

YouGov / NSPCC Survey Results

Sample Size: 3593 adults in GB who agreed to answer questions about children's online safety
Fieldwork: 29th April - 1st May 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					Parent Status	
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	Has a daughter aged 4-11	Has a daughter aged 12-17	
Weighted Sample	3593	647	923	331	388	1261	1283	1739	1854	377	1484	887	844	2048	1545	3108	172	313	852	589	435	1232	249	198	
Unweighted Sample	3593	580	1022	381	404	1508	1305	1541	2052	219	1428	951	995	2226	1367	3074	193	326	850	584	365	1275	255	205	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Parents of daughters age 4-17																								
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	Has a daughter aged 4-11	Has a daughter aged 12-17	
Weighted Sample	422	54	121	41	52	170	153	214	207	2	340	70	9	267	155	374	18	30	104	83	43	144	249	198	
Unweighted Sample	431	48	139	50	47	197	147	188	243	3	348	68	12	293	138	375	21	35	103	84	41	147	255	205	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how worried, if at all, are you about the experiences your daughter(s) has online?

[Asked only to those who are a parent/guardian of a daughter age 4-17; n=431]

Very worried	12	8	17	10	14	12	12	9	16	25	13	7	21	9	18	13	0	4	16	9	10	14	12	14
Quite worried	40	44	39	29	50	38	47	42	37	49	39	41	29	42	35	40	46	35	42	47	45	32	36	48
TOTAL WORRIED	52	52	56	39	64	50	59	51	53	74	52	48	50	51	53	53	46	39	58	56	55	46	48	62
Not very worried	28	34	27	31	12	29	23	31	24	26	27	29	33	29	25	28	15	32	20	29	32	32	24	29
Not at all worried	6	3	1	9	9	5	6	7	4	0	5	11	0	4	9	5	20	1	9	3	0	5	4	7
TOTAL NOT WORRIED	34	37	28	40	21	34	29	38	28	26	32	40	33	33	34	33	35	33	29	32	32	37	28	36
Don't know	1	5	0	2	0	0	2	0	3	0	1	4	9	1	2	2	0	0	3	0	0	2	1	1
Not applicable – my daughter is not online	14	5	16	19	14	15	11	10	17	0	15	7	8	15	11	12	19	28	10	11	13	14	22	1

Which of the following, if any, do you think are the main risks to your daughter(s) online? Please select up to three.

[Asked only to those who are a parent/guardian of a daughter age 4-17; n=431]

Being contacted by strangers	41	46	38	55	44	44	40	43	39	26	41	39	43	44	35	41	41	41	38	43	39	42	38	44
Online grooming	40	39	41	26	50	34	48	40	40	49	42	33	35	37	45	41	31	32	43	44	39	38	39	44
Bullying from other children	37	34	34	41	41	37	44	34	40	25	37	37	40	38	35	37	45	30	36	40	28	39	36	39
Sexual abuse or harassment	36	31	40	28	30	35	36	39	34	25	38	33	24	33	43	38	15	30	46	30	25	40	30	47
Being exposed to illegal content	25	23	29	30	17	31	14	24	26	75	24	24	30	23	28	25	24	20	25	22	38	23	25	25
Being asked to share personal information	21	36	16	21	19	21	22	25	17	75	17	38	27	21	22	20	21	35	19	20	31	18	20	27
Viewing misogynistic content	12	12	16	14	12	12	8	13	11	25	11	18	0	13	10	12	8	11	13	12	20	9	9	15
Being a victim of fraud	10	11	10	8	6	10	9	11	8	0	9	11	19	8	13	10	4	3	7	12	13	11	6	14
Livestreaming to strangers	7	4	5	11	18	5	12	9	4	0	6	13	8	6	8	7	0	13	9	5	7	6	4	10
Shopping/spending money being too easy	6	5	6	1	8	8	6	6	6	0	6	9	0	7	5	7	2	0	13	7	8	2	4	9
Other	1	0	2	1	0	2	1	0	1	0	1	1	0	1	1	1	0	5	0	1	1	1	1	1
Not applicable – I don't think there are any risks to my daughter being online	2	1	1	0	0	2	3	3	2	0	2	3	0	1	4	2	3	0	3	2	5	2	2	2
Not applicable – my daughter is not online	12	3	15	15	13	12	10	9	15	0	14	5	8	13	10	11	27	15	8	10	10	14	20	0
Don't know	3	5	2	2	5	2	4	2	3	0	3	2	11	3	3	3	5	3	1	4	0	4	3	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
All GB adults	3593	647	923	331	388	1261	1283	1739	1854	377	1484	887	844	2048	1545	3108	172	313	852	589	435	1232	249	198
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to protecting girls under the age of 18 on their apps, do you think social media platforms are doing too much, too little or about the right amount?

Too much	1	1	2	1	0	0	1	1	0	3	1	0	0	1	0	1	0	1	0	0	0	4	0	1	1
Too little	86	86	88	90	86	90	86	82	90	80	85	86	91	86	86	86	86	86	87	88	79	87	81	80	
About the right amount	5	7	4	4	5	3	5	7	3	11	5	4	3	5	5	5	2	3	4	3	10	5	6	5	
Don't know	8	7	6	6	9	7	8	9	7	6	10	9	6	8	9	8	11	10	9	8	8	7	11	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.