

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 | | Region (1) | | | | | |
|--------------------------|-----------------|-----|-----|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 2031 | 648 | 475 | 171 | 713 | 754 | 985 | 1046 | 213 | 839 | 504 | 475 | 1158 | 873 | 240 | 662 | 427 | 477 | 173 |
| Unweighted Sample | 2031 | 689 | 498 | 175 | 835 | 781 | 889 | 1142 | 145 | 807 | 533 | 546 | 1228 | 803 | 205 | 704 | 414 | 454 | 200 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 | 79 | 80 | 79 | 83 | 84 |
| They should not have to do this by law | 8 | 9 | 5 | 5 | 5 | 7 | 12 | 4 | 15 | 9 | 5 | 5 | 9 | 7 | 9 | 7 | 9 | 7 | 6 |
| Don't know | 11 | 9 | 10 | 6 | 9 | 9 | 12 | 10 | 19 | 15 | 8 | 5 | 10 | 13 | 12 | 13 | 12 | 9 | 10 |

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 | 87 | 88 | 84 | 85 | 89 |
| Would not be appropriate | 6 | 5 | 6 | 4 | 5 | 4 | 7 | 5 | 13 | 5 | 4 | 4 | 7 | 5 | 8 | 4 | 6 | 6 | 7 |
| Don't know | 8 | 7 | 5 | 2 | 4 | 7 | 8 | 8 | 14 | 9 | 6 | 4 | 6 | 10 | 5 | 7 | 10 | 9 | 4 |

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 | 87 | 85 | 82 | 86 | 85 |
| Would not be appropriate | 6 | 5 | 6 | 5 | 4 | 5 | 8 | 5 | 13 | 8 | 3 | 3 | 7 | 5 | 7 | 6 | 6 | 6 | 9 |
| Don't know | 9 | 8 | 6 | 4 | 6 | 8 | 9 | 9 | 17 | 11 | 6 | 5 | 7 | 12 | 6 | 10 | 13 | 8 | 6 |

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 | 49 | 56 | 54 | 57 | 57 |
| Would not be appropriate | 26 | 24 | 27 | 35 | 30 | 23 | 29 | 24 | 31 | 31 | 24 | 20 | 31 | 21 | 35 | 25 | 26 | 25 | 23 |
| Don't know | 19 | 16 | 17 | 15 | 18 | 17 | 18 | 19 | 22 | 21 | 18 | 14 | 18 | 20 | 16 | 19 | 21 | 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 | 47 | 52 | 49 | 55 | 57 |
| Would not be appropriate | 27 | 24 | 31 | 32 | 31 | 22 | 28 | 26 | 35 | 31 | 23 | 20 | 31 | 20 | 32 | 27 | 29 | 23 | 23 |
| Don't know | 21 | 19 | 19 | 18 | 19 | 21 | 20 | 23 | 24 | 23 | 23 | 15 | 20 | 23 | 20 | 21 | 22 | 22 | 21 |

Do you think the Online Safety Bill should or should not take specific action to protect women and girls from violence and harmful content online?

| | | | | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should | 79 | 79 | 84 | 83 | 84 | 80 | 74 | 84 | 74 | 75 | 81 | 88 | 79 | 79 | 77 | 76 | 81 | 80 | 86 |
| Should not | 8 | 11 | 6 | 8 | 6 | 10 | 12 | 5 | 10 | 9 | 10 | 5 | 9 | 7 | 10 | 9 | 8 | 8 | 5 |
| Don't know | 12 | 10 | 10 | 10 | 11 | 10 | 14 | 11 | 16 | 17 | 9 | 7 | 11 | 14 | 13 | 15 | 11 | 12 | 10 |

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

| | | Region (2) | | | | | | | | | | | | |
|--------------------------|-------------|------------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| | | Total | 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 | 92 | 223 | 162 | 151 | 176 | 183 | 240 | 290 | 189 | 100 | 173 | 53 | |
| Unweighted Sample | 2031 | 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 | 87 | 86 | 78 | 75 | 80 | 81 | 79 | 76 | 86 | 82 | 84 | 85 |
| They should not have to do this by law | 8 | 6 | 5 | 11 | 12 | 7 | 6 | 9 | 8 | 7 | 10 | 6 | 7 |
| Don't know | 11 | 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 | 91 | 84 | 83 | 83 | 82 | 90 | 87 | 85 | 91 | 90 | 89 | 91 |
| Would not be appropriate | 6 | 4 | 7 | 7 | 6 | 7 | 4 | 8 | 6 | 2 | 3 | 7 | 7 |
| Don't know | 8 | 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 | 93 | 87 | 82 | 77 | 84 | 88 | 87 | 81 | 88 | 84 | 85 | 90 |
| Would not be appropriate | 6 | 3 | 4 | 10 | 7 | 4 | 3 | 7 | 7 | 6 | 6 | 9 | 10 |
| Don't know | 9 | 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 | 66 | 58 | 50 | 50 | 56 | 53 | 49 | 54 | 61 | 54 | 57 | 56 |
| Would not be appropriate | 26 | 20 | 24 | 29 | 30 | 22 | 27 | 35 | 24 | 24 | 25 | 23 | 36 |
| Don't know | 19 | 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 | 61 | 59 | 46 | 44 | 55 | 53 | 47 | 50 | 56 | 44 | 57 | 62 |
| Would not be appropriate | 27 | 17 | 21 | 28 | 34 | 21 | 26 | 32 | 27 | 28 | 34 | 23 | 24 |
| Don't know | 21 | 23 | 19 | 26 | 21 | 23 | 22 | 20 | 23 | 16 | 23 | 21 | 14 |

Do you think the Online Safety Bill should or should not take specific action to protect women and girls from violence and harmful content online?

| | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|
| Should | 79 | 81 | 80 | 78 | 81 | 80 | 76 | 77 | 76 | 78 | 83 | 86 | 86 |
| Should not | 8 | 7 | 9 | 7 | 5 | 9 | 8 | 10 | 8 | 12 | 11 | 5 | 8 |
| Don't know | 12 | 12 | 10 | 14 | 14 | 11 | 16 | 13 | 17 | 10 | 6 | 10 | 6 |

YouGov / NSPCC Survey Results

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

| | 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 | Parent to a child younger than primary school |
|-------------------------------|--|--|-------------|----------------------------|--------------------------------|--|-------------------------------|---|
| Total | | | | | | | | |
| Weighted Sample 2031 | 471 | 731 | 1045 | 751 | 758 | 33 | 34 | 151 |
| Unweighted Sample 2031 | 471 | 806 | 1091 | 783 | 797 | 32 | 31 | 152 |
| | % | % | % | % | % | % | % | % |

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 | 86 |
| They should not have to do this by law | 8 | 4 | 5 | 6 | 6 | 6 | 7 | 19 | 6 |
| Don't know | 11 | 10 | 6 | 7 | 6 | 7 | 14 | 8 | 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 | 88 |
| Would not be appropriate | 6 | 4 | 5 | 5 | 5 | 5 | 15 | 18 | 7 |
| Don't know | 8 | 7 | 4 | 5 | 4 | 5 | 7 | 4 | 5 |

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

| | | | | | | | | | |
|--------------------------|-----------|----|----|----|----|----|----|----|----|
| Would be appropriate | 85 | 87 | 92 | 90 | 90 | 90 | 62 | 78 | 88 |
| Would not be appropriate | 6 | 5 | 3 | 4 | 4 | 4 | 25 | 18 | 6 |
| Don't know | 9 | 9 | 4 | 6 | 5 | 5 | 13 | 4 | 6 |

A senior manager responsible for children's safety is fined

| | | | | | | | | | |
|--------------------------|-----------|----|----|----|----|----|----|----|----|
| Would be appropriate | 55 | 57 | 62 | 60 | 59 | 62 | 57 | 43 | 55 |
| Would not be appropriate | 26 | 27 | 23 | 25 | 26 | 24 | 24 | 33 | 27 |
| Don't know | 19 | 16 | 15 | 15 | 15 | 15 | 19 | 24 | 18 |

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 | 54 |
| Would not be appropriate | 27 | 24 | 22 | 24 | 23 | 22 | 24 | 25 | 23 |
| Don't know | 21 | 19 | 18 | 19 | 18 | 19 | 22 | 23 | 23 |

Do you think the Online Safety Bill should or should not take specific action to protect women and girls from violence and harmful content online?

| | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|
| Should | 79 | 80 | 85 | 83 | 83 | 84 | 83 | 76 | 84 |
| Should not | 8 | 6 | 8 | 8 | 9 | 8 | 13 | 19 | 7 |
| Don't know | 12 | 14 | 7 | 9 | 8 | 8 | 4 | 5 | 8 |

YouGov / NSPCC Survey Results



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

| | 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 | |
|-------------------------------|-------------------------------------|---------------------------------------|--|---|--|-----|
| Total | | | | | Yes | No |
| Weighted Sample 2031 | 252 | 199 | 95 | 593 | 413 | 561 |
| Unweighted Sample 2031 | 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 | 83 | 84 | 89 | 86 | 88 |
| They should not have to do this by law | 8 | 5 | 6 | 4 | 6 | 6 | 6 |
| Don't know | 11 | 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 | 89 | 92 | 82 | 92 | 88 | 91 |
| Would not be appropriate | 6 | 6 | 2 | 7 | 4 | 6 | 4 |
| Don't know | 8 | 5 | 6 | 11 | 3 | 6 | 4 |

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

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

A senior manager responsible for children's safety is fined

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

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

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

Do you think the Online Safety Bill should or should not take specific action to protect women and girls from violence and harmful content online?

| | | | | | | | |
|------------|-----------|----|----|----|----|----|----|
| Should | 79 | 80 | 77 | 79 | 87 | 77 | 87 |
| Should not | 8 | 8 | 8 | 7 | 9 | 13 | 5 |
| Don't know | 12 | 12 | 16 | 14 | 5 | 10 | 8 |

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

| | Vote in 2019 GE | | | 2016 EU Ref | | Gender | | Age | | | | Social Grade | | Region (1) | | | | | |
|--------------------------|-----------------|-----|-----|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 2031 | 648 | 475 | 171 | 713 | 754 | 985 | 1046 | 213 | 839 | 504 | 475 | 1158 | 873 | 240 | 662 | 427 | 477 | 173 |
| Unweighted Sample | 2031 | 689 | 498 | 175 | 835 | 781 | 889 | 1142 | 145 | 807 | 533 | 546 | 1228 | 803 | 205 | 704 | 414 | 454 | 200 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 | 6 | 2 | 2 | 3 | 0 |
| Fairly confident | 10 | 10 | 8 | 7 | 7 | 11 | 11 | 9 | 9 | 11 | 10 | 7 | 9 | 12 | 9 | 9 | 13 | 9 | 10 |
| TOTAL CONFIDENT | 13 | 12 | 12 | 9 | 9 | 13 | 14 | 11 | 15 | 14 | 11 | 8 | 11 | 15 | 15 | 11 | 15 | 12 | 10 |
| Not very confident | 38 | 38 | 39 | 44 | 39 | 38 | 37 | 39 | 39 | 35 | 43 | 37 | 40 | 35 | 41 | 39 | 39 | 36 | 35 |
| Not at all confident | 33 | 34 | 37 | 39 | 39 | 32 | 35 | 31 | 29 | 33 | 31 | 37 | 35 | 30 | 30 | 36 | 29 | 32 | 37 |
| TOTAL NOT CONFIDENT | 71 | 72 | 76 | 83 | 78 | 70 | 72 | 70 | 68 | 68 | 74 | 74 | 75 | 65 | 71 | 75 | 68 | 68 | 72 |
| Don't know | 17 | 16 | 13 | 8 | 13 | 17 | 15 | 19 | 16 | 17 | 15 | 18 | 14 | 20 | 14 | 15 | 18 | 20 | 18 |

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 | 3 | 1 | 1 | 1 | 2 |
| Fairly likely | 3 | 1 | 3 | 1 | 3 | 1 | 3 | 2 | 38 | 4 | 1 | 0 | 4 | 1 | 5 | 2 | 4 | 1 | 2 |
| TOTAL LIKELY | 4 | 2 | 5 | 1 | 4 | 2 | 4 | 4 | 38 | 6 | 3 | 0 | 4 | 3 | 8 | 3 | 5 | 2 | 4 |
| Fairly unlikely | 5 | 5 | 5 | 5 | 5 | 6 | 6 | 5 | 18 | 8 | 5 | 1 | 5 | 6 | 9 | 4 | 6 | 6 | 3 |
| Very unlikely | 88 | 91 | 88 | 93 | 90 | 88 | 89 | 87 | 44 | 82 | 90 | 97 | 90 | 86 | 81 | 91 | 86 | 88 | 90 |
| TOTAL UNLIKELY | 93 | 96 | 93 | 98 | 95 | 94 | 95 | 92 | 62 | 90 | 95 | 98 | 95 | 92 | 90 | 95 | 92 | 94 | 93 |
| Don't know | 3 | 2 | 1 | 1 | 1 | 3 | 1 | 4 | 0 | 3 | 2 | 2 | 2 | 4 | 3 | 2 | 3 | 4 | 3 |

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 | 9 | 3 | 7 | 5 | 3 |
| Fairly likely | 16 | 14 | 16 | 14 | 20 | 13 | 19 | 13 | 17 | 23 | 14 | 7 | 16 | 16 | 15 | 15 | 19 | 15 | 17 |
| TOTAL LIKELY | 21 | 17 | 23 | 16 | 24 | 18 | 23 | 19 | 51 | 30 | 19 | 8 | 21 | 21 | 24 | 18 | 26 | 20 | 20 |
| Fairly unlikely | 16 | 13 | 18 | 16 | 16 | 16 | 16 | 16 | 35 | 15 | 19 | 12 | 16 | 16 | 22 | 13 | 17 | 17 | 17 |
| Very unlikely | 55 | 61 | 53 | 61 | 55 | 58 | 55 | 55 | 14 | 46 | 54 | 73 | 57 | 53 | 50 | 61 | 49 | 53 | 57 |
| TOTAL UNLIKELY | 71 | 74 | 71 | 77 | 71 | 74 | 71 | 71 | 49 | 61 | 73 | 85 | 73 | 69 | 72 | 74 | 66 | 70 | 74 |
| Don't know | 8 | 8 | 6 | 6 | 6 | 8 | 6 | 10 | 0 | 9 | 8 | 8 | 6 | 10 | 5 | 8 | 9 | 11 | 6 |

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Fieldwork: 22nd - 23rd November 2022

| | Region (2) | | | | | | | | | | | | |
|--------------------------|-------------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| | Total | 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 | 92 | 223 | 162 | 151 | 176 | 183 | 240 | 290 | 189 | 100 | 173 | 53 |
| Unweighted Sample | 2031 | 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 | 1 | 5 | 1 | 4 | 2 | 3 | 6 | 2 | 1 | 1 | 0 | 2 |
| Fairly confident | 10 | 18 | 5 | 8 | 7 | 16 | 9 | 9 | 8 | 10 | 16 | 10 | 11 |
| TOTAL CONFIDENT | 13 | 19 | 10 | 9 | 11 | 18 | 12 | 15 | 10 | 11 | 17 | 10 | 13 |
| Not very confident | 38 | 35 | 38 | 36 | 45 | 34 | 39 | 41 | 36 | 42 | 37 | 35 | 30 |
| Not at all confident | 33 | 24 | 32 | 37 | 24 | 32 | 35 | 30 | 37 | 35 | 31 | 37 | 49 |
| TOTAL NOT CONFIDENT | 71 | 59 | 70 | 73 | 69 | 66 | 74 | 71 | 73 | 77 | 68 | 72 | 79 |
| Don't know | 17 | 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 | 0 | 2 | 2 | 1 | 2 | 0 | 3 | 1 | 1 | 0 | 2 | 0 |
| Fairly likely | 3 | 1 | 1 | 2 | 0 | 9 | 2 | 5 | 1 | 3 | 0 | 2 | 2 |
| TOTAL LIKELY | 4 | 1 | 3 | 4 | 1 | 11 | 2 | 8 | 2 | 4 | 0 | 4 | 2 |
| Fairly unlikely | 5 | 4 | 8 | 4 | 6 | 5 | 5 | 9 | 4 | 3 | 6 | 3 | 17 |
| Very unlikely | 88 | 92 | 83 | 91 | 91 | 80 | 90 | 81 | 93 | 90 | 90 | 90 | 82 |
| TOTAL UNLIKELY | 93 | 96 | 91 | 95 | 97 | 85 | 95 | 90 | 97 | 93 | 96 | 93 | 99 |
| Don't know | 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 | 1 | 3 | 10 | 3 | 11 | 5 | 9 | 2 | 3 | 5 | 3 | 6 |
| Fairly likely | 16 | 18 | 14 | 14 | 22 | 18 | 17 | 15 | 12 | 17 | 15 | 17 | 12 |
| TOTAL LIKELY | 21 | 19 | 17 | 24 | 25 | 29 | 22 | 24 | 14 | 20 | 20 | 20 | 18 |
| Fairly unlikely | 16 | 28 | 13 | 15 | 20 | 15 | 17 | 22 | 10 | 15 | 16 | 17 | 13 |
| Very unlikely | 55 | 42 | 55 | 57 | 47 | 48 | 49 | 50 | 68 | 61 | 57 | 57 | 64 |
| TOTAL UNLIKELY | 71 | 70 | 68 | 72 | 67 | 63 | 66 | 72 | 78 | 76 | 73 | 74 | 77 |
| Don't know | 8 | 11 | 15 | 5 | 9 | 9 | 12 | 5 | 7 | 4 | 7 | 6 | 4 |

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

| | 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 | Parent to a child young than primary school |
|--------------------------|--|--|-------------|----------------------------|--------------------------------|--|-------------------------------|---|
| Weighted Sample | 2031 | 731 | 1045 | 751 | 758 | 33 | 34 | 151 |
| Unweighted Sample | 2031 | 806 | 1091 | 783 | 797 | 32 | 31 | 152 |
| % | % | % | % | % | % | % | % | % |

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 | 3 |
| Fairly confident | 10 | 12 | 9 | 11 | 11 | 11 | 21 | 19 | 10 |
| TOTAL CONFIDENT | 13 | 16 | 10 | 13 | 13 | 14 | 38 | 28 | 13 |
| Not very confident | 38 | 35 | 41 | 41 | 41 | 41 | 29 | 36 | 32 |
| Not at all confident | 33 | 33 | 33 | 31 | 31 | 30 | 23 | 22 | 41 |
| TOTAL NOT CONFIDENT | 71 | 68 | 74 | 72 | 72 | 71 | 52 | 58 | 73 |
| Don't know | 17 | 17 | 16 | 15 | 15 | 15 | 10 | 14 | 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 | 2 |
| Fairly likely | 3 | 3 | 1 | 3 | 3 | 3 | 18 | 18 | 2 |
| TOTAL LIKELY | 4 | 5 | 1 | 4 | 4 | 4 | 28 | 23 | 4 |
| Fairly unlikely | 5 | 8 | 4 | 5 | 6 | 5 | 8 | 11 | 5 |
| Very unlikely | 88 | 84 | 93 | 88 | 87 | 89 | 60 | 63 | 90 |
| TOTAL UNLIKELY | 93 | 92 | 97 | 93 | 93 | 94 | 68 | 74 | 95 |
| Don't know | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 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 | 6 | 3 | 5 | 5 | 4 | 19 | 9 | 5 |
| Fairly likely | 16 | 22 | 13 | 16 | 16 | 15 | 28 | 21 | 10 |
| TOTAL LIKELY | 21 | 28 | 16 | 21 | 21 | 19 | 47 | 30 | 15 |
| Fairly unlikely | 16 | 17 | 16 | 16 | 15 | 16 | 23 | 30 | 19 |
| Very unlikely | 55 | 46 | 61 | 55 | 56 | 57 | 27 | 37 | 59 |
| TOTAL UNLIKELY | 71 | 63 | 77 | 71 | 71 | 73 | 50 | 67 | 78 |
| Don't know | 8 | 9 | 8 | 8 | 8 | 8 | 4 | 4 | 7 |

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

| | Total | 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 | 252 | 199 | 95 | 593 | 413 | 561 |
| Unweighted Sample | 2031 | 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 | 5 | 8 | 1 | 5 | 1 |
| Fairly confident | 10 | 15 | 12 | 14 | 10 | 13 | 10 |
| TOTAL CONFIDENT | 13 | 18 | 17 | 22 | 11 | 18 | 11 |
| Not very confident | 38 | 37 | 37 | 27 | 44 | 42 | 38 |
| Not at all confident | 33 | 30 | 30 | 29 | 30 | 27 | 35 |
| TOTAL NOT CONFIDENT | 71 | 67 | 67 | 56 | 74 | 69 | 73 |
| Don't know | 17 | 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 | 3 | 3 | 0 | 2 | 0 |
| Fairly likely | 3 | 7 | 6 | 9 | 1 | 5 | 1 |
| TOTAL LIKELY | 4 | 9 | 9 | 12 | 1 | 7 | 1 |
| Fairly unlikely | 5 | 10 | 12 | 4 | 4 | 10 | 3 |
| Very unlikely | 88 | 79 | 76 | 78 | 92 | 79 | 95 |
| TOTAL UNLIKELY | 93 | 89 | 88 | 82 | 96 | 89 | 98 |
| Don't know | 3 | 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 | 6 | 7 | 11 | 4 | 8 | 3 |
| Fairly likely | 16 | 20 | 32 | 20 | 14 | 24 | 11 |
| TOTAL LIKELY | 21 | 26 | 39 | 31 | 18 | 32 | 14 |
| Fairly unlikely | 16 | 18 | 18 | 12 | 16 | 18 | 15 |
| Very unlikely | 55 | 51 | 34 | 46 | 59 | 43 | 64 |
| TOTAL UNLIKELY | 71 | 69 | 52 | 58 | 75 | 61 | 79 |
| Don't know | 8 | 5 | 9 | 11 | 8 | 8 | 7 |