

YouGov / 89UP Survey Results

Sample Size: 2086 adults in UK of which 496 were

parents of children under 18

Fieldwork: 4th - 5th April 2023

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social		Country			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54
Unweighted Sample	2086	712	502	182	855	828	896	1190	146	810	553	577	1264	822	1746	107	183	50
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following information, if any, have you ever shared on private messaging applications such as WhatsApp, Messenger, and Signal? (Select all that apply)

Photos of adult family members or friends	66	65	74	71	74	60	59	73	67	78	66	47	72	59	66	65	65	72
Photos of my children	34	35	34	41	40	35	29	39	9	46	36	23	37	31	34	37	32	55
Photos of my families' or my friends children	33	28	36	33	36	28	25	40	31	45	26	19	36	28	32	38	31	35
My, or my family members' or friends, location through a dropped pin or sharing a map	24	18	31	32	30	15	24	25	35	37	15	7	30	18	25	28	22	13
Financial information (credit card details, bank account information etc)	24	17	31	21	27	13	21	26	38	37	14	4	28	18	24	23	23	17
Passwords	12	7	14	11	11	6	12	11	28	18	5	0	14	9	11	15	14	13
Mine or someone else's passport details (either an image or in writing)	19	14	24	17	20	11	17	20	34	28	12	2	22	14	19	15	16	18
None of these	23	28	18	21	19	33	28	19	8	11	27	49	19	29	23	25	25	19
Don't know	5	2	3	3	2	2	6	4	16	5	2	1	4	5	5	6	5	0

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	Region in England					Parent/guardian - children younger or older than 18			
	Total	North	Midlands	London	South	Yes, of at least one child younger than 18 years old	Yes, of at least one child 18 years old or older	No, I am neither a parent or guardian	Don't know/Prefer not to say
Weighted Sample	2086	490	336	246	680	487	746	858	51
Unweighted Sample	2086	479	358	185	724	488	850	769	44
	%	%	%	%	%	%	%	%	%

Which of the following information, if any, have you ever shared on private messaging applications such as WhatsApp, Messenger, and Signal? (Select all that apply)

Photos of adult family members or friends	66	63	67	72	67	81	61	66	23
Photos of my children	34	34	34	25	36	83	40	6	10
Photos of my families' or my friends children	33	32	30	36	33	51	29	28	12
My, or my family members' or friends, location through a dropped pin or sharing a map	24	23	21	37	24	29	14	32	16
Financial information (credit card details, bank account information etc)	24	22	25	30	22	33	11	29	12
Passwords	12	11	11	16	10	18	3	16	7
Mine or someone else's passport details (either an image or in writing)	19	16	13	27	21	23	10	24	6
None of these	23	26	24	16	24	9	33	22	20
Don't know	5	6	3	6	4	2	2	6	50

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	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social		Country			
	Total	Con	Lab	Lib Dem	Remain	Leav e	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wale s	Scotland	Nother n Ireland
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54
Unweighted Sample	2086	712	502	182	855	828	896	1190	146	810	553	577	1264	822	1746	107	183	50
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important is it, if at all, that the information you
send on a messaging platform is protected from being
accessed by the following...

Those employed by the messaging platform?

Very important	61	62	65	60	62	62	62	60	51	65	59	60	63	58	61	57	57	77
Fairly important	21	24	19	28	23	21	20	23	22	19	23	22	22	21	21	19	26	12
TOTAL IMPORTANT	82	86	84	88	85	83	82	83	73	84	82	82	85	79	82	76	83	89
Not very important	5	5	4	7	4	6	5	5	3	4	7	5	6	5	5	9	6	2
Not at all important	2	2	1	1	2	2	3	1	1	2	1	2	1	2	2	2	1	3
TOTAL NOT IMPORTANT	7	7	5	8	6	8	8	6	4	6	8	7	7	7	7	11	7	5
Don't know	11	7	10	5	8	9	10	12	23	10	9	10	8	15	11	13	10	6

Other people not employed by the messaging
platform?

Very important	77	81	80	87	82	78	75	79	63	77	80	79	82	71	76	78	77	87
Fairly important	8	8	8	7	8	8	8	8	8	9	7	7	7	8	8	5	7	4
TOTAL IMPORTANT	85	89	88	94	90	86	83	87	71	86	87	86	89	79	84	83	84	91
Not very important	3	2	2	2	2	3	3	2	2	3	3	2	2	3	3	3	3	3
Not at all important	2	3	1	1	1	4	4	1	3	2	2	3	2	3	2	5	2	0
TOTAL NOT IMPORTANT	5	5	3	3	3	7	7	3	5	5	5	5	4	6	5	8	5	3
Don't know	10	6	9	3	7	8	10	10	23	9	8	9	7	15	10	10	11	6

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Weighted Sample	2086	490	336	246	680	487	746	858	51
Unweighted Sample	2086	479	358	185	724	488	850	769	44
	%	%	%	%	%	%	%	%	%

How important is it, if at all, that the information you
send on a messaging platform is protected from being
accessed by the following...

Those employed by the messaging platform?

Very important	61	57	64	64	61	62	62	62	34
Fairly important	21	23	19	17	22	22	22	21	9
TOTAL IMPORTANT	82	80	83	81	83	84	84	83	43
Not very important	5	5	4	7	5	5	6	5	5
Not at all important	2	3	1	1	1	1	2	2	0
TOTAL NOT IMPORTANT	7	8	5	8	6	6	8	7	5
Don't know	11	12	12	10	11	10	8	11	51

Other people not employed by the messaging
platform?

Very important	77	73	80	74	78	76	80	77	33
Fairly important	8	8	7	10	8	10	7	7	6
TOTAL IMPORTANT	85	81	87	84	86	86	87	84	39
Not very important	3	3	2	5	2	3	3	2	4
Not at all important	2	4	2	2	2	2	3	3	4
TOTAL NOT IMPORTANT	5	7	4	7	4	5	6	5	8
Don't know	10	13	9	9	10	9	7	11	54

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you share the following types of information about your child/children on private messaging apps (e.g. WhatsApp, Messenger and Signal)?

[Asked to parents of children under the age of 18; n=496]

Information about my child's/children's health

On a daily basis	3	1	3	2	4	2	4	2	19	3	2	0	4	3	3	11	3	3
On a weekly basis	15	13	15	12	18	11	12	16	10	18	2	0	15	14	16	21	0	14
On a monthly basis	15	12	22	7	18	9	13	17	8	17	8	8	16	13	15	11	12	31
Once or twice a year	16	14	18	26	22	12	15	17	26	16	15	0	17	15	15	18	26	10
Less then once a year	12	12	9	16	9	12	9	14	0	11	15	9	12	12	12	3	13	12
Never	32	38	25	25	25	43	37	27	31	26	50	84	30	34	31	21	43	30
Don't know	8	10	7	10	5	12	10	6	6	8	7	0	6	10	8	14	3	0

Information about my child's/children's school

On a daily basis	2	0	4	0	2	2	3	2	10	2	2	0	2	2	2	5	0	3
On a weekly basis	13	13	15	6	17	7	13	13	9	16	3	8	14	12	13	22	7	17
On a monthly basis	15	13	22	15	19	13	14	15	10	17	8	0	15	14	14	18	13	19
Once or twice a year	13	14	12	22	17	11	13	13	33	13	14	0	16	10	12	10	23	27
Less then once a year	11	10	10	12	9	12	11	12	0	12	9	9	12	11	12	6	11	8
Never	39	44	32	38	31	47	38	40	37	34	56	84	36	43	41	29	40	17
Don't know	6	5	6	8	5	9	8	5	0	6	7	0	5	8	6	10	5	9

My child's/children's location

On a daily basis	4	4	3	3	5	2	5	3	19	3	4	8	5	2	4	5	0	7
On a weekly basis	8	6	9	11	11	3	9	7	6	9	4	0	8	7	8	11	10	0
On a monthly basis	9	9	12	0	8	8	10	8	18	9	6	0	9	8	8	20	4	20
Once or twice a year	12	14	12	9	13	12	13	11	26	11	13	0	14	10	12	12	12	23
Less then once a year	7	5	6	12	8	6	9	5	0	8	6	0	7	7	7	0	10	8
Never	51	53	49	50	45	58	47	54	31	49	59	92	48	55	53	42	50	31
Don't know	10	10	9	16	10	11	8	11	0	11	8	0	9	11	9	10	14	11

Photos of my child/children

On a daily basis	10	5	9	11	10	4	8	12	28	11	3	8	12	7	10	7	5	12
On a weekly basis	25	19	34	23	34	15	25	25	14	29	10	0	26	23	24	29	24	31
On a monthly basis	24	22	27	22	24	22	25	24	8	27	19	0	25	24	24	21	24	38
Once or twice a year	18	23	15	24	19	19	15	19	26	16	24	12	19	15	18	4	24	13
Less then once a year	9	16	5	8	4	15	9	9	25	7	15	42	7	13	10	11	3	0
Never	10	11	7	9	8	16	12	7	0	6	25	38	10	10	9	18	15	0
Don't know	4	4	4	3	2	8	5	4	0	5	5	0	1	9	4	10	5	5

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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	%	%	%	%	%	%	%	%	%

How often, if at all, do you share the following types of information about your child/children on private messaging apps (e.g. WhatsApp, Messenger and Signal)?

[Asked to parents of children under the age of 18; n=496]

Information about my child's/children's health

On a daily basis	3	3	1	9	2	3	1	13	55
On a weekly basis	15	8	16	34	15	15	7	32	0
On a monthly basis	15	16	9	15	17	15	3	9	0
Once or twice a year	16	13	13	17	18	16	16	36	0
Less than once a year	12	16	14	4	11	12	17	0	0
Never	32	35	37	15	31	31	52	11	45
Don't know	8	9	10	6	8	8	3	0	0

Information about my child's/children's school

On a daily basis	2	2	1	5	2	2	1	0	55
On a weekly basis	13	10	12	27	12	14	4	13	0
On a monthly basis	15	15	8	21	15	14	7	40	0
Once or twice a year	13	7	14	16	13	13	11	36	0
Less than once a year	11	15	16	3	11	12	9	0	0
Never	39	43	45	25	41	38	63	11	45
Don't know	6	8	4	2	6	6	5	0	0

My child's/children's location

On a daily basis	4	5	2	6	4	3	1	31	55
On a weekly basis	8	5	5	17	8	8	4	0	0
On a monthly basis	9	8	4	7	10	9	6	9	0
Once or twice a year	12	11	9	17	11	12	13	36	0
Less than once a year	7	4	12	4	8	7	4	0	0
Never	51	58	58	34	52	52	67	11	45
Don't know	10	9	10	14	7	10	6	14	0

Photos of my child/children

On a daily basis	10	17	5	16	6	10	4	31	55
On a weekly basis	25	20	20	38	25	26	12	23	0
On a monthly basis	24	15	27	22	30	25	20	0	0
Once or twice a year	18	18	20	11	19	17	29	36	45
Less than once a year	9	13	13	10	7	9	17	0	0
Never	10	9	13	3	9	9	17	11	0
Don't know	4	8	3	0	3	5	2	0	0

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