

YouGov / NSPCC Survey Results

Sample Size: 1016 children in UK aged 11-15

Fieldwork: 17th April - 6th May 2026

	Age					Gender		Country				Region in England				
Total	11	12	13	14	15	Male	Female	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	
Weighted Sample	1016	201	205	205	203	202	520	496	865	45	74	31	238	170	130	327
Unweighted Sample	1016	167	204	218	217	210	521	495	849	52	84	31	251	156	83	359
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think are the main problems with social media for children like you? Please select up to three.

Strangers being able to contact children	61	67	64	66	60	51	59	64	61	57	62	71	65	59	56	61
Children spending too much time on social media	50	48	49	48	52	51	49	50	49	50	56	47	45	51	54	49
Children seeing upsetting content	42	44	44	37	40	43	37	47	42	34	35	52	44	43	44	41
Addictive features on apps that keep children online for long periods	34	30	28	39	37	34	34	33	33	31	40	37	30	31	37	35
Children seeing low-quality or 'brain rot' content	32	28	36	37	31	29	34	31	32	36	39	27	26	29	38	35
Children having limited control over what content they see	17	22	17	15	18	15	18	17	18	15	18	12	17	18	23	16
Finding it difficult to report upsetting content or bad experiences	10	10	10	9	11	10	8	12	10	11	6	12	8	10	17	9
None of these	3	2	1	2	3	5	3	2	3	0	1	3	3	1	4	3
Don't know	4	5	6	2	3	2	4	3	4	8	1	3	5	6	0	3

Movies and video games have 'age ratings' that describe what age of person they are suitable for (for example, U, PG, 12A, 12, 15, 18).

Would you support or oppose introducing 'age ratings' for social media apps, based on what you can do or see on them?

Strongly support	22	24	24	26	18	19	22	23	22	16	26	20	25	21	26	20
Tend to support	52	50	49	53	55	55	51	53	52	58	48	60	50	56	52	52
TOTAL SUPPORT	74	74	73	79	73	74	73	76	74	74	74	80	75	77	78	72
Tend to oppose	9	6	10	8	11	12	11	8	10	8	10	3	10	5	12	11
Strongly oppose	3	3	2	3	2	4	3	2	2	4	6	3	2	3	1	2
TOTAL OPPOSE	12	9	12	11	13	16	14	10	12	12	16	6	12	8	13	13
Don't know	13	17	16	10	14	10	13	14	14	14	10	15	13	15	9	15

*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.