

YouGov / Online Safety Network Survey Results

Sample size: 2181 adults in the UK

Fieldwork: 14th - 15th October 2026

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
	2181	380	542	196	229	118	772	776	1053	1128	229	896	541	515	737	489	652
	2181	364	587	198	235	117	856	778	943	1238	168	740	667	606	859	473	521
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think social media platforms are currently doing too much, too little, or about the right amount when it comes to introducing measures related to the safety of their users?

Too much	3	5	1	1	8	1	1	4	4	2	6	3	2	4	3	2	4
About the right amount	14	18	10	7	23	9	9	15	16	13	26	16	12	9	12	14	16
Too little	70	64	82	85	50	79	80	66	69	71	58	68	72	74	76	70	64
Don't know	13	14	8	7	20	10	10	15	11	14	10	13	14	13	9	14	16

Would you support or oppose the Government introducing stricter online safety rules for tech companies?

Strongly support	42	42	52	51	25	54	52	41	39	46	30	39	48	48	46	46	36
Tend to support	37	42	34	42	34	28	37	36	35	39	35	40	34	37	39	35	41
TOTAL SUPPORT	79	84	86	93	59	82	89	77	74	85	65	79	82	85	85	81	77
Tend to oppose	7	8	4	1	13	6	4	9	11	4	14	7	6	6	6	6	7
Strongly oppose	5	4	2	1	14	4	2	6	8	2	11	6	4	2	4	5	5
TOTAL OPPOSE	12	12	6	2	27	10	6	15	19	6	25	13	10	8	10	11	12
Don't know	8	4	8	5	13	9	5	9	8	9	9	9	8	7	5	8	10

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	Country					Region in England			
	Total	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
Weighted Sample	2181	1825	113	181	61	502	347	251	726
Unweighted Sample	2181	1779	129	215	58	516	357	165	741
	%	%	%	%	%	%	%	%	%

Do you think social media platforms are currently doing too much, too little, or about the right amount when it comes to introducing measures related to the safety of their users?

Too much	3	3	4	3	1	4	4	2	3
About the right amount	14	14	17	13	9	13	18	14	14
Too little	70	70	64	73	72	70	65	74	70
Don't know	13	13	14	11	18	14	13	10	12

Would you support or oppose the Government introducing stricter online safety rules for tech companies?

Strongly support	42	42	40	50	43	43	36	44	42
Tend to support	37	37	39	35	36	37	38	37	37
TOTAL SUPPORT	79	79	79	85	79	80	74	81	79
Tend to oppose	7	7	9	6	10	6	8	6	8
Strongly oppose	5	5	6	3	3	6	5	5	6
TOTAL OPPOSE	12	12	15	9	13	12	13	11	14
Don't know	8	9	5	6	8	9	12	8	7

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

If a social media company does not comply with UK online safety laws, how quickly, if at all, do you think the regulator should take enforcement action against it?

Within 24 hours	43	45	41	43	43	44	44	47	38	48	30	37	48	55	42	47	43
Within a few days	18	17	21	25	10	21	20	16	18	18	19	18	16	19	20	18	17
Within a week	13	16	13	13	11	14	13	12	14	11	13	14	13	9	13	12	12
Within a month	10	9	13	12	8	12	12	9	11	9	12	11	10	8	11	9	11
Within 6 months	3	3	4	1	2	1	2	2	3	2	5	4	2	1	4	3	2
Longer than 6 months	1	0	1	2	1	0	1	0	1	0	1	1	0	0	1	0	0
No action should be taken	4	2	1	0	10	0	1	4	6	1	11	3	4	1	3	2	4
Don't know	9	8	7	3	15	8	7	10	9	9	8	13	6	6	7	9	11

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	%	%	%	%	%	%	%	%	%

If a social media company does not comply with UK online safety laws, how quickly, if at all, do you think the regulator should take enforcement action against it?

Within 24 hours	43	43	47	46	44	46	40	35	44
Within a few days	18	18	15	15	17	15	19	17	20
Within a week	13	13	10	13	15	11	13	17	12
Within a month	10	10	9	13	9	10	10	13	9
Within 6 months	3	3	4	3	0	3	4	7	1
Longer than 6 months	1	1	1	0	1	0	0	1	1
No action should be taken	4	4	4	3	6	5	3	2	3
Don't know	9	9	11	7	7	9	11	7	9

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

How confident, if at all, are you that the laws designed to keep people safe online in the UK are being properly enforced?

Very confident	1	1	0	0	0	0	1	0	1	1	2	1	1	0	1	0	1
Fairly confident	9	8	9	8	9	6	8	7	10	9	19	11	7	5	9	8	12
TOTAL CONFIDENT	10	9	9	8	9	6	9	7	11	10	21	12	8	5	10	8	13
Not very confident	44	50	46	45	40	43	47	43	43	45	42	43	44	47	45	44	44
Not at all confident	34	32	35	40	38	38	35	38	34	35	25	31	39	39	37	39	28
TOTAL NOT CONFIDENT	78	82	81	85	78	81	82	81	77	80	67	74	83	86	82	83	72
Don't know	11	8	10	8	12	13	9	11	13	10	12	13	10	9	9	9	16

*This survey was carried out online. The figures have been weighted and are representative of all adults in UK (aged 18+).

*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.

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	%	%	%	%	%	%	%	%	%

How confident, if at all, are you that the laws designed to keep people safe online in the UK are being properly enforced?

Very confident	1	1	1	0	1	2	0	1	0
Fairly confident	9	9	9	10	13	9	9	10	10
TOTAL CONFIDENT	10	10	10	10	14	11	9	11	10
Not very confident	44	45	39	39	37	40	43	54	47
Not at all confident	34	33	37	43	43	37	35	26	32
TOTAL NOT CONFIDENT	78	78	76	82	80	77	78	80	79
Don't know	11	12	14	8	7	12	13	10	11

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