	1%	4%
None of the above	6%	5%	6%	5%	5%	7%	12%	8%	*	3%	7%	9%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(53.C) To your knowledge, which of the following does your children regularly use, if any? Tick all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
YouTube	70%	67%	71%	69%	73%	75%	64%	70%	71%	72%	71%	70%	60%
Google	47%	56%	44%	43%	50%	41%	42%	47%	56%	54%	44%	40%	43%
YouTube Kids	36%	50%	36%	28%	33%	32%	38%	44%	38%	33%	31%	29%	32%
Tiktok	32%	34%	32%	25%	29%	32%	31%	34%	37%	33%	36%	33%	22%
Instagram	26%	35%	24%	21%	27%	21%	21%	29%	26%	28%	24%	21%	23%
Facebook	23%	36%	19%	17%	22%	16%	20%	20%	24%	30%	25%	18%	14%
Snapchat	21%	22%	23%	13%	20%	16%	17%	25%	26%	24%	26%	16%	18%
Twitter	12%	20%	7%	5%	12%	7%	10%	11%	15%	17%	15%	2%	7%
Dont know	1%	1%	1%	1%	2%	0%	1%	0%	0%	1%	2%	1%	2%
None of the above	6%	4%	6%	6%	8%	5%	10%	4%	5%	4%	5%	4%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(54.A) To your knowledge, which of the following does your child have a personal account with, if any? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
YouTube	27%	23%	29%	29%	27%	15%	9%	32%	24%	26%	26%	27%	29%	22%
Tiktok	24%	25%	27%	21%	30%	22%	16%	24%	23%	25%	26%	24%	27%	18%
Facebook	23%	10%	21%	24%	23%	25%	11%	29%	18%	25%	19%	21%	27%	15%
Instagram	23%	22%	21%	24%	23%	19%	9%	26%	22%	23%	20%	23%	26%	13%
Google	22%	22%	21%	23%	21%	19%	10%	30%	19%	19%	17%	20%	25%	15%
YouTube kids	20%	35%	26%	23%	12%	11%	4%	30%	15%	18%	15%	17%	24%	13%
Dont know	2%	0%	2%	1%	3%	6%	6%	2%	2%	1%	3%	2%	2%	2%
Snapchat	18%	25%	17%	16%	22%	19%	9%	19%	17%	17%	19%	19%	19%	14%
Twitter	10%	14%	13%	10%	9%	11%	4%	15%	8%	8%	9%	12%	11%	5%
None of the above	37%	25%	37%	38%	37%	38%	48%	29%	45%	37%	38%	40%	32%	48%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(54.B) To your knowledge, which of the following does your child have a personal account with, if any? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
YouTube	27%	31%	23%	30%	25%	34%	20%	18%	*	30%	23%	23%	36%	46%
Tiktok	24%	23%	26%	24%	25%	28%	27%	20%	*	30%	22%	22%	23%	35%
Facebook	23%	30%	16%	28%	17%	31%	32%	15%	*	24%	15%	17%	39%	43%
Instagram	23%	26%	20%	27%	20%	30%	41%	14%	*	25%	15%	21%	35%	44%
Google	22%	28%	15%	24%	19%	31%	17%	13%	*	18%	14%	20%	38%	42%
YouTube kids	20%	26%	14%	21%	21%	30%	6%	12%	*	14%	14%	17%	37%	37%
Dont know	2%	2%	2%	1%	3%	1%	0%	2%	*	2%	2%	2%	1%	6%
Snapchat	18%	17%	19%	19%	18%	22%	26%	14%	*	24%	13%	17%	21%	30%
Twitter	10%	16%	5%	12%	9%	21%	16%	4%	*	10%	6%	7%	21%	29%
None of the above	37%	31%	44%	36%	37%	28%	17%	51%	*	36%	46%	43%	22%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(54.C) To your knowledge, which of the following does your child have a personal account with, if any? Tick all that apply

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
YouTube	27%	35%	21%	21%	27%	25%	25%	30%	24%	30%	32%	21%	22%
Tiktok	24%	28%	25%	16%	25%	22%	23%	23%	23%	24%	29%	27%	26%
Facebook	23%	34%	18%	16%	21%	24%	20%	20%	25%	28%	27%	14%	12%
Instagram	23%	33%	20%	18%	26%	20%	19%	21%	25%	26%	21%	19%	15%
Google	22%	34%	17%	18%	19%	15%	21%	19%	19%	28%	21%	11%	27%
YouTube kids	20%	28%	22%	11%	15%	14%	20%	27%	23%	21%	18%	11%	18%
Dont know	2%	2%	3%	1%	4%	1%	2%	4%	1%	1%	1%	0%	4%
Snapchat	18%	20%	19%	9%	16%	13%	15%	25%	23%	23%	21%	16%	10%
Twitter	10%	19%	6%	7%	9%	7%	10%	8%	10%	14%	16%	4%	4%
None of the above	37%	25%	38%	47%	40%	46%	37%	33%	37%	32%	37%	48%	43%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(55.A) How worried or not worried are you when your child is online?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very worried	6%	9%	8%	8%	4%	3%	0%	7%	6%	6%	7%	5%	9%	3%
Slightly worried	36%	48%	34%	35%	38%	35%	51%	40%	35%	37%	31%	34%	36%	39%
Not really worried	42%	21%	39%	41%	46%	47%	33%	38%	44%	42%	44%	44%	41%	41%
Not at all worried	12%	19%	14%	12%	11%	13%	16%	12%	11%	13%	15%	14%	12%	11%
N/A My child is never online	2%	0%	3%	2%	1%	1%	0%	2%	3%	1%	2%	2%	1%	3%
Dont know	1%	3%	2%	1%	1%	1%	0%	1%	1%	2%	2%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(55.B) How worried or not worried are you when your child is online?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very worried	6%	9%	4%	7%	7%	10%	6%	3%	*	5%	3%	6%	14%	15%
Slightly worried	36%	35%	37%	36%	36%	41%	16%	35%	*	32%	34%	38%	41%	34%
Not really worried	42%	40%	44%	43%	41%	34%	70%	46%	*	46%	47%	43%	34%	22%
Not at all worried	12%	13%	11%	12%	13%	13%	8%	9%	*	14%	13%	11%	10%	25%
N/A My child is never online	2%	2%	2%	2%	1%	1%	0%	4%	*	2%	3%	2%	1%	0%
Dont know	1%	1%	2%	1%	1%	1%	0%	3%	*	2%	1%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.C) How worried or not worried are you when your child is online?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very worried	6%	14%	6%	4%	5%	4%	5%	6%	8%	6%	7%	3%	0%
Slightly worried	36%	42%	35%	32%	35%	38%	35%	29%	32%	39%	35%	31%	44%
Not really worried	42%	30%	44%	52%	43%	40%	42%	48%	45%	39%	43%	50%	40%
Not at all worried	12%	12%	10%	9%	12%	13%	12%	15%	14%	14%	12%	16%	10%
N/A My child is never online	2%	1%	2%	2%	3%	4%	3%	1%	0%	0%	2%	0%	4%
Dont know	1%	1%	1%	1%	1%	0%	2%	1%	1%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(56.A) You said that you worry about your child when they are online. What things are you mostly worried about? Tick up to three

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	867	18	159	409	216	55	10	309	214	187	154	299	427	121
Weighted	852	18	152	396	218	58	10	257	214	189	189	295	417	120
They might be exposed to sexual content	45%	19%	44%	43%	50%	52%	28%	42%	46%	46%	48%	48%	41%	55%
They might be contacted by complete strangers	43%	31%	41%	43%	44%	48%	42%	40%	44%	42%	46%	44%	41%	50%
They might be exposed to violent material	36%	54%	39%	32%	37%	37%	34%	35%	31%	37%	40%	35%	37%	33%
They might be bullied	31%	30%	30%	27%	35%	43%	42%	25%	34%	33%	32%	31%	30%	33%
They might develop the wrong ideas about body image	21%	35%	22%	21%	17%	18%	39%	20%	21%	20%	20%	20%	21%	20%
They might get the wrong ideas about what peoples supposedly perfect lives	19%	11%	18%	20%	18%	23%	12%	17%	26%	21%	12%	15%	21%	24%
They might be exposed to fake news / misinformation	19%	0%	16%	19%	21%	20%	12%	23%	18%	19%	14%	19%	18%	17%
They might be contacted by older children and led astray	19%	15%	19%	20%	20%	18%	20%	17%	20%	19%	22%	23%	17%	18%
The way their brains work will be affected	14%	13%	13%	18%	8%	5%	0%	18%	9%	14%	13%	11%	14%	15%
They might spend money they dont have by mistake	12%	12%	16%	10%	13%	16%	22%	12%	12%	9%	15%	14%	13%	8%
They might be exposed to extreme political opinions	10%	20%	9%	11%	9%	4%	8%	14%	6%	10%	8%	7%	13%	6%
Other (Please Specify)	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	2%	5%	2%	1%	2%	0%	9%	2%	2%	0%	2%	2%	2%	1%

Note:

BASE: Respondents who are worried when their child is online.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) You said that you worry about your child when they are online. What things are you mostly worried about? Tick up to three

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	867	413	454	305	236	104	3	110	0	0	0	229	232	28
Weighted	852	438	414	297	231	95	3	112	0	0	0	212	218	24
They might be exposed to sexual content	45%	41%	50%	45%	44%	31%	26%	55%	*	52%	47%	48%	35%	28%
They might be contacted by complete strangers	43%	37%	49%	41%	46%	34%	71%	53%	*	52%	47%	44%	34%	11%
They might be exposed to violent material	36%	35%	36%	39%	34%	22%	0%	43%	*	38%	37%	32%	34%	33%
They might be bullied	31%	27%	35%	32%	30%	28%	0%	41%	*	42%	31%	34%	21%	34%
They might develop the wrong ideas about body image	21%	20%	21%	18%	20%	28%	55%	20%	*	18%	25%	17%	22%	22%
They might get the wrong ideas about what peoples supposedly perfect lives	19%	20%	18%	19%	18%	21%	29%	20%	*	17%	15%	21%	23%	19%
They might be exposed to fake news / misinformation	19%	20%	17%	19%	14%	28%	0%	15%	*	17%	13%	21%	23%	25%
They might be contacted by older children and led astray	19%	19%	20%	19%	20%	25%	0%	14%	*	21%	22%	18%	19%	10%
The way their brains work will be affected	14%	15%	12%	11%	15%	18%	0%	13%	*	10%	8%	14%	21%	13%
They might spend money they dont have by mistake	12%	15%	9%	13%	15%	13%	29%	8%	*	10%	14%	11%	11%	32%
They might be exposed to extreme political opinions	10%	14%	6%	12%	6%	15%	0%	5%	*	6%	7%	8%	17%	17%
Other (Please Specify)	0%	0%	0%	0%	1%	0%	0%	0%	*	0%	1%	0%	0%	0%
Don't know	2%	2%	1%	1%	3%	2%	0%	0%	*	2%	1%	2%	2%	0%

Note:

BASE: Respondents who are worried when their child is online.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.C) You said that you worry about your child when they are online. What things are you mostly worried about? Tick up to three

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	867	190	106	57	73	51	72	61	35	114	59	27	22
Weighted	852	158	109	58	73	60	73	55	32	99	75	34	26
They might be exposed to sexual content	45%	38%	47%	46%	45%	54%	44%	46%	46%	47%	42%	46%	50%
They might be contacted by complete strangers	43%	37%	42%	45%	50%	46%	46%	49%	29%	43%	35%	49%	64%
They might be exposed to violent material	36%	35%	36%	24%	38%	45%	34%	35%	25%	36%	39%	36%	42%
They might be bullied	31%	28%	36%	32%	39%	35%	28%	22%	22%	27%	31%	33%	39%
They might develop the wrong ideas about body image	21%	14%	22%	18%	22%	19%	28%	18%	17%	26%	25%	20%	14%
They might get the wrong ideas about what peoples supposedly perfect lives	19%	18%	20%	28%	22%	11%	18%	8%	19%	27%	17%	17%	9%
They might be exposed to fake news / misinformation	19%	25%	17%	18%	15%	20%	15%	12%	26%	20%	18%	22%	4%
They might be contacted by older children and led astray	19%	21%	16%	20%	15%	17%	19%	37%	26%	17%	11%	31%	18%
The way their brains work will be affected	14%	20%	10%	10%	5%	18%	17%	18%	20%	11%	14%	0%	12%
They might spend money they dont have by mistake	12%	11%	19%	14%	18%	13%	9%	15%	5%	8%	15%	4%	4%
They might be exposed to extreme political opinions	10%	13%	10%	12%	11%	2%	7%	5%	16%	11%	10%	3%	17%
Other (Please Specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Don't know	2%	3%	0%	0%	0%	0%	1%	3%	9%	3%	2%	0%	0%

Note:

BASE: Respondents who are worried when their child is online.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(57.A) You said that you did not worry about your child when they are online. Which of the following reasons best explains why? Tick up to three

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1081	14	192	485	295	86	9	322	281	235	239	421	489	142
Weighted	1095	12	191	491	299	92	10	271	287	241	292	434	484	149
Threats are no worse online than in the real world	8%	13%	8%	10%	4%	7%	0%	9%	6%	7%	8%	8%	9%	4%
Nothing bad has ever happened to anyone I know online	8%	12%	10%	7%	10%	3%	9%	10%	6%	8%	8%	8%	7%	9%
I trust them to behave safely and appropriately	54%	34%	40%	52%	64%	63%	77%	54%	54%	58%	51%	53%	56%	55%
I monitor their actions online	43%	58%	50%	44%	36%	41%	35%	40%	42%	40%	47%	41%	43%	46%
They are always supervised when they are online	29%	49%	39%	32%	20%	20%	23%	26%	32%	27%	30%	28%	28%	35%
They are safer at home online than out on the streets	28%	25%	25%	28%	26%	37%	45%	25%	26%	24%	33%	28%	26%	30%
I have taken steps to restrict their use online	23%	15%	26%	22%	23%	21%	18%	27%	25%	21%	19%	21%	25%	22%
Dont know	2%	0%	4%	1%	2%	2%	0%	1%	2%	3%	1%	2%	1%	2%
The internet is safer than it used to be	10%	3%	10%	9%	9%	10%	23%	13%	7%	8%	9%	9%	11%	7%
Other (Please Specify)	2%	0%	0%	3%	4%	0%	0%	2%	3%	2%	3%	2%	3%	2%

Note:

BASE: Respondents who are not worried when their child is online.

Fieldwork: 24th Sep - 2nd Oct 2021

Public First Poll for Youtube (Parents)

(57.B) You said that you did not worry about your child when they are online. Which of the following reasons best explains why? Tick up to three

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1081	487	593	393	292	90	11	152	0	0	0	271	198	27
Weighted	1095	540	554	386	295	87	11	161	0	0	0	264	177	24
Threats are no worse online than in the real world	8%	10%	5%	8%	7%	12%	25%	4%	*	8%	6%	6%	12%	15%
Nothing bad has ever happened to anyone I know online	8%	10%	6%	8%	8%	10%	8%	5%	*	10%	7%	5%	11%	10%
I trust them to behave safely and appropriately	54%	54%	55%	55%	56%	49%	56%	54%	*	60%	53%	52%	54%	45%
I monitor their actions online	43%	37%	48%	43%	40%	41%	33%	48%	*	40%	46%	46%	36%	31%
They are always supervised when they are online	29%	25%	33%	26%	34%	22%	18%	36%	*	21%	32%	29%	34%	30%
They are safer at home online than out on the streets	28%	29%	26%	29%	24%	33%	29%	30%	*	35%	27%	21%	27%	18%
I have taken steps to restrict their use online	23%	25%	22%	24%	21%	29%	26%	24%	*	17%	22%	26%	33%	20%
Dont know	2%	2%	2%	1%	2%	1%	0%	3%	*	1%	2%	2%	1%	5%
The internet is safer than it used to be	10%	13%	7%	12%	10%	18%	4%	6%	*	10%	7%	9%	13%	19%
Other (Please Specify)	2%	2%	3%	2%	2%	7%	0%	3%	*	2%	3%	3%	2%	0%

Note:

BASE: Respondents who are not worried when their child is online.

Fieldwork: 24th Sep - 2nd Oct 2021

Public First Poll for Youtube (Parents)

(57.C) You said that you did not worry about your child when they are online. Which of the following reasons best explains why? Tick up to three

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1081	139	142	94	96	63	98	110	50	128	82	53	26
Weighted	1095	118	142	98	100	76	99	102	47	117	100	66	30
Threats are no worse online than in the real world	8%	10%	3%	6%	10%	4%	10%	10%	9%	9%	5%	10%	7%
Nothing bad has ever happened to anyone I know online	8%	15%	4%	7%	9%	5%	10%	9%	4%	7%	6%	6%	13%
I trust them to behave safely and appropriately	54%	47%	55%	60%	50%	50%	55%	54%	61%	58%	50%	61%	61%
I monitor their actions online	43%	34%	47%	46%	43%	39%	44%	44%	48%	35%	52%	41%	40%
They are always supervised when they are online	29%	34%	25%	29%	32%	39%	29%	27%	22%	25%	29%	28%	27%
They are safer at home online than out on the streets	28%	26%	25%	26%	32%	24%	30%	30%	34%	34%	19%	28%	24%
I have taken steps to restrict their use online	23%	26%	23%	27%	17%	9%	22%	24%	20%	23%	23%	36%	33%
Dont know	2%	1%	1%	2%	2%	0%	1%	1%	2%	4%	2%	0%	4%
The internet is safer than it used to be	10%	14%	8%	10%	16%	7%	10%	8%	9%	13%	6%	3%	3%
Other (Please Specify)	2%	2%	6%	3%	1%	4%	3%	3%	0%	2%	1%	0%	0%

Note:

BASE: Respondents who are not worried when their child is online.

(58.A) All things considered, to what extent do you trust or not trust your child to behave safely and appropriately online?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Trust entirely	27%	31%	26%	27%	27%	30%	31%	31%	23%	26%	28%	26%	31%	19%
Trust somewhat	62%	54%	58%	61%	65%	60%	65%	59%	65%	62%	61%	63%	60%	66%
Do not really trust	6%	5%	9%	6%	5%	7%	4%	6%	7%	6%	6%	7%	6%	7%
Do not trust at all	1%	3%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%
Don't know	4%	7%	6%	4%	3%	3%	0%	3%	4%	5%	4%	3%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) All things considered, to what extent do you trust or not trust your child to behave safely and appropriately online?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Trust entirely	27%	33%	22%	31%	25%	36%	22%	21%	*	27%	22%	19%	43%	48%
Trust somewhat	62%	58%	65%	61%	63%	58%	50%	66%	*	64%	65%	67%	50%	47%
Do not really trust	6%	6%	7%	6%	8%	5%	12%	7%	*	6%	6%	8%	5%	4%
Do not trust at all	1%	0%	1%	1%	1%	0%	0%	1%	*	0%	1%	1%	0%	0%
Don't know	4%	3%	5%	2%	4%	2%	16%	5%	*	3%	5%	5%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.C) All things considered, to what extent do you trust or not trust your child to behave safely and appropriately online?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Trust entirely	27%	38%	23%	22%	24%	18%	24%	25%	23%	32%	29%	33%	27%
Trust somewhat	62%	54%	66%	65%	64%	72%	62%	64%	70%	58%	57%	58%	55%
Do not really trust	6%	5%	8%	8%	7%	3%	6%	8%	2%	5%	9%	5%	10%
Do not trust at all	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	2%	2%
Don't know	4%	2%	2%	3%	5%	6%	8%	3%	5%	4%	6%	2%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) Do you think social media accounts should be age-restricted (for example, no one under under a certain age would be allowed to access Facebook, Instagram, Snap, etc.)

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	87%	89%	83%	88%	88%	84%	100%	87%	89%	86%	86%	87%	88%	87%
No	6%	5%	9%	6%	5%	8%	0%	9%	4%	6%	6%	6%	7%	3%
Don't know	7%	5%	8%	6%	7%	8%	0%	5%	6%	8%	8%	7%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) Do you think social media accounts should be age-restricted (for example, no one under under a certain age would be allowed to access Facebook, Instagram, Snap, etc.)

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	87%	86%	89%	87%	87%	88%	84%	90%	*	85%	87%	87%	91%	85%
No	6%	8%	5%	6%	7%	8%	0%	4%	*	6%	5%	7%	6%	8%
Don't know	7%	7%	7%	7%	6%	4%	16%	5%	*	10%	7%	6%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.C) Do you think social media accounts should be age-restricted (for example, no one under under a certain age would be allowed to access Facebook, Instagram, Snap, etc.)

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	87%	89%	87%	83%	91%	97%	86%	86%	91%	82%	85%	85%	85%
No	6%	5%	5%	11%	6%	0%	8%	6%	3%	7%	8%	10%	6%
Don't know	7%	6%	8%	7%	3%	3%	6%	8%	7%	12%	7%	5%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) Do you feel that there should be age restrictions on the following services?: Google Search

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	50%	53%	55%	54%	44%	41%	53%	57%	51%	48%	45%	49%	53%	45%
No	40%	33%	35%	37%	47%	51%	38%	38%	41%	40%	43%	43%	40%	40%
Don't know	9%	15%	10%	9%	9%	7%	8%	5%	8%	12%	12%	8%	7%	16%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) Do you feel that there should be age restrictions on the following services?: Google Search

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	50%	54%	47%	53%	51%	59%	66%	46%	*	44%	46%	52%	63%	55%
No	40%	40%	40%	41%	40%	35%	34%	38%	*	44%	42%	42%	33%	36%
Don't know	9%	6%	12%	6%	9%	6%	0%	15%	*	12%	12%	6%	4%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.C) Do you feel that there should be age restrictions on the following services?: Google Search

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	50%	57%	52%	49%	49%	55%	49%	47%	54%	46%	48%	48%	45%
No	40%	38%	40%	39%	41%	41%	39%	41%	38%	42%	45%	43%	36%
Don't know	9%	6%	7%	12%	10%	5%	12%	12%	8%	12%	7%	9%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) Do you feel that there should be age restrictions on the following services?: Google Maps

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	30%	38%	39%	32%	23%	18%	10%	34%	26%	30%	29%	27%	33%	29%
No	60%	45%	51%	57%	68%	73%	90%	59%	65%	59%	56%	63%	59%	54%
Don't know	11%	17%	11%	11%	10%	9%	0%	7%	9%	11%	16%	10%	8%	17%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) Do you feel that there should be age restrictions on the following services?: Google Maps

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	30%	31%	28%	29%	31%	38%	26%	24%	*	26%	24%	30%	41%	44%
No	60%	63%	56%	64%	59%	54%	65%	58%	*	62%	63%	62%	53%	46%
Don't know	11%	6%	15%	7%	10%	8%	10%	18%	*	12%	12%	8%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.C) Do you feel that there should be age restrictions on the following services?: Google Maps

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	30%	38%	22%	23%	27%	27%	38%	33%	33%	29%	26%	29%	32%
No	60%	55%	69%	67%	62%	63%	52%	53%	55%	58%	64%	56%	57%
Don't know	11%	7%	9%	10%	12%	10%	11%	13%	12%	13%	10%	15%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) Do you feel that there should be age restrictions on the following services?: News websites e.g BBC News

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	40%	41%	48%	44%	32%	33%	16%	41%	39%	38%	43%	40%	42%	39%
No	50%	55%	41%	47%	57%	60%	78%	52%	50%	52%	46%	52%	51%	44%
Don't know	10%	4%	11%	9%	10%	8%	6%	7%	10%	10%	11%	8%	7%	17%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) Do you feel that there should be age restrictions on the following services?: News websites e.g BBC News

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	40%	39%	42%	41%	40%	49%	63%	37%	*	37%	37%	40%	49%	45%
No	50%	54%	47%	53%	52%	45%	37%	46%	*	52%	51%	52%	45%	45%
Don't know	10%	7%	12%	6%	9%	6%	0%	17%	*	11%	12%	8%	5%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.C) Do you feel that there should be age restrictions on the following services?: News websites e.g BBC News

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	40%	47%	33%	42%	42%	43%	44%	42%	47%	35%	37%	35%	40%
No	50%	47%	60%	48%	44%	52%	44%	50%	47%	55%	53%	50%	39%
Don't know	10%	6%	7%	10%	14%	5%	11%	9%	6%	10%	10%	15%	21%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) Do you feel that there should be age restrictions on the following services?: YouTube

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	73%	67%	74%	74%	72%	69%	59%	76%	73%	72%	70%	73%	75%	68%
No	20%	26%	17%	19%	20%	25%	41%	21%	21%	20%	18%	21%	20%	19%
Don't know	7%	6%	9%	6%	8%	7%	0%	3%	6%	8%	12%	6%	5%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) Do you feel that there should be age restrictions on the following services?: YouTube

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	73%	73%	73%	74%	75%	79%	70%	70%	*	69%	72%	76%	79%	65%
No	20%	21%	19%	21%	18%	17%	30%	18%	*	21%	19%	19%	18%	29%
Don't know	7%	6%	8%	5%	7%	4%	0%	12%	*	10%	8%	5%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.C) Do you feel that there should be age restrictions on the following services?: YouTube

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	73%	75%	72%	72%	71%	80%	72%	72%	74%	68%	74%	74%	75%
No	20%	20%	21%	21%	22%	17%	18%	19%	19%	22%	21%	19%	14%
Don't know	7%	5%	6%	7%	7%	3%	10%	9%	8%	10%	5%	7%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) Do you feel that there should be age restrictions on the following services?: Streaming services e.g Netflix, Amazon Prime, Disney+, Apple TV

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	68%	52%	62%	70%	70%	63%	83%	71%	71%	68%	60%	66%	73%	59%
No	25%	45%	29%	23%	24%	30%	17%	24%	22%	25%	30%	28%	22%	27%
Don't know	7%	3%	9%	7%	6%	6%	0%	4%	7%	7%	10%	6%	5%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) Do you feel that there should be age restrictions on the following services?: Streaming services e.g Netflix, Amazon Prime, Disney+, Apple TV

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	68%	71%	65%	71%	66%	76%	68%	65%	*	64%	65%	72%	73%	74%
No	25%	24%	26%	25%	28%	20%	32%	23%	*	27%	27%	22%	23%	23%
Don't know	7%	5%	9%	5%	6%	5%	0%	13%	*	8%	8%	6%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.C) Do you feel that there should be age restrictions on the following services?: Streaming services e.g Netflix, Amazon Prime, Disney+, Apple TV

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	68%	73%	70%	68%	67%	65%	71%	66%	68%	61%	65%	65%	72%
No	25%	23%	25%	26%	25%	30%	18%	28%	25%	28%	30%	30%	13%
Don't know	7%	4%	5%	6%	8%	5%	11%	6%	7%	11%	5%	5%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) Do you feel that there should be age restrictions on the following services?: Whatsapp

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	62%	75%	64%	63%	59%	58%	64%	64%	60%	62%	62%	63%	64%	56%
No	30%	20%	28%	29%	32%	33%	36%	31%	32%	29%	28%	30%	29%	31%
Don't know	8%	4%	8%	8%	9%	9%	0%	5%	8%	9%	10%	7%	7%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) Do you feel that there should be age restrictions on the following services?: Whatsapp

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	62%	63%	61%	62%	63%	68%	72%	57%	*	56%	61%	61%	72%	66%
No	30%	30%	30%	32%	28%	24%	28%	32%	*	35%	28%	32%	24%	27%
Don't know	8%	7%	9%	5%	9%	8%	0%	11%	*	9%	10%	7%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.C) Do you feel that there should be age restrictions on the following services?: Whatsapp

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	62%	64%	55%	58%	69%	69%	66%	65%	65%	57%	62%	57%	63%
No	30%	29%	37%	34%	24%	28%	26%	27%	27%	34%	31%	29%	20%
Don't know	8%	7%	7%	8%	7%	3%	9%	8%	8%	9%	8%	14%	17%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) Do you feel that there should be age restrictions on the following services?: Food delivery apps e.g Deliveroo, Uber

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	68%	67%	63%	69%	68%	73%	78%	66%	70%	69%	68%	69%	68%	70%
No	24%	31%	30%	23%	23%	20%	12%	29%	20%	22%	23%	24%	25%	20%
Don't know	8%	3%	7%	8%	9%	7%	10%	5%	10%	9%	9%	7%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) Do you feel that there should be age restrictions on the following services?: Food delivery apps e.g Deliveroo, Uber

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	68%	65%	71%	66%	70%	67%	84%	73%	*	69%	72%	69%	63%	61%
No	24%	28%	20%	29%	21%	27%	16%	16%	*	24%	18%	23%	32%	34%
Don't know	8%	7%	9%	6%	9%	6%	0%	10%	*	7%	11%	7%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.C) Do you feel that there should be age restrictions on the following services?: Food delivery apps e.g Deliveroo, Uber

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	68%	61%	65%	67%	71%	75%	78%	72%	77%	63%	63%	66%	77%
No	24%	33%	28%	24%	18%	20%	19%	18%	17%	25%	26%	28%	12%
Don't know	8%	6%	7%	10%	11%	4%	3%	10%	6%	12%	11%	6%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) Do you feel that there should be age restrictions on the following services?: Citymapper

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	28%	40%	37%	29%	20%	22%	20%	33%	24%	26%	27%	25%	31%	25%
No	31%	29%	29%	31%	32%	31%	22%	40%	30%	29%	23%	29%	35%	22%
Don't know	42%	31%	34%	40%	48%	48%	58%	28%	46%	45%	50%	46%	34%	54%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) Do you feel that there should be age restrictions on the following services?: Citymapper

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	28%	28%	27%	28%	30%	31%	32%	22%	*	19%	23%	30%	39%	32%
No	31%	40%	21%	33%	30%	42%	21%	22%	*	28%	25%	35%	39%	47%
Don't know	42%	32%	52%	39%	40%	28%	47%	56%	*	53%	53%	35%	22%	21%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.C) Do you feel that there should be age restrictions on the following services?: Citymapper

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	28%	34%	21%	26%	24%	32%	28%	24%	28%	30%	29%	24%	28%
No	31%	45%	34%	27%	28%	29%	23%	28%	33%	31%	28%	24%	20%
Don't know	42%	21%	45%	47%	49%	39%	48%	48%	40%	39%	43%	52%	52%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) You said that you think social media accounts should be age-restricted. What age limit do you think is most appropriate?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1754	29	310	818	457	121	19	564	460	373	351	646	818	246
Weighted	1749	28	299	812	461	129	20	469	465	380	430	651	806	250
5 years old or less	2%	0%	2%	3%	1%	1%	0%	2%	2%	3%	1%	1%	3%	2%
6	1%	3%	2%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%
7	1%	0%	2%	1%	0%	1%	0%	2%	0%	1%	2%	1%	1%	0%
8	2%	0%	2%	2%	2%	4%	0%	3%	1%	1%	2%	2%	2%	1%
9	2%	0%	2%	1%	2%	1%	11%	2%	1%	2%	2%	2%	2%	1%
10	8%	11%	8%	7%	7%	14%	0%	10%	7%	7%	7%	8%	9%	4%
11	3%	7%	3%	3%	3%	5%	0%	4%	3%	3%	2%	5%	3%	2%
12	12%	16%	10%	12%	12%	9%	16%	14%	12%	12%	8%	11%	12%	13%
13	17%	16%	19%	16%	19%	9%	12%	12%	17%	16%	23%	18%	15%	19%
14	13%	18%	13%	13%	12%	18%	0%	10%	12%	16%	14%	13%	13%	15%
15	9%	0%	8%	8%	11%	11%	4%	10%	7%	6%	11%	7%	10%	10%
16	19%	14%	19%	19%	21%	16%	46%	15%	25%	19%	18%	22%	18%	18%
17	1%	6%	0%	2%	2%	0%	0%	2%	2%	1%	1%	1%	2%	1%
18	7%	5%	7%	9%	5%	7%	11%	11%	6%	8%	4%	6%	9%	7%
19+	1%	0%	1%	1%	2%	2%	0%	1%	2%	2%	1%	2%	1%	1%
Don't know	2%	3%	2%	2%	2%	1%	0%	1%	2%	3%	2%	2%	1%	4%

Note:

BASE: Respondents who think social media accounts should be age restricted.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(68.B) You said that you think social media accounts should be age-restricted. What age limit do you think is most appropriate?

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1754	789	965	625	471	174	12	254	0	0	0	448	395	47
Weighted	1749	860	890	607	470	164	12	264	0	0	0	423	363	43
5 years old or less	2%	3%	1%	1%	2%	2%	8%	0%	*	2%	1%	2%	4%	2%
6	1%	0%	1%	0%	1%	1%	0%	1%	*	1%	0%	0%	1%	0%
7	1%	1%	1%	1%	2%	1%	0%	0%	*	0%	1%	2%	2%	0%
8	2%	3%	1%	2%	2%	2%	0%	1%	*	1%	2%	1%	3%	10%
9	2%	2%	1%	2%	2%	3%	0%	1%	*	2%	1%	1%	3%	0%
10	8%	10%	5%	7%	5%	12%	22%	5%	*	6%	6%	7%	13%	16%
11	3%	4%	3%	4%	3%	5%	0%	2%	*	3%	3%	3%	4%	0%
12	12%	11%	12%	13%	12%	12%	17%	10%	*	10%	10%	14%	15%	7%
13	17%	12%	21%	17%	17%	14%	0%	17%	*	20%	20%	17%	9%	11%
14	13%	12%	14%	12%	12%	13%	20%	15%	*	15%	15%	16%	6%	11%
15	9%	8%	10%	10%	10%	8%	0%	9%	*	7%	9%	9%	10%	12%
16	19%	18%	21%	18%	20%	16%	14%	26%	*	27%	20%	18%	13%	9%
17	1%	2%	1%	1%	1%	1%	0%	0%	*	0%	0%	3%	2%	0%
18	7%	9%	6%	8%	6%	9%	10%	7%	*	3%	7%	5%	13%	15%
19+	1%	2%	0%	1%	1%	1%	11%	1%	*	1%	1%	1%	2%	4%
Don't know	2%	2%	2%	1%	2%	1%	0%	3%	*	2%	3%	2%	1%	4%

Note:

BASE: Respondents who think social media accounts should be age restricted.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.C) You said that you think social media accounts should be age-restricted. What age limit do you think is most appropriate?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1754	297	225	130	162	116	155	149	78	206	124	69	43
Weighted	1749	249	228	133	165	136	155	138	73	181	154	86	51
5 years old or less	2%	4%	2%	1%	0%	3%	2%	1%	1%	2%	2%	0%	2%
6	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%
7	1%	1%	1%	1%	0%	1%	1%	3%	1%	2%	2%	0%	0%
8	2%	2%	3%	0%	2%	2%	1%	2%	1%	1%	2%	2%	2%
9	2%	3%	1%	2%	1%	1%	0%	1%	1%	3%	2%	2%	0%
10	8%	14%	5%	8%	9%	10%	6%	5%	5%	6%	9%	5%	8%
11	3%	4%	3%	5%	3%	1%	4%	4%	5%	5%	2%	3%	0%
12	12%	14%	9%	13%	9%	12%	10%	15%	13%	10%	13%	15%	5%
13	17%	9%	17%	16%	19%	26%	15%	13%	22%	20%	16%	15%	25%
14	13%	8%	11%	16%	13%	13%	22%	13%	9%	10%	20%	12%	9%
15	9%	10%	12%	10%	10%	10%	11%	5%	7%	7%	7%	7%	2%
16	19%	12%	23%	16%	19%	14%	15%	26%	25%	23%	18%	24%	27%
17	1%	2%	0%	1%	1%	1%	2%	2%	0%	2%	1%	0%	5%
18	7%	11%	7%	7%	10%	5%	6%	6%	5%	8%	2%	9%	12%
19+	1%	2%	3%	2%	1%	0%	1%	2%	2%	1%	0%	4%	0%
Don't know	2%	2%	1%	1%	3%	2%	2%	1%	3%	2%	3%	3%	3%

Note:

BASE: Respondents who think social media accounts should be age restricted.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) Are you aware of any age restrictions required to register with any of these accounts? : YouTube

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	33%	28%	43%	35%	31%	12%	15%	43%	28%	31%	31%	30%	40%	21%
No	43%	52%	37%	43%	45%	56%	48%	37%	49%	43%	45%	47%	39%	47%
Dont know	23%	21%	20%	22%	25%	33%	37%	20%	23%	26%	24%	23%	20%	32%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) Are you aware of any age restrictions required to register with any of these accounts? : YouTube

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	33%	40%	26%	32%	34%	54%	33%	20%	*	25%	28%	32%	52%	44%
No	43%	41%	46%	46%	44%	30%	67%	48%	*	48%	46%	44%	34%	41%
Dont know	23%	19%	28%	21%	22%	16%	0%	32%	*	27%	27%	24%	14%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.C) Are you aware of any age restrictions required to register with any of these accounts? : YouTube

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	33%	49%	35%	23%	30%	35%	31%	30%	34%	33%	36%	12%	27%
No	43%	36%	37%	49%	40%	47%	42%	51%	42%	42%	46%	62%	40%
Dont know	23%	15%	28%	27%	30%	18%	27%	19%	24%	25%	18%	26%	33%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) Are you aware of any age restrictions required to register with any of these accounts? : Google

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	23%	20%	30%	27%	19%	10%	15%	34%	19%	22%	18%	21%	29%	13%
No	52%	69%	50%	51%	54%	58%	48%	46%	57%	51%	56%	57%	47%	56%
Dont know	24%	11%	21%	23%	27%	32%	37%	20%	25%	27%	26%	22%	23%	31%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) Are you aware of any age restrictions required to register with any of these accounts? : Google

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	23%	32%	15%	25%	22%	41%	21%	11%	*	15%	14%	22%	47%	43%
No	52%	46%	59%	53%	54%	39%	69%	60%	*	62%	56%	53%	37%	44%
Dont know	24%	22%	26%	22%	24%	20%	10%	29%	*	23%	31%	25%	15%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.C) Are you aware of any age restrictions required to register with any of these accounts? : Google

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	23%	46%	22%	14%	22%	19%	17%	23%	24%	23%	19%	13%	23%
No	52%	38%	49%	60%	47%	58%	53%	59%	57%	52%	57%	68%	51%
Dont know	24%	17%	29%	26%	31%	23%	30%	18%	19%	25%	24%	19%	26%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) Are you aware of any age restrictions required to register with any of these accounts? : Facebook

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	59%	67%	62%	61%	58%	41%	25%	59%	56%	59%	60%	55%	63%	52%
No	26%	22%	25%	24%	25%	38%	48%	26%	29%	26%	23%	30%	23%	24%
Dont know	16%	11%	13%	15%	17%	21%	27%	15%	15%	16%	17%	15%	14%	23%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) Are you aware of any age restrictions required to register with any of these accounts? : Facebook

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	59%	54%	63%	58%	61%	68%	58%	49%	*	57%	57%	56%	67%	65%
No	26%	31%	21%	28%	25%	23%	32%	29%	*	28%	26%	29%	22%	20%
Dont know	16%	15%	16%	14%	14%	9%	10%	22%	*	15%	18%	16%	11%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.C) Are you aware of any age restrictions required to register with any of these accounts? : Facebook

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	59%	64%	57%	57%	56%	65%	53%	59%	63%	55%	56%	64%	54%
No	26%	24%	24%	26%	24%	23%	32%	25%	22%	28%	30%	26%	25%
Dont know	16%	12%	19%	17%	20%	12%	15%	16%	15%	17%	14%	10%	21%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) Are you aware of any age restrictions required to register with any of these accounts? : Twitter

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	34%	47%	40%	37%	29%	16%	12%	40%	29%	34%	30%	29%	42%	20%
No	39%	36%	38%	38%	40%	47%	38%	37%	42%	36%	41%	44%	34%	42%
Dont know	28%	17%	22%	25%	32%	37%	50%	22%	29%	31%	29%	27%	24%	39%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) Are you aware of any age restrictions required to register with any of these accounts? : Twitter

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	34%	38%	29%	36%	37%	46%	5%	16%	*	25%	29%	30%	51%	57%
No	39%	39%	39%	41%	39%	31%	69%	44%	*	45%	40%	41%	31%	23%
Dont know	28%	24%	31%	24%	24%	23%	25%	40%	*	30%	31%	28%	17%	20%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.C) Are you aware of any age restrictions required to register with any of these accounts? : Twitter

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	34%	46%	32%	28%	33%	34%	29%	29%	34%	34%	29%	37%	25%
No	39%	33%	33%	45%	37%	37%	39%	41%	43%	40%	46%	42%	41%
Dont know	28%	21%	34%	27%	30%	29%	31%	30%	22%	26%	25%	21%	35%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) Are you aware of any age restrictions required to register with any of these accounts? : Instagram

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	39%	52%	50%	42%	30%	17%	14%	45%	33%	40%	37%	34%	45%	29%
No	36%	31%	31%	34%	39%	47%	38%	33%	40%	32%	38%	41%	32%	36%
Dont know	26%	17%	19%	23%	31%	37%	48%	22%	28%	28%	25%	25%	23%	35%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) Are you aware of any age restrictions required to register with any of these accounts? : Instagram

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	39%	39%	38%	39%	39%	55%	38%	27%	*	32%	32%	37%	56%	55%
No	36%	37%	34%	38%	36%	27%	37%	40%	*	41%	37%	38%	27%	29%
Dont know	26%	23%	28%	23%	24%	19%	25%	33%	*	28%	31%	25%	16%	16%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(73.C) Are you aware of any age restrictions required to register with any of these accounts? : Instagram

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	39%	54%	41%	32%	39%	41%	32%	35%	43%	37%	29%	35%	32%
No	36%	29%	32%	43%	31%	33%	39%	39%	33%	36%	45%	38%	38%
Dont know	26%	17%	27%	25%	30%	26%	29%	26%	23%	27%	26%	26%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) Are you aware of any age restrictions required to register with any of these accounts? : Snap

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	23%	59%	34%	25%	17%	8%	10%	30%	19%	21%	23%	20%	29%	15%
No	42%	33%	40%	43%	42%	47%	45%	41%	45%	41%	42%	46%	40%	41%
Dont know	34%	8%	25%	32%	42%	45%	45%	29%	36%	38%	35%	34%	31%	44%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) Are you aware of any age restrictions required to register with any of these accounts? : Snap

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	23%	26%	21%	24%	26%	31%	13%	14%	*	18%	18%	21%	37%	46%
No	42%	43%	41%	45%	41%	39%	70%	43%	*	46%	41%	43%	41%	34%
Dont know	34%	31%	38%	31%	34%	30%	17%	43%	*	36%	41%	36%	22%	20%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.C) Are you aware of any age restrictions required to register with any of these accounts? : Snap

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	23%	34%	22%	16%	25%	22%	20%	24%	33%	23%	18%	17%	18%
No	42%	42%	36%	44%	38%	41%	44%	45%	40%	42%	50%	43%	48%
Dont know	34%	23%	42%	39%	37%	38%	36%	31%	27%	35%	32%	40%	34%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) Are you aware of any age restrictions required to register with any of these accounts? : Tiktok

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	33%	56%	45%	36%	27%	15%	4%	38%	27%	33%	34%	31%	38%	24%
No	41%	32%	35%	41%	43%	49%	44%	40%	45%	41%	38%	45%	38%	41%
Dont know	26%	12%	20%	23%	30%	36%	52%	22%	28%	26%	27%	24%	23%	35%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) Are you aware of any age restrictions required to register with any of these accounts? : Tiktok

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	33%	33%	34%	34%	37%	45%	29%	23%	*	28%	31%	31%	45%	47%
No	41%	44%	38%	44%	38%	34%	61%	44%	*	45%	38%	43%	39%	36%
Dont know	26%	23%	28%	22%	24%	21%	10%	32%	*	27%	31%	26%	16%	17%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.C) Are you aware of any age restrictions required to register with any of these accounts? : Tiktok

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	33%	41%	34%	29%	31%	29%	32%	35%	41%	33%	28%	34%	32%
No	41%	39%	35%	44%	40%	43%	42%	44%	34%	40%	47%	44%	38%
Dont know	26%	20%	31%	26%	29%	28%	26%	22%	25%	27%	24%	22%	31%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) Are you aware of any age restrictions required to register with any of these accounts? : Whatsapp

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	29%	30%	34%	32%	26%	14%	9%	38%	25%	27%	25%	24%	36%	19%
No	47%	58%	45%	45%	48%	53%	52%	40%	49%	47%	51%	51%	41%	51%
Dont know	24%	12%	21%	23%	27%	33%	39%	22%	26%	25%	25%	24%	23%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) Are you aware of any age restrictions required to register with any of these accounts? : Whatsapp

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	29%	34%	24%	30%	28%	43%	20%	17%	*	19%	22%	28%	49%	42%
No	47%	44%	50%	47%	48%	38%	80%	54%	*	53%	50%	47%	35%	45%
Dont know	24%	22%	26%	23%	24%	18%	0%	30%	*	28%	28%	25%	16%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.C) Are you aware of any age restrictions required to register with any of these accounts? : Whatsapp

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	29%	45%	27%	22%	27%	29%	26%	26%	34%	31%	24%	18%	22%
No	47%	39%	42%	55%	43%	45%	48%	55%	45%	43%	55%	56%	51%
Dont know	24%	16%	30%	24%	30%	26%	27%	20%	22%	26%	22%	26%	27%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) Are you aware of any recommendations from social media companies about the age they consider to be appropriate to use these accounts?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	39%	51%	46%	43%	32%	22%	12%	52%	30%	35%	37%	33%	48%	25%
No	61%	49%	54%	57%	68%	78%	88%	48%	70%	65%	63%	67%	52%	75%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) Are you aware of any recommendations from social media companies about the age they consider to be appropriate to use these accounts?

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	39%	44%	33%	41%	39%	61%	31%	23%	*	28%	30%	36%	64%	66%
No	61%	56%	67%	59%	61%	39%	69%	77%	*	72%	70%	64%	36%	34%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.C) Are you aware of any recommendations from social media companies about the age they consider to be appropriate to use these accounts?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	39%	59%	38%	35%	33%	37%	36%	35%	39%	41%	34%	29%	24%
No	61%	41%	62%	65%	67%	63%	64%	65%	61%	59%	66%	71%	76%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) Who, if anyone, do you think is responsible for restricting the age a child is allowed to create an account with any of the platforms mentioned earlier? Select all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
The child's parents	72%	76%	70%	71%	72%	80%	66%	66%	74%	73%	75%	73%	71%	75%
The social media / internet companies	63%	69%	66%	61%	64%	64%	81%	64%	63%	63%	63%	62%	67%	59%
The Government through law	43%	36%	41%	42%	45%	49%	74%	48%	45%	42%	38%	45%	45%	35%
Nobody other than the child should be able to decide	1%	0%	2%	1%	1%	1%	0%	1%	1%	2%	2%	2%	1%	2%
Don't know	6%	6%	6%	6%	5%	3%	0%	4%	7%	5%	6%	6%	4%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) Who, if anyone, do you think is responsible for restricting the age a child is allowed to create an account with any of the platforms mentioned earlier? Select all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
The child's parents	72%	68%	76%	73%	72%	70%	73%	78%	*	76%	76%	73%	62%	63%
The social media / internet companies	63%	65%	62%	63%	62%	73%	66%	64%	*	63%	64%	63%	64%	69%
The Government through law	43%	47%	40%	46%	40%	49%	73%	36%	*	39%	40%	47%	50%	51%
Nobody other than the child should be able to decide	1%	1%	1%	1%	2%	1%	0%	2%	*	2%	1%	1%	0%	2%
Don't know	6%	4%	8%	4%	6%	2%	6%	8%	*	5%	7%	5%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.C) Who, if anyone, do you think is responsible for restricting the age a child is allowed to create an account with any of the platforms mentioned earlier? Select all that apply

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
The child's parents	72%	70%	77%	72%	74%	77%	66%	74%	77%	72%	64%	74%	68%
The social media / internet companies	63%	67%	69%	59%	65%	67%	65%	60%	65%	58%	56%	62%	62%
The Government through law	43%	51%	47%	37%	39%	44%	42%	43%	45%	40%	41%	43%	42%
Nobody other than the child should be able to decide	1%	0%	0%	2%	1%	1%	2%	1%	1%	2%	3%	1%	1%
Don't know	6%	3%	2%	5%	9%	3%	5%	7%	7%	8%	9%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.A) Do you believe only those with registered personal accounts should be able to use platforms like Instagram, Youtube, TikTok etc?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	69%	70%	64%	73%	67%	69%	89%	71%	73%	66%	68%	69%	73%	62%
No	13%	16%	19%	10%	12%	14%	11%	15%	11%	13%	12%	13%	13%	14%
Dont know	18%	14%	17%	17%	20%	18%	0%	14%	16%	22%	21%	18%	14%	24%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.B) Do you believe only those with registered personal accounts should be able to use platforms like Instagram, Youtube, TikTok etc?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	69%	72%	67%	73%	70%	74%	58%	64%	*	67%	68%	67%	79%	71%
No	13%	15%	11%	11%	14%	13%	30%	11%	*	11%	11%	16%	12%	20%
Dont know	18%	13%	23%	16%	16%	13%	12%	25%	*	21%	21%	17%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.C) Do you believe only those with registered personal accounts should be able to use platforms like Instagram, Youtube, TikTok etc?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	69%	76%	68%	61%	61%	68%	71%	74%	77%	69%	69%	75%	63%
No	13%	15%	11%	20%	14%	15%	10%	12%	8%	9%	13%	12%	14%
Dont know	18%	10%	21%	19%	24%	17%	19%	14%	15%	22%	18%	14%	23%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) Would you like the platforms we are talking about to ensure parental permission was granted before a child could create an account?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	84%	92%	79%	84%	86%	81%	100%	86%	84%	82%	82%	84%	86%	78%
No	7%	6%	11%	6%	5%	8%	0%	8%	6%	6%	7%	7%	7%	6%
Dont know	10%	2%	10%	10%	9%	10%	0%	6%	10%	12%	11%	9%	8%	16%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.B) Would you like the platforms we are talking about to ensure parental permission was granted before a child could create an account?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	84%	83%	85%	86%	83%	88%	81%	81%	*	85%	82%	84%	86%	85%
No	7%	8%	5%	7%	7%	5%	6%	6%	*	6%	5%	7%	8%	10%
Dont know	10%	9%	10%	7%	10%	7%	13%	13%	*	9%	12%	10%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.C) Would you like the platforms we are talking about to ensure parental permission was granted before a child could create an account?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	84%	84%	86%	78%	81%	89%	82%	88%	87%	82%	81%	89%	82%
No	7%	9%	7%	9%	6%	4%	6%	6%	4%	7%	7%	6%	6%
Dont know	10%	7%	8%	13%	13%	7%	12%	6%	9%	11%	11%	5%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.A) You said you thought platforms should ensure parental permission was granted before a child could create an account. How should platforms verify parental permission? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1690	30	292	785	446	118	19	558	436	353	336	624	800	221
Weighted	1684	29	284	777	451	124	20	465	440	361	411	629	788	223
Providing proof of permission via a parents e-signature	45%	46%	46%	48%	42%	41%	53%	47%	41%	46%	48%	46%	43%	51%
Providing proof of permission via parental facial recognition	42%	34%	47%	44%	38%	39%	25%	45%	41%	42%	42%	40%	44%	42%
Proof of relationship required, like a birth certificate	35%	38%	38%	37%	31%	29%	26%	40%	32%	35%	31%	35%	36%	29%
Some form of payment verification, like a credit card	34%	51%	35%	34%	32%	38%	35%	39%	37%	30%	29%	36%	35%	27%
Other, please specify	2%	0%	1%	2%	2%	2%	5%	2%	3%	2%	1%	2%	1%	3%
Dont know	11%	0%	9%	10%	14%	19%	12%	9%	13%	11%	13%	12%	9%	13%

Note:

BASE: Respondents who would want social media platforms to ensure parental permission was granted before a child could create an account.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) You said you thought platforms should ensure parental permission was granted before a child could create an account. How should platforms verify parental permission? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	1690	769	921	616	449	173	11	230	0	0	0	430	373	47
Weighted	1684	834	849	601	445	164	11	238	0	0	0	408	341	43
Providing proof of permission via a parents e-signature	45%	44%	47%	46%	46%	38%	35%	45%	*	45%	45%	44%	49%	46%
Providing proof of permission via parental facial recognition	42%	43%	41%	41%	42%	50%	50%	45%	*	40%	38%	42%	48%	61%
Proof of relationship required, like a birth certificate	35%	38%	31%	38%	32%	41%	34%	28%	*	29%	30%	36%	45%	41%
Some form of payment verification, like a credit card	34%	39%	30%	37%	34%	38%	26%	30%	*	29%	32%	37%	40%	49%
Other, please specify	2%	2%	2%	2%	1%	1%	7%	3%	*	2%	2%	3%	1%	2%
Dont know	11%	9%	14%	11%	12%	10%	0%	12%	*	14%	15%	9%	6%	4%

Note:

BASE: Respondents who would want social media platforms to ensure parental permission was granted before a child could create an account.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(81.C) You said you thought platforms should ensure parental permission was granted before a child could create an account. How should platforms verify parental permission? Tick all that apply

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1690	283	221	124	145	107	147	154	74	202	119	72	42
Weighted	1684	236	225	125	147	125	148	141	70	181	147	90	49
Providing proof of permission via a parents e-signature	45%	50%	44%	48%	44%	48%	44%	39%	48%	45%	44%	44%	47%
Providing proof of permission via parental facial recognition	42%	51%	37%	41%	42%	46%	44%	40%	60%	40%	35%	42%	23%
Proof of relationship required, like a birth certificate	35%	43%	35%	33%	36%	25%	24%	30%	41%	37%	34%	36%	41%
Some form of payment verification, like a credit card	34%	38%	34%	34%	36%	31%	37%	35%	31%	36%	27%	38%	25%
Other, please specify	2%	1%	2%	3%	3%	3%	2%	2%	4%	1%	1%	2%	0%
Dont know	11%	5%	13%	14%	11%	10%	12%	14%	8%	10%	13%	19%	10%

Note:

BASE: Respondents who would want social media platforms to ensure parental permission was granted before a child could create an account.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.A) You said you thought platforms should ensure parental permission was granted before a child could create an account. Having thought about it and considered that you may be required to provide your own data and personal information, do you still think parental permission is a good idea?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1689	30	292	784	446	118	19	558	436	353	335	623	800	221
Weighted	1682	29	284	775	451	124	20	465	440	361	409	628	788	223
Yes	86%	72%	87%	87%	85%	87%	95%	89%	87%	84%	85%	87%	89%	79%
No	5%	10%	5%	5%	4%	4%	0%	5%	4%	5%	4%	5%	4%	5%
Dont know	9%	18%	8%	8%	11%	9%	5%	5%	9%	11%	12%	8%	8%	16%

Note:

BASE: Respondents who would want social media platforms to ensure parental permission was granted before a child could create an account.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.B) You said you thought platforms should ensure parental permission was granted before a child could create an account. Having thought about it and considered that you may be required to provide your own data and personal information, do you still think parental permission is a good idea?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	1689	768	921	616	449	173	11	229	0	0	0	430	373	47
Weighted	1682	833	849	601	445	164	11	237	0	0	0	408	341	43
Yes	86%	88%	85%	89%	85%	89%	89%	81%	*	84%	86%	85%	92%	90%
No	5%	5%	4%	5%	4%	3%	11%	4%	*	4%	5%	5%	4%	4%
Dont know	9%	7%	11%	7%	10%	7%	0%	15%	*	12%	9%	9%	4%	6%

Note:

BASE: Respondents who would want social media platforms to ensure parental permission was granted before a child could create an account.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.C) You said you thought platforms should ensure parental permission was granted before a child could create an account. Having thought about it and considered that you may be required to provide your own data and personal information, do you still think parental permission is a good idea?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1689	283	220	124	145	107	147	154	74	202	119	72	42
Weighted	1682	236	223	125	147	125	148	141	70	181	147	90	49
Yes	86%	88%	90%	86%	85%	86%	87%	88%	81%	86%	86%	89%	73%
No	5%	3%	5%	6%	4%	5%	1%	6%	5%	6%	8%	0%	5%
Dont know	9%	9%	6%	8%	11%	9%	12%	7%	14%	8%	6%	11%	23%

Note:

BASE: Respondents who would want social media platforms to ensure parental permission was granted before a child could create an account.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) Do you think children should be able to have anonymity online, for example letting them put comments on message boards anonymously?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	33%	46%	37%	36%	27%	26%	23%	44%	28%	27%	33%	31%	39%	23%
No	47%	29%	44%	45%	53%	54%	56%	43%	50%	52%	45%	52%	45%	46%
Dont know	20%	25%	19%	19%	20%	20%	21%	13%	22%	22%	22%	17%	17%	31%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) Do you think children should be able to have anonymity online, for example letting them put comments on message boards anonymously?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	33%	40%	26%	34%	30%	49%	23%	23%	*	30%	22%	27%	57%	66%
No	47%	44%	51%	51%	49%	40%	39%	48%	*	48%	54%	53%	33%	27%
Dont know	20%	16%	23%	15%	21%	11%	38%	28%	*	22%	24%	19%	10%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.C) Do you think children should be able to have anonymity online, for example letting them put comments on message boards anonymously?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	33%	47%	34%	29%	29%	28%	26%	34%	37%	37%	31%	23%	25%
No	47%	37%	46%	51%	52%	47%	53%	44%	43%	42%	55%	65%	44%
Dont know	20%	16%	20%	20%	19%	24%	20%	22%	20%	22%	14%	12%	31%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.A) Do you think adults should be able to be anonymous online for example when posting sensitive questions on online forms, visiting adult-content websites etc?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	38%	40%	44%	42%	31%	31%	28%	49%	33%	38%	33%	35%	44%	33%
No	44%	34%	38%	41%	50%	52%	66%	40%	47%	43%	46%	48%	41%	42%
Dont know	18%	26%	18%	17%	19%	18%	6%	11%	20%	19%	22%	17%	15%	25%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.B) Do you think adults should be able to be anonymous online for example when posting sensitive questions on online forms, visiting adult-content websites etc?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	38%	46%	31%	40%	38%	53%	29%	29%	*	33%	28%	36%	61%	59%
No	44%	40%	48%	45%	44%	38%	50%	48%	*	48%	50%	46%	30%	30%
Dont know	18%	14%	21%	16%	18%	10%	21%	23%	*	20%	22%	17%	9%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.C) Do you think adults should be able to be anonymous online for example when posting sensitive questions on online forms, visiting adult-content websites etc?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	38%	57%	36%	31%	35%	33%	34%	41%	40%	43%	33%	28%	27%
No	44%	30%	48%	48%	45%	52%	49%	41%	40%	36%	50%	56%	42%
Dont know	18%	13%	16%	21%	20%	15%	17%	18%	19%	21%	17%	16%	31%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.A) Who, if anyone, do you think is responsible for the content of the things your child posts online? Select all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
The parent	75%	81%	76%	75%	74%	75%	70%	72%	74%	78%	76%	76%	75%	73%
The child	68%	32%	65%	69%	73%	66%	72%	65%	72%	68%	69%	68%	70%	68%
Dont know	4%	0%	4%	5%	4%	2%	5%	3%	4%	4%	6%	4%	3%	8%
The internet companies	36%	50%	36%	33%	36%	47%	53%	40%	33%	34%	34%	34%	39%	28%
The childs school	10%	14%	15%	9%	8%	7%	10%	13%	8%	8%	9%	9%	11%	7%
Someone else, please specify	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Nobody	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(85.B) Who, if anyone, do you think is responsible for the content of the things your child posts online? Select all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
The parent	75%	71%	79%	77%	77%	73%	44%	75%	*	79%	76%	77%	70%	56%
The child	68%	65%	72%	69%	69%	71%	78%	70%	*	74%	72%	69%	61%	56%
Dont know	4%	4%	5%	2%	5%	2%	0%	8%	*	3%	6%	4%	3%	4%
The internet companies	36%	41%	30%	38%	34%	36%	41%	29%	*	29%	32%	35%	47%	54%
The childs school	10%	12%	7%	10%	9%	12%	23%	9%	*	7%	7%	11%	14%	18%
Someone else, please specify	0%	0%	0%	0%	0%	0%	0%	1%	*	0%	1%	0%	0%	0%
Nobody	0%	0%	0%	0%	0%	0%	10%	0%	*	0%	0%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(85.C) Who, if anyone, do you think is responsible for the content of the things your child posts online? Select all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
The parent	75%	74%	75%	73%	74%	81%	75%	82%	73%	74%	73%	74%	64%
The child	68%	63%	75%	65%	67%	74%	72%	67%	73%	68%	65%	72%	61%
Dont know	4%	3%	3%	6%	6%	1%	3%	3%	6%	6%	4%	6%	13%
The internet companies	36%	49%	33%	32%	33%	37%	35%	33%	35%	31%	35%	26%	41%
The childs school	10%	14%	10%	6%	7%	17%	9%	8%	12%	6%	11%	7%	9%
Someone else, please specify	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Nobody	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(86.A) Who, if anyone, do you think should be able to moderate - for example edit or take down - a child's post? Select all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
The parent	71%	57%	70%	70%	75%	78%	75%	67%	74%	72%	73%	74%	69%	72%
The platform's human moderators	57%	45%	51%	54%	63%	66%	81%	55%	62%	56%	54%	59%	57%	51%
The child	49%	40%	49%	50%	50%	45%	44%	46%	54%	46%	49%	51%	49%	47%
Computer algorithms employed by the platform	38%	45%	31%	37%	42%	45%	52%	43%	41%	35%	33%	37%	40%	35%
The police	36%	42%	39%	36%	35%	37%	29%	34%	40%	31%	40%	39%	35%	35%
Anyone who appears/is mentioned in the post	29%	22%	29%	29%	31%	22%	19%	27%	32%	28%	28%	28%	30%	26%
Other, please specify	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nobody	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%
Don't know	5%	6%	6%	6%	5%	3%	5%	4%	5%	6%	8%	5%	4%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.B) Who, if anyone, do you think should be able to moderate - for example edit or take down - a child's post? Select all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
The parent	71%	67%	76%	72%	72%	67%	72%	76%	*	76%	77%	73%	58%	54%
The platforms human moderators	57%	56%	57%	58%	57%	54%	31%	54%	*	57%	62%	60%	49%	33%
The child	49%	45%	53%	51%	47%	48%	53%	51%	*	52%	50%	50%	42%	54%
Computer algorithms employed by the platform	38%	41%	35%	41%	37%	44%	38%	32%	*	34%	39%	40%	41%	40%
The police	36%	30%	42%	38%	41%	25%	45%	37%	*	41%	39%	38%	27%	21%
Anyone who appears/is mentioned in the post	29%	26%	32%	31%	26%	32%	26%	29%	*	29%	29%	30%	28%	34%
Other, please specify	0%	0%	0%	0%	0%	1%	0%	0%	*	1%	0%	0%	0%	0%
Nobody	0%	1%	0%	0%	1%	0%	3%	1%	*	0%	0%	1%	0%	5%
Don't know	5%	4%	7%	3%	6%	1%	0%	9%	*	6%	6%	5%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(86.C) Who, if anyone, do you think should be able to moderate - for example edit or take down - a child's post? Select all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
The parent	71%	60%	74%	70%	74%	84%	68%	74%	75%	72%	74%	77%	63%
The platforms human moderators	57%	46%	60%	58%	57%	70%	57%	61%	52%	50%	54%	65%	62%
The child	49%	42%	50%	54%	55%	58%	45%	46%	47%	48%	49%	56%	36%
Computer algorithms employed by the platform	38%	42%	38%	39%	34%	38%	42%	38%	34%	38%	31%	37%	38%
The police	36%	26%	38%	38%	41%	45%	39%	42%	34%	35%	31%	40%	33%
Anyone who appears/is mentioned in the post	29%	29%	30%	28%	30%	32%	28%	30%	30%	24%	26%	37%	26%
Other, please specify	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%
Nobody	0%	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%	0%	0%
Don't know	5%	4%	5%	5%	6%	2%	5%	5%	8%	8%	6%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.A) Thinking about life across a typical month, for what purposes does your child most uses the internet the most, if at all? Tick up to three

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
To create things like videos or other content	9%	19%	9%	11%	7%	5%	0%	12%	9%	7%	9%	9%	11%	5%
To keep up to date with news	8%	6%	9%	9%	6%	6%	0%	12%	6%	7%	5%	5%	11%	3%
For entertainment	54%	49%	55%	53%	57%	49%	67%	48%	57%	52%	61%	57%	51%	59%
To play games	51%	50%	54%	49%	53%	51%	55%	46%	51%	50%	58%	51%	49%	59%
To help with their school or college work	41%	22%	27%	40%	49%	53%	64%	42%	46%	41%	36%	43%	41%	40%
Keeping in touch with friends	32%	19%	25%	29%	41%	43%	29%	32%	30%	37%	32%	35%	32%	33%
Keeping in touch with family	24%	22%	29%	25%	19%	26%	10%	25%	23%	26%	22%	22%	26%	22%
To learn a new skill or improve a hobby	14%	26%	16%	16%	9%	8%	12%	19%	10%	14%	11%	12%	17%	9%
To learn more about issues theyre personally interested in	14%	18%	13%	16%	13%	16%	25%	19%	12%	14%	13%	13%	17%	8%
N/A They don't use the internet	1%	0%	2%	2%	0%	2%	0%	1%	3%	1%	1%	1%	1%	2%
Don't know	2%	0%	3%	2%	2%	1%	0%	1%	2%	2%	3%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(87.B) Thinking about life across a typical month, for what purposes does your child most uses the internet the most, if at all?Tick up to three

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
To create things like videos or other content	9%	12%	7%	10%	8%	16%	6%	6%	*	7%	7%	8%	17%	16%
To keep up to date with news	8%	11%	4%	10%	6%	12%	9%	4%	*	6%	4%	8%	15%	15%
For entertainment	54%	52%	57%	55%	53%	41%	64%	60%	*	59%	59%	55%	44%	36%
To play games	51%	45%	58%	48%	56%	44%	48%	61%	*	56%	55%	47%	45%	47%
To help with their school or college work	41%	41%	41%	43%	40%	42%	48%	40%	*	42%	43%	44%	37%	33%
Keeping in touch with friends	32%	28%	37%	36%	30%	33%	32%	30%	*	42%	29%	31%	30%	29%
Keeping in touch with family	24%	28%	20%	24%	22%	28%	32%	24%	*	20%	25%	23%	28%	27%
To learn a new skill or improve a hobby	14%	16%	11%	14%	15%	18%	0%	7%	*	7%	12%	14%	23%	16%
To learn more about issues theyre personally interested in	14%	17%	12%	15%	15%	22%	11%	9%	*	12%	12%	14%	21%	18%
N/A They don't use the internet	1%	1%	1%	1%	1%	0%	0%	2%	*	1%	2%	2%	1%	0%
Don't know	2%	2%	3%	1%	2%	0%	6%	3%	*	2%	2%	2%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(87.C) Thinking about life across a typical month, for what purposes does your child most uses the internet the most, if at all?Tick up to three

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
To create things like videos or other content	9%	14%	9%	11%	9%	8%	7%	7%	7%	13%	8%	1%	5%
To keep up to date with news	8%	13%	9%	5%	6%	3%	7%	7%	9%	9%	8%	2%	8%
For entertainment	54%	45%	56%	56%	55%	55%	58%	61%	56%	49%	57%	58%	57%
To play games	51%	43%	59%	50%	45%	55%	55%	50%	49%	54%	47%	67%	35%
To help with their school or college work	41%	40%	43%	45%	43%	41%	39%	34%	42%	45%	38%	42%	39%
Keeping in touch with friends	32%	31%	37%	28%	36%	30%	28%	36%	31%	33%	32%	37%	27%
Keeping in touch with family	24%	28%	20%	26%	26%	25%	21%	24%	27%	24%	25%	17%	19%
To learn a new skill or improve a hobby	14%	25%	11%	11%	9%	12%	11%	15%	12%	13%	13%	9%	16%
To learn more about issues theyre personally interested in	14%	21%	12%	17%	16%	14%	13%	14%	10%	13%	14%	9%	13%
N/A They don't use the internet	1%	0%	1%	1%	3%	3%	2%	1%	0%	1%	1%	0%	4%
Don't know	2%	1%	1%	2%	3%	2%	3%	3%	5%	3%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Public First Poll for Youtube (Parents)

(88.A) Thinking specifically about YouTube, to the best of your knowledge in what ways do your children use it, if at all? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
To follow workouts	9%	9%	9%	10%	8%	6%	4%	16%	10%	5%	3%	6%	12%	4%
Watching films or show clips	49%	37%	45%	48%	54%	47%	55%	46%	50%	49%	50%	49%	48%	53%
Listening to music / watching music videos	41%	38%	37%	41%	40%	58%	47%	46%	39%	39%	41%	45%	40%	37%
Watching content creators/influencers	38%	24%	33%	40%	45%	21%	39%	32%	43%	37%	43%	40%	36%	43%
N/A My child does not use YouTube	3%	0%	4%	3%	4%	5%	5%	2%	4%	4%	3%	3%	3%	4%
To help with school or college work	27%	17%	20%	27%	31%	33%	31%	35%	27%	23%	23%	29%	29%	21%
To learn how to perform particular tasks, like applying make-up, assembling models and toys etc	24%	18%	19%	24%	26%	27%	30%	28%	23%	20%	24%	24%	25%	23%
To learn more about issues theyre personally interested in	22%	37%	19%	22%	24%	23%	47%	28%	19%	23%	19%	22%	24%	21%
Product reviews	13%	10%	16%	14%	12%	11%	10%	16%	14%	9%	13%	12%	15%	11%
As an outlet for their creativity	13%	18%	13%	13%	12%	10%	10%	17%	11%	12%	9%	14%	12%	9%
To learn about other cultures - including food, dress, language etc	11%	10%	11%	14%	9%	8%	0%	19%	9%	10%	7%	9%	14%	9%
To learn about current affairs and news events	10%	15%	10%	10%	8%	11%	0%	16%	8%	7%	7%	9%	12%	4%
Other, please specify	1%	0%	0%	1%	1%	2%	0%	1%	2%	2%	0%	1%	1%	2%
Don't know	4%	0%	4%	4%	3%	3%	5%	3%	4%	4%	5%	4%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(88.B) Thinking specifically about YouTube, to the best of your knowledge in what ways do your children use it, if at all? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
To follow workouts	9%	12%	6%	10%	7%	21%	0%	3%	*	5%	4%	9%	18%	23%
Watching films or show clips	49%	45%	53%	49%	50%	40%	49%	52%	*	57%	49%	48%	42%	43%
Listening to music / watching music videos	41%	41%	42%	44%	39%	40%	37%	40%	*	43%	43%	39%	40%	45%
Watching content creators/influencers	38%	33%	44%	37%	36%	33%	31%	48%	*	45%	43%	34%	32%	28%
N/A My child does not use YouTube	3%	3%	4%	3%	2%	2%	0%	6%	*	2%	4%	4%	2%	1%
To help with school or college work	27%	30%	24%	31%	26%	31%	42%	20%	*	26%	25%	29%	31%	31%
To learn how to perform particular tasks, like applying make-up, assembling models and toys etc	24%	25%	23%	28%	22%	26%	12%	18%	*	26%	20%	24%	27%	34%
To learn more about issues theyre personally interested in	22%	26%	19%	24%	23%	20%	24%	18%	*	20%	20%	25%	26%	27%
Product reviews	13%	15%	11%	14%	12%	16%	6%	11%	*	11%	12%	13%	17%	26%
As an outlet for their creativity	13%	16%	9%	14%	10%	17%	8%	9%	*	8%	10%	10%	22%	24%
To learn about other cultures - including food, dress, language etc	11%	16%	7%	12%	11%	17%	28%	5%	*	6%	5%	13%	23%	29%
To learn about current affairs and news events	10%	14%	5%	11%	9%	14%	21%	3%	*	6%	7%	9%	17%	23%
Other, please specify	1%	1%	1%	1%	1%	1%	0%	3%	*	1%	2%	1%	0%	2%
Don't know	4%	4%	4%	2%	5%	2%	9%	5%	*	4%	3%	4%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.C) Thinking specifically about YouTube, to the best of your knowledge in what ways do your children use it, if at all?Tick all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
To follow workouts	9%	14%	10%	7%	9%	6%	8%	10%	10%	8%	6%	3%	3%
Watching films or show clips	49%	43%	43%	50%	53%	54%	46%	46%	64%	48%	51%	58%	47%
Listening to music / watching music videos	41%	45%	43%	35%	48%	41%	34%	43%	52%	43%	35%	36%	35%
Watching content creators/influencers	38%	33%	40%	39%	42%	53%	35%	40%	40%	32%	34%	42%	41%
N/A My child does not use YouTube	3%	1%	5%	2%	4%	4%	7%	3%	2%	3%	4%	1%	10%
To help with school or college work	27%	34%	28%	30%	26%	32%	23%	24%	22%	34%	24%	15%	17%
To learn how to perform particular tasks, like applying make-up, assembling models and toys etc	24%	31%	27%	24%	21%	24%	21%	27%	13%	23%	19%	23%	17%
To learn more about issues theyre personally interested in	22%	27%	26%	19%	21%	23%	19%	24%	20%	22%	23%	17%	10%
Product reviews	13%	17%	16%	10%	14%	15%	11%	10%	12%	12%	16%	5%	17%
As an outlet for their creativity	13%	22%	13%	16%	9%	11%	10%	7%	5%	12%	14%	4%	15%
To learn about other cultures - including food, dress, language etc	11%	22%	9%	10%	8%	11%	14%	11%	8%	10%	10%	3%	11%
To learn about current affairs and news events	10%	16%	12%	7%	8%	8%	8%	9%	10%	10%	10%	2%	4%
Other, please specify	1%	0%	1%	3%	1%	2%	2%	1%	0%	2%	0%	0%	0%
Don't know	4%	3%	2%	4%	3%	0%	4%	5%	6%	7%	3%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.A) For what purposes, if any have you used YouTube with your child? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Be entertained	56%	44%	57%	59%	55%	45%	60%	53%	55%	56%	61%	56%	55%	59%
Help complete homework/coursework	36%	48%	36%	38%	35%	29%	47%	42%	37%	35%	32%	36%	39%	33%
Keep them occupied	33%	50%	39%	35%	25%	25%	21%	31%	32%	35%	33%	32%	31%	40%
Be creative	30%	45%	35%	32%	27%	18%	27%	41%	27%	27%	23%	27%	35%	24%
Follow a recipe	23%	22%	25%	24%	23%	17%	22%	26%	20%	26%	22%	22%	25%	21%
Learn a new skill or language	21%	16%	21%	24%	17%	12%	12%	30%	19%	17%	15%	18%	24%	15%
Reward them	15%	35%	20%	16%	11%	6%	17%	18%	14%	14%	13%	16%	15%	11%
N/A I haven't used YouTube with my child	13%	0%	7%	11%	18%	27%	26%	10%	17%	13%	13%	15%	12%	13%
Other, please specify	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(89.B) For what purposes, if any have you used YouTube with your child? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Be entertained	56%	56%	57%	53%	60%	55%	56%	60%	*	59%	60%	53%	54%	48%
Help complete homework/coursework	36%	40%	33%	39%	35%	41%	41%	33%	*	31%	35%	39%	42%	48%
Keep them occupied	33%	34%	31%	30%	32%	30%	29%	39%	*	31%	34%	33%	31%	37%
Be creative	30%	35%	25%	32%	30%	42%	7%	24%	*	23%	24%	31%	45%	41%
Follow a recipe	23%	23%	24%	25%	23%	27%	26%	18%	*	22%	22%	23%	27%	32%
Learn a new skill or language	21%	26%	16%	23%	18%	31%	5%	14%	*	14%	16%	21%	34%	25%
Reward them	15%	18%	11%	16%	13%	20%	14%	11%	*	11%	12%	14%	24%	24%
N/A I haven't used YouTube with my child	13%	10%	16%	14%	13%	5%	12%	16%	*	16%	14%	14%	6%	11%
Other, please specify	1%	1%	1%	1%	1%	0%	0%	0%	*	1%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.C) For what purposes, if any have you used YouTube with your child? Tick all that apply

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Be entertained	56%	53%	55%	53%	59%	66%	54%	62%	55%	52%	59%	54%	50%
Help complete homework/coursework	36%	43%	36%	37%	37%	42%	31%	33%	38%	36%	37%	29%	27%
Keep them occupied	33%	34%	35%	28%	34%	28%	35%	37%	41%	28%	34%	26%	25%
Be creative	30%	42%	29%	34%	31%	22%	20%	25%	36%	34%	29%	23%	24%
Follow a recipe	23%	33%	21%	27%	22%	19%	19%	22%	22%	23%	19%	24%	25%
Learn a new skill or language	21%	35%	18%	19%	14%	14%	21%	20%	13%	22%	21%	13%	19%
Reward them	15%	24%	12%	17%	15%	11%	15%	13%	13%	14%	12%	13%	10%
N/A I haven't used YouTube with my child	13%	6%	14%	14%	11%	14%	14%	11%	17%	17%	14%	19%	18%
Other, please specify	1%	0%	1%	2%	1%	0%	0%	0%	0%	2%	0%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(90.A) Thinking about your own personal experience online, which of the following have you encountered online, if any? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Spam and deceptive practices	40%	45%	39%	39%	39%	49%	61%	44%	43%	37%	35%	41%	41%	37%
Misinformation	40%	41%	40%	40%	37%	46%	32%	44%	42%	37%	36%	40%	42%	35%
Nudity and sexual content that I did not search for	28%	40%	33%	30%	23%	22%	25%	32%	24%	28%	28%	27%	29%	29%
Hate Speech	21%	27%	27%	21%	20%	14%	5%	26%	20%	19%	18%	18%	25%	19%
Harassment and cyberbullying	18%	35%	29%	18%	14%	10%	4%	22%	17%	16%	18%	16%	20%	16%
None of the above	34%	14%	28%	35%	37%	30%	35%	27%	34%	37%	37%	35%	30%	41%
Prefer not to say	2%	0%	3%	2%	1%	1%	0%	2%	1%	2%	3%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(90.B) Thinking about your own personal experience online, which of the following have you encountered online, if any? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Spam and deceptive practices	40%	47%	33%	42%	38%	42%	37%	37%	*	36%	38%	42%	44%	49%
Misinformation	40%	46%	34%	40%	41%	40%	60%	32%	*	36%	38%	43%	44%	40%
Nudity and sexual content that I did not search for	28%	34%	22%	25%	29%	36%	21%	27%	*	28%	25%	23%	38%	39%
Hate Speech	21%	25%	17%	18%	24%	27%	35%	18%	*	16%	17%	23%	28%	28%
Harassment and cyberbullying	18%	22%	14%	17%	19%	22%	15%	15%	*	14%	11%	20%	29%	30%
None of the above	34%	24%	43%	33%	34%	26%	6%	44%	*	40%	39%	34%	20%	18%
Prefer not to say	2%	2%	2%	1%	2%	0%	6%	2%	*	2%	2%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(90.C) Thinking about your own personal experience online, which of the following have you encountered online, if any? Tick all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Spam and deceptive practices	40%	43%	37%	34%	44%	44%	39%	46%	41%	41%	36%	34%	36%
Misinformation	40%	44%	43%	33%	46%	43%	35%	44%	31%	36%	41%	35%	33%
Nudity and sexual content that I did not search for	28%	33%	22%	28%	28%	28%	30%	30%	32%	31%	22%	20%	37%
Hate Speech	21%	27%	17%	18%	23%	19%	18%	26%	25%	23%	20%	13%	24%
Harassment and cyberbullying	18%	28%	16%	16%	17%	20%	12%	22%	22%	16%	16%	10%	21%
None of the above	34%	24%	36%	43%	29%	30%	36%	29%	38%	33%	35%	50%	39%
Prefer not to say	2%	1%	1%	3%	2%	1%	2%	2%	4%	3%	3%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.A) Now thinking about your child's experience to the best of your knowledge which of the following have they encountered? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Misinformation	25%	12%	22%	26%	26%	28%	23%	32%	24%	27%	17%	27%	27%	19%
Spam and deceptive practices	21%	43%	18%	21%	19%	23%	22%	29%	18%	17%	17%	18%	23%	18%
Harassment and cyberbullying	15%	35%	16%	16%	10%	14%	10%	18%	12%	11%	16%	13%	17%	9%
Nudity and sexual content that they did not search for	15%	26%	16%	16%	13%	6%	11%	23%	9%	13%	13%	14%	16%	12%
Hate speech	13%	17%	14%	16%	11%	6%	5%	21%	12%	9%	10%	13%	15%	9%
None of the above	53%	29%	51%	53%	56%	55%	63%	41%	59%	57%	58%	55%	50%	61%
Prefer not to say	2%	0%	4%	2%	2%	5%	0%	2%	1%	3%	3%	2%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(91.B) Now thinking about your child's experience to the best of your knowledge which of the following have they encountered? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Misinformation	25%	33%	18%	29%	22%	35%	24%	17%	*	20%	22%	25%	35%	39%
Spam and deceptive practices	21%	27%	14%	22%	20%	31%	11%	15%	*	17%	16%	18%	33%	31%
Harassment and cyberbullying	15%	19%	10%	16%	14%	21%	3%	9%	*	11%	10%	14%	25%	21%
Nudity and sexual content that they did not search for	15%	20%	9%	17%	12%	24%	39%	10%	*	10%	9%	13%	28%	29%
Hate speech	13%	18%	8%	15%	12%	21%	18%	8%	*	8%	8%	13%	25%	34%
None of the above	53%	41%	65%	49%	57%	37%	31%	66%	*	62%	61%	58%	31%	22%
Prefer not to say	2%	2%	2%	2%	3%	1%	0%	3%	*	3%	1%	1%	2%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(91.C) Now thinking about your child's experience to the best of your knowledge which of the following have they encountered? Tick all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Misinformation	25%	37%	24%	17%	23%	26%	22%	28%	26%	29%	23%	14%	24%
Spam and deceptive practices	21%	26%	16%	16%	25%	16%	14%	26%	19%	30%	19%	11%	20%
Harassment and cyberbullying	15%	24%	13%	10%	12%	16%	9%	18%	15%	18%	13%	6%	7%
Nudity and sexual content that they did not search for	15%	26%	13%	7%	12%	11%	12%	16%	21%	18%	13%	8%	6%
Hate speech	13%	23%	10%	11%	12%	13%	11%	16%	14%	14%	11%	3%	6%
None of the above	53%	36%	58%	64%	50%	56%	61%	52%	51%	46%	60%	65%	60%
Prefer not to say	2%	1%	3%	4%	3%	0%	2%	1%	1%	3%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.A) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Harassment and cyberbullying

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	29%	28%	29%	30%	28%	29%	39%	34%	28%	27%	28%	29%	32%	25%
Somewhat confident	42%	45%	40%	43%	42%	42%	43%	42%	43%	43%	41%	44%	43%	35%
Neither confident nor unconfident	18%	24%	17%	16%	20%	20%	18%	16%	19%	19%	17%	17%	17%	22%
Somewhat unconfident	5%	3%	7%	5%	4%	5%	0%	4%	5%	5%	6%	4%	5%	7%
Very unconfident	2%	0%	2%	2%	2%	2%	0%	2%	1%	2%	2%	2%	2%	1%
Don't know	4%	0%	5%	5%	4%	3%	0%	3%	3%	4%	7%	3%	3%	11%
Total Confident:	72%	72%	69%	73%	70%	71%	82%	76%	71%	70%	69%	73%	74%	60%
Total Unconfident:	7%	3%	9%	6%	6%	6%	0%	6%	6%	7%	8%	6%	6%	8%
Net:	65%	69%	61%	66%	65%	64%	82%	70%	64%	63%	61%	67%	68%	51%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.B) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Harassment and cyberbullying

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	29%	35%	24%	32%	28%	32%	29%	21%	*	28%	26%	27%	38%	47%
Somewhat confident	42%	42%	42%	44%	44%	42%	34%	38%	*	40%	45%	42%	42%	38%
Neither confident nor unconfident	18%	15%	21%	16%	17%	20%	15%	23%	*	21%	19%	19%	13%	9%
Somewhat unconfident	5%	4%	6%	4%	6%	4%	16%	7%	*	4%	4%	6%	4%	4%
Very unconfident	2%	2%	2%	2%	2%	1%	0%	1%	*	2%	1%	2%	2%	0%
Don't know	4%	2%	6%	2%	4%	0%	6%	10%	*	5%	5%	4%	1%	3%
Total Confident:	72%	77%	66%	76%	72%	74%	63%	59%	*	68%	71%	69%	80%	84%
Total Unconfident:	7%	5%	8%	6%	8%	5%	16%	8%	*	6%	5%	8%	6%	4%
Net:	65%	72%	58%	70%	64%	69%	47%	51%	*	62%	66%	61%	75%	81%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.C) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Harassment and cyberbullying

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	29%	39%	27%	21%	26%	30%	27%	34%	25%	27%	31%	32%	27%
Somewhat confident	42%	35%	45%	41%	43%	43%	41%	41%	49%	47%	45%	41%	32%
Neither confident nor unconfident	18%	18%	17%	24%	22%	16%	18%	15%	20%	14%	15%	15%	31%
Somewhat unconfident	5%	3%	8%	3%	3%	5%	6%	5%	4%	6%	7%	3%	0%
Very unconfident	2%	3%	1%	3%	2%	2%	1%	2%	0%	1%	1%	3%	2%
Don't know	4%	2%	3%	7%	4%	4%	7%	3%	2%	6%	3%	5%	7%
Total Confident:	72%	74%	71%	63%	69%	73%	69%	75%	74%	74%	75%	73%	59%
Total Unconfident:	7%	6%	9%	6%	6%	8%	7%	7%	4%	6%	7%	6%	2%
Net:	65%	68%	62%	57%	63%	66%	61%	68%	70%	68%	68%	67%	57%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.A) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Spam and deceptive practices

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	26%	18%	25%	27%	26%	27%	35%	28%	24%	28%	24%	24%	30%	21%
Somewhat confident	46%	39%	46%	46%	47%	47%	52%	48%	50%	42%	44%	50%	46%	40%
Neither confident nor unconfident	17%	31%	17%	17%	17%	18%	9%	15%	16%	19%	19%	17%	16%	22%
Somewhat unconfident	5%	12%	5%	4%	4%	6%	4%	4%	4%	5%	5%	5%	5%	5%
Very unconfident	2%	0%	3%	2%	2%	1%	0%	2%	3%	2%	1%	2%	2%	2%
Don't know	4%	0%	4%	4%	4%	1%	0%	2%	3%	4%	6%	2%	2%	10%
Total Confident:	73%	57%	71%	73%	74%	74%	87%	76%	74%	70%	69%	74%	76%	61%
Total Unconfident:	7%	12%	8%	6%	6%	7%	4%	6%	7%	7%	6%	7%	7%	7%
Net:	66%	45%	63%	66%	68%	66%	83%	70%	67%	63%	63%	67%	69%	54%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.B) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Spam and deceptive practices

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	26%	32%	20%	27%	29%	27%	24%	18%	*	25%	24%	24%	34%	36%
Somewhat confident	46%	47%	46%	49%	44%	48%	65%	45%	*	44%	50%	46%	47%	45%
Neither confident nor unconfident	17%	14%	20%	15%	17%	17%	6%	23%	*	20%	17%	18%	11%	14%
Somewhat unconfident	5%	3%	6%	5%	4%	5%	0%	4%	*	4%	4%	6%	4%	0%
Very unconfident	2%	2%	2%	2%	3%	2%	0%	2%	*	1%	2%	3%	2%	2%
Don't know	4%	2%	5%	2%	2%	1%	6%	9%	*	5%	4%	3%	1%	3%
Total Confident:	73%	79%	66%	76%	73%	75%	88%	63%	*	69%	73%	70%	81%	81%
Total Unconfident:	7%	6%	8%	7%	7%	7%	0%	5%	*	6%	6%	9%	7%	2%
Net:	66%	73%	58%	69%	66%	68%	88%	57%	*	63%	67%	61%	74%	79%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.C) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Spam and deceptive practices

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	26%	34%	21%	20%	22%	27%	22%	31%	29%	26%	31%	25%	22%
Somewhat confident	46%	40%	53%	48%	49%	48%	44%	42%	51%	46%	44%	52%	38%
Neither confident nor unconfident	17%	19%	18%	22%	17%	14%	19%	16%	16%	16%	12%	13%	26%
Somewhat unconfident	5%	3%	5%	2%	6%	6%	7%	5%	2%	4%	6%	4%	4%
Very unconfident	2%	2%	1%	3%	3%	2%	3%	2%	1%	2%	2%	1%	2%
Don't know	4%	2%	3%	4%	3%	4%	4%	4%	1%	5%	4%	4%	7%
Total Confident:	73%	74%	74%	69%	71%	75%	66%	73%	80%	72%	76%	78%	60%
Total Unconfident:	7%	5%	6%	5%	9%	8%	10%	7%	3%	6%	8%	5%	6%
Net:	66%	69%	68%	63%	62%	67%	56%	66%	77%	66%	68%	73%	54%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(94.A) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Hate Speech

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	30%	20%	27%	30%	29%	30%	45%	36%	27%	28%	27%	28%	33%	23%
Somewhat confident	43%	38%	45%	42%	41%	45%	42%	40%	45%	43%	42%	45%	43%	38%
Neither confident nor unconfident	17%	29%	18%	16%	19%	15%	9%	15%	18%	18%	19%	17%	16%	22%
Somewhat unconfident	5%	6%	5%	5%	4%	4%	0%	5%	4%	4%	5%	5%	5%	6%
Very unconfident	2%	5%	2%	2%	2%	2%	0%	1%	2%	3%	1%	1%	2%	2%
Don't know	4%	3%	3%	4%	5%	4%	4%	2%	3%	5%	6%	3%	3%	9%
Total Confident:	72%	58%	72%	73%	70%	75%	87%	76%	73%	70%	69%	73%	75%	61%
Total Unconfident:	6%	11%	6%	7%	6%	6%	0%	7%	7%	7%	6%	6%	6%	8%
Net:	66%	48%	66%	66%	65%	69%	87%	69%	66%	63%	64%	67%	69%	52%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.B) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Hate Speech

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	30%	37%	23%	31%	30%	34%	22%	21%	*	26%	27%	26%	41%	50%
Somewhat confident	43%	41%	44%	45%	44%	39%	45%	40%	*	43%	44%	47%	37%	37%
Neither confident nor unconfident	17%	14%	21%	15%	16%	19%	9%	25%	*	21%	19%	17%	12%	5%
Somewhat unconfident	5%	4%	6%	5%	5%	5%	18%	4%	*	3%	3%	6%	7%	2%
Very unconfident	2%	2%	2%	2%	2%	2%	0%	1%	*	2%	2%	2%	1%	3%
Don't know	4%	3%	6%	2%	4%	1%	6%	10%	*	5%	5%	3%	2%	3%
Total Confident:	72%	78%	66%	76%	74%	73%	67%	60%	*	69%	71%	73%	78%	87%
Total Unconfident:	6%	6%	7%	7%	7%	7%	18%	5%	*	5%	5%	8%	8%	5%
Net:	66%	72%	59%	69%	68%	66%	49%	55%	*	64%	66%	65%	70%	82%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.C) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Hate Speech

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	30%	37%	28%	25%	25%	32%	22%	30%	31%	30%	32%	32%	24%
Somewhat confident	43%	39%	44%	42%	44%	40%	47%	44%	42%	45%	43%	39%	39%
Neither confident nor unconfident	17%	15%	18%	24%	20%	15%	19%	16%	22%	14%	14%	16%	25%
Somewhat unconfident	5%	6%	6%	2%	5%	6%	5%	5%	2%	5%	4%	6%	0%
Very unconfident	2%	1%	1%	3%	2%	2%	2%	3%	1%	0%	2%	1%	4%
Don't know	4%	2%	3%	4%	4%	5%	5%	2%	2%	6%	5%	5%	7%
Total Confident:	72%	76%	72%	67%	69%	72%	69%	74%	72%	75%	75%	71%	63%
Total Unconfident:	6%	7%	7%	5%	7%	8%	8%	8%	3%	5%	6%	8%	4%
Net:	66%	69%	66%	62%	63%	64%	61%	66%	69%	70%	69%	64%	59%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.A) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Misinformation

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	27%	34%	24%	30%	25%	21%	30%	32%	26%	24%	25%	24%	32%	20%
Somewhat confident	44%	36%	43%	41%	46%	53%	52%	43%	44%	47%	42%	48%	43%	39%
Neither confident nor unconfident	19%	27%	20%	18%	19%	17%	14%	17%	20%	19%	19%	19%	16%	24%
Somewhat unconfident	5%	3%	7%	4%	5%	5%	0%	4%	5%	5%	5%	4%	6%	6%
Very unconfident	2%	0%	2%	2%	2%	3%	0%	1%	2%	2%	2%	2%	1%	2%
Don't know	4%	0%	4%	5%	3%	2%	4%	2%	3%	4%	7%	3%	2%	9%
Total Confident:	71%	70%	67%	72%	71%	73%	82%	75%	70%	71%	67%	72%	75%	59%
Total Unconfident:	7%	3%	8%	6%	7%	8%	0%	6%	8%	6%	7%	6%	7%	8%
Net:	64%	67%	59%	65%	65%	66%	82%	69%	62%	65%	60%	66%	68%	51%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.B) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Misinformation

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	27%	35%	20%	29%	28%	38%	16%	16%	*	24%	24%	23%	39%	51%
Somewhat confident	44%	42%	45%	46%	43%	36%	57%	45%	*	45%	46%	46%	40%	35%
Neither confident nor unconfident	19%	15%	22%	17%	18%	19%	12%	23%	*	21%	21%	19%	14%	11%
Somewhat unconfident	5%	4%	5%	4%	6%	5%	10%	5%	*	3%	3%	7%	6%	0%
Very unconfident	2%	2%	2%	2%	2%	1%	0%	2%	*	2%	2%	3%	1%	0%
Don't know	4%	2%	6%	3%	3%	0%	6%	8%	*	5%	4%	3%	1%	3%
Total Confident:	71%	77%	65%	74%	72%	74%	72%	61%	*	69%	70%	68%	78%	86%
Total Unconfident:	7%	6%	7%	6%	8%	7%	10%	8%	*	5%	5%	9%	7%	0%
Net:	64%	71%	58%	68%	64%	67%	62%	53%	*	64%	65%	59%	71%	86%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.C) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Misinformation

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	27%	42%	24%	15%	21%	31%	23%	29%	27%	27%	25%	30%	23%
Somewhat confident	44%	34%	48%	45%	48%	42%	46%	39%	47%	46%	47%	47%	41%
Neither confident nor unconfident	19%	17%	17%	29%	20%	13%	21%	23%	19%	15%	15%	12%	23%
Somewhat unconfident	5%	4%	5%	6%	5%	7%	4%	4%	3%	4%	7%	4%	4%
Very unconfident	2%	1%	1%	2%	3%	3%	1%	2%	1%	2%	2%	2%	2%
Don't know	4%	2%	3%	4%	3%	4%	5%	3%	3%	7%	4%	6%	7%
Total Confident:	71%	76%	72%	60%	69%	74%	68%	68%	73%	72%	73%	77%	63%
Total Unconfident:	7%	5%	7%	8%	8%	10%	5%	6%	4%	6%	9%	5%	7%
Net:	64%	70%	66%	52%	62%	64%	64%	63%	69%	66%	64%	71%	57%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.A) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Harmful or dangerous content

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	29%	15%	28%	29%	29%	30%	39%	33%	27%	26%	29%	29%	31%	23%
Somewhat confident	44%	44%	41%	45%	44%	49%	56%	44%	48%	45%	40%	46%	45%	39%
Neither confident nor unconfident	16%	25%	18%	15%	17%	13%	5%	14%	15%	16%	18%	15%	15%	21%
Somewhat unconfident	4%	8%	6%	4%	3%	5%	0%	4%	4%	5%	4%	5%	4%	5%
Very unconfident	2%	9%	2%	2%	2%	2%	0%	1%	3%	2%	2%	2%	2%	3%
Don't know	4%	0%	5%	5%	4%	2%	0%	2%	3%	5%	7%	3%	3%	9%
Total Confident:	73%	59%	69%	74%	73%	78%	95%	77%	75%	71%	69%	75%	76%	63%
Total Unconfident:	7%	16%	8%	6%	5%	7%	0%	6%	7%	7%	6%	7%	6%	7%
Net:	67%	43%	61%	68%	68%	71%	95%	71%	68%	64%	62%	68%	70%	55%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.B) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Harmful or dangerous content

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	29%	34%	24%	32%	31%	28%	16%	20%	*	30%	25%	26%	37%	45%
Somewhat confident	44%	44%	44%	46%	43%	47%	45%	41%	*	40%	48%	47%	42%	41%
Neither confident nor unconfident	16%	13%	19%	14%	14%	17%	28%	22%	*	18%	16%	16%	14%	6%
Somewhat unconfident	4%	4%	5%	4%	6%	5%	6%	4%	*	4%	4%	5%	4%	4%
Very unconfident	2%	2%	2%	2%	2%	1%	0%	3%	*	2%	2%	2%	2%	0%
Don't know	4%	3%	6%	2%	4%	2%	6%	10%	*	6%	5%	3%	2%	3%
Total Confident:	73%	78%	68%	78%	74%	75%	60%	62%	*	70%	73%	73%	79%	87%
Total Unconfident:	7%	6%	7%	6%	8%	6%	6%	7%	*	6%	6%	8%	6%	4%
Net:	67%	73%	61%	72%	66%	69%	54%	55%	*	65%	67%	65%	73%	83%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.C) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter online? : Harmful or dangerous content

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	29%	34%	29%	25%	23%	34%	25%	31%	27%	28%	29%	36%	25%
Somewhat confident	44%	42%	46%	42%	49%	39%	47%	44%	46%	44%	47%	41%	39%
Neither confident nor unconfident	16%	14%	15%	25%	17%	13%	14%	15%	20%	16%	13%	13%	23%
Somewhat unconfident	4%	3%	7%	2%	5%	7%	6%	5%	4%	4%	3%	5%	3%
Very unconfident	2%	3%	0%	3%	1%	2%	1%	3%	0%	3%	3%	2%	5%
Don't know	4%	3%	3%	4%	4%	5%	7%	3%	3%	6%	6%	4%	5%
Total Confident:	73%	75%	75%	67%	73%	74%	72%	74%	73%	72%	76%	77%	64%
Total Unconfident:	7%	7%	7%	5%	6%	8%	7%	8%	4%	6%	6%	6%	8%
Net:	67%	68%	68%	62%	67%	66%	65%	67%	69%	66%	70%	71%	56%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.A) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Harassment and bullying

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	28%	19%	28%	28%	28%	31%	29%	35%	25%	29%	24%	27%	32%	21%
Somewhat confident	43%	37%	42%	43%	43%	45%	58%	43%	46%	41%	42%	46%	42%	39%
Neither confident nor unconfident	17%	28%	17%	16%	19%	16%	8%	14%	19%	19%	18%	17%	16%	23%
Somewhat unconfident	6%	10%	6%	6%	5%	6%	0%	4%	6%	5%	8%	6%	6%	6%
Very unconfident	2%	0%	2%	2%	2%	1%	0%	2%	2%	2%	2%	2%	2%	3%
Dont know	4%	5%	5%	4%	3%	2%	5%	3%	3%	4%	6%	3%	2%	8%
Total Confident:	71%	57%	70%	71%	71%	76%	87%	78%	71%	70%	66%	73%	74%	61%
Total Unconfident:	8%	10%	8%	8%	7%	7%	0%	6%	8%	8%	10%	7%	8%	8%
Net:	64%	46%	62%	63%	65%	69%	87%	72%	63%	62%	57%	66%	66%	52%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.B) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Harassment and bullying

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	28%	35%	22%	29%	31%	29%	16%	20%	*	28%	27%	25%	37%	34%
Somewhat confident	43%	43%	44%	48%	40%	43%	54%	40%	*	43%	43%	44%	43%	47%
Neither confident nor unconfident	17%	14%	20%	16%	16%	18%	21%	23%	*	18%	19%	18%	12%	13%
Somewhat unconfident	6%	4%	7%	4%	7%	6%	0%	7%	*	6%	5%	7%	5%	4%
Very unconfident	2%	2%	2%	2%	3%	2%	10%	2%	*	2%	1%	3%	2%	0%
Dont know	4%	2%	5%	1%	3%	1%	0%	9%	*	4%	5%	3%	1%	2%
Total Confident:	71%	78%	65%	77%	71%	72%	69%	60%	*	71%	70%	69%	79%	81%
Total Unconfident:	8%	6%	9%	6%	10%	9%	10%	9%	*	8%	6%	10%	7%	4%
Net:	64%	72%	56%	71%	61%	64%	60%	51%	*	63%	64%	59%	72%	76%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.C) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Harassment and bullying

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	28%	37%	24%	24%	25%	30%	25%	30%	28%	27%	34%	28%	23%
Somewhat confident	43%	37%	48%	40%	45%	44%	47%	43%	51%	44%	39%	44%	35%
Neither confident nor unconfident	17%	17%	16%	24%	19%	13%	17%	19%	12%	18%	14%	14%	24%
Somewhat unconfident	6%	6%	8%	6%	5%	9%	4%	5%	7%	4%	4%	5%	7%
Very unconfident	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	3%	3%	2%
Dont know	4%	2%	2%	5%	4%	2%	5%	2%	1%	5%	6%	5%	8%
Total Confident:	71%	74%	72%	63%	69%	74%	72%	73%	78%	71%	73%	72%	59%
Total Unconfident:	8%	8%	10%	8%	7%	12%	5%	7%	8%	6%	7%	8%	9%
Net:	64%	66%	63%	56%	62%	62%	67%	66%	70%	65%	65%	64%	50%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.A) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Spam and deceptive practices

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	27%	23%	23%	29%	26%	30%	36%	32%	25%	26%	25%	27%	30%	19%
Somewhat confident	45%	43%	46%	44%	45%	47%	51%	45%	50%	43%	41%	47%	46%	41%
Neither confident nor unconfident	18%	29%	20%	16%	19%	19%	0%	15%	16%	20%	20%	17%	16%	25%
Somewhat unconfident	5%	6%	5%	5%	5%	2%	4%	4%	4%	5%	6%	5%	4%	5%
Very unconfident	1%	0%	1%	2%	1%	1%	0%	1%	2%	2%	1%	1%	2%	2%
Dont know	4%	0%	5%	5%	4%	1%	9%	3%	3%	4%	7%	4%	3%	8%
Total Confident:	72%	65%	69%	73%	72%	77%	87%	77%	74%	69%	66%	73%	75%	60%
Total Unconfident:	6%	6%	6%	7%	6%	3%	4%	5%	6%	6%	7%	6%	6%	7%
Net:	66%	59%	63%	66%	65%	73%	83%	72%	68%	63%	59%	67%	69%	53%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.B) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Spam and deceptive practices

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	27%	34%	20%	30%	28%	25%	30%	18%	*	25%	24%	23%	37%	45%
Somewhat confident	45%	46%	44%	46%	44%	49%	45%	42%	*	43%	46%	49%	43%	39%
Neither confident nor unconfident	18%	14%	22%	15%	16%	19%	22%	25%	*	21%	19%	18%	13%	7%
Somewhat unconfident	5%	3%	6%	5%	6%	4%	3%	4%	*	5%	5%	5%	4%	4%
Very unconfident	1%	1%	2%	1%	1%	1%	0%	1%	*	1%	1%	2%	1%	0%
Dont know	4%	2%	6%	2%	4%	1%	0%	9%	*	5%	5%	3%	1%	5%
Total Confident:	72%	80%	64%	76%	72%	74%	75%	61%	*	68%	70%	72%	80%	84%
Total Unconfident:	6%	4%	8%	6%	7%	5%	3%	6%	*	6%	5%	7%	5%	4%
Net:	66%	76%	56%	70%	65%	69%	72%	55%	*	62%	65%	64%	75%	80%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.C) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Spam and deceptive practices

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	27%	38%	23%	19%	27%	26%	23%	28%	28%	24%	32%	26%	24%
Somewhat confident	45%	37%	49%	44%	47%	48%	42%	45%	50%	50%	43%	45%	39%
Neither confident nor unconfident	18%	17%	18%	27%	17%	13%	24%	18%	13%	15%	14%	16%	22%
Somewhat unconfident	5%	5%	4%	3%	4%	8%	6%	6%	4%	3%	5%	6%	4%
Very unconfident	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%
Dont know	4%	2%	4%	5%	4%	3%	5%	3%	2%	5%	5%	6%	8%
Total Confident:	72%	75%	72%	63%	74%	74%	65%	73%	78%	74%	75%	71%	64%
Total Unconfident:	6%	6%	6%	5%	5%	10%	6%	6%	6%	5%	6%	7%	6%
Net:	66%	69%	66%	58%	69%	64%	59%	66%	73%	69%	69%	64%	58%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(99.A) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Hate Speech

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	29%	23%	28%	28%	28%	31%	36%	35%	26%	27%	25%	28%	31%	22%
Somewhat confident	43%	44%	43%	42%	42%	47%	46%	42%	45%	42%	41%	44%	43%	39%
Neither confident nor unconfident	18%	25%	16%	18%	19%	17%	5%	14%	18%	20%	20%	18%	16%	21%
Somewhat unconfident	5%	8%	6%	6%	6%	2%	4%	4%	6%	5%	6%	5%	5%	6%
Very unconfident	1%	0%	1%	2%	1%	2%	0%	2%	1%	2%	2%	1%	2%	2%
Dont know	4%	0%	6%	5%	3%	1%	9%	3%	3%	5%	6%	3%	3%	8%
Total Confident:	71%	67%	72%	70%	71%	78%	82%	77%	72%	69%	66%	72%	74%	61%
Total Unconfident:	7%	8%	6%	7%	7%	4%	4%	6%	7%	7%	8%	6%	7%	9%
Net:	64%	59%	65%	62%	64%	74%	78%	71%	65%	61%	58%	66%	67%	52%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.B) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Hate Speech

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	29%	36%	21%	29%	32%	30%	9%	20%	*	25%	26%	26%	38%	47%
Somewhat confident	43%	42%	43%	48%	40%	39%	60%	40%	*	42%	44%	44%	42%	34%
Neither confident nor unconfident	18%	14%	21%	14%	17%	20%	21%	24%	*	21%	19%	18%	12%	14%
Somewhat unconfident	5%	4%	7%	5%	5%	7%	10%	5%	*	5%	5%	6%	5%	2%
Very unconfident	1%	1%	2%	1%	2%	2%	0%	2%	*	1%	1%	2%	1%	1%
Dont know	4%	2%	6%	2%	4%	2%	0%	9%	*	5%	5%	4%	2%	2%
Total Confident:	71%	78%	64%	78%	72%	69%	69%	61%	*	67%	71%	70%	80%	81%
Total Unconfident:	7%	5%	8%	6%	7%	9%	10%	7%	*	7%	6%	8%	7%	3%
Net:	64%	73%	56%	71%	65%	60%	59%	54%	*	61%	65%	62%	73%	78%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(99.C) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Hate Speech

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	29%	38%	25%	23%	24%	31%	24%	32%	28%	25%	34%	27%	27%
Somewhat confident	43%	38%	49%	40%	42%	44%	46%	42%	43%	44%	41%	45%	29%
Neither confident nor unconfident	18%	15%	17%	24%	23%	10%	19%	17%	21%	19%	14%	16%	27%
Somewhat unconfident	5%	4%	5%	7%	4%	11%	6%	6%	5%	4%	5%	6%	4%
Very unconfident	1%	2%	1%	2%	2%	2%	1%	0%	1%	2%	1%	2%	4%
Dont know	4%	2%	3%	4%	6%	2%	5%	3%	2%	6%	5%	5%	8%
Total Confident:	71%	76%	73%	63%	66%	75%	69%	75%	71%	70%	74%	72%	57%
Total Unconfident:	7%	7%	7%	9%	6%	12%	6%	6%	6%	5%	6%	7%	9%
Net:	64%	69%	66%	54%	61%	63%	63%	69%	66%	65%	68%	65%	48%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.A) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Misinformation

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	27%	27%	26%	28%	27%	26%	40%	33%	25%	24%	26%	27%	29%	21%
Somewhat confident	44%	37%	43%	43%	45%	45%	37%	41%	48%	45%	40%	45%	44%	40%
Neither confident nor unconfident	19%	30%	20%	19%	18%	21%	10%	18%	18%	19%	21%	18%	18%	24%
Somewhat unconfident	5%	6%	5%	4%	5%	4%	4%	5%	5%	4%	5%	5%	4%	5%
Very unconfident	2%	0%	1%	2%	2%	2%	0%	1%	1%	3%	2%	1%	2%	3%
Dont know	4%	0%	5%	4%	3%	1%	9%	3%	3%	4%	6%	4%	2%	8%
Total Confident:	71%	64%	69%	71%	72%	71%	77%	74%	73%	69%	66%	72%	74%	61%
Total Unconfident:	6%	6%	6%	6%	7%	7%	4%	6%	6%	8%	6%	6%	6%	8%
Net:	64%	58%	63%	65%	65%	64%	73%	68%	67%	62%	60%	66%	68%	53%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.B) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Misinformation

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	27%	33%	21%	30%	27%	28%	24%	18%	*	24%	26%	24%	35%	39%
Somewhat confident	44%	43%	44%	46%	44%	43%	51%	43%	*	43%	45%	45%	42%	47%
Neither confident nor unconfident	19%	15%	23%	16%	18%	22%	15%	25%	*	21%	20%	19%	15%	8%
Somewhat unconfident	5%	4%	5%	5%	5%	4%	0%	4%	*	4%	4%	6%	5%	4%
Very unconfident	2%	2%	2%	1%	2%	2%	10%	2%	*	2%	1%	2%	2%	0%
Dont know	4%	2%	6%	1%	4%	1%	0%	8%	*	5%	4%	4%	1%	2%
Total Confident:	71%	77%	65%	76%	71%	70%	75%	61%	*	67%	71%	70%	77%	86%
Total Unconfident:	6%	6%	7%	6%	7%	7%	10%	7%	*	6%	5%	8%	6%	4%
Net:	64%	71%	58%	70%	64%	64%	65%	54%	*	61%	66%	62%	71%	81%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.C) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Misinformation

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	27%	39%	25%	17%	25%	26%	23%	27%	25%	27%	30%	27%	24%
Somewhat confident	44%	35%	49%	45%	47%	49%	44%	43%	52%	43%	38%	45%	38%
Neither confident nor unconfident	19%	17%	16%	28%	17%	14%	24%	21%	18%	18%	20%	16%	24%
Somewhat unconfident	5%	5%	5%	5%	4%	6%	3%	5%	3%	4%	5%	6%	4%
Very unconfident	2%	2%	1%	2%	3%	3%	0%	0%	1%	2%	2%	2%	2%
Dont know	4%	2%	4%	4%	4%	2%	5%	4%	1%	7%	5%	4%	8%
Total Confident:	71%	74%	74%	62%	72%	75%	68%	70%	77%	70%	68%	73%	62%
Total Unconfident:	6%	7%	7%	6%	7%	9%	3%	5%	4%	6%	7%	8%	6%
Net:	64%	68%	67%	56%	65%	66%	65%	65%	73%	64%	61%	65%	56%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.A) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Harmful or dangerous content

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	29%	21%	26%	30%	27%	30%	40%	33%	27%	26%	27%	29%	31%	20%
Somewhat confident	44%	35%	44%	42%	45%	50%	47%	44%	47%	43%	41%	45%	44%	42%
Neither confident nor unconfident	17%	36%	16%	17%	18%	14%	0%	14%	17%	19%	18%	17%	15%	23%
Somewhat unconfident	5%	0%	6%	5%	5%	5%	4%	4%	5%	6%	5%	5%	5%	5%
Very unconfident	2%	9%	2%	2%	1%	1%	0%	2%	1%	1%	2%	1%	2%	1%
Dont know	4%	0%	5%	4%	3%	1%	9%	2%	3%	5%	6%	3%	3%	8%
Total Confident:	72%	56%	71%	72%	72%	80%	87%	77%	74%	70%	68%	74%	75%	63%
Total Unconfident:	7%	9%	8%	6%	7%	6%	4%	6%	6%	7%	8%	7%	7%	7%
Net:	66%	47%	63%	66%	66%	74%	83%	71%	67%	63%	60%	67%	68%	56%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.B) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Harmful or dangerous content

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	29%	36%	21%	31%	29%	32%	24%	19%	*	26%	26%	25%	39%	52%
Somewhat confident	44%	44%	44%	46%	44%	45%	36%	45%	*	41%	47%	47%	42%	31%
Neither confident nor unconfident	17%	13%	21%	15%	17%	16%	31%	22%	*	21%	18%	17%	11%	11%
Somewhat unconfident	5%	4%	6%	5%	5%	5%	9%	5%	*	5%	5%	5%	5%	4%
Very unconfident	2%	2%	2%	2%	2%	2%	0%	1%	*	2%	1%	2%	2%	0%
Dont know	4%	2%	6%	1%	4%	1%	0%	8%	*	5%	4%	4%	2%	2%
Total Confident:	72%	80%	65%	77%	73%	76%	60%	64%	*	68%	72%	72%	81%	83%
Total Unconfident:	7%	5%	8%	7%	7%	7%	9%	6%	*	7%	5%	7%	7%	4%
Net:	66%	74%	57%	71%	66%	69%	51%	58%	*	61%	67%	65%	74%	79%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.C) How confident or unconfident are you personally in your ability to recognise and effectively deal with the following threats that you might encounter offline?: Harmful or dangerous content

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	29%	36%	26%	20%	25%	31%	26%	30%	27%	26%	34%	29%	28%
Somewhat confident	44%	41%	45%	42%	45%	46%	44%	47%	47%	46%	41%	46%	35%
Neither confident nor unconfident	17%	14%	20%	27%	20%	10%	18%	16%	21%	16%	12%	12%	22%
Somewhat unconfident	5%	5%	5%	4%	4%	9%	5%	4%	2%	4%	7%	5%	4%
Very unconfident	2%	2%	1%	2%	2%	2%	1%	0%	0%	2%	2%	3%	2%
Dont know	4%	2%	4%	4%	4%	2%	6%	2%	2%	5%	5%	4%	8%
Total Confident:	72%	77%	71%	62%	70%	77%	70%	78%	75%	72%	74%	76%	63%
Total Unconfident:	7%	7%	6%	7%	6%	10%	6%	4%	2%	6%	9%	8%	7%
Net:	66%	69%	65%	55%	64%	66%	64%	73%	73%	66%	65%	67%	56%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(102.A) How confident or unconfident are you that your child knows how to stay safe online?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	20%	19%	21%	21%	19%	19%	16%	27%	16%	17%	20%	18%	26%	11%
Somewhat confident	49%	49%	44%	46%	56%	54%	69%	49%	47%	51%	50%	51%	49%	48%
Neither confident nor unconfident	18%	17%	18%	18%	17%	20%	16%	14%	22%	19%	17%	18%	16%	23%
Somewhat unconfident	7%	9%	9%	8%	4%	4%	0%	5%	9%	7%	5%	6%	6%	8%
Very unconfident	3%	0%	2%	3%	2%	3%	0%	2%	2%	2%	4%	3%	2%	2%
Dont know	3%	6%	6%	3%	2%	1%	0%	3%	3%	4%	4%	3%	2%	7%
Total Confident:	70%	69%	65%	68%	75%	73%	84%	76%	63%	68%	70%	69%	74%	59%
Total Unconfident:	9%	9%	11%	11%	6%	6%	0%	7%	12%	9%	9%	9%	8%	11%
Net:	60%	60%	54%	57%	68%	67%	84%	69%	51%	59%	61%	60%	66%	49%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(102.B) How confident or unconfident are you that your child knows how to stay safe online?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	20%	27%	13%	22%	19%	30%	9%	11%	*	18%	14%	12%	40%	41%
Somewhat confident	49%	45%	53%	51%	51%	45%	46%	47%	*	53%	53%	54%	37%	40%
Neither confident nor unconfident	18%	17%	19%	16%	18%	12%	30%	23%	*	18%	19%	20%	14%	10%
Somewhat unconfident	7%	6%	7%	5%	6%	10%	12%	8%	*	5%	6%	8%	6%	8%
Very unconfident	3%	2%	3%	3%	2%	1%	3%	4%	*	3%	3%	2%	2%	0%
Dont know	3%	3%	4%	2%	3%	2%	0%	6%	*	3%	5%	3%	1%	2%
Total Confident:	70%	73%	66%	74%	70%	76%	55%	58%	*	71%	67%	66%	77%	80%
Total Unconfident:	9%	8%	11%	8%	8%	11%	15%	12%	*	8%	9%	10%	8%	8%
Net:	60%	65%	56%	66%	62%	65%	40%	46%	*	63%	58%	56%	69%	72%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(102.C) How confident or unconfident are you that your child knows how to stay safe online?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	20%	37%	18%	16%	14%	21%	17%	20%	22%	21%	14%	18%	11%
Somewhat confident	49%	37%	47%	52%	52%	49%	53%	48%	56%	53%	51%	55%	56%
Neither confident nor unconfident	18%	16%	20%	23%	18%	19%	16%	18%	12%	14%	21%	16%	16%
Somewhat unconfident	7%	6%	9%	5%	7%	8%	5%	8%	4%	5%	7%	6%	7%
Very unconfident	3%	2%	1%	2%	4%	1%	4%	3%	3%	1%	5%	4%	2%
Dont know	3%	2%	4%	3%	4%	2%	5%	3%	3%	5%	2%	0%	8%
Total Confident:	70%	74%	65%	68%	66%	70%	70%	68%	78%	74%	65%	73%	66%
Total Unconfident:	9%	8%	10%	7%	11%	9%	9%	10%	7%	7%	12%	11%	10%
Net:	60%	66%	55%	61%	55%	61%	61%	58%	71%	68%	53%	63%	57%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.A) How confident or unconfident do you feel in your ability to keep your child safe online?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Very confident	25%	23%	26%	28%	20%	17%	35%	30%	19%	23%	27%	23%	28%	20%
Somewhat confident	53%	45%	49%	51%	58%	60%	50%	52%	55%	55%	50%	56%	52%	49%
Neither confident nor unconfident	15%	19%	17%	12%	18%	18%	15%	13%	18%	14%	16%	16%	13%	20%
Somewhat unconfident	4%	14%	4%	4%	3%	3%	0%	3%	4%	4%	3%	3%	4%	4%
Very unconfident	1%	0%	1%	2%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%
Dont know	3%	0%	3%	3%	2%	1%	0%	2%	3%	3%	3%	2%	1%	6%
Total Confident:	78%	67%	75%	79%	78%	77%	85%	81%	74%	78%	77%	78%	81%	69%
Total Unconfident:	5%	14%	4%	5%	3%	4%	0%	4%	5%	5%	5%	4%	5%	5%
Net:	73%	54%	71%	74%	75%	73%	85%	77%	69%	73%	72%	74%	76%	65%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(103.B) How confident or unconfident do you feel in your ability to keep your child safe online?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Very confident	25%	31%	19%	27%	25%	30%	17%	17%	*	26%	19%	18%	41%	26%
Somewhat confident	53%	50%	56%	57%	51%	49%	53%	53%	*	51%	58%	58%	41%	52%
Neither confident nor unconfident	15%	14%	16%	12%	17%	16%	24%	18%	*	17%	16%	16%	11%	17%
Somewhat unconfident	4%	2%	5%	2%	4%	4%	0%	5%	*	2%	3%	3%	6%	3%
Very unconfident	1%	1%	1%	1%	1%	0%	6%	2%	*	1%	1%	2%	0%	0%
Dont know	3%	2%	3%	1%	3%	1%	0%	5%	*	2%	3%	3%	1%	2%
Total Confident:	78%	81%	75%	84%	76%	80%	70%	69%	*	77%	77%	77%	82%	78%
Total Unconfident:	5%	3%	6%	3%	5%	4%	6%	7%	*	3%	4%	5%	6%	3%
Net:	73%	78%	69%	80%	71%	76%	65%	62%	*	74%	72%	72%	76%	75%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(103.C) How confident or unconfident do you feel in your ability to keep your child safe online?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Very confident	25%	40%	21%	21%	22%	27%	21%	19%	26%	26%	21%	28%	18%
Somewhat confident	53%	41%	56%	57%	50%	52%	56%	55%	57%	53%	58%	54%	53%
Neither confident nor unconfident	15%	15%	18%	16%	20%	13%	14%	16%	11%	15%	12%	12%	12%
Somewhat unconfident	4%	3%	3%	3%	4%	5%	4%	6%	1%	3%	2%	5%	4%
Very unconfident	1%	1%	0%	2%	1%	1%	1%	1%	0%	0%	3%	2%	2%
Dont know	3%	1%	2%	2%	3%	2%	4%	3%	5%	3%	3%	0%	10%
Total Confident:	78%	81%	77%	77%	71%	79%	78%	74%	83%	79%	80%	82%	72%
Total Unconfident:	5%	3%	3%	5%	5%	6%	5%	8%	1%	3%	5%	6%	6%
Net:	73%	78%	74%	72%	66%	73%	73%	67%	82%	76%	75%	75%	66%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(104.A) You said you did not feel confident in your ability to keep your child safe online. Why is that? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	93	4	16	51	16	6	0	26	26	22	19	31	44	13
Weighted	91	4	16	49	15	6	0	22	25	21	23	30	43	13
My children have circumvented safety features ive set before	9%	24%	12%	5%	17%	0%	*	16%	11%	9%	0%	0%	15%	13%
Dont know	6%	0%	14%	4%	9%	0%	*	0%	3%	0%	21%	5%	2%	18%
Just like the real-world, I dont think I can protect them from every harm	51%	58%	58%	52%	37%	52%	*	50%	55%	51%	47%	66%	40%	54%
There is too much information, it is overwhelming	32%	21%	19%	30%	42%	60%	*	32%	46%	32%	16%	39%	29%	12%
Other, please specify	3%	0%	0%	2%	12%	0%	*	8%	0%	4%	0%	3%	4%	0%
My children know more about the technology than I do	29%	21%	12%	29%	48%	39%	*	17%	41%	44%	16%	26%	37%	12%
I dont trust the information that is available	25%	0%	29%	27%	28%	12%	*	17%	33%	33%	17%	28%	17%	29%
The information available is often contradicted by other information	20%	21%	20%	19%	13%	48%	*	15%	29%	23%	14%	29%	20%	7%
There isnt much information for parents that is easily available	18%	21%	25%	13%	21%	25%	*	16%	18%	28%	9%	17%	24%	0%

Note:

BASE: Respondents who are unconfident in their ability to keep their child safe online.

Fieldwork: 24th Sep - 2nd Oct 2021

Public First Poll for Youtube (Parents)

(104.B) You said you did not feel confident in your ability to keep your child safe online. Why is that? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	93	25	68	24	26	8	1	20	0	0	0	25	24	1
Weighted	91	30	62	24	25	8	1	21	0	0	0	22	23	1
My children have circumvented safety features ive set before	9%	19%	4%	9%	8%	0%	0%	8%	*	0%	4%	14%	18%	0%
Dont know	6%	5%	7%	0%	0%	0%	0%	18%	*	9%	4%	4%	0%	0%
Just like the real-world, I dont think I can protect them from every harm	51%	44%	54%	52%	39%	75%	100%	57%	*	34%	66%	48%	47%	100%
There is too much information, it is overwhelming	32%	34%	30%	41%	23%	20%	100%	27%	*	50%	27%	31%	32%	0%
Other, please specify	3%	4%	3%	0%	4%	0%	0%	3%	*	0%	4%	3%	5%	0%
My children know more about the technology than I do	29%	19%	35%	23%	45%	23%	100%	18%	*	22%	37%	34%	28%	0%
I dont trust the information that is available	25%	29%	23%	22%	21%	12%	0%	27%	*	34%	24%	24%	26%	0%
The information available is often contradicted by other information	20%	31%	16%	36%	16%	45%	0%	0%	*	12%	15%	24%	33%	0%
There isnt much information for parents that is easily available	18%	10%	21%	23%	29%	14%	0%	3%	*	17%	14%	23%	20%	0%

Note:

BASE: Respondents who are unconfident in their ability to keep their child safe online.

Fieldwork: 24th Sep - 2nd Oct 2021

Public First Poll for Youtube (Parents)

(104.C) You said you did not feel confident in your ability to keep your child safe online. Why is that? Tick all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	93	12	8	9	10	8	9	13	1	8	7	5	3
Weighted	91	10	8	8	9	9	9	12	1	6	9	6	4
My children have circumvented safety features ive set before	9%	21%	0%	11%	0%	12%	11%	7%	0%	0%	0%	21%	33%
Dont know	6%	0%	0%	0%	15%	0%	0%	7%	100%	0%	13%	20%	0%
Just like the real-world, I dont think I can protect them from every harm	51%	31%	77%	42%	41%	60%	45%	58%	0%	47%	52%	59%	67%
There is too much information, it is overwhelming	32%	22%	36%	24%	31%	53%	21%	40%	0%	35%	22%	18%	61%
Other, please specify	3%	7%	0%	11%	0%	0%	0%	0%	0%	0%	0%	0%	33%
My children know more about the technology than I do	29%	51%	23%	33%	46%	27%	20%	48%	0%	38%	10%	0%	0%
I dont trust the information that is available	25%	50%	11%	11%	41%	18%	23%	16%	0%	38%	22%	18%	33%
The information available is often contradicted by other information	20%	39%	13%	0%	13%	25%	14%	14%	0%	41%	41%	18%	0%
There isnt much information for parents that is easily available	18%	42%	11%	35%	10%	30%	8%	7%	0%	12%	25%	0%	0%

Note:

(105.A) Do you think your child is taught enough about online safety at school?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	53%	46%	45%	55%	56%	47%	61%	61%	50%	49%	50%	51%	58%	42%
No	24%	42%	30%	22%	21%	26%	16%	18%	25%	26%	26%	25%	22%	25%
Dont know	22%	9%	22%	21%	23%	27%	17%	19%	24%	23%	22%	23%	19%	30%
N/A My child is not in school	1%	3%	3%	1%	1%	1%	5%	2%	1%	1%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.B) Do you think your child is taught enough about online safety at school?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	53%	53%	52%	58%	52%	66%	37%	37%	*	48%	46%	51%	70%	66%
No	24%	24%	24%	24%	25%	17%	36%	26%	*	29%	25%	23%	17%	19%
Dont know	22%	22%	22%	18%	21%	16%	27%	34%	*	22%	27%	24%	12%	13%
N/A My child is not in school	1%	1%	2%	0%	2%	1%	0%	3%	*	1%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.C) Do you think your child is taught enough about online safety at school?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	53%	65%	53%	49%	49%	49%	51%	45%	62%	58%	48%	45%	49%
No	24%	16%	26%	27%	30%	27%	18%	27%	18%	21%	29%	27%	23%
Dont know	22%	19%	20%	23%	20%	24%	27%	27%	19%	19%	21%	27%	28%
N/A My child is not in school	1%	0%	1%	1%	1%	1%	4%	1%	1%	2%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.A) Do you think teachers are equipped to help teach children about how to stay safe online?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	64%	51%	64%	66%	63%	55%	75%	72%	60%	60%	62%	62%	68%	57%
No	19%	38%	20%	18%	19%	26%	15%	15%	20%	22%	21%	20%	18%	20%
Dont know	17%	12%	16%	16%	18%	19%	9%	13%	20%	18%	17%	18%	14%	23%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.B) Do you think teachers are equipped to help teach children about how to stay safe online?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	64%	65%	63%	67%	64%	75%	56%	55%	*	61%	57%	62%	78%	77%
No	19%	20%	19%	18%	21%	15%	38%	20%	*	22%	21%	22%	12%	13%
Dont know	17%	16%	18%	15%	15%	10%	6%	25%	*	17%	21%	17%	9%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(106.C) Do you think teachers are equipped to help teach children about how to stay safe online?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	64%	74%	65%	65%	60%	53%	61%	64%	70%	65%	59%	62%	62%
No	19%	14%	20%	22%	22%	25%	17%	21%	12%	18%	25%	18%	22%
Dont know	17%	12%	16%	14%	18%	23%	22%	16%	19%	17%	16%	20%	17%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.A) You said that you don't think teachers are equipped to help teach children about how to stay safe online Why is that?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	376	12	74	157	94	36	3	96	99	96	84	147	162	53
Weighted	390	12	73	164	98	40	3	83	103	99	104	150	169	56
Not enough time in the school day	56%	24%	53%	55%	59%	67%	66%	49%	62%	51%	60%	53%	59%	52%
Technology moves too fast to keep up to date.	49%	62%	47%	49%	47%	51%	66%	50%	47%	45%	53%	45%	52%	52%
Dont know	4%	0%	6%	1%	7%	2%	0%	3%	5%	4%	2%	5%	2%	2%
Teachers dont use the same devices/apps that the children do	35%	40%	27%	35%	34%	48%	40%	33%	28%	38%	39%	40%	29%	38%
Teachers dont have access to good information	34%	60%	42%	33%	30%	22%	100%	34%	38%	32%	31%	28%	40%	32%
Other, please specify	2%	0%	0%	3%	3%	2%	0%	2%	3%	4%	0%	5%	1%	0%

Note:

BASE: Respondents who do not think teachers are equipped to help teach children about how to stay safe online.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.B) You said that you don't think teachers are equipped to help teach children about how to stay safe online Why is that?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	376	172	204	125	109	30	5	53	0	0	0	104	52	8
Weighted	390	196	194	127	112	27	5	59	0	0	0	107	49	6
Not enough time in the school day	56%	51%	61%	54%	54%	58%	30%	70%	*	58%	58%	57%	52%	25%
Technology moves too fast to keep up to date.	49%	44%	54%	53%	43%	51%	53%	53%	*	48%	53%	44%	58%	18%
Dont know	4%	2%	5%	3%	6%	0%	16%	1%	*	7%	1%	3%	6%	0%
Teachers dont use the same devices/apps that the children do	35%	32%	37%	39%	28%	22%	31%	47%	*	37%	32%	36%	30%	34%
Teachers dont have access to good information	34%	41%	26%	35%	36%	28%	23%	29%	*	35%	25%	41%	29%	73%
Other, please specify	2%	3%	1%	3%	2%	0%	0%	0%	*	2%	3%	2%	0%	0%

Note:

BASE: Respondents who do not think teachers are equipped to help teach children about how to stay safe online.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(107.C) You said that you don't think teachers are equipped to help teach children about how to stay safe online Why is that?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	376	48	47	34	40	29	30	36	10	42	34	15	11
Weighted	390	40	51	35	40	35	31	33	9	39	45	18	13
Not enough time in the school day	56%	41%	55%	53%	58%	63%	47%	56%	37%	56%	65%	70%	72%
Technology moves too fast to keep up to date.	49%	40%	33%	57%	51%	51%	50%	61%	64%	62%	40%	53%	44%
Dont know	4%	2%	4%	2%	4%	3%	3%	8%	0%	6%	0%	7%	0%
Teachers dont use the same devices/apps that the children do	35%	36%	30%	43%	51%	37%	34%	34%	29%	25%	21%	46%	36%
Teachers dont have access to good information	34%	39%	37%	28%	39%	48%	34%	37%	43%	25%	26%	12%	38%
Other, please specify	2%	0%	2%	3%	2%	0%	2%	10%	0%	0%	3%	0%	0%

Note:

BASE: Respondents who do not think teachers are equipped to help teach children about how to stay safe online.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(108.A) Who would your child trust for information on staying safe online, if anyone? Select all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Me and other relatives	68%	66%	60%	69%	68%	77%	84%	65%	70%	69%	68%	70%	66%	69%
Teachers	65%	48%	59%	66%	69%	68%	75%	64%	69%	62%	66%	66%	65%	64%
Their friends	27%	22%	30%	28%	24%	25%	14%	32%	26%	25%	24%	25%	29%	25%
The Government	24%	12%	21%	24%	25%	26%	21%	32%	22%	23%	17%	24%	27%	14%
Internet companies	20%	33%	17%	20%	19%	21%	21%	24%	19%	20%	16%	19%	23%	14%
My child wouldn't trust anyone	2%	0%	2%	1%	2%	1%	0%	1%	1%	2%	3%	2%	1%	2%
Influencers	15%	17%	18%	16%	12%	9%	5%	16%	16%	15%	12%	14%	16%	13%
Charities	13%	18%	16%	13%	13%	13%	6%	17%	14%	11%	11%	13%	16%	5%
Celebrities	10%	15%	14%	11%	8%	7%	4%	16%	9%	8%	7%	9%	12%	8%
Other, please specify	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	1%
Don't know	6%	4%	7%	6%	5%	2%	5%	3%	6%	6%	8%	5%	4%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(108.B) Who would your child trust for information on staying safe online, if anyone? Select all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Me and other relatives	68%	66%	70%	68%	66%	64%	69%	75%	*	73%	73%	68%	57%	60%
Teachers	65%	63%	68%	67%	67%	65%	46%	64%	*	68%	67%	67%	62%	47%
Their friends	27%	27%	27%	26%	27%	33%	20%	27%	*	26%	22%	26%	37%	19%
The Government	24%	28%	20%	28%	23%	30%	21%	13%	*	20%	18%	24%	32%	41%
Internet companies	20%	23%	16%	22%	23%	21%	15%	10%	*	19%	15%	19%	27%	27%
My child wouldn't trust anyone	2%	1%	2%	1%	2%	0%	9%	2%	*	2%	2%	1%	1%	1%
Influencers	15%	15%	15%	14%	17%	21%	11%	13%	*	15%	13%	15%	17%	18%
Charities	13%	16%	11%	14%	15%	20%	7%	6%	*	10%	11%	14%	20%	21%
Celebrities	10%	13%	8%	9%	12%	17%	21%	7%	*	8%	7%	8%	18%	32%
Other, please specify	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%
Don't know	6%	4%	8%	4%	5%	1%	6%	10%	*	7%	6%	5%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(108.C) Who would your child trust for information on staying safe online, if anyone? Select all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Me and other relatives	68%	62%	75%	66%	63%	69%	72%	74%	71%	63%	65%	73%	67%
Teachers	65%	61%	70%	66%	59%	66%	66%	69%	67%	63%	66%	71%	69%
Their friends	27%	38%	27%	15%	27%	26%	27%	28%	26%	30%	21%	17%	33%
The Government	24%	30%	23%	26%	20%	26%	18%	24%	28%	24%	20%	21%	18%
Internet companies	20%	25%	16%	17%	21%	20%	19%	21%	28%	20%	16%	13%	14%
My child wouldn't trust anyone	2%	1%	1%	3%	3%	1%	2%	1%	1%	2%	2%	1%	0%
Influencers	15%	22%	13%	10%	16%	16%	16%	12%	19%	16%	11%	15%	8%
Charities	13%	21%	13%	16%	11%	15%	8%	13%	15%	13%	13%	7%	12%
Celebrities	10%	17%	7%	7%	9%	11%	12%	9%	9%	11%	9%	11%	7%
Other, please specify	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	6%	2%	4%	8%	9%	6%	4%	4%	9%	8%	8%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(109.A) As a parent, who do you trust for information on helping your child stay safe online? Select all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Celebrities/influencers	8%	17%	13%	8%	6%	3%	0%	13%	6%	6%	5%	8%	10%	2%
I don't trust anyone	8%	10%	7%	8%	8%	13%	6%	4%	10%	10%	9%	9%	6%	13%
The children's teachers	52%	44%	47%	51%	58%	53%	67%	55%	53%	49%	52%	52%	54%	48%
The Government	36%	36%	32%	36%	39%	39%	43%	43%	40%	33%	29%	38%	37%	31%
Relatives	33%	26%	40%	34%	28%	32%	36%	37%	28%	32%	35%	34%	33%	28%
Internet companies	33%	33%	32%	34%	34%	31%	23%	36%	32%	33%	31%	35%	35%	26%
Charities	21%	13%	23%	21%	22%	21%	14%	25%	23%	16%	19%	21%	24%	14%
My peers	19%	37%	24%	20%	16%	14%	15%	22%	22%	16%	16%	19%	22%	14%
Other, please specify	1%	0%	1%	1%	2%	0%	11%	1%	1%	1%	1%	1%	1%	1%
Don't know	7%	2%	7%	8%	6%	5%	9%	4%	7%	8%	9%	6%	5%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(109.B) As a parent, who do you trust for information on helping your child stay safe online? Select all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Celebrities/influencers	8%	10%	5%	9%	8%	17%	13%	3%	*	6%	4%	7%	16%	22%
I don't trust anyone	8%	8%	8%	6%	7%	3%	6%	14%	*	9%	11%	7%	4%	3%
The children's teachers	52%	51%	53%	54%	54%	60%	34%	49%	*	54%	52%	52%	53%	48%
The Government	36%	40%	33%	42%	35%	45%	44%	27%	*	30%	34%	39%	43%	49%
Relatives	33%	35%	31%	36%	31%	40%	28%	27%	*	36%	30%	29%	39%	24%
Internet companies	33%	34%	32%	38%	34%	35%	8%	27%	*	35%	30%	33%	39%	35%
Charities	21%	22%	20%	21%	25%	27%	29%	11%	*	17%	19%	26%	22%	25%
My peers	19%	20%	18%	19%	24%	19%	37%	13%	*	16%	18%	20%	23%	27%
Other, please specify	1%	1%	0%	0%	1%	2%	9%	2%	*	1%	1%	1%	1%	1%
Don't know	7%	5%	9%	5%	7%	2%	6%	12%	*	8%	9%	7%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(109.C) As a parent, who do you trust for information on helping your child stay safe online? Select all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Celebrities/influencers	8%	18%	4%	3%	5%	9%	6%	10%	9%	7%	5%	5%	8%
I don't trust anyone	8%	4%	8%	6%	8%	10%	10%	10%	8%	8%	11%	9%	12%
The children's teachers	52%	58%	56%	56%	46%	45%	47%	55%	50%	56%	46%	59%	51%
The Government	36%	37%	37%	40%	37%	40%	31%	37%	51%	38%	28%	36%	25%
Relatives	33%	37%	37%	27%	30%	22%	33%	38%	40%	37%	30%	28%	33%
Internet companies	33%	35%	36%	31%	35%	37%	36%	31%	38%	30%	26%	34%	25%
Charities	21%	23%	21%	20%	21%	24%	20%	23%	18%	21%	19%	22%	14%
My peers	19%	25%	17%	18%	22%	18%	18%	21%	17%	18%	17%	15%	13%
Other, please specify	1%	2%	1%	0%	1%	1%	1%	2%	0%	0%	0%	0%	0%
Don't know	7%	4%	4%	6%	7%	10%	9%	6%	9%	10%	10%	2%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(110.A) In the last month, which of the following have you had a conversation about with your child, if any? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Staying safe when out and about	45%	45%	43%	47%	43%	44%	59%	48%	43%	39%	48%	44%	45%	46%
Online Safety	39%	41%	41%	41%	37%	32%	53%	47%	38%	35%	35%	37%	43%	35%
Climate Change	29%	33%	24%	27%	32%	37%	52%	38%	30%	28%	19%	28%	33%	19%
Current affairs	27%	22%	20%	27%	32%	30%	33%	36%	28%	21%	22%	27%	30%	18%
Harassment and bullying	25%	27%	27%	27%	22%	17%	26%	25%	26%	22%	28%	26%	25%	24%
Body image	24%	52%	30%	23%	23%	14%	16%	24%	25%	21%	27%	25%	24%	22%
Misinformation	19%	18%	21%	16%	20%	20%	23%	24%	18%	18%	13%	19%	19%	15%
None of the above	22%	12%	24%	21%	22%	28%	25%	14%	25%	24%	27%	24%	18%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(110.B) In the last month, which of the following have you had a conversation about with your child, if any? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Staying safe when out and about	45%	41%	49%	47%	43%	47%	18%	44%	*	46%	46%	46%	43%	36%
Online Safety	39%	43%	36%	41%	38%	48%	33%	30%	*	35%	33%	36%	56%	49%
Climate Change	29%	32%	25%	32%	29%	36%	32%	17%	*	22%	27%	30%	39%	39%
Current affairs	27%	31%	23%	32%	28%	35%	40%	14%	*	22%	24%	29%	36%	43%
Harassment and bullying	25%	22%	28%	24%	25%	33%	7%	21%	*	27%	26%	23%	26%	17%
Body image	24%	20%	28%	23%	29%	26%	16%	19%	*	26%	22%	25%	23%	30%
Misinformation	19%	20%	17%	20%	17%	23%	26%	12%	*	14%	16%	21%	23%	27%
None of the above	22%	19%	26%	18%	24%	8%	14%	36%	*	28%	26%	24%	9%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(110.C) In the last month, which of the following have you had a conversation about with your child, if any? Tick all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Staying safe when out and about	45%	46%	51%	47%	46%	40%	41%	47%	37%	47%	40%	41%	50%
Online Safety	39%	50%	36%	31%	35%	35%	39%	36%	43%	42%	40%	41%	37%
Climate Change	29%	38%	31%	32%	29%	29%	21%	24%	34%	28%	24%	24%	25%
Current affairs	27%	30%	31%	22%	28%	37%	27%	27%	25%	27%	22%	18%	15%
Harassment and bullying	25%	26%	25%	23%	21%	30%	17%	25%	26%	26%	31%	26%	27%
Body image	24%	26%	24%	25%	26%	24%	23%	26%	23%	24%	22%	25%	15%
Misinformation	19%	27%	19%	17%	18%	20%	14%	17%	12%	18%	19%	16%	9%
None of the above	22%	12%	20%	22%	21%	22%	31%	26%	28%	22%	23%	27%	27%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.A) Even though children these days have more access to the internet, do you feel the challenges you faced as a child are fundamentally the same that your child faces today?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Yes	35%	44%	40%	40%	26%	27%	16%	46%	30%	31%	31%	31%	41%	25%
No	54%	38%	46%	50%	62%	61%	84%	45%	58%	56%	57%	58%	50%	57%
Dont know	11%	19%	13%	10%	12%	12%	0%	9%	12%	12%	13%	11%	9%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.B) Even though children these days have more access to the internet, do you feel the challenges you faced as a child are fundamentally the same that your child faces today?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Yes	35%	44%	26%	37%	33%	50%	23%	23%	*	26%	27%	33%	57%	63%
No	54%	47%	60%	53%	56%	42%	63%	60%	*	62%	58%	57%	36%	30%
Dont know	11%	9%	13%	10%	11%	9%	14%	18%	*	12%	15%	10%	7%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.C) Even though children these days have more access to the internet, do you feel the challenges you faced as a child are fundamentally the same that your child faces today?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	35%	51%	26%	30%	34%	36%	35%	36%	39%	33%	33%	25%	31%
No	54%	41%	63%	55%	55%	50%	52%	53%	47%	52%	57%	69%	54%
Dont know	11%	8%	11%	14%	11%	13%	13%	11%	14%	15%	10%	5%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(112.A) You said you thought childrens challenges these days were fundamentally different to your own as a child. Do you think the challenges are easier or harder to live with?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	1065	12	166	458	325	88	16	288	298	244	234	427	453	163
Weighted	1077	12	166	460	328	94	16	244	300	249	283	434	458	163
Things are easier for children today	15%	23%	18%	15%	14%	17%	7%	20%	8%	18%	17%	13%	15%	20%
Things are harder for children today	59%	60%	61%	61%	57%	50%	62%	54%	61%	59%	60%	61%	58%	56%
They are different challenges but probably had the same impact.	23%	17%	16%	21%	28%	32%	31%	23%	29%	19%	21%	23%	25%	20%
Don't know	3%	0%	5%	3%	1%	1%	0%	3%	2%	4%	3%	2%	2%	4%

Note:

BASE: Respondents who think their child faces different challenges today compared to when they were a child.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(112.B) You said you thought childrens challenges these days were fundamentally different to your own as a child. Do you think the challenges are easier or harder to live with?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	1065	418	647	373	296	81	9	170	0	0	0	290	154	19
Weighted	1077	473	604	370	300	77	9	174	0	0	0	277	143	15
Things are easier for children today	15%	21%	11%	14%	15%	19%	0%	18%	*	15%	11%	14%	25%	22%
Things are harder for children today	59%	50%	66%	60%	59%	59%	66%	59%	*	61%	62%	58%	52%	41%
They are different challenges but probably had the same impact.	23%	27%	20%	25%	23%	17%	18%	20%	*	20%	25%	26%	19%	37%
Don't know	3%	2%	3%	1%	2%	5%	16%	3%	*	4%	1%	3%	3%	0%

Note:

BASE: Respondents who think their child faces different challenges today compared to when they were a child.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(112.C) You said you thought childrens challenges these days were fundamentally different to your own as a child. Do you think the challenges are easier or harder to live with?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1065	134	161	88	100	61	93	93	40	129	81	57	28
Weighted	1077	114	165	89	100	71	95	86	37	116	103	70	33
Things are easier for children today	15%	25%	15%	10%	11%	16%	16%	16%	9%	22%	12%	11%	8%
Things are harder for children today	59%	51%	65%	59%	51%	51%	64%	52%	73%	58%	64%	68%	58%
They are different challenges but probably had the same impact.	23%	23%	18%	28%	32%	28%	18%	31%	18%	17%	22%	21%	27%
Don't know	3%	1%	2%	3%	6%	5%	3%	2%	0%	2%	3%	0%	8%

Note:

BASE: Respondents who think their child faces different challenges today compared to when they were a child.

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(113.A) Thinking back to your own childhood, which of the following do you wish you had access to as a child, if any? Tick all that apply

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Google Search	51%	26%	38%	53%	54%	60%	68%	57%	54%	45%	47%	51%	52%	48%
YouTube	41%	62%	41%	43%	37%	41%	30%	49%	38%	40%	37%	38%	44%	42%
Streaming platforms e.g Spotify or Netflix	37%	36%	41%	38%	35%	27%	20%	38%	37%	33%	39%	38%	35%	40%
Google Maps	33%	27%	27%	35%	32%	39%	50%	41%	35%	26%	27%	33%	34%	28%
Online encyclopaedias	31%	17%	20%	30%	37%	43%	54%	37%	33%	28%	23%	29%	32%	29%
Social media	23%	18%	26%	25%	20%	20%	4%	32%	19%	20%	21%	20%	27%	20%
Online Marketplaces	17%	27%	16%	19%	16%	13%	24%	19%	17%	14%	17%	17%	19%	15%
Videoconferencing technologies	13%	14%	13%	13%	13%	14%	0%	22%	13%	9%	7%	12%	15%	8%
None of the above	16%	0%	14%	15%	19%	13%	23%	10%	17%	18%	19%	18%	13%	16%
Don't know	5%	5%	8%	5%	4%	4%	0%	3%	4%	7%	6%	4%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(113.B) Thinking back to your own childhood, which of the following do you wish you had access to as a child, if any? Tick all that apply

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Google Search	51%	55%	47%	53%	51%	58%	59%	46%	*	53%	46%	54%	54%	61%
YouTube	41%	50%	32%	41%	45%	51%	38%	34%	*	38%	35%	39%	55%	57%
Streaming platforms e.g Spotify or Netflix	37%	36%	37%	35%	40%	34%	44%	37%	*	41%	37%	36%	32%	41%
Google Maps	33%	41%	25%	34%	34%	42%	14%	27%	*	28%	28%	39%	38%	47%
Online encyclopaedias	31%	33%	29%	32%	32%	36%	62%	24%	*	25%	28%	39%	33%	36%
Social media	23%	29%	18%	25%	22%	35%	14%	19%	*	20%	16%	20%	40%	43%
Online Marketplaces	17%	21%	14%	19%	17%	22%	20%	14%	*	18%	13%	19%	21%	25%
Videoconferencing technologies	13%	18%	8%	14%	13%	20%	0%	6%	*	7%	7%	15%	23%	29%
None of the above	16%	13%	18%	16%	12%	9%	12%	23%	*	18%	20%	14%	10%	3%
Don't know	5%	3%	7%	3%	6%	2%	0%	8%	*	4%	7%	5%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(113.C) Thinking back to your own childhood, which of the following do you wish you had access to as a child, if any? Tick all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Google Search	51%	53%	57%	43%	44%	53%	50%	57%	48%	55%	42%	50%	60%
YouTube	41%	54%	40%	33%	39%	40%	41%	43%	45%	41%	36%	34%	40%
Streaming platforms e.g Spotify or Netflix	37%	38%	37%	32%	35%	37%	38%	39%	38%	35%	29%	52%	34%
Google Maps	33%	38%	36%	26%	29%	37%	34%	32%	36%	30%	31%	30%	31%
Online encyclopaedias	31%	33%	35%	24%	34%	36%	32%	34%	25%	27%	25%	28%	32%
Social media	23%	40%	23%	21%	20%	14%	21%	23%	30%	27%	15%	15%	18%
Online Marketplaces	17%	26%	18%	13%	17%	13%	16%	16%	20%	16%	12%	16%	19%
Videoconferencing technologies	13%	21%	12%	8%	11%	14%	13%	14%	19%	12%	8%	6%	13%
None of the above	16%	8%	15%	21%	18%	14%	17%	15%	16%	15%	24%	15%	18%
Don't know	5%	3%	5%	4%	7%	2%	7%	4%	8%	8%	5%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(114.A) Today, what are your top worries for your child? Tick up to three

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	2010	33	370	924	520	144	19	647	514	433	409	740	931	282
Weighted	2010	31	361	918	527	153	20	541	521	441	500	749	918	287
Bullying at school	42%	48%	49%	40%	41%	35%	40%	34%	42%	42%	50%	41%	40%	49%
The impact of the pandemic on their educational outcomes	33%	22%	30%	33%	36%	32%	60%	35%	34%	32%	32%	34%	35%	29%
Online abuse	33%	19%	35%	34%	32%	32%	10%	35%	31%	36%	31%	30%	35%	33%
Peer pressure	32%	23%	35%	30%	33%	30%	38%	30%	32%	32%	34%	33%	30%	34%
Exams - the stress/anxiety caused	32%	24%	20%	31%	36%	47%	41%	29%	35%	31%	31%	33%	31%	31%
The impact of the pandemic on their mental health	30%	26%	27%	30%	32%	31%	34%	34%	29%	26%	30%	33%	30%	23%
Body image anxieties	30%	33%	33%	30%	30%	25%	4%	26%	30%	32%	33%	29%	30%	33%
Websites projecting perfect lifestyles that cant be emulated in real life	24%	27%	25%	23%	25%	25%	22%	27%	26%	23%	20%	23%	25%	23%
Celebrity culture	16%	17%	15%	17%	15%	22%	27%	21%	18%	16%	10%	14%	19%	12%
Other, please specify	1%	0%	2%	1%	1%	0%	6%	1%	2%	1%	1%	1%	1%	2%
Don't know	6%	5%	7%	5%	6%	5%	0%	4%	6%	7%	7%	6%	4%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(114.B) Today, what are your top worries for your child? Tick up to three

	Total	Gender		2019						Education				
		Male	Female	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	922	1087	714	539	198	14	280	0	405	559	513	434	57
Weighted	2010	1004	1005	699	537	186	14	292	0	440	587	488	399	50
Bullying at school	42%	37%	46%	40%	42%	36%	27%	56%	*	50%	47%	35%	34%	26%
The impact of the pandemic on their educational outcomes	33%	33%	33%	37%	33%	35%	15%	28%	*	36%	33%	32%	35%	23%
Online abuse	33%	35%	31%	35%	32%	32%	40%	32%	*	33%	30%	32%	40%	38%
Peer pressure	32%	27%	37%	30%	32%	26%	36%	40%	*	35%	39%	28%	25%	25%
Exams - the stress/anxiety caused	32%	31%	32%	33%	32%	29%	31%	35%	*	35%	35%	28%	28%	36%
The impact of the pandemic on their mental health	30%	30%	30%	31%	29%	32%	26%	25%	*	28%	31%	30%	31%	35%
Body image anxieties	30%	25%	35%	26%	36%	27%	35%	33%	*	31%	35%	26%	27%	22%
Websites projecting perfect lifestyles that cant be emulated in real life	24%	26%	23%	23%	25%	28%	27%	23%	*	22%	21%	27%	29%	25%
Celebrity culture	16%	23%	10%	20%	15%	20%	27%	8%	*	10%	14%	18%	26%	24%
Other, please specify	1%	2%	1%	1%	1%	2%	9%	1%	*	0%	2%	2%	1%	0%
Don't know	6%	5%	7%	3%	6%	2%	6%	9%	*	7%	6%	7%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(114.C) Today, what are your top worries for your child? Tick up to three

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	335	257	156	177	120	180	175	86	247	145	81	51
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Bullying at school	42%	33%	45%	52%	40%	44%	38%	49%	50%	37%	36%	40%	55%
The impact of the pandemic on their educational outcomes	33%	39%	33%	27%	34%	39%	29%	31%	34%	27%	35%	39%	33%
Online abuse	33%	36%	36%	31%	27%	25%	26%	41%	37%	32%	38%	28%	41%
Peer pressure	32%	26%	30%	32%	37%	34%	35%	32%	38%	30%	32%	32%	37%
Exams - the stress/anxiety caused	32%	29%	36%	28%	33%	40%	32%	30%	38%	30%	22%	37%	34%
The impact of the pandemic on their mental health	30%	35%	30%	27%	27%	33%	26%	26%	25%	27%	38%	33%	33%
Body image anxieties	30%	29%	31%	34%	24%	36%	32%	25%	28%	31%	33%	27%	29%
Websites projecting perfect lifestyles that cant be emulated in real life	24%	30%	28%	20%	24%	27%	20%	22%	21%	25%	20%	20%	29%
Celebrity culture	16%	22%	15%	10%	14%	22%	14%	17%	14%	21%	11%	14%	19%
Other, please specify	1%	3%	1%	0%	4%	0%	4%	1%	0%	0%	1%	0%	0%
Don't know	6%	3%	5%	4%	8%	3%	8%	6%	8%	10%	7%	2%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(115.A) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £1.25 into their savings account?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	690	12	127	320	179	43	9	207	185	168	125	253	331	83
Weighted	688	12	123	313	184	46	10	172	189	169	152	253	330	82
I would give up my child's access to Youtube and get paid £1.25 into their savings account	33%	57%	35%	39%	26%	17%	22%	40%	26%	33%	34%	27%	36%	34%
I would keep my child's access to Youtube	56%	43%	48%	53%	63%	66%	78%	52%	60%	58%	54%	61%	55%	46%
Dont know	11%	0%	17%	9%	11%	16%	0%	8%	15%	9%	11%	11%	9%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(115.B) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £1.25 into their savings account?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	690	320	369	237	192	64	5	89	0	0	0	184	150	17
Weighted	688	349	337	230	192	62	5	89	0	0	0	177	138	15
I would give up my child's access to Youtube and get paid £1.25 into their savings account	33%	36%	30%	32%	32%	37%	40%	32%	*	30%	26%	25%	55%	50%
I would keep my child's access to Youtube	56%	54%	57%	59%	56%	53%	60%	53%	*	56%	60%	65%	40%	44%
Dont know	11%	9%	13%	8%	12%	10%	0%	15%	*	13%	13%	9%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(115.C) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £1.25 into their savings account?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	690	114	79	56	55	38	58	65	29	95	51	29	21
Weighted	688	97	77	56	55	47	60	61	26	86	64	35	25
I would give up my child's access to Youtube and get paid £1.25 into their savings account	33%	50%	26%	25%	20%	35%	39%	30%	47%	28%	31%	39%	25%
I would keep my child's access to Youtube	56%	45%	63%	60%	68%	60%	53%	57%	35%	60%	52%	53%	53%
Dont know	11%	5%	11%	15%	13%	5%	9%	12%	18%	12%	16%	7%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(116.A) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £2.50 into their savings account?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	668	9	129	301	179	41	9	213	156	160	136	248	325	82
Weighted	671	9	127	302	182	42	9	182	156	165	165	250	325	84
I would give up my child's access to Youtube and get paid £2.50 into their savings account	33%	22%	43%	32%	32%	21%	23%	41%	33%	30%	30%	28%	38%	31%
I would keep my child's access to Youtube	57%	60%	47%	59%	59%	59%	77%	53%	57%	59%	58%	59%	55%	58%
Dont know	10%	17%	10%	9%	9%	20%	0%	6%	10%	11%	12%	13%	8%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(116.B) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £2.50 into their savings account?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	668	315	353	253	185	57	3	84	0	0	0	154	141	21
Weighted	671	339	332	244	189	53	3	87	0	0	0	146	129	19
I would give up my child's access to Youtube and get paid £2.50 into their savings account	33%	39%	27%	34%	31%	43%	41%	34%	*	31%	27%	28%	47%	69%
I would keep my child's access to Youtube	57%	53%	60%	56%	57%	56%	59%	58%	*	60%	59%	61%	48%	31%
Dont know	10%	7%	12%	10%	12%	1%	0%	8%	*	10%	13%	11%	5%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(116.C) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £2.50 into their savings account?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	668	111	77	59	62	37	63	62	20	86	50	27	14
Weighted	671	93	79	60	63	44	62	60	19	77	65	33	16
I would give up my child's access to Youtube and get paid £2.50 into their savings account	33%	49%	29%	31%	27%	22%	42%	25%	30%	30%	41%	25%	29%
I would keep my child's access to Youtube	57%	44%	61%	61%	59%	69%	47%	58%	56%	61%	54%	66%	57%
Dont know	10%	7%	10%	8%	13%	9%	11%	17%	14%	9%	5%	8%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(117.A) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £5 into their savings account?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	695	11	129	315	179	56	5	231	174	145	143	254	319	102
Weighted	693	10	129	305	184	60	5	192	176	148	175	258	313	103
I would give up my child's access to Youtube and get paid £5 into their savings account	43%	46%	45%	43%	39%	42%	63%	48%	38%	45%	40%	43%	46%	36%
I would keep my child's access to Youtube	47%	54%	45%	47%	47%	48%	23%	43%	52%	44%	47%	46%	46%	50%
Dont know	11%	0%	10%	10%	13%	10%	14%	9%	10%	12%	12%	11%	9%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(117.B) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £5 into their savings account?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	695	312	383	243	185	76	6	97	0	0	0	162	160	18
Weighted	693	339	354	238	179	74	6	99	0	0	0	152	146	15
I would give up my child's access to Youtube and get paid £5 into their savings account	43%	44%	41%	49%	38%	46%	41%	45%	*	42%	34%	41%	56%	78%
I would keep my child's access to Youtube	47%	47%	47%	42%	50%	47%	59%	45%	*	47%	54%	47%	37%	22%
Dont know	11%	9%	13%	9%	12%	7%	0%	10%	*	11%	11%	11%	8%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(117.C) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £5 into their savings account?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	695	117	84	57	57	40	55	65	35	88	53	25	19
Weighted	693	98	85	59	57	50	54	57	32	78	68	32	24
I would give up my childs access to Youtube and get paid £5 into their savings account	43%	47%	32%	38%	41%	36%	41%	55%	47%	46%	47%	36%	49%
I would keep my childs access to Youtube	47%	44%	56%	48%	48%	59%	39%	36%	45%	41%	47%	51%	41%
Dont know	11%	8%	12%	15%	11%	6%	20%	8%	8%	13%	6%	12%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(118.A) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £10 into their savings account?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	633	9	118	294	169	36	7	195	182	132	121	234	303	83
Weighted	630	9	117	291	169	38	6	160	184	134	150	235	295	87
I would give up my child's access to Youtube and get paid £10 into their savings account	51%	39%	54%	49%	53%	53%	64%	56%	53%	50%	45%	52%	54%	42%
I would keep my child's access to Youtube	39%	50%	37%	41%	38%	41%	25%	39%	39%	36%	44%	39%	39%	43%
Dont know	9%	10%	9%	10%	9%	6%	12%	5%	8%	14%	11%	9%	7%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(118.B) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £10 into their savings account?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	633	285	348	229	166	68	6	89	0	0	0	165	134	18
Weighted	630	310	321	223	160	65	6	96	0	0	0	152	125	14
I would give up my child's access to Youtube and get paid £10 into their savings account	51%	52%	51%	55%	52%	50%	32%	43%	*	48%	49%	56%	53%	54%
I would keep my child's access to Youtube	39%	43%	36%	40%	38%	37%	68%	42%	*	40%	41%	35%	42%	36%
Dont know	9%	5%	13%	5%	10%	12%	0%	15%	*	12%	10%	8%	4%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(118.C) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £10 into their savings account?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	633	107	86	47	49	39	59	57	21	73	57	25	13
Weighted	630	89	85	50	50	45	60	53	20	66	70	30	14
I would give up my child's access to Youtube and get paid £10 into their savings account	51%	51%	52%	56%	48%	50%	57%	53%	53%	45%	46%	51%	71%
I would keep my child's access to Youtube	39%	41%	40%	36%	35%	43%	36%	36%	33%	48%	42%	41%	25%
Dont know	9%	8%	8%	9%	17%	7%	8%	11%	14%	7%	12%	8%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(119.A) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £20 into their savings account?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	686	12	107	336	169	56	6	230	185	129	139	248	308	111
Weighted	684	12	104	335	170	58	7	193	188	131	168	247	305	114
I would give up my child's access to Youtube and get paid £20 into their savings account	54%	46%	55%	53%	54%	58%	16%	59%	49%	50%	55%	53%	53%	57%
I would keep my child's access to Youtube	37%	46%	37%	39%	35%	30%	84%	33%	41%	41%	35%	38%	40%	30%
Dont know	9%	8%	8%	8%	12%	12%	0%	8%	9%	8%	10%	9%	7%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(119.B) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £20 into their savings account?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	686	306	380	236	192	59	2	99	0	0	0	198	145	19
Weighted	684	336	348	231	191	58	1	103	0	0	0	191	134	17
I would give up my child's access to Youtube and get paid £20 into their savings account	54%	54%	53%	58%	47%	59%	34%	55%	*	58%	51%	49%	61%	65%
I would keep my child's access to Youtube	37%	40%	35%	35%	44%	37%	66%	32%	*	32%	37%	43%	35%	30%
Dont know	9%	7%	11%	7%	10%	4%	0%	13%	*	10%	12%	8%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(119.C) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £20 into their savings account?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	686	109	85	44	67	40	65	62	26	85	48	32	23
Weighted	684	93	87	46	68	46	64	56	25	75	57	41	28
I would give up my childs access to Youtube and get paid £20 into their savings account	54%	57%	50%	46%	47%	61%	62%	56%	52%	43%	59%	52%	63%
I would keep my childs access to Youtube	37%	36%	39%	40%	35%	34%	29%	38%	38%	47%	34%	48%	28%
Dont know	9%	7%	11%	14%	18%	5%	8%	6%	11%	11%	7%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Youtube (Parents)

(120.A) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £50 into their savings account?

	Total	Age						Social Grade				EU 2016 Vote		
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Leave	Remain	I did not vote
Unweighted	653	12	117	291	186	40	7	206	164	139	140	232	298	99
Weighted	652	11	112	293	186	43	8	171	165	142	171	239	289	100
I would give up my child's access to Youtube and get paid £50 into their savings account	64%	67%	59%	64%	67%	63%	46%	63%	66%	64%	62%	70%	62%	55%
I would keep my child's access to Youtube	27%	26%	27%	27%	26%	19%	40%	31%	25%	24%	27%	21%	30%	28%
Dont know	10%	8%	14%	9%	7%	17%	14%	6%	10%	12%	11%	8%	7%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(120.B) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £50 into their savings account?

	Total	Gender		2019						Education				
		Male	Female	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	653	301	352	231	178	66	2	89	0	0	0	155	139	20
Weighted	652	324	328	224	179	59	2	96	0	0	0	146	129	17
I would give up my child's access to Youtube and get paid £50 into their savings account	64%	62%	65%	67%	60%	67%	100%	59%	*	66%	63%	63%	63%	71%
I would keep my child's access to Youtube	27%	31%	23%	26%	27%	30%	0%	31%	*	24%	26%	27%	31%	24%
Dont know	10%	7%	12%	6%	13%	3%	0%	10%	*	10%	11%	10%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(120.C) Imagine you had to choose between the following options. Would you prefer to keep access to Youtube for your child or go without access to Youtube for your child for one month and get paid £50 into their savings account?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	653	116	88	54	61	42	55	49	23	84	41	30	10
Weighted	652	96	90	56	61	50	56	44	22	76	53	37	12
I would give up my child's access to Youtube and get paid £50 into their savings account	64%	64%	60%	60%	74%	76%	60%	70%	51%	53%	68%	66%	61%
I would keep my child's access to Youtube	27%	29%	32%	24%	21%	15%	27%	27%	35%	34%	22%	27%	9%
Dont know	10%	7%	7%	15%	5%	9%	13%	4%	14%	13%	10%	7%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 2nd Oct 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions