

YouGov / NSPCC Survey Results

Sample Size: 2031 adults in the UK
Fieldwork: 22nd - 23rd November 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample 2031	648	475	171	713	754	985	1046	213	839	504	475	1158	873
Unweighted Sample 2031	689	498	175	835	781	889	1142	145	807	533	546	1228	803
	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think social media and gaming sites should or should not be required by law to appoint a senior manager who would be responsible for preventing their site from harming children?

They should have to do this by law	81	82	85	89	87	84	76	86	66	76	87	90	81	80
They should not have to do this by law	8	9	5	5	5	7	12	4	15	9	5	5	9	7
Don't know	11	9	10	6	9	9	12	10	19	15	8	5	10	13

If a social media site fails to meet its legal duties to protect children resulting in serious harm, do you think the following would or would not be appropriate?

The social media company is fined

Would be appropriate	87	88	89	94	90	89	86	88	73	85	90	92	88	85
Would not be appropriate	6	5	6	4	5	4	7	5	13	5	4	4	7	5
Don't know	8	7	5	2	4	7	8	8	14	9	6	4	6	10

The social media company is prosecuted (company faces criminal sanctions)

Would be appropriate	85	87	88	90	90	87	83	86	70	81	91	93	86	83
Would not be appropriate	6	5	6	5	4	5	8	5	13	8	3	3	7	5
Don't know	9	8	6	4	6	8	9	9	17	11	6	5	7	12

A senior manager responsible for children's safety is fined

Would be appropriate	55	59	56	50	53	60	53	57	47	49	58	66	51	60
Would not be appropriate	26	24	27	35	30	23	29	24	31	31	24	20	31	21
Don't know	19	16	17	15	18	17	18	19	22	21	18	14	18	20

A senior manager responsible for children's safety is prosecuted (charged under criminal law)

Would be appropriate	52	57	51	50	51	57	53	51	42	46	54	65	48	57
Would not be appropriate	27	24	31	32	31	22	28	26	35	31	23	20	31	20
Don't know	21	19	19	18	19	21	20	23	24	23	23	15	20	23

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	Region (1)						Region (2)											
	Total	London	Rest of South	Midlands / Wales	North	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	2031	240	662	427	477	173	92	223	162	151	176	183	240	290	189	100	173	53
Unweighted Sample	2031	205	704	414	454	200	89	211	154	147	167	201	205	310	193	100	200	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think social media and gaming sites should or should not be required by law to appoint a senior manager who would be responsible for preventing their site from harming children?

They should have to do this by law	81	79	80	79	83	84	87	86	78	75	80	81	79	76	86	82	84	85
They should not have to do this by law	8	9	7	9	7	6	6	5	11	12	7	6	9	8	7	10	6	7
Don't know	11	12	13	12	9	10	7	9	11	14	13	13	12	16	7	8	10	9

If a social media site fails to meet its legal duties to protect children resulting in serious harm, do you think the following would or would not be appropriate?

The social media company is fined

Would be appropriate	87	87	88	84	85	89	91	84	83	83	82	90	87	85	91	90	89	91
Would not be appropriate	6	8	4	6	6	7	4	7	7	6	7	4	8	6	2	3	7	7
Don't know	8	5	7	10	9	4	5	9	10	11	11	6	5	9	7	8	4	3

The social media company is prosecuted (company faces criminal sanctions)

Would be appropriate	85	87	85	82	86	85	93	87	82	77	84	88	87	81	88	84	85	90
Would not be appropriate	6	7	6	6	6	9	3	4	10	7	4	3	7	7	6	6	9	10
Don't know	9	6	10	13	8	6	5	10	8	16	11	9	6	12	6	10	6	0

A senior manager responsible for children's safety is fined

Would be appropriate	55	49	56	54	57	57	66	58	50	50	56	53	49	54	61	54	57	56
Would not be appropriate	26	35	25	26	25	23	20	24	29	30	22	27	35	24	24	25	23	36
Don't know	19	16	19	21	18	20	14	17	21	20	22	21	16	22	15	21	20	8

A senior manager responsible for children's safety is prosecuted (charged under criminal law)

Would be appropriate	52	47	52	49	55	57	61	59	46	44	55	53	47	50	56	44	57	62
Would not be appropriate	27	32	27	29	23	23	17	21	28	34	21	26	32	27	28	34	23	24
Don't know	21	20	21	22	22	21	23	19	26	21	23	22	20	23	16	23	21	14

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Sample Size: 2031 adults in the UK
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	Parent of at least one child younger than 18 years old	Parent of at least one child 18 years old or older	All parents	Parent to a male/boy child	Parents to a female/girl child	Parents to child who identifies in another way	Parents to a non-binary child
Total							
Weighted Sample 2031	471	731	1045	751	758	33	34
Unweighted Sample 2031	471	806	1091	783	797	32	31
%	%	%	%	%	%	%	%

Do you think social media and gaming sites should or should not be required by law to appoint a senior manager who would be responsible for preventing their site from harming children?

They should have to do this by law	81	85	89	87	88	87	79	73
They should not have to do this by law	8	4	5	6	6	6	7	19
Don't know	11	10	6	7	6	7	14	8

If a social media site fails to meet its legal duties to protect children resulting in serious harm, do you think the following would or would not be appropriate?

The social media company is fined

Would be appropriate	87	89	91	90	90	90	78	79
Would not be appropriate	6	4	5	5	5	5	15	18
Don't know	8	7	4	5	4	5	7	4

The social media company is prosecuted (company faces criminal sanctions)

Would be appropriate	85	87	92	90	90	90	62	78
Would not be appropriate	6	5	3	4	4	4	25	18
Don't know	9	9	4	6	5	5	13	4

A senior manager responsible for children's safety is fined

Would be appropriate	55	57	62	60	59	62	57	43
Would not be appropriate	26	27	23	25	26	24	24	33
Don't know	19	16	15	15	15	15	19	24

A senior manager responsible for children's safety is prosecuted (charged under criminal law)

Would be appropriate	52	56	60	58	58	59	54	52
Would not be appropriate	27	24	22	24	23	22	24	25
Don't know	21	19	18	19	18	19	22	23

Sample Size: 2031 adults in the UK
Fieldwork: 22nd - 23rd November 2022

	Total	Parent to a child young than primary school	Parent to a child in primary school	Parent to a child in secondary school	Parent to a child in sixth form / college / left education (16-18)	Parent to a child in further education / left education (18+)	Does their child /children play online games	
							Yes	No
Weighted Sample 2031		151	252	199	95	593	413	561
Unweighted Sample 2031		152	251	200	92	637	439	580
	%	%	%	%	%	%	%	%

Do you think social media and gaming sites should or should not be required by law to appoint a senior manager who would be responsible for preventing their site from harming children?

They should have to do this by law	81	86	86	83	84	89	86	88
They should not have to do this by law	8	6	5	6	4	6	6	6
Don't know	11	8	9	11	12	5	8	7

If a social media site fails to meet its legal duties to protect children resulting in serious harm, do you think the following would or would not be appropriate?

The social media company is fined

Would be appropriate	87	88	89	92	82	92	88	91
Would not be appropriate	6	7	6	2	7	4	6	4
Don't know	8	5	5	6	11	3	6	4

The social media company is prosecuted (company faces criminal sanctions)

Would be appropriate	85	88	87	87	85	93	89	90
Would not be appropriate	6	6	6	5	4	4	4	4
Don't know	9	6	7	8	11	4	7	6

A senior manager responsible for children's safety is fined

Would be appropriate	55	55	58	55	54	63	57	61
Would not be appropriate	26	27	26	31	29	22	29	22
Don't know	19	18	17	14	18	15	14	16

A senior manager responsible for children's safety is prosecuted (charged under criminal law)

Would be appropriate	52	54	60	56	58	60	57	59
Would not be appropriate	27	23	22	28	23	22	26	21
Don't know	21	23	19	16	20	18	17	20

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	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	2031	648	475	171	713	754	985	1046	213	839	504	475	1158	873
Unweighted Sample	2031	689	498	175	835	781	889	1142	145	807	533	546	1228	803
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Meta have announced plans to create a 'metaverse' which would be a way of using the internet through virtual reality (VR) equipment. By putting on a VR headset, people can play, work and interact with each other in a three-dimensional computer-generated environment.

How confident, if at all, are you that children's safety will be a priority in the development of the Metaverse?

Very confident	3	2	4	2	2	2	3	2	6	3	1	1	2	3
Fairly confident	10	10	8	7	7	11	11	9	9	11	10	7	9	12
TOTAL CONFIDENT	13	12	12	9	9	13	14	11	15	14	11	8	11	15
Not very confident	38	38	39	44	39	38	37	39	39	35	43	37	40	35
Not at all confident	33	34	37	39	39	32	35	31	29	33	31	37	35	30
TOTAL NOT CONFIDENT	71	72	76	83	78	70	72	70	68	68	74	74	75	65
Don't know	17	16	13	8	13	17	15	19	16	17	15	18	14	20

How likely or unlikely are you to buy a virtual reality headset for your child this Christmas?

[Shown to parents; N=1091]

Very likely	1	1	2	0	1	1	1	2	0	2	2	0	0	2
Fairly likely	3	1	3	1	3	1	3	2	38	4	1	0	4	1
TOTAL LIKELY	4	2	5	1	4	2	4	4	38	6	3	0	4	3
Fairly unlikely	5	5	5	5	5	6	6	5	18	8	5	1	5	6
Very unlikely	88	91	88	93	90	88	89	87	44	82	90	97	90	86
TOTAL UNLIKELY	93	96	93	98	95	94	95	92	62	90	95	98	95	92
Don't know	3	2	1	1	1	3	1	4	0	3	2	2	2	4

And if money was no object, and your child wanted a virtual reality headset this Christmas, how likely or unlikely would you be to let them have it?

[Shown to parents; N=1091]

Very likely	5	3	7	2	4	5	4	6	34	7	5	1	5	5
Fairly likely	16	14	16	14	20	13	19	13	17	23	14	7	16	16
TOTAL LIKELY	21	17	23	16	24	18	23	19	51	30	19	8	21	21
Fairly unlikely	16	13	18	16	16	16	16	16	35	15	19	12	16	16
Very unlikely	55	61	53	61	55	58	55	55	14	46	54	73	57	53
TOTAL UNLIKELY	71	74	71	77	71	74	71	71	49	61	73	85	73	69
Don't know	8	8	6	6	6	8	6	10	0	9	8	8	6	10

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Weighted Sample	2031	240	662	427	477	173	92	223	162	151	176	183	240	290	189	100	173	53
Unweighted Sample	2031	205	704	414	454	200	89	211	154	147	167	201	205	310	193	100	200	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Meta have announced plans to create a 'metaverse' which would be a way of using the internet through virtual reality (VR) equipment. By putting on a VR headset, people can play, work and interact with each other in a three-dimensional computer-generated environment.

How confident, if at all, are you that children's safety will be a priority in the development of the Metaverse?

Very confident	3	6	2	2	3	0	1	5	1	4	2	3	6	2	1	1	0	2
Fairly confident	10	9	9	13	9	10	18	5	8	7	16	9	9	8	10	16	10	11
TOTAL CONFIDENT	13	15	11	15	12	10	19	10	9	11	18	12	15	10	11	17	10	13
Not very confident	38	41	39	39	36	35	35	38	36	45	34	39	41	36	42	37	35	30
Not at all confident	33	30	36	29	32	37	24	32	37	24	32	35	30	37	35	31	37	49
TOTAL NOT CONFIDENT	71	71	75	68	68	72	59	70	73	69	66	74	71	73	77	68	72	79
Don't know	17	14	15	18	20	18	22	21	19	20	17	14	14	18	11	15	18	8

How likely or unlikely are you to buy a virtual reality headset for your child this Christmas?

[Shown to parents; N=1091]

Very likely	1	3	1	1	1	2	0	2	2	1	2	0	3	1	1	0	2	0
Fairly likely	3	5	2	4	1	2	1	1	2	0	9	2	5	1	3	0	2	2
TOTAL LIKELY	4	8	3	5	2	4	1	3	4	1	11	2	8	2	4	0	4	2
Fairly unlikely	5	9	4	6	6	3	4	8	4	6	5	5	9	4	3	6	3	17
Very unlikely	88	81	91	86	88	90	92	83	91	91	80	90	81	93	90	90	90	82
TOTAL UNLIKELY	93	90	95	92	94	93	96	91	95	97	85	95	90	97	93	96	93	99
Don't know	3	3	2	3	4	3	3	6	1	2	3	3	3	1	3	4	3	0

And if money was no object, and your child wanted a virtual reality headset this Christmas, how likely or unlikely would you be to let them have it?

[Shown to parents; N=1091]

Very likely	5	9	3	7	5	3	1	3	10	3	11	5	9	2	3	5	3	6
Fairly likely	16	15	15	19	15	17	18	14	14	22	18	17	15	12	17	15	17	12
TOTAL LIKELY	21	24	18	26	20	20	19	17	24	25	29	22	24	14	20	20	20	18
Fairly unlikely	16	22	13	17	17	17	28	13	15	20	15	17	22	10	15	16	17	13
Very unlikely	55	50	61	49	53	57	42	55	57	47	48	49	50	68	61	57	57	64
TOTAL UNLIKELY	71	72	74	66	70	74	70	68	72	67	63	66	72	78	76	73	74	77
Don't know	8	5	8	9	11	6	11	15	5	9	9	12	5	7	4	7	6	4

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	Parent of at least one child younger than 18 years old	Parent of at least one child 18 years old or older	All parents	Parent to a male/boy child	Parents to a female/girl child	Parents to child who identifies in another way	Parents to a non-binary child	
Weighted Sample	2031	471	731	1045	751	758	33	34
Unweighted Sample	2031	471	806	1091	783	797	32	31
	%	%	%	%	%	%	%	%

Meta have announced plans to create a 'metaverse' which would be a way of using the internet through virtual reality (VR) equipment. By putting on a VR headset, people can play, work and interact with each other in a three-dimensional computer-generated environment.

How confident, if at all, are you that children's safety will be a priority in the development of the Metaverse?

Very confident	3	4	1	2	2	3	17	9
Fairly confident	10	12	9	11	11	11	21	19
TOTAL CONFIDENT	13	16	10	13	13	14	38	28
Not very confident	38	35	41	41	41	41	29	36
Not at all confident	33	33	33	31	31	30	23	22
TOTAL NOT CONFIDENT	71	68	74	72	72	71	52	58
Don't know	17	17	16	15	15	15	10	14

How likely or unlikely are you to buy a virtual reality headset for your child this Christmas?

[Shown to parents; N=1091]

Very likely	1	2	0	1	1	1	10	5
Fairly likely	3	3	1	3	3	3	18	18
TOTAL LIKELY	4	5	1	4	4	4	28	23
Fairly unlikely	5	8	4	5	6	5	8	11
Very unlikely	88	84	93	88	87	89	60	63
TOTAL UNLIKELY	93	92	97	93	93	94	68	74
Don't know	3	3	2	3	3	3	4	4

And if money was no object, and your child wanted a virtual reality headset this Christmas, how likely or unlikely would you be to let them have it?

[Shown to parents; N=1091]

Very likely	5	6	3	5	5	4	19	9
Fairly likely	16	22	13	16	16	15	28	21
TOTAL LIKELY	21	28	16	21	21	19	47	30
Fairly unlikely	16	17	16	16	15	16	23	30
Very unlikely	55	46	61	55	56	57	27	37
TOTAL UNLIKELY	71	63	77	71	71	73	50	67
Don't know	8	9	8	8	8	8	4	4

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							Yes	No
Weighted Sample	2031	151	252	199	95	593	413	561
Unweighted Sample	2031	152	251	200	92	637	439	580
	%	%	%	%	%	%	%	%

Meta have announced plans to create a 'metaverse' which would be a way of using the internet through virtual reality (VR) equipment. By putting on a VR headset, people can play, work and interact with each other in a three-dimensional computer-generated environment.

How confident, if at all, are you that children's safety will be a priority in the development of the Metaverse?

Very confident	3	3	3	5	8	1	5	1
Fairly confident	10	10	15	12	14	10	13	10
TOTAL CONFIDENT	13	13	18	17	22	11	18	11
Not very confident	38	32	37	37	27	44	42	38
Not at all confident	33	41	30	30	29	30	27	35
TOTAL NOT CONFIDENT	71	73	67	67	56	74	69	73
Don't know	17	14	16	16	23	14	13	16

How likely or unlikely are you to buy a virtual reality headset for your child this Christmas?

[Shown to parents; N=1091]

Very likely	1	2	2	3	3	0	2	0
Fairly likely	3	2	7	6	9	1	5	1
TOTAL LIKELY	4	4	9	9	12	1	7	1
Fairly unlikely	5	5	10	12	4	4	10	3
Very unlikely	88	90	79	76	78	92	79	95
TOTAL UNLIKELY	93	95	89	88	82	96	89	98
Don't know	3	1	3	3	5	2	4	1

And if money was no object, and your child wanted a virtual reality headset this Christmas, how likely or unlikely would you be to let them have it?

[Shown to parents; N=1091]

Very likely	5	5	6	7	11	4	8	3
Fairly likely	16	10	20	32	20	14	24	11
TOTAL LIKELY	21	15	26	39	31	18	32	14
Fairly unlikely	16	19	18	18	12	16	18	15
Very unlikely	55	59	51	34	46	59	43	64
TOTAL UNLIKELY	71	78	69	52	58	75	61	79
Don't know	8	7	5	9	11	8	8	7