

YouGov Survey Results

Sample Size: 4160 GB Adults
Fieldwork: 9th - 11th June 2026

	Parental status				Vote in 2024 GE					EU Ref 2016		Gender		Age				
	Total	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	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	4160	837	1476	1894	72	749	1069	383	449	250	1460	1485	2009	2151	437	1714	1028	982
Unweighted Sample	4160	778	1707	1738	61	652	1129	420	463	264	1669	1472	1835	2325	335	1452	1227	1146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much time do you think you spend on social media on an average day? If you never use social media, please choose the 'N/A' option.

Not applicable - I don't use social media at all	10	6	13	9	7	15	7	12	14	7	8	15	13	8	2	6	12	19
Less than 15 minutes	9	7	13	7	8	11	8	9	9	6	9	11	9	8	1	7	10	14
15-30 minutes	12	10	15	11	17	14	10	14	15	14	13	15	13	12	4	10	15	15
30-45 minutes	10	12	10	8	7	10	10	11	11	9	12	10	9	10	5	11	10	10
45-60 minutes	14	16	16	12	10	15	18	12	14	10	18	15	14	14	7	15	15	14
1-2 hours	20	24	17	22	20	21	24	16	18	22	21	17	21	20	23	24	19	14
2-3 hours	11	10	7	14	12	8	11	13	9	16	10	8	10	12	25	12	8	7
3-4 hours	5	6	4	6	5	3	5	6	4	7	5	3	3	7	11	6	3	3
4-5 hours	3	3	2	3	4	1	3	3	2	3	2	2	2	3	7	3	3	1
5-6 hours	1	1	1	1	4	0	1	0	2	3	1	1	1	2	3	1	1	1
6-7 hours	1	1	0	1	1	0	1	0	0	1	0	0	1	1	3	1	0	0
7-8 hours	1	0	0	1	0	0	0	0	1	0	0	0	1	1	3	0	0	0
More than 8 hours	1	1	0	1	0	0	1	0	0	0	1	0	1	1	2	1	0	0
Don't know	2	2	1	3	5	1	2	3	1	3	2	2	2	2	5	3	1	2

Overall, what kind of impact do you think social media usage has / has had on each of the following?

Children under the age of 16

Very positive	2	2	2	1	1	3	2	0	1	0	1	2	2	1	1	1	1	3
Fairly positive	2	3	3	2	5	3	2	2	3	2	2	3	3	2	3	2	2	2
TOTAL POSITIVE	4	5	5	3	6	6	4	2	4	2	3	5	5	3	4	3	3	5
Neither positive nor negative	9	10	9	9	17	8	7	8	16	4	6	11	11	7	13	8	9	9
Fairly negative	35	34	36	35	23	34	34	39	31	35	35	32	35	35	43	33	33	37
Very negative	47	48	46	47	52	46	52	48	45	54	52	47	44	49	36	51	49	42
TOTAL NEGATIVE	82	82	82	82	75	80	86	87	76	89	87	79	79	84	79	84	82	79
Not much impact either way	1	0	1	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1
Don't know	4	3	3	6	3	4	3	3	3	6	4	4	5	4	4	4	4	6

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	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4160	1410	932	1244	3598	200	362	986	682	503	1427
Unweighted Sample	4160	1629	971	965	3550	245	365	992	725	385	1448
	%	%	%	%	%	%	%	%	%	%	%

How much time do you think you spend on social media on an average day? If you never use social media, please choose the 'N/A' option.

Not applicable - I don't use social media at all	10	10	11	11	10	8	9	11	9	9	11
Less than 15 minutes	9	10	9	8	9	9	10	8	9	7	9
15-30 minutes	12	13	13	11	12	11	12	11	11	14	12
30-45 minutes	10	11	10	10	10	10	10	10	9	9	11
45-60 minutes	14	16	16	12	14	16	10	13	15	16	14
1-2 hours	20	20	19	21	20	17	21	21	23	21	18
2-3 hours	11	10	11	12	11	14	13	12	10	12	10
3-4 hours	5	5	4	5	5	8	6	5	5	5	5
4-5 hours	3	2	2	3	3	4	3	2	3	3	3
5-6 hours	1	1	1	2	1	0	1	2	1	2	1
6-7 hours	1	0	0	1	1	1	1	1	0	1	1
7-8 hours	1	0	0	0	1	1	0	1	0	1	0
More than 8 hours	1	0	1	1	1	1	1	1	1	1	1
Don't know	2	2	2	3	3	1	2	2	4	2	2

Overall, what kind of impact do you think social media usage has / has had on each of the following?

Children under the age of 16

Very positive	2	1	1	3	2	3	1	1	2	2	1
Fairly positive	2	2	3	3	3	3	2	2	3	2	2
TOTAL POSITIVE	4	3	4	6	5	6	3	3	5	4	3
Neither positive nor negative	9	7	7	12	9	7	6	11	11	8	8
Fairly negative	35	35	35	35	35	33	41	37	32	36	33
Very negative	47	52	48	43	47	48	44	45	46	46	50
TOTAL NEGATIVE	82	87	83	78	82	81	85	82	78	82	83
Not much impact either way	1	0	0	1	1	0	1	0	1	0	1
Don't know	4	3	4	5	4	6	6	3	6	4	4

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Weighted Sample	4160	837	1476	1894	72	749	1069	383	449	250	1460	1485	2009	2151	437	1714	1028	982
Unweighted Sample	4160	778	1707	1738	61	652	1129	420	463	264	1669	1472	1835	2325	335	1452	1227	1146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Yourself personally

[Excluding those who don't use social media at all; n=3722]

Very positive	2	3	3	2	2	2	3	1	3	2	2	2	3	2	3	2	2	3
Fairly positive	15	13	17	14	13	15	15	16	14	16	15	14	14	15	20	11	16	16
TOTAL POSITIVE	17	16	20	16	15	17	18	17	17	18	17	16	17	17	23	13	18	19
Neither positive nor negative	45	42	53	41	30	49	42	48	53	33	43	50	44	46	30	40	52	55
Fairly negative	26	31	15	30	39	22	30	23	20	37	29	21	25	26	32	35	20	11
Very negative	5	6	3	6	6	2	4	7	4	7	5	4	5	4	9	6	2	2
TOTAL NEGATIVE	31	37	18	36	45	24	34	30	24	44	34	25	30	30	41	41	22	13
Not much impact either way	5	4	8	4	8	8	5	5	7	3	5	8	7	5	1	3	6	12
Don't know	2	1	1	3	2	1	1	0	0	1	1	1	2	2	4	2	1	1

Your own children under the age of 18

[Asked only to those with children between the ages of 3 and 17; n=696]

Very positive	1	1	2	0	0	3	0	0	0	0	1	1	1	2	0	1	1	0
Fairly positive	5	5	8	0	0	7	5	6	7	2	5	5	7	4	27	4	7	4
TOTAL POSITIVE	6	6	10	0	0	10	5	6	7	2	6	6	8	6	27	5	8	4
Neither positive nor negative	27	27	34	0	0	21	29	25	31	27	24	31	29	25	16	25	36	32
Fairly negative	26	26	28	0	0	23	23	27	24	36	27	24	27	26	29	26	29	12
Very negative	14	14	14	0	0	18	15	13	18	13	16	13	12	17	0	15	16	7
TOTAL NEGATIVE	40	40	42	0	0	41	38	40	42	49	43	37	39	43	29	41	45	19
Not much impact either way	15	15	9	0	0	14	19	17	13	16	17	15	15	15	0	18	6	3
Don't know	11	11	5	0	0	14	9	12	6	5	11	12	10	12	28	11	5	42

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	%	%	%	%	%	%	%	%	%	%	%

Yourself personally

[Excluding those who don't use social media at all;
n=3722]

Very positive	2	2	4	2	2	5	2	2	2	5	2
Fairly positive	15	15	12	14	14	22	14	16	14	16	12
TOTAL POSITIVE	17	17	16	16	16	27	16	18	16	21	14
Neither positive nor negative	45	43	47	49	46	38	43	44	50	39	47
Fairly negative	26	29	27	21	26	24	29	26	23	28	26
Very negative	5	5	4	5	5	6	5	5	4	5	5
TOTAL NEGATIVE	31	34	31	26	31	30	34	31	27	33	31
Not much impact either way	5	5	5	6	6	5	5	6	5	4	6
Don't know	2	1	1	2	2	2	2	1	2	2	2

Your own children under the age of 18

[Asked only to those with children between the
ages of 3 and 17; n=696]

Very positive	1	1	1	3	1	4	0	0	1	5	1
Fairly positive	5	6	2	6	6	3	2	5	7	5	6
TOTAL POSITIVE	6	7	3	9	7	7	2	5	8	10	7
Neither positive nor negative	27	27	25	28	27	23	31	29	33	24	23
Fairly negative	26	21	35	25	25	33	32	29	27	26	22
Very negative	14	15	13	13	15	16	11	16	11	13	16
TOTAL NEGATIVE	40	36	48	38	40	49	43	45	38	39	38
Not much impact either way	15	15	15	17	16	15	10	12	15	13	19
Don't know	11	14	8	8	11	5	14	10	6	14	13

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

And do you think each of the following should be doing more or doing less to protect children from the negative effects of social media, or do you think they are doing as much as can be reasonably expected?

The government

Should be doing much more	41	43	48	35	42	42	40	42	41	46	42	43	36	46	32	38	46	46
Should be doing somewhat more	32	33	32	31	26	31	37	36	23	29	38	27	31	32	30	34	28	34
TOTAL SHOULD BE DOING MORE	73	76	80	66	68	73	77	78	64	75	80	70	67	78	62	72	74	80
Are doing as much as can be reasonably expected	14	13	12	16	15	14	14	16	14	12	13	15	17	12	18	14	15	12
Should be doing somewhat less	4	2	2	5	6	4	2	2	7	5	2	3	5	2	8	3	4	2
Should be doing much less	4	5	2	5	4	3	3	1	11	4	1	6	6	2	5	5	3	1
TOTAL SHOULD BE DOING LESS	8	7	4	10	10	7	5	3	18	9	3	9	11	4	13	8	7	3
Don't know	6	5	4	7	8	5	4	3	5	4	4	5	5	6	7	6	4	5

Social media companies

Should be doing much more	71	71	76	67	56	68	80	77	59	78	80	67	67	74	64	69	71	77
Should be doing somewhat more	18	17	18	19	21	21	15	16	22	16	15	20	20	17	21	18	19	17
TOTAL SHOULD BE DOING MORE	89	88	94	86	77	89	95	93	81	94	95	87	87	91	85	87	90	94
Are doing as much as can be reasonably expected	6	7	3	8	14	6	3	5	14	3	2	8	8	4	9	7	6	3
Should be doing somewhat less	1	1	0	1	0	0	0	0	1	2	0	0	1	0	2	0	1	0
Should be doing much less	1	1	0	1	0	1	0	0	2	0	0	1	1	0	1	1	1	0
TOTAL SHOULD BE DOING LESS	2	2	0	2	0	1	0	0	3	2	0	1	2	0	3	1	2	0
Don't know	4	4	2	4	10	4	2	2	2	1	2	3	3	4	4	4	2	3

Schools

Should be doing much more	22	19	23	22	21	22	19	20	27	18	18	24	20	23	20	22	20	25
Should be doing somewhat more	25	22	27	25	21	28	24	24	24	24	23	26	26	24	24	23	26	28
TOTAL SHOULD BE DOING MORE	47	41	50	47	42	50	43	44	51	42	41	50	46	47	44	45	46	53
Are doing as much as can be reasonably expected	44	51	44	41	45	41	51	50	36	50	53	39	43	45	46	44	45	42
Should be doing somewhat less	1	1	1	2	3	1	1	1	2	1	1	2	2	1	3	1	1	0
Should be doing much less	1	1	1	2	0	1	1	0	5	0	1	2	2	1	2	2	1	1
TOTAL SHOULD BE DOING LESS	2	2	2	4	3	2	2	1	7	1	2	4	4	2	5	3	2	1
Don't know	7	6	4	9	9	7	5	5	6	7	5	6	7	6	5	8	6	4

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Unweighted Sample	4160	1629	971	965	3550	245	365	992	725	385	1448
	%	%	%	%	%	%	%	%	%	%	%

And do you think each of the following should be doing more or doing less to protect children from the negative effects of social media, or do you think they are doing as much as can be reasonably expected?

The government

Should be doing much more	41	41	43	42	41	44	43	39	41	44	41
Should be doing somewhat more	32	36	32	29	32	26	32	33	31	31	33
TOTAL SHOULD BE DOING MORE	73	77	75	71	73	70	75	72	72	75	74
Are doing as much as can be reasonably expected	14	13	14	15	14	12	16	15	15	13	14
Should be doing somewhat less	4	4	2	2	3	5	3	3	3	5	3
Should be doing much less	4	3	3	4	4	5	2	4	4	3	3
TOTAL SHOULD BE DOING LESS	8	7	5	6	7	10	5	7	7	8	6
Don't know	6	3	6	7	6	7	4	6	6	4	5

Social media companies

Should be doing much more	71	76	74	66	70	69	76	68	67	72	73
Should be doing somewhat more	18	16	18	20	19	16	17	20	21	17	17
TOTAL SHOULD BE DOING MORE	89	92	92	86	89	85	93	88	88	89	90
Are doing as much as can be reasonably expected	6	5	4	7	6	7	3	7	8	8	5
Should be doing somewhat less	1	0	0	0	1	0	1	1	1	1	0
Should be doing much less	1	0	0	1	1	1	0	1	0	0	1
TOTAL SHOULD BE DOING LESS	2	0	0	1	2	1	1	2	1	1	1
Don't know	4	2	3	5	3	7	3	4	3	3	4

Schools

Should be doing much more	22	19	23	24	22	23	23	19	23	25	21
Should be doing somewhat more	25	25	23	25	25	22	30	25	26	22	25
TOTAL SHOULD BE DOING MORE	47	44	46	49	47	45	53	44	49	47	46
Are doing as much as can be reasonably expected	44	50	46	38	44	46	41	46	42	45	44
Should be doing somewhat less	1	1	1	2	1	1	1	1	2	2	1
Should be doing much less	1	1	1	2	2	1	1	2	1	1	2
TOTAL SHOULD BE DOING LESS	2	2	2	4	3	2	2	3	3	3	3
Don't know	7	4	6	9	7	8	5	7	6	6	7

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

Parents in general (for their own children)

Should be doing much more	57	48	62	58	44	63	54	53	67	53	54	64	57	58	46	55	60	64
Should be doing somewhat more	26	28	26	25	26	23	28	28	22	26	28	22	26	26	33	25	26	24
TOTAL SHOULD BE DOING MORE	83	76	88	83	70	86	82	81	89	79	82	86	83	84	79	80	86	88
Are doing as much as can be reasonably expected	12	19	10	11	17	9	14	16	8	15	14	10	13	11	15	14	10	9
Should be doing somewhat less	0	0	0	1	0	0	0	0	1	1	0	0	0	0	1	0	0	0
Should be doing much less	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL SHOULD BE DOING LESS	0	0	0	1	0	0	0	0	1	1	0	0	0	0	1	0	0	0
Don't know	4	4	2	5	14	4	4	3	3	5	3	3	4	5	6	5	3	3

You personally (for your children under the age of 18)

[Asked only to those with children between the ages of 3 and 17; n=696]

Should be doing much more	14	14	14	0	0	15	14	8	13	9	12	12	14	14	45	13	14	16
Should be doing somewhat more	21	21	27	0	0	25	19	29	14	26	22	22	23	20	0	22	21	16
TOTAL SHOULD BE DOING MORE	35	35	41	0	0	40	33	37	27	35	34	34	37	34	45	35	35	32
Are doing as much as can be reasonably expected	56	56	54	0	0	53	61	59	59	58	61	53	56	57	55	57	58	26
Should be doing somewhat less	0	0	1	0	0	0	0	0	0	4	0	1	0	1	0	0	1	0
Should be doing much less	1	1	1	0	0	0	0	0	2	0	0	1	1	0	0	1	1	0
TOTAL SHOULD BE DOING LESS	1	1	2	0	0	0	0	0	2	4	0	2	1	1	0	1	2	0
Don't know	7	7	3	0	0	8	6	4	11	3	5	11	7	8	0	7	6	42

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	%	%	%	%	%	%	%	%	%	%	%

Parents in general (for their own children)

Should be doing much more	57	58	60	57	58	56	56	56	58	57	59
Should be doing somewhat more	26	28	25	24	26	23	29	25	28	24	25
TOTAL SHOULD BE DOING MORE	83	86	85	81	84	79	85	81	86	81	84
Are doing as much as can be reasonably expected	12	11	11	13	12	16	11	13	10	16	11
Should be doing somewhat less	0	0	0	0	0	0	1	0	0	0	0
Should be doing much less	0	0	0	0	0	0	0	0	0	0	0
TOTAL SHOULD BE DOING LESS	0	0	0	0	0	0	1	0	0	0	0
Don't know	4	3	4	5	4	5	3	6	4	3	4

You personally (for your children under the age of 18)

[Asked only to those with children between the ages of 3 and 17; n=696]

Should be doing much more	14	11	21	12	14	8	16	14	13	23	12
Should be doing somewhat more	21	22	21	22	22	18	19	21	20	26	22
TOTAL SHOULD BE DOING MORE	35	33	42	34	36	26	35	35	33	49	34
Are doing as much as can be reasonably expected	56	60	50	54	56	67	55	58	58	43	57
Should be doing somewhat less	0	0	0	1	0	0	0	1	0	0	0
Should be doing much less	1	0	1	1	0	0	5	0	1	0	1
TOTAL SHOULD BE DOING LESS	1	0	1	2	0	0	5	1	1	0	1
Don't know	7	7	7	9	7	6	4	6	8	8	8

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Fieldwork: 9th - 11th June 2026

	Parental status				Vote in 2024 GE					EU Ref 2016		Gender		Age				
	Total	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	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	4160	837	1476	1894	72	749	1069	383	449	250	1460	1485	2009	2151	437	1714	1028	982
Unweighted Sample	4160	778	1707	1738	61	652	1129	420	463	264	1669	1472	1835	2325	335	1452	1227	1146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How easy or difficult do you think it is for parents to keep their children safe online?

Very easy	4	3	3	4	3	3	4	6	4	2	5	4	3	2	4	4	4
Fairly easy	16	18	13	17	13	16	16	15	20	13	18	18	14	21	17	15	11
TOTAL EASY	20	21	16	21	16	19	19	19	26	20	15	23	22	17	23	21	19
Fairly difficult	50	50	54	47	42	50	49	54	45	49	54	46	48	52	47	48	54
Very difficult	22	23	23	21	35	21	24	21	20	25	22	22	21	23	23	22	22
TOTAL DIFFICULT	72	73	77	68	77	71	73	75	65	74	76	68	69	75	70	70	72
Don't know	9	7	7	11	7	10	7	6	8	6	8	9	9	8	7	9	10

How well or badly do you personally feel able to see and control what your children under the age of 18 are doing online and on social media?

[Asked only to those with children between the ages of 3 and 17; n=696]

Very well	11	11	9	0	0	6	17	11	13	5	8	14	11	11	27	12	8
Fairly well	38	38	37	0	0	42	39	40	34	58	40	37	43	33	44	38	29
TOTAL WELL	49	49	46	0	0	48	56	51	47	63	48	51	54	44	71	50	29
Fairly badly	26	26	32	0	0	27	24	24	25	17	30	22	25	27	29	24	30
Very badly	9	9	11	0	0	10	6	14	12	7	9	9	6	12	0	8	
TOTAL BADLY	35	35	43	0	0	37	30	38	37	24	39	31	31	39	29	32	34
Don't know	16	16	11	0	0	15	14	10	16	12	13	19	14	17	0	17	

YouGov Survey Results

Sample Size: 4160 GB Adults
Fieldwork: 9th - 11th June 2026

	Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4160	1410	932	1244	3598	200	362	986	682	503	1427
Unweighted Sample	4160	1629	971	965	3550	245	365	992	725	385	1448
	%	%	%	%	%	%	%	%	%	%	%

How easy or difficult do you think it is for parents to keep their children safe online?

Very easy	4	3	3	4	4	3	2	4	5	4	3
Fairly easy	16	14	13	17	16	14	13	14	17	16	17
TOTAL EASY	20	17	16	21	20	17	15	18	22	20	20
Fairly difficult	50	54	51	46	49	52	53	50	48	47	50
Very difficult	22	23	24	22	22	23	23	22	21	26	22
TOTAL DIFFICULT	72	77	75	68	71	75	76	72	69	73	72
Don't know	9	6	9	11	9	8	8	10	10	7	7

How well or badly do you personally feel able to see and control what your children under the age of 18 are doing online and on social media?

[Asked only to those with children between the ages of 3 and 17; n=696]

Very well	11	11	8	13	11	11	16	8	21	3	10
Fairly well	38	42	37	35	40	28	28	44	37	49	36
TOTAL WELL	49	53	45	48	51	39	44	52	58	52	46
Fairly badly	26	26	30	22	24	32	36	22	26	28	24
Very badly	9	8	9	11	9	13	4	9	8	5	11
TOTAL BADLY	35	34	39	33	33	45	40	31	34	33	35
Don't know	16	13	16	19	16	16	16	17	9	15	18

YouGov Survey Results

Sample Size: 4160 GB Adults
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	Parental status				Vote in 2024 GE					EU Ref 2016		Gender		Age				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you use parental controls to restrict websites and apps that your children under the age of 18 can use?

Yes I do	64	64	58	0	0	60	71	69	48	72	71	58	61	67	100	68	49	52
No I do not	28	28	41	0	0	30	24	24	42	28	24	35	30	27	0	25	45	22
Don't know	8	8	2	0	0	10	5	7	11	0	5	7	8	7	0	7	6	26

Do you ever see your children under the age of 18 accessing online/social media content you consider to be damaging to their upbringing?

Yes I do	31	31	31	0	0	35	26	33	27	38	28	28	27	34	72	32	25	23
No I do not	57	57	61	0	0	50	62	59	59	61	60	60	61	54	28	56	65	38
Don't know	12	12	8	0	0	15	12	8	14	2	12	12	12	12	0	12	10	39

**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.*

YouGov Survey Results

Sample Size: 4160 GB Adults
Fieldwork: 9th - 11th June 2026

	Socio-economic classification (NS-SEC)			Country			Region in England				
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Unweighted Sample	4160	1629	971	965	3550	245	365	992	725	385	1448
	%	%	%	%	%	%	%	%	%	%	%

Do you use parental controls to restrict websites and apps that your children under the age of 18 can use?

Yes I do	64	64	63	64	64	71	64	62	64	67	64
No I do not	28	29	29	27	29	20	27	31	27	26	30
Don't know	8	7	8	8	7	9	9	7	10	7	7

Do you ever see your children under the age of 18 accessing online/social media content you consider to be damaging to their upbringing?

Yes I do	31	30	36	28	32	31	22	30	30	36	32
No I do not	57	60	52	57	56	61	67	59	57	50	56
Don't know	12	9	12	15	12	8	11	11	13	14	13

**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.*