

Headland Consultancy

Parents, online safety

Fieldwork Dates: 26th October - 2nd November 2022



Total	Country		Age					Gender	
	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

CHT_q1. How many children aged 13 to 17 do you have?

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
1	75%	74%	75%	-	67%	75%	73%	79%	75%	75%
2	22%	20%	23%	-	22%	20%	24%	18%	21%	22%
3	3%	4%	2%	-	5%	4%	2%	2%	3%	3%
4	1%	1%	0%	-	2%	1%	0%	0%	1%	0%
5+	0%	0%	0%	-	2%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	-	1%	0%	0%	0%	0%	0%

CHT_q2. Thinking about your child aged 13 to 17 whose birthday is next...

What gender does this child identify as?

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Male	54%	56%	52%	-	60%	58%	52%	49%	57%	51%
Female	44%	43%	46%	-	39%	40%	46%	49%	41%	47%
Non-binary	1%	1%	2%	-	0%	1%	2%	1%	1%	2%
Other	0%	0%	0%	-	-	0%	0%	0%	0%	0%
Prefer not to say	1%	0%	1%	-	1%	0%	1%	0%	1%	0%

CHT_q3. Still thinking about your child aged 13 to 17 whose birthday is next...

How old is this child?

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
13	18%	18%	18%	-	36%	23%	15%	11%	18%	17%
14	20%	20%	20%	-	23%	27%	19%	12%	22%	18%
15	22%	22%	21%	-	24%	21%	21%	24%	21%	22%
16	20%	20%	20%	-	11%	17%	23%	22%	19%	21%
17	20%	20%	20%	-	5%	12%	23%	31%	19%	21%

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CHT_q4. Which, if any, of the following online and social media platforms do you currently have accounts on? (Please select all that apply. If any of your answer(s) do not show in the list below, please type them in the "Other" box)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
TikTok	35%	38%	31%	-	61%	44%	29%	26%	30%	40%
Instagram	58%	59%	56%	-	72%	63%	57%	47%	50%	65%
Facebook	73%	77%	69%	-	81%	76%	70%	71%	69%	76%
Twitter	45%	44%	45%	-	52%	45%	45%	41%	48%	42%
YouTube	58%	63%	53%	-	71%	61%	55%	56%	61%	55%
Snapchat	29%	31%	28%	-	44%	36%	28%	17%	23%	35%
BeReal	5%	4%	5%	-	9%	5%	5%	1%	4%	5%
Twitch	9%	12%	6%	-	25%	13%	6%	4%	12%	6%
Pinterest	28%	33%	23%	-	37%	28%	28%	25%	16%	38%
Reddit	13%	18%	8%	-	30%	14%	11%	10%	15%	11%
Telegram	12%	19%	5%	-	44%	19%	6%	5%	17%	8%
Tumblr	5%	7%	2%	-	19%	5%	3%	4%	6%	4%
Other	5%	5%	6%	-	1%	3%	7%	8%	7%	4%
Don't know	2%	2%	3%	-	1%	2%	2%	4%	3%	2%

CHT_q5. Thinking about when you have joined the online and social media platforms previously listed (e.g. TikTok, Instagram, Facebook, Twitter, YouTube, etc.)...

In general, which, if any, of the following are important reasons to you for creating online and social media platform accounts? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed with online platform accounts	3925	1973	1952	-	208	1255	1724	738	1893	2032
For my own use/ enjoyment	63%	61%	64%	-	57%	61%	65%	62%	59%	66%
To keep in touch with friends/ family	65%	66%	64%	-	56%	65%	65%	65%	57%	72%
To pursue an interest or hobby	31%	30%	31%	-	35%	32%	29%	30%	33%	28%
To better understand what goes on in an app that's used by my child(ren)	21%	25%	17%	-	41%	24%	19%	15%	19%	23%
Because my child(ren) encouraged me to	11%	14%	7%	-	25%	14%	8%	8%	11%	11%
For business or professional purposes	21%	24%	18%	-	33%	22%	20%	18%	25%	17%
To monitor my child(ren)'s own use	20%	23%	16%	-	29%	24%	17%	14%	16%	23%
To post updates on my life	22%	28%	15%	-	40%	27%	18%	18%	21%	23%
Other	3%	2%	3%	-	0%	1%	3%	6%	4%	2%
Don't know	3%	2%	3%	-	1%	2%	3%	3%	3%	2%

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CHT_q6. Now thinking about your child aged [child age].

Which, if any, of the following online and social media platforms does your child have an account on? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
TikTok	52%	47%	57%	-	58%	51%	53%	49%	46%	58%
Instagram	57%	54%	60%	-	61%	58%	58%	52%	51%	62%
Facebook	41%	48%	34%	-	66%	49%	34%	36%	41%	41%
Twitter	20%	23%	17%	-	38%	21%	18%	18%	21%	19%
YouTube	51%	51%	50%	-	64%	52%	49%	47%	47%	54%
Snapchat	50%	43%	57%	-	46%	47%	55%	46%	42%	57%
Be Real	9%	6%	11%	-	11%	8%	11%	4%	7%	11%
Twitch	12%	13%	10%	-	22%	14%	10%	7%	12%	11%
Pinterest	14%	14%	13%	-	21%	14%	15%	11%	11%	17%
Reddit	8%	11%	5%	-	23%	9%	7%	6%	8%	8%
Telegram	6%	12%	1%	-	37%	11%	2%	1%	9%	4%
Tumblr	3%	5%	1%	-	17%	4%	2%	2%	4%	3%
Other	3%	2%	3%	-	0%	1%	4%	4%	2%	3%
Don't know	4%	3%	5%	-	1%	2%	4%	7%	6%	2%
Not applicable - my child does not use any online and social media platforms	9%	9%	8%	-	6%	7%	9%	11%	9%	8%

CHT_q7. Online and social media platforms like TikTok, Instagram, Snapchat and Facebook have a minimum age requirement.

What do you think the minimum age requirement for setting up an account on these platforms is in \$country?

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Under 10	1%	1%	0%	-	5%	1%	1%	1%	1%	0%
10+	4%	7%	1%	-	6%	8%	1%	2%	6%	2%
11+	1%	1%	1%	-	2%	2%	1%	1%	2%	1%
12+	9%	10%	8%	-	7%	10%	9%	9%	10%	9%
13+	38%	30%	46%	-	32%	40%	40%	32%	31%	45%
14+	11%	9%	13%	-	10%	10%	12%	10%	11%	11%
15+	6%	9%	4%	-	12%	7%	5%	6%	6%	6%
16+	13%	10%	16%	-	10%	10%	14%	16%	13%	13%
17+	1%	2%	0%	-	2%	1%	1%	1%	1%	1%
18+	5%	8%	2%	-	8%	5%	5%	7%	6%	5%
Don't know	10%	12%	8%	-	4%	7%	11%	16%	13%	8%

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CHT_q16. In general, which ONE, if any, of the following do you think currently has the biggest responsibility to talk to children about online safety? (Please select the option that BEST applies)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Parents	80%	78%	81%	-	57%	72%	86%	84%	75%	84%
Teachers	4%	3%	5%	-	2%	5%	4%	4%	5%	3%
Tutors/ extra-curricular teachers	1%	2%	1%	-	6%	1%	0%	1%	2%	1%
Older siblings/ family members	2%	2%	2%	-	5%	3%	1%	2%	3%	2%
Friends	3%	6%	1%	-	13%	6%	1%	1%	5%	2%
Social media platforms	7%	7%	7%	-	15%	9%	6%	4%	8%	6%
Other	0%	0%	1%	-	-	0%	1%	1%	0%	1%
Don't know	1%	1%	1%	-	0%	1%	1%	1%	1%	1%
Not applicable - I do not think anyone in particular is responsible for this	1%	1%	2%	-	-	2%	1%	3%	1%	2%

CHT_q8. Still thinking about your child aged [child age].

On average, how often, if at all, do you tend to talk to your child about their use of online and social media platforms generally?

Base: Parents of children aged 13 to 17 surveyed whose child uses online platforms	3678	1829	1849	-	198	1183	1609	688	1776	1902
Multiple times a day	8%	11%	5%	-	32%	10%	5%	3%	9%	7%
Daily	15%	19%	12%	-	24%	19%	11%	15%	14%	16%
Weekly	33%	33%	33%	-	26%	38%	31%	32%	34%	32%
Monthly	17%	15%	19%	-	8%	13%	21%	16%	15%	19%
Every few months	13%	10%	16%	-	3%	9%	17%	14%	12%	14%
Less frequently	9%	7%	10%	-	6%	6%	10%	12%	10%	8%
Never	2%	2%	2%	-	1%	2%	2%	3%	3%	2%
Don't know	2%	2%	2%	-	1%	2%	2%	3%	2%	2%
Net: Daily or more	23%	30%	16%	-	57%	29%	16%	19%	23%	23%
Net: Weekly or more	56%	63%	50%	-	82%	67%	48%	51%	58%	55%
Net: Monthly or more	73%	78%	69%	-	90%	80%	69%	67%	73%	74%
Net: Ever	95%	96%	95%	-	98%	96%	96%	93%	95%	96%

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CHT_q10. Still thinking about your child aged [child age].

On average, how often, if at all, does your child tend to talk to you about their experience(s) of being online and how it makes them feel about their wellbeing?

Base: Parents of children aged 13 to 17 surveyed whose child uses online platforms	3678	1829	1849	-	198	1183	1609	688	1776	1902
Multiple times a day	6%	9%	3%	-	29%	8%	3%	4%	6%	6%
Daily	15%	20%	10%	-	28%	19%	11%	14%	16%	14%
Weekly	26%	27%	25%	-	16%	30%	24%	26%	27%	25%
Monthly	12%	10%	13%	-	7%	11%	13%	10%	11%	12%
Every few months	9%	8%	11%	-	3%	8%	12%	9%	9%	10%
Less frequently	18%	14%	22%	-	9%	14%	22%	20%	17%	19%
Never	11%	9%	13%	-	7%	8%	13%	13%	11%	11%
Don't know	3%	2%	4%	-	2%	3%	3%	4%	2%	4%
Net: Daily or more	21%	29%	13%	-	58%	27%	14%	17%	22%	20%
Net: Weekly or more	47%	56%	38%	-	74%	57%	37%	44%	49%	45%
Net: Monthly or more	58%	66%	50%	-	81%	68%	50%	54%	61%	56%
Net: Ever	86%	89%	83%	-	92%	89%	84%	83%	86%	85%

CHT_q11. Still thinking about your child aged [child age].

How confident, if at all, would you feel talking to your child about their social media use, in general?

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Very confident	56%	61%	51%	-	65%	55%	55%	57%	51%	60%
Fairly confident	37%	33%	41%	-	29%	37%	38%	36%	40%	33%
Not very confident	5%	4%	6%	-	4%	4%	6%	5%	5%	5%
Not at all confident	1%	2%	1%	-	1%	2%	1%	1%	2%	1%
Don't know	1%	1%	1%	-	1%	2%	1%	1%	1%	1%
Net: Confident	93%	94%	92%	-	94%	92%	93%	93%	92%	93%
Net: Not confident	6%	5%	7%	-	5%	6%	6%	6%	7%	5%

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Still thinking about talking to your child aged [child age].

How confident, if at all, would you feel speaking to them about each of the following online topics? (Please select one option on each row)

CHT_q12_1. Misinformation

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Very confident	64%	65%	63%	-	55%	55%	68%	72%	60%	68%
Fairly confident	27%	23%	31%	-	30%	29%	26%	24%	28%	26%
Not very confident	5%	6%	4%	-	9%	9%	3%	1%	6%	4%
Not at all confident	2%	2%	1%	-	1%	3%	1%	1%	2%	1%
Don't know	2%	2%	1%	-	4%	2%	1%	1%	2%	1%
Prefer not to say	1%	1%	0%	-	0%	2%	0%	1%	1%	0%
Net: Confident	91%	89%	94%	-	86%	84%	95%	96%	89%	94%
Net: Not confident	6%	8%	5%	-	10%	12%	4%	2%	8%	5%

CHT_q12_2. Body image

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Very confident	56%	59%	52%	-	58%	51%	56%	61%	47%	64%
Fairly confident	32%	28%	37%	-	27%	33%	34%	30%	37%	28%
Not very confident	8%	7%	8%	-	9%	9%	7%	5%	11%	4%
Not at all confident	2%	3%	1%	-	3%	4%	1%	2%	3%	1%
Don't know	2%	2%	2%	-	4%	2%	1%	2%	1%	2%
Prefer not to say	1%	1%	0%	-	-	2%	0%	0%	1%	0%
Net: Confident	88%	87%	89%	-	85%	84%	90%	91%	83%	92%
Net: Not confident	10%	10%	10%	-	11%	13%	8%	7%	14%	6%

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CHT_q12_3. Online challenges that are risky (i.e. people recording themselves performing an action, reading comments, and speaking to friends about it)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Very confident	61%	63%	59%	-	58%	56%	63%	64%	55%	67%
Fairly confident	30%	26%	33%	-	30%	30%	30%	29%	33%	27%
Not very confident	5%	5%	5%	-	8%	8%	4%	3%	7%	4%
Not at all confident	2%	3%	1%	-	2%	3%	1%	1%	3%	1%
Don't know	2%	2%	2%	-	3%	1%	1%	2%	2%	1%
Prefer not to say	1%	1%	0%	-	-	2%	0%	0%	1%	0%
Net: Confident	91%	89%	92%	-	87%	86%	93%	93%	87%	93%
Net: Not confident	7%	8%	6%	-	10%	11%	5%	4%	9%	5%

CHT_q12_4. Graphic/ violent content

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Very confident	61%	64%	58%	-	56%	56%	63%	67%	55%	67%
Fairly confident	29%	24%	34%	-	29%	30%	30%	26%	33%	26%
Not very confident	5%	6%	5%	-	10%	8%	4%	4%	7%	4%
Not at all confident	2%	3%	1%	-	3%	4%	1%	2%	3%	1%
Don't know	2%	2%	1%	-	3%	2%	1%	1%	2%	1%
Prefer not to say	1%	1%	0%	-	-	1%	0%	1%	1%	0%
Net: Confident	90%	88%	92%	-	84%	85%	93%	93%	88%	93%
Net: Not confident	7%	9%	6%	-	12%	11%	5%	5%	9%	6%

CHT_q12_5. Bullying/ harassment

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Very confident	62%	64%	61%	-	58%	55%	65%	69%	55%	69%
Fairly confident	29%	25%	34%	-	28%	30%	30%	26%	33%	25%
Not very confident	5%	6%	4%	-	8%	8%	3%	3%	7%	3%
Not at all confident	2%	3%	1%	-	4%	4%	1%	1%	3%	1%
Don't know	1%	2%	1%	-	2%	2%	1%	1%	1%	1%
Prefer not to say	1%	1%	0%	-	0%	2%	0%	0%	1%	0%
Net: Confident	91%	88%	94%	-	86%	85%	95%	95%	88%	94%
Net: Not confident	7%	9%	5%	-	12%	12%	4%	4%	10%	4%

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CHT_q12_6. Sex/ sexual content (including sexting)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Very confident	51%	56%	46%	-	50%	47%	53%	56%	44%	58%
Fairly confident	33%	28%	38%	-	30%	32%	34%	33%	35%	31%
Not very confident	10%	9%	11%	-	11%	13%	9%	7%	13%	7%
Not at all confident	3%	4%	3%	-	5%	5%	2%	2%	4%	2%
Don't know	1%	2%	1%	-	3%	1%	1%	2%	2%	1%
Prefer not to say	1%	1%	0%	-	-	2%	1%	1%	1%	0%
Net: Confident	84%	84%	84%	-	80%	79%	87%	88%	79%	89%
Net: Not confident	14%	13%	14%	-	17%	18%	12%	10%	18%	10%

CHT_q12_7. Screen time (i.e. amount of time spent on our phones and/ or online)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Very confident	61%	62%	60%	-	59%	55%	65%	63%	55%	67%
Fairly confident	29%	26%	32%	-	27%	32%	28%	30%	33%	26%
Not very confident	6%	7%	5%	-	10%	8%	5%	4%	7%	5%
Not at all confident	2%	3%	1%	-	2%	3%	1%	2%	3%	1%
Don't know	1%	1%	1%	-	3%	1%	1%	1%	1%	1%
Prefer not to say	1%	1%	0%	-	0%	2%	1%	0%	1%	0%
Net: Confident	90%	88%	92%	-	85%	86%	92%	93%	88%	93%
Net: Not confident	8%	9%	6%	-	11%	11%	6%	6%	10%	6%

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CHT_q12_8. Scams/ fraud

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Very confident	67%	67%	66%	-	57%	58%	70%	76%	63%	70%
Fairly confident	25%	22%	29%	-	28%	28%	25%	20%	26%	25%
Not very confident	4%	5%	3%	-	10%	6%	3%	1%	5%	3%
Not at all confident	2%	3%	1%	-	3%	4%	1%	1%	3%	1%
Don't know	1%	1%	1%	-	3%	2%	1%	1%	1%	1%
Prefer not to say	1%	1%	0%	-	-	2%	0%	0%	1%	0%
Net: Confident	92%	89%	95%	-	84%	87%	95%	96%	89%	95%
Net: Not confident	6%	8%	4%	-	13%	10%	4%	2%	8%	4%

CHT_q13. Thinking about speaking to your child aged \$CHTq3 about online safety...

Which, if any, of the following online topics do you discuss with your child often? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Fake news	55%	49%	60%	-	48%	51%	58%	56%	51%	58%
Body image	37%	36%	39%	-	43%	41%	37%	31%	30%	44%
Online challenges that are risky (i.e. people recording themselves performing an action, reading comments, and speaking to friends about it)	47%	49%	45%	-	58%	48%	47%	45%	42%	53%
Graphic/ violent content	37%	38%	35%	-	36%	38%	36%	37%	32%	41%
Bullying/ harassment	53%	52%	54%	-	52%	54%	54%	50%	46%	60%
Sex/ sexual content (including sexting)	45%	48%	42%	-	52%	46%	44%	45%	38%	52%
Screen time (i.e. amount of time spent on our phones and/ or online)	57%	52%	61%	-	50%	53%	61%	55%	53%	60%
Scams/ fraud	56%	54%	59%	-	45%	50%	60%	61%	52%	61%
Other	2%	2%	2%	-	-	1%	2%	3%	2%	2%
Don't know	3%	2%	3%	-	1%	3%	3%	2%	3%	3%
Not applicable - I do not discuss any topics about online safety with my child aged [child age]	4%	4%	4%	-	1%	5%	3%	5%	6%	2%
Prefer not to say	2%	2%	2%	-	0%	2%	1%	2%	2%	1%

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Total	Country		Age					Gender	
	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

Thinking about speaking to your child aged [child age].

Which ONE, if any, of the following BEST describes how you feel about discussing each of these topics with them? (Please select one option on each row)

CHT_q14_1. Misinformation

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
I feel comfortable discussing this	88%	82%	94%	-	70%	80%	93%	94%	84%	92%
I don't feel comfortable discussing this, but I still would	6%	8%	3%	-	15%	10%	4%	2%	8%	4%
I would avoid discussing this	3%	5%	1%	-	9%	5%	1%	1%	4%	1%
Don't know	2%	3%	2%	-	5%	3%	2%	2%	3%	2%
Prefer not to say	1%	1%	1%	-	1%	2%	1%	1%	2%	1%

CHT_q14_2. Body image

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
I feel comfortable discussing this	79%	78%	81%	-	69%	76%	82%	83%	72%	86%
I don't feel comfortable discussing this, but I still would	14%	14%	15%	-	16%	16%	14%	12%	20%	10%
I would avoid discussing this	3%	4%	2%	-	10%	4%	2%	2%	5%	2%
Don't know	2%	2%	2%	-	4%	2%	1%	2%	2%	2%
Prefer not to say	1%	2%	1%	-	1%	2%	1%	1%	2%	1%

CHT_q14_3. Online challenges, including those that may be risky (i.e. people recording themselves performing an action, reading comments, and speaking to friends about it)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
I feel comfortable discussing this	84%	82%	86%	-	67%	78%	88%	88%	80%	88%
I don't feel comfortable discussing this, but I still would	10%	11%	10%	-	20%	13%	9%	8%	12%	9%
I would avoid discussing this	3%	5%	1%	-	11%	5%	1%	1%	4%	1%
Don't know	2%	2%	2%	-	1%	2%	2%	2%	2%	2%
Prefer not to say	1%	1%	1%	-	1%	2%	1%	0%	2%	0%

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Total	Country		Age					Gender	
	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

CHT_q14_4. Graphic/ violent content

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
I feel comfortable discussing this	83%	81%	85%	-	62%	77%	87%	89%	80%	85%
I don't feel comfortable discussing this, but I still would	11%	11%	12%	-	22%	13%	10%	8%	12%	11%
I would avoid discussing this	3%	5%	1%	-	11%	5%	1%	1%	4%	2%
Don't know	2%	2%	2%	-	2%	3%	1%	2%	2%	2%
Prefer not to say	1%	2%	1%	-	2%	2%	1%	1%	2%	1%

CHT_q14_5. Bullying/ harassment

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
I feel comfortable discussing this	87%	84%	91%	-	69%	82%	91%	92%	82%	92%
I don't feel comfortable discussing this, but I still would	8%	9%	7%	-	12%	11%	6%	6%	11%	5%
I would avoid discussing this	3%	4%	1%	-	15%	4%	1%	1%	4%	1%
Don't know	1%	2%	1%	-	4%	2%	1%	1%	2%	1%
Prefer not to say	1%	1%	1%	-	1%	2%	1%	0%	2%	0%

CHT_q14_6. Sex/ sexual content (including sexting)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
I feel comfortable discussing this	66%	68%	65%	-	55%	63%	68%	72%	61%	71%
I don't feel comfortable discussing this, but I still would	27%	23%	30%	-	30%	26%	28%	24%	30%	24%
I would avoid discussing this	4%	5%	3%	-	11%	6%	2%	2%	6%	2%
Don't know	2%	2%	2%	-	2%	3%	1%	2%	2%	2%
Prefer not to say	1%	2%	1%	-	2%	2%	1%	1%	2%	1%

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Total	Country		Age					Gender	
	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

CHT_q14_7. Screen time (i.e. amount of time spent on our phones and/ or online)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
I feel comfortable discussing this	86%	82%	90%	-	70%	80%	90%	90%	82%	89%
I don't feel comfortable discussing this, but I still would	8%	9%	7%	-	13%	12%	6%	7%	11%	6%
I would avoid discussing this	3%	5%	1%	-	13%	5%	1%	2%	4%	2%
Don't know	2%	2%	1%	-	3%	2%	1%	2%	2%	1%
Prefer not to say	1%	2%	1%	-	1%	2%	1%	1%	1%	1%

CHT_q14_8. Scams/ fraud

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
I feel comfortable discussing this	89%	84%	95%	-	69%	81%	95%	96%	85%	93%
I don't feel comfortable discussing this, but I still would	6%	8%	3%	-	16%	10%	3%	2%	8%	4%
I would avoid discussing this	2%	4%	0%	-	12%	4%	1%	0%	4%	1%
Don't know	2%	2%	1%	-	3%	2%	1%	1%	2%	1%
Prefer not to say	1%	1%	0%	-	0%	2%	1%	0%	1%	0%

CHT_q15a. You previously mentioned that you would avoid discussing misinformation with your child aged [child age].

Which, if any, of the following are your reasons for this? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this	109	99	10	-	18	68	15	8	84	25
I'm not comfortable talking about the subject	22%	21%	30%	-	22%	21%	20%	38%	19%	32%
I don't think I'm knowledgeable enough about the subject	25%	24%	30%	-	33%	26%	20%	-	29%	12%
I don't think it's a problem for my child	24%	23%	30%	-	17%	22%	47%	13%	25%	20%
My child wouldn't want to talk about this with me	30%	31%	20%	-	56%	31%	13%	-	32%	24%
I think this subject is covered in school	34%	35%	20%	-	50%	35%	20%	13%	30%	48%
I'm afraid it would make matters worse	29%	30%	20%	-	39%	28%	20%	38%	30%	28%
Other	2%	2%	-	-	-	-	7%	13%	1%	4%
Don't know	4%	4%	-	-	-	4%	-	13%	4%	4%
Prefer not to say	4%	4%	-	-	-	6%	-	-	5%	-

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Total	Country		Age					Gender	
	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

CHT_q15b. You previously mentioned that you would avoid discussing body image with your child aged [child age].

Which, if any, of the following are your reasons for this?
(Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	126	90	36	-	22	57	29	18	92	34
I'm not comfortable talking about the subject	27%	29%	22%	-	32%	26%	28%	22%	26%	29%
I don't think I'm knowledgeable enough about the subject	32%	27%	44%	-	36%	23%	45%	33%	34%	26%
I don't think it's a problem for my child	29%	23%	42%	-	32%	21%	31%	44%	28%	29%
My child wouldn't want to talk about this with me	44%	41%	50%	-	64%	33%	48%	44%	46%	38%
I think this subject is covered in school	23%	28%	11%	-	32%	28%	14%	11%	21%	29%
I'm afraid it would make matters worse	30%	32%	25%	-	36%	33%	24%	22%	28%	35%
Other	1%	1%	-	-	-	-	-	6%	1%	-
Don't know	3%	3%	3%	-	-	5%	3%	-	4%	-
Prefer not to say	2%	2%	-	-	-	4%	-	-	2%	-

CHT_q15c. You previously mentioned that you would avoid discussing online challenges that may be risky with your child aged [child age].

Which, if any, of the following are your reasons for this?
(Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	108	91	17	-	24	59	16	9	82	26
I'm not comfortable talking about the subject	27%	29%	18%	-	46%	19%	19%	44%	29%	19%
I don't think I'm knowledgeable enough about the subject	27%	27%	24%	-	25%	31%	31%	-	24%	35%
I don't think it's a problem for my child	30%	27%	41%	-	33%	22%	38%	56%	30%	27%
My child wouldn't want to talk about this with me	34%	35%	29%	-	42%	27%	50%	33%	32%	42%
I think this subject is covered in school	30%	31%	24%	-	46%	31%	19%	-	30%	27%
I'm afraid it would make matters worse	28%	27%	29%	-	29%	32%	13%	22%	29%	23%
Other	1%	1%	-	-	-	2%	-	-	-	4%
Don't know	3%	3%	-	-	4%	3%	-	-	4%	-
Prefer not to say	5%	5%	-	-	-	8%	-	-	6%	-

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Total	Country		Age					Gender	
	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

CHT_q15d. You previously mentioned that you would avoid discussing online graphic/ violent content with your child aged [child age].

Which, if any, of the following are your reasons for this?
(Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	110	91	19	-	24	64	16	6	74	36
I'm not comfortable talking about the subject	25%	29%	5%	-	33%	23%	19%	17%	23%	28%
I don't think I'm knowledgeable enough about the subject	31%	31%	32%	-	29%	31%	38%	17%	28%	36%
I don't think it's a problem for my child	30%	30%	32%	-	38%	27%	31%	33%	30%	31%
My child wouldn't want to talk about this with me	35%	34%	42%	-	42%	34%	38%	17%	36%	33%
I think this subject is covered in school	25%	25%	21%	-	42%	20%	19%	17%	27%	19%
I'm afraid it would make matters worse	33%	37%	11%	-	46%	36%	6%	17%	35%	28%
Other	1%	1%	-	-	-	2%	-	-	-	3%
Don't know	2%	1%	5%	-	-	3%	-	-	1%	3%
Prefer not to say	3%	3%	-	-	-	5%	-	-	4%	-

CHT_q15e. You previously mentioned that you would avoid discussing online bullying/ harassment with your child aged [child age].

Which, if any, of the following are your reasons for this?
(Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	101	89	12	-	31	54	9	7	75	26
I'm not comfortable talking about the subject	28%	30%	8%	-	32%	28%	22%	14%	24%	38%
I don't think I'm knowledgeable enough about the subject	29%	30%	17%	-	35%	26%	44%	-	32%	19%
I don't think it's a problem for my child	30%	28%	42%	-	42%	20%	33%	43%	35%	15%
My child wouldn't want to talk about this with me	31%	30%	33%	-	26%	33%	33%	29%	31%	31%
I think this subject is covered in school	35%	36%	25%	-	42%	31%	56%	-	31%	46%
I'm afraid it would make matters worse	35%	35%	33%	-	52%	28%	33%	14%	36%	31%
Other	-	-	-	-	-	-	-	-	-	-
Don't know	1%	1%	-	-	-	2%	-	-	1%	-
Prefer not to say	4%	4%	-	-	-	7%	-	-	5%	-

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Total	Country		Age					Gender	
	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

CHT_q15f. You previously mentioned that you would avoid discussing sex/ sexual online content with your child aged [child age].

Which, if any, of the following are your reasons for this?
(Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	159	106	53	-	24	76	41	18	113	46
I'm not comfortable talking about the subject	38%	31%	53%	-	42%	29%	51%	44%	37%	41%
I don't think I'm knowledgeable enough about the subject	21%	22%	21%	-	25%	24%	20%	11%	19%	28%
I don't think it's a problem for my child	23%	25%	17%	-	21%	29%	12%	22%	23%	22%
My child wouldn't want to talk about this with me	46%	36%	66%	-	38%	37%	61%	61%	44%	50%
I think this subject is covered in school	25%	31%	13%	-	46%	25%	20%	11%	23%	30%
I'm afraid it would make matters worse	26%	33%	13%	-	50%	30%	10%	17%	24%	33%
Other	-	-	-	-	-	-	-	-	-	-
Don't know	1%	1%	-	-	-	1%	-	-	1%	-
Prefer not to say	3%	4%	-	-	-	5%	-	-	4%	-

CHT_q15g. You previously mentioned that you would avoid discussing screen time with your child aged [child age].

Which, if any, of the following are your reasons for this?
(Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	118	99	19	-	27	59	20	12	75	43
I'm not comfortable talking about the subject	28%	29%	21%	-	41%	31%	15%	8%	31%	23%
I don't think I'm knowledgeable enough about the subject	19%	20%	11%	-	33%	15%	15%	8%	23%	12%
I don't think it's a problem for my child	25%	25%	26%	-	30%	22%	35%	17%	31%	16%
My child wouldn't want to talk about this with me	40%	42%	26%	-	48%	34%	40%	50%	40%	40%
I think this subject is covered in school	31%	34%	11%	-	44%	31%	30%	-	29%	33%
I'm afraid it would make matters worse	30%	32%	16%	-	33%	36%	10%	25%	24%	40%
Other	6%	1%	32%	-	-	5%	15%	8%	3%	12%
Don't know	1%	1%	-	-	-	2%	-	-	1%	-
Prefer not to say	1%	1%	-	-	-	2%	-	-	1%	-

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Total	Country		Age					Gender	
	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

CHT_q15h. You previously mentioned that you would avoid discussing online scams/ fraud with your child aged [child age].

Which, if any, of the following are your reasons for this?
(Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	92	84	8	-	25	53	12	2	70	22
I'm not comfortable talking about the subject	32%	32%	25%	-	48%	28%	17%	-	34%	23%
I don't think I'm knowledgeable enough about the subject	34%	32%	50%	-	44%	30%	25%	50%	31%	41%
I don't think it's a problem for my child	25%	24%	38%	-	28%	17%	58%	-	26%	23%
My child wouldn't want to talk about this with me	45%	46%	25%	-	60%	42%	33%	-	46%	41%
I think this subject is covered in school	29%	30%	25%	-	28%	30%	25%	50%	29%	32%
I'm afraid it would make matters worse	27%	29%	13%	-	24%	34%	8%	-	29%	23%
Other	-	-	-	-	-	-	-	-	-	-
Don't know	5%	6%	-	-	-	9%	-	-	6%	5%
Prefer not to say	1%	1%	-	-	-	2%	-	-	1%	-

CHT_q17. In general, how important, if at all, do you think it is that parents spend time using the same online and social media platforms that their children use to better understand or facilitate conversations about it?

Base: Parents of children aged 13 to 17 surveyed

	4023	2019	2004	-	210	1278	1766	769	1956	2067
Very important	36%	44%	29%	-	60%	42%	31%	33%	31%	41%
Fairly important	42%	39%	46%	-	34%	42%	45%	41%	43%	42%
Not very important	13%	10%	16%	-	4%	8%	16%	16%	16%	10%
Not at all important	3%	3%	2%	-	0%	3%	2%	4%	4%	1%
Don't know	6%	5%	6%	-	2%	5%	6%	7%	6%	6%
Net: Important	79%	82%	75%	-	93%	84%	75%	74%	74%	83%
Net: Not important	16%	13%	19%	-	4%	12%	18%	19%	20%	11%

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Total	Country		Age					Gender	
	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

CHT_q18. Thinking about your child aged [child age].

Which, if any, of the following do you think would help you to better understand or facilitate conversations with your child about online and social media platforms? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
If I spent more time using the same online and social media platforms as my child	29%	33%	25%	-	45%	29%	27%	28%	28%	29%
If I had more information about online safety	27%	27%	27%	-	36%	30%	25%	25%	26%	27%
If I had advice from teachers/ schools	14%	15%	14%	-	30%	17%	12%	12%	16%	13%
If I had more control over my child's online accounts	30%	32%	27%	-	46%	34%	27%	24%	29%	30%
If I could engage with similar content online as my child	26%	30%	23%	-	40%	30%	25%	20%	25%	27%
Other	3%	3%	3%	-	0%	2%	3%	5%	3%	3%
Don't know	11%	10%	12%	-	3%	10%	13%	12%	11%	11%
Not applicable - nothing would help me to better understand or facilitate conversations with my child about online and social media platforms	18%	16%	20%	-	7%	16%	20%	21%	18%	18%

CHT_q19. From which, if any, of the following do you currently get advice about social media and/ or your child's use of it? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
Family members in my generation (e.g. siblings)	22%	26%	17%	-	29%	24%	19%	23%	23%	21%
Family members in the older generation (e.g. my parents, grandparents, etc.)	10%	16%	4%	-	25%	15%	6%	9%	12%	9%
Family members in the younger generation	26%	27%	26%	-	30%	22%	26%	32%	24%	29%
My friends	30%	31%	29%	-	28%	30%	30%	29%	27%	32%
Media publications (e.g. newspapers, online outlets, etc.)	27%	22%	31%	-	28%	23%	29%	27%	26%	28%
My child's teacher/ school	21%	16%	26%	-	24%	20%	22%	20%	19%	23%
Social media (e.g. A user-generated post)	18%	18%	17%	-	30%	22%	14%	14%	16%	19%
Social media companies (e.g. safety guides published by the platform itself)	15%	18%	12%	-	30%	20%	11%	13%	16%	14%
Third-party organisations (e.g. Internet Matters, UK Safer Internet Centre, NSPCC, etc.)	14%	-	27%	-	5%	11%	18%	12%	12%	15%
Third-party organisations (e.g. ConnectSafely, Cyberbullying Research Center, Digital Wellness Lab, Common Sense Media, etc.)	10%	20%	-	-	27%	12%	7%	8%	11%	9%
Other	4%	3%	4%	-	1%	3%	5%	4%	3%	4%
Don't know	4%	4%	4%	-	3%	6%	4%	5%	5%	4%
Not applicable - I do not get advice about social media and/ or my child's use of it from anywhere in particular	23%	24%	22%	-	14%	20%	25%	24%	23%	23%

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	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

CHT_q20. Thinking about tools that can be used to help manage online safety (e.g. daily screen time caps, family pairing (where you connect your child's account with your own to give you access to parental controls to help manage who they can speak to and how long they can spend on the app), comment filters (where you can block certain words or people from commenting on posts), Content Controls (where you can restrict certain content from appearing in your feeds), etc.)...

Which ONE of the following statements BEST applies to you?

	4023	2019	2004	-	210	1278	1766	769	1956	2067
Base: Parents of children aged 13 to 17 surveyed										
I am aware of these tools and regularly use them with my child aged [child age].	24%	32%	16%	-	61%	33%	16%	18%	27%	21%
I am aware of these tools and sometimes use with my child aged [child age].	24%	25%	23%	-	18%	29%	22%	21%	23%	24%
I am aware of these tools, but don't feel that they are necessary with my child aged [child age].	36%	29%	42%	-	13%	25%	44%	42%	35%	37%
I am not aware of these tools but I'd be interested in using them	10%	8%	13%	-	5%	8%	12%	12%	9%	12%
I am not aware of these tools and would not be interested in using them	6%	6%	5%	-	2%	6%	6%	7%	7%	5%
Net: Aware	84%	86%	82%	-	93%	86%	82%	80%	84%	83%
Net: Not aware	16%	14%	18%	-	7%	14%	18%	20%	16%	17%

CHT_q21. Still thinking about tools that can be used to help manage online safety (e.g. daily screen time caps, family pairing (where you connect your child's account with your own to give you access to parental controls to help manage who they can speak to and how long they can spend on the app), comment filters (where you can block certain words or people from commenting on posts), Content Controls (where you can restrict certain content from appearing in your feeds), etc.)...

How confident, if at all, would you be talking to your child aged [child age] about using these tools?

	3364	1730	1634	-	195	1102	1448	619	1652	1712
Base: Parents of children aged 13 to 17 surveyed aware of tools										
Very confident	54%	60%	49%	-	68%	54%	52%	55%	53%	56%
Fairly confident	37%	33%	41%	-	24%	39%	37%	34%	40%	34%
Not very confident	6%	5%	8%	-	4%	5%	7%	8%	5%	7%
Not at all confident	1%	1%	1%	-	1%	0%	2%	0%	1%	1%
Don't know	2%	2%	2%	-	3%	1%	2%	3%	1%	2%
Net: Confident	91%	92%	89%	-	92%	94%	89%	89%	92%	90%
Net: Not confident	7%	6%	9%	-	5%	5%	9%	8%	6%	8%

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Total	Country		Age					Gender	
	USA	UK	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female

CHT_q22. Still thinking about your child aged [child age].

Which, if any, of the following actions do you do specifically to support your child's positive wellbeing online? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
I have the passcode for their phone	33%	36%	30%	-	40%	38%	31%	28%	29%	37%
I take away their phone at certain times of the day	19%	22%	16%	-	38%	22%	16%	15%	19%	18%
I ask them to show me their social media profile and feed	27%	32%	22%	-	40%	32%	23%	24%	24%	30%
I ask them to show me their direct messages	21%	25%	16%	-	35%	28%	15%	18%	20%	22%
I use platforms' family pairing/ parenting tools	17%	20%	14%	-	36%	21%	14%	13%	18%	17%
I follow them on social media	35%	41%	30%	-	43%	42%	33%	30%	29%	42%
We create content together	9%	15%	4%	-	30%	14%	5%	7%	11%	8%
Other	8%	6%	10%	-	2%	4%	11%	10%	7%	9%
Don't know	3%	3%	4%	-	2%	3%	4%	3%	4%	3%
Not applicable - I do not do any actions specifically to support my child's positive wellbeing online	18%	13%	23%	-	4%	12%	21%	25%	21%	15%
Prefer not to say	2%	2%	2%	-	0%	3%	2%	3%	2%	2%

CHT_q23. Still thinking about your child aged [child age].

Which, if any, of the following would trigger you to talk to your child about online safety? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed	4023	2019	2004	-	210	1278	1766	769	1956	2067
When they open a new account on an online and social media platforms	31%	33%	28%	-	48%	34%	28%	26%	27%	34%
When they encounter a problem in general and come to me about it	68%	61%	74%	-	53%	61%	74%	67%	62%	73%
If I see a negative change in their mood or habits	65%	58%	72%	-	47%	60%	71%	64%	60%	70%
If I see something about social media in the news or via word of mouth that concerns me	59%	56%	62%	-	60%	55%	63%	57%	50%	68%
When I hear about an incident or threat in the media	56%	52%	59%	-	50%	52%	59%	56%	47%	64%
Other	2%	2%	2%	-	0%	1%	2%	2%	2%	1%
Don't know	3%	3%	3%	-	1%	3%	2%	3%	3%	2%
Not applicable - nothing in particular would trigger me to talk to my child about online safety	4%	5%	3%	-	1%	5%	4%	4%	5%	3%
Prefer not to say	1%	2%	0%	-	1%	2%	1%	1%	1%	1%

Cell Contents (Column Percentages)

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q1. How many children aged 13 to 17 do you have?

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
1	75%	100%	-	-	-	-	-	75%	74%	77%	75%	50%	76%	75%	73%	75%	74%	75%	75%
2	22%	-	100%	-	-	-	-	21%	22%	19%	13%	20%	20%	21%	23%	21%	22%	21%	22%
3	3%	-	-	100%	-	-	0%	3%	3%	2%	-	10%	4%	2%	3%	3%	3%	3%	3%
4	1%	-	-	-	100%	-	-	1%	1%	-	-	-	0%	1%	0%	0%	0%	1%	0%
5+	0%	-	-	-	-	100%	-	0%	0%	2%	13%	-	1%	0%	-	0%	0%	0%	0%
Prefer not to say	0%	-	-	-	-	-	100%	0%	0%	-	-	20%	0%	-	0%	-	0%	0%	0%

CHT_q2. Thinking about your child aged 13 to 17 whose birthday is next...

What gender does this child identify as?

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Male	54%	54%	52%	52%	55%	50%	29%	100%	-	-	-	-	50%	59%	53%	54%	51%	54%	52%
Female	44%	44%	46%	45%	45%	30%	14%	-	100%	-	-	-	48%	39%	44%	44%	47%	44%	45%
Non-binary	1%	1%	1%	1%	-	10%	-	-	-	100%	-	-	1%	1%	2%	2%	1%	1%	2%
Other	0%	0%	0%	-	-	10%	-	-	-	-	100%	-	0%	0%	0%	-	0%	0%	0%
Prefer not to say	1%	0%	0%	2%	-	-	57%	-	-	-	-	100%	0%	0%	1%	1%	0%	1%	0%

CHT_q3. Still thinking about your child aged 13 to 17 whose birthday is next...

How old is this child?

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
13	18%	18%	16%	22%	10%	40%	14%	17%	19%	12%	38%	10%	100%	-	-	-	-	30%	-
14	20%	20%	20%	17%	35%	10%	-	22%	18%	19%	13%	15%	-	100%	-	-	-	34%	-
15	22%	21%	23%	22%	20%	-	57%	21%	22%	25%	13%	35%	-	-	100%	-	-	36%	-
16	20%	20%	20%	18%	15%	30%	-	20%	20%	26%	-	20%	-	-	-	100%	-	-	50%
17	20%	20%	20%	21%	20%	20%	29%	19%	21%	18%	38%	20%	-	-	-	-	100%	-	50%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q4. Which, if any, of the following online and social media platforms do you currently have accounts on? (Please select all that apply. If any of your answer(s) do not show in the list below, please type them in the "Other" box)

Base: Parents of children aged 13 to 17 surveyed

	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
TikTok	35%	34%	38%	36%	35%	40%	14%	33%	37%	32%	25%	10%	39%	34%	36%	34%	31%	36%	33%
Instagram	58%	57%	62%	51%	50%	70%	57%	56%	59%	77%	38%	55%	57%	55%	59%	61%	56%	57%	58%
Facebook	73%	74%	72%	67%	55%	60%	71%	74%	72%	77%	63%	55%	70%	73%	74%	75%	73%	73%	74%
Twitter	45%	45%	46%	38%	25%	40%	57%	45%	43%	67%	50%	50%	44%	42%	47%	46%	44%	44%	45%
YouTube	58%	58%	57%	56%	50%	60%	29%	60%	56%	67%	50%	45%	61%	56%	59%	59%	55%	59%	57%
Snapchat	29%	28%	33%	27%	40%	30%	14%	29%	31%	25%	-	10%	32%	30%	30%	29%	27%	30%	28%
BeReal	5%	4%	7%	6%	5%	10%	-	4%	5%	2%	-	-	7%	4%	4%	5%	3%	5%	4%
Twitch	9%	9%	8%	9%	5%	20%	-	10%	8%	12%	13%	-	15%	9%	7%	9%	5%	10%	7%
Pinterest	28%	27%	29%	31%	35%	40%	29%	25%	30%	35%	13%	30%	31%	25%	28%	29%	25%	28%	27%
Reddit	13%	12%	14%	11%	10%	10%	-	13%	12%	28%	13%	-	15%	12%	14%	12%	10%	14%	11%
Telegram	12%	12%	12%	18%	10%	40%	29%	14%	10%	9%	-	5%	18%	11%	15%	12%	6%	14%	9%
Tumblr	5%	4%	6%	8%	10%	20%	-	5%	4%	5%	-	-	8%	4%	4%	5%	3%	5%	4%
Other	5%	6%	5%	3%	10%	-	-	5%	6%	7%	13%	-	6%	6%	5%	5%	6%	5%	5%
Don't know	2%	2%	2%	5%	-	-	29%	3%	2%	2%	-	20%	2%	2%	2%	3%	2%	2%	3%

CHT_q5. Thinking about when you have joined the online and social media platforms previously listed (e.g. TikTok, Instagram, Facebook, Twitter, YouTube, etc.)...

In general, which, if any, of the following are important reasons to you for creating online and social media platform accounts? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed with online platform accounts

	3925	2933	846	111	20	10	5	2103	1742	56	8	16	703	797	849	781	795	2349	1576
For my own use/ enjoyment	63%	62%	66%	58%	40%	30%	80%	62%	63%	64%	50%	75%	65%	61%	63%	65%	61%	63%	63%
To keep in touch with friends/ family	65%	65%	66%	55%	50%	40%	40%	65%	64%	71%	50%	56%	60%	64%	69%	66%	65%	64%	65%
To pursue an interest or hobby	31%	31%	31%	23%	15%	20%	80%	30%	30%	41%	25%	25%	34%	30%	30%	30%	29%	31%	29%
To better understand what goes on in an app that's used by my child(ren)	21%	20%	22%	28%	25%	50%	-	21%	22%	13%	25%	38%	24%	27%	19%	19%	16%	24%	17%
Because my child(ren) encouraged me to	11%	10%	10%	20%	30%	50%	-	11%	10%	4%	25%	-	12%	14%	8%	10%	9%	11%	10%
For business or professional purposes	21%	21%	21%	25%	25%	60%	40%	21%	20%	34%	-	6%	22%	20%	21%	22%	19%	21%	20%
To monitor my child(ren)'s own use	20%	18%	23%	24%	30%	40%	-	19%	21%	14%	-	19%	24%	23%	19%	17%	15%	22%	16%
To post updates on my life	22%	22%	23%	18%	30%	30%	-	23%	21%	27%	13%	13%	24%	23%	23%	20%	19%	24%	19%
Other	3%	3%	2%	2%	5%	-	-	2%	3%	4%	13%	6%	2%	3%	3%	3%	4%	2%	3%
Don't know	3%	3%	3%	3%	5%	10%	-	3%	3%	2%	-	-	2%	3%	3%	3%	3%	3%	3%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q6. Now thinking about your child aged [child age].

Which, if any, of the following online and social media platforms does your child have an account on? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
TikTok	52%	52%	53%	49%	55%	30%	29%	46%	59%	56%	25%	30%	46%	51%	52%	56%	54%	50%	55%
Instagram	57%	56%	61%	48%	55%	40%	29%	52%	63%	58%	50%	60%	43%	51%	59%	65%	65%	51%	65%
Facebook	41%	41%	42%	44%	65%	70%	43%	42%	41%	33%	13%	20%	33%	40%	41%	44%	46%	39%	45%
Twitter	20%	19%	23%	21%	35%	30%	14%	21%	18%	28%	13%	15%	14%	18%	20%	25%	23%	17%	24%
YouTube	51%	51%	50%	50%	50%	60%	29%	55%	45%	54%	38%	35%	46%	48%	53%	54%	52%	49%	53%
Snapchat	50%	49%	53%	43%	60%	40%	29%	46%	56%	46%	13%	40%	41%	46%	50%	56%	56%	46%	56%
Be Real	9%	8%	11%	12%	20%	20%	-	6%	12%	5%	-	15%	8%	8%	8%	9%	9%	8%	9%
Twitch	12%	11%	11%	15%	15%	10%	14%	15%	7%	19%	13%	10%	12%	12%	12%	13%	8%	12%	11%
Pinterest	14%	13%	15%	19%	30%	20%	-	7%	22%	26%	13%	15%	13%	13%	15%	15%	14%	14%	14%
Reddit	8%	7%	10%	13%	10%	30%	-	10%	6%	25%	-	5%	9%	7%	8%	10%	7%	8%	8%
Telegram	6%	6%	6%	14%	15%	30%	14%	8%	5%	2%	-	-	11%	6%	8%	5%	3%	8%	4%
Tumblr	3%	3%	5%	3%	10%	30%	-	4%	3%	7%	-	5%	5%	3%	3%	3%	3%	3%	3%
Other	3%	3%	2%	2%	-	-	-	3%	2%	7%	13%	-	4%	2%	3%	2%	3%	3%	3%
Don't know	4%	4%	4%	3%	5%	-	14%	4%	3%	5%	-	20%	3%	3%	3%	4%	7%	3%	5%
Not applicable - my child does not use any online and social media platforms	9%	8%	9%	12%	10%	20%	29%	9%	8%	2%	38%	5%	15%	10%	8%	7%	4%	11%	6%

CHT_q7. Online and social media platforms like TikTok, Instagram, Snapchat and Facebook have a minimum age requirement.

What do you think the minimum age requirement for setting up an account on these platforms is in \$country?

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Under 10	1%	1%	0%	2%	5%	-	-	1%	1%	-	-	-	2%	1%	0%	1%	1%	1%	1%
10+	4%	4%	3%	5%	5%	30%	-	5%	3%	-	-	5%	5%	10%	2%	2%	1%	5%	2%
11+	1%	1%	1%	2%	-	-	-	2%	1%	-	-	-	1%	2%	0%	2%	1%	1%	2%
12+	9%	9%	10%	5%	10%	10%	-	10%	8%	2%	13%	-	11%	12%	9%	8%	6%	10%	7%
13+	38%	37%	41%	38%	40%	10%	43%	36%	40%	70%	50%	65%	47%	36%	40%	33%	35%	41%	34%
14+	11%	11%	11%	13%	5%	10%	-	10%	12%	16%	25%	10%	6%	13%	12%	12%	9%	10%	11%
15+	6%	6%	7%	5%	-	-	-	6%	7%	2%	-	-	3%	2%	13%	6%	6%	6%	6%
16+	13%	14%	11%	10%	10%	20%	14%	14%	12%	2%	13%	5%	11%	9%	9%	18%	19%	10%	18%
17+	1%	1%	1%	1%	-	-	-	1%	1%	-	-	-	0%	1%	1%	1%	3%	1%	2%
18+	5%	5%	5%	11%	10%	20%	14%	5%	5%	2%	-	5%	5%	6%	4%	5%	6%	5%	6%
Don't know	10%	11%	10%	8%	15%	-	29%	10%	11%	7%	-	10%	9%	9%	10%	11%	13%	9%	12%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q16. In general, which ONE, if any, of the following do you think currently has the biggest responsibility to talk to children about online safety? (Please select the option that BEST applies)

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Parents	80%	80%	81%	71%	60%	20%	71%	77%	83%	82%	75%	85%	80%	77%	80%	79%	82%	79%	81%
Teachers	4%	4%	5%	3%	10%	10%	-	4%	4%	2%	-	5%	3%	3%	4%	5%	4%	3%	5%
Tutors/ extra-curricular teachers	1%	1%	1%	2%	10%	20%	-	1%	1%	-	-	-	2%	1%	1%	1%	1%	1%	1%
Older siblings/ family members	2%	2%	2%	5%	5%	20%	-	2%	2%	-	13%	-	3%	1%	2%	1%	3%	2%	2%
Friends	3%	4%	2%	6%	10%	10%	14%	5%	1%	-	-	-	3%	5%	3%	3%	2%	4%	2%
Social media platforms	7%	7%	7%	10%	5%	20%	-	7%	7%	11%	-	-	7%	10%	7%	7%	5%	8%	6%
Other	0%	0%	1%	-	-	-	-	0%	0%	-	13%	-	1%	0%	0%	0%	1%	0%	0%
Don't know	1%	1%	0%	1%	-	-	-	1%	1%	-	-	5%	0%	1%	2%	1%	1%	1%	1%
Not applicable - I do not think anyone in particular is responsible for this	1%	1%	2%	3%	-	-	14%	1%	1%	5%	-	5%	1%	2%	1%	2%	1%	1%	2%

CHT_q8. Still thinking about your child aged [child age].

On average, how often, if at all, do you tend to talk to your child about their use of online and social media platforms generally?

Base: Parents of children aged 13 to 17 surveyed whose child uses online platforms	3678	2757	787	103	18	8	5	1956	1642	56	5	19	614	738	797	748	781	2149	1529
Multiple times a day	8%	7%	10%	17%	11%	25%	-	8%	8%	-	20%	-	11%	8%	8%	7%	5%	9%	6%
Daily	15%	16%	13%	23%	22%	50%	-	15%	16%	20%	20%	5%	19%	16%	17%	14%	11%	17%	12%
Weekly	33%	33%	35%	29%	50%	-	40%	33%	33%	39%	20%	42%	40%	39%	35%	29%	25%	38%	27%
Monthly	17%	17%	19%	10%	-	-	-	16%	18%	20%	20%	5%	17%	16%	16%	18%	19%	16%	18%
Every few months	13%	14%	11%	10%	6%	13%	-	13%	13%	14%	20%	21%	7%	10%	13%	17%	17%	10%	17%
Less frequently	9%	9%	9%	10%	11%	13%	40%	10%	8%	2%	-	11%	4%	7%	7%	9%	16%	6%	13%
Never	2%	2%	2%	1%	-	-	-	3%	2%	2%	-	-	0%	2%	1%	3%	4%	1%	3%
Don't know	2%	2%	3%	-	-	-	20%	2%	3%	4%	-	16%	2%	1%	3%	3%	3%	2%	3%
Net: Daily or more	23%	22%	23%	41%	33%	75%	-	23%	24%	20%	40%	5%	30%	25%	25%	21%	16%	26%	19%
Net: Weekly or more	56%	55%	57%	70%	83%	75%	40%	56%	57%	59%	60%	47%	69%	63%	61%	50%	41%	64%	46%
Net: Monthly or more	73%	72%	76%	80%	83%	75%	40%	72%	75%	79%	80%	53%	86%	80%	76%	68%	60%	80%	64%
Net: Ever	95%	95%	96%	99%	100%	100%	80%	95%	96%	95%	100%	84%	98%	97%	96%	94%	93%	97%	94%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q10. Still thinking about your child aged [child age].

On average, how often, if at all, does your child tend to talk to you about their experience(s) of being online and how it makes them feel about their wellbeing?

Base: Parents of children aged 13 to 17 surveyed whose child uses online platforms

	3678	2757	787	103	18	8	5	1956	1642	56	5	19	614	738	797	748	781	2149	1529
Multiple times a day	6%	5%	8%	9%	-	50%	-	7%	5%	4%	20%	-	8%	6%	7%	6%	4%	7%	5%
Daily	15%	15%	13%	23%	28%	25%	20%	14%	16%	20%	20%	5%	19%	16%	17%	15%	9%	17%	12%
Weekly	26%	26%	25%	23%	28%	-	20%	24%	28%	29%	40%	21%	29%	29%	26%	22%	22%	28%	22%
Monthly	12%	12%	11%	17%	-	13%	-	11%	12%	23%	-	21%	13%	12%	12%	9%	12%	12%	10%
Every few months	9%	9%	11%	4%	17%	-	20%	8%	10%	9%	20%	11%	6%	8%	9%	11%	12%	8%	12%
Less frequently	18%	19%	18%	12%	17%	-	-	19%	18%	4%	-	16%	14%	17%	15%	21%	22%	16%	22%
Never	11%	11%	11%	12%	11%	-	20%	13%	9%	9%	-	16%	8%	9%	10%	12%	15%	9%	14%
Don't know	3%	3%	4%	1%	-	13%	20%	3%	3%	4%	-	11%	2%	2%	4%	3%	3%	3%	3%
Net: Daily or more	21%	20%	21%	32%	28%	75%	20%	22%	20%	23%	40%	5%	27%	22%	24%	21%	13%	24%	17%
Net: Weekly or more	47%	47%	46%	55%	56%	75%	40%	45%	48%	52%	80%	26%	56%	51%	51%	43%	35%	52%	39%
Net: Monthly or more	58%	58%	57%	72%	56%	88%	40%	56%	60%	75%	80%	47%	68%	63%	63%	52%	47%	65%	50%
Net: Ever	86%	86%	86%	87%	89%	88%	60%	84%	88%	88%	100%	74%	89%	88%	87%	85%	81%	88%	83%

CHT_q11. Still thinking about your child aged [child age].

How confident, if at all, would you feel talking to your child about their social media use, in general?

Base: Parents of children aged 13 to 17 surveyed

	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Very confident	56%	55%	58%	62%	60%	70%	29%	56%	56%	51%	88%	40%	57%	54%	59%	54%	56%	57%	55%
Fairly confident	37%	38%	36%	27%	20%	10%	43%	36%	37%	42%	13%	45%	36%	37%	36%	39%	37%	36%	38%
Not very confident	5%	5%	5%	9%	15%	10%	-	5%	5%	4%	-	5%	5%	5%	4%	6%	6%	4%	6%
Not at all confident	1%	1%	0%	2%	5%	-	-	2%	1%	-	-	-	1%	4%	1%	0%	1%	2%	1%
Don't know	1%	1%	1%	1%	-	10%	29%	1%	1%	4%	-	10%	1%	1%	1%	1%	1%	1%	1%
Net: Confident	93%	93%	93%	89%	80%	80%	71%	92%	93%	93%	100%	85%	93%	91%	94%	92%	92%	93%	92%
Net: Not confident	6%	6%	6%	10%	20%	10%	-	7%	6%	4%	-	5%	6%	8%	4%	6%	7%	6%	6%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

Still thinking about talking to your child aged [child age].

How confident, if at all, would you feel speaking to them about each of the following online topics? (Please select one option on each row)

CHT_q12_1. Misinformation

Base: Parents of children aged 13 to 17 surveyed

	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Very confident	64%	63%	69%	56%	60%	50%	57%	63%	66%	67%	100%	65%	62%	61%	65%	64%	69%	63%	66%
Fairly confident	27%	28%	25%	27%	20%	30%	-	28%	26%	23%	-	15%	27%	27%	27%	29%	24%	27%	27%
Not very confident	5%	5%	3%	13%	15%	-	-	5%	4%	5%	-	5%	6%	6%	5%	4%	3%	5%	4%
Not at all confident	2%	2%	1%	2%	-	20%	-	2%	1%	2%	-	-	1%	4%	0%	1%	2%	2%	1%
Don't know	2%	2%	1%	3%	5%	-	14%	1%	2%	-	-	10%	3%	1%	2%	1%	1%	2%	1%
Prefer not to say	1%	1%	0%	1%	-	-	29%	1%	1%	4%	-	5%	1%	1%	1%	1%	1%	1%	1%
Net: Confident	91%	91%	94%	82%	80%	80%	57%	91%	92%	89%	100%	80%	89%	88%	93%	93%	93%	90%	93%
Net: Not confident	6%	7%	4%	15%	15%	20%	-	8%	5%	7%	-	5%	7%	10%	5%	5%	5%	7%	5%

CHT_q12_2. Body image

Base: Parents of children aged 13 to 17 surveyed

	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Very confident	56%	55%	59%	58%	55%	40%	57%	54%	57%	58%	75%	60%	56%	53%	56%	56%	57%	55%	56%
Fairly confident	32%	33%	33%	29%	25%	20%	-	33%	32%	32%	25%	15%	33%	32%	33%	35%	31%	32%	33%
Not very confident	8%	8%	6%	6%	10%	30%	-	8%	7%	4%	-	10%	8%	8%	7%	6%	9%	8%	7%
Not at all confident	2%	2%	1%	5%	5%	10%	14%	3%	2%	4%	-	-	1%	5%	1%	1%	2%	3%	2%
Don't know	2%	2%	1%	-	5%	-	14%	1%	2%	-	-	10%	2%	1%	2%	1%	1%	2%	1%
Prefer not to say	1%	1%	0%	2%	-	-	14%	1%	1%	4%	-	5%	1%	1%	1%	1%	0%	1%	1%
Net: Confident	88%	87%	92%	87%	80%	60%	57%	87%	89%	89%	100%	75%	88%	85%	89%	91%	87%	87%	89%
Net: Not confident	10%	10%	7%	11%	15%	40%	14%	11%	9%	7%	-	10%	9%	13%	9%	7%	11%	10%	9%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q12_3. Online challenges that are risky (i.e. people recording themselves performing an action, reading comments, and speaking to friends about it)

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Very confident	61%	61%	63%	57%	55%	50%	57%	60%	62%	63%	88%	55%	62%	60%	61%	58%	64%	61%	61%
Fairly confident	30%	30%	30%	29%	30%	10%	-	30%	29%	30%	13%	25%	28%	27%	31%	33%	28%	29%	31%
Not very confident	5%	5%	4%	8%	10%	10%	-	6%	5%	2%	-	-	6%	6%	4%	5%	5%	5%	5%
Not at all confident	2%	2%	1%	3%	-	20%	14%	3%	1%	4%	-	-	1%	5%	1%	1%	1%	2%	1%
Don't know	2%	1%	2%	2%	5%	10%	14%	1%	2%	2%	-	10%	2%	1%	2%	1%	1%	2%	1%
Prefer not to say	1%	1%	0%	1%	-	-	14%	1%	1%	-	-	10%	1%	1%	1%	1%	0%	1%	1%
Net: Confident	91%	90%	93%	86%	85%	60%	57%	89%	92%	93%	100%	80%	90%	87%	92%	91%	92%	90%	92%
Net: Not confident	7%	7%	5%	11%	10%	30%	14%	9%	6%	5%	-	-	7%	11%	5%	7%	6%	8%	6%

CHT_q12_4. Graphic/ violent content

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Very confident	61%	60%	64%	58%	65%	60%	57%	59%	64%	65%	100%	60%	61%	59%	62%	61%	63%	61%	62%
Fairly confident	29%	29%	30%	27%	20%	10%	-	31%	28%	23%	-	25%	28%	27%	30%	31%	29%	28%	30%
Not very confident	5%	6%	4%	8%	10%	20%	-	6%	5%	11%	-	-	7%	7%	5%	4%	4%	6%	4%
Not at all confident	2%	2%	1%	2%	-	-	-	3%	1%	-	-	-	1%	4%	1%	2%	1%	2%	2%
Don't know	2%	1%	1%	4%	5%	-	43%	1%	2%	2%	-	15%	2%	1%	2%	1%	2%	2%	1%
Prefer not to say	1%	1%	0%	1%	-	10%	-	1%	1%	-	-	-	1%	1%	0%	1%	1%	1%	1%
Net: Confident	90%	90%	94%	85%	85%	70%	57%	89%	91%	88%	100%	85%	89%	87%	92%	92%	92%	89%	92%
Net: Not confident	7%	8%	5%	9%	10%	20%	-	9%	6%	11%	-	-	8%	11%	6%	6%	6%	8%	6%

CHT_q12_5. Bullying/ harassment

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Very confident	62%	62%	65%	58%	60%	40%	57%	61%	63%	67%	88%	55%	61%	60%	63%	61%	66%	61%	63%
Fairly confident	29%	29%	30%	26%	25%	30%	14%	29%	29%	25%	13%	30%	28%	27%	30%	32%	28%	28%	30%
Not very confident	5%	5%	4%	9%	5%	10%	-	5%	5%	4%	-	-	7%	6%	4%	3%	4%	6%	4%
Not at all confident	2%	2%	1%	7%	5%	10%	14%	3%	1%	4%	-	5%	1%	5%	1%	1%	1%	2%	1%
Don't know	1%	1%	1%	-	5%	10%	14%	1%	2%	-	-	10%	2%	1%	1%	1%	1%	1%	1%
Prefer not to say	1%	1%	0%	1%	-	-	-	1%	1%	2%	-	-	1%	1%	1%	1%	0%	1%	0%
Net: Confident	91%	91%	95%	84%	85%	70%	71%	91%	92%	91%	100%	85%	88%	88%	93%	93%	93%	90%	93%
Net: Not confident	7%	7%	4%	15%	10%	20%	14%	8%	6%	7%	-	5%	9%	11%	5%	5%	5%	8%	5%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q12_6. Sex/ sexual content (including sexting)

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Very confident	51%	51%	53%	52%	55%	50%	43%	49%	53%	61%	88%	50%	52%	49%	52%	51%	52%	51%	51%
Fairly confident	33%	33%	36%	25%	25%	20%	14%	33%	33%	33%	13%	30%	32%	33%	32%	36%	32%	32%	34%
Not very confident	10%	11%	8%	15%	10%	-	-	12%	9%	2%	-	-	10%	10%	11%	9%	11%	10%	10%
Not at all confident	3%	4%	2%	4%	5%	20%	14%	4%	2%	2%	-	-	3%	6%	3%	2%	3%	4%	3%
Don't know	1%	1%	1%	3%	5%	10%	14%	1%	2%	-	-	10%	2%	1%	2%	1%	1%	1%	1%
Prefer not to say	1%	1%	0%	1%	-	-	14%	1%	1%	2%	-	10%	1%	1%	1%	1%	1%	1%	1%
Net: Confident	84%	83%	89%	77%	80%	70%	57%	82%	86%	95%	100%	80%	84%	82%	84%	87%	84%	83%	85%
Net: Not confident	14%	14%	10%	20%	15%	20%	14%	16%	11%	4%	-	-	13%	16%	14%	11%	14%	14%	13%

CHT_q12_7. Screen time (i.e. amount of time spent on our phones and/ or online)

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Very confident	61%	60%	63%	62%	60%	50%	57%	60%	62%	61%	75%	65%	65%	59%	61%	59%	62%	61%	60%
Fairly confident	29%	29%	31%	24%	20%	10%	-	30%	29%	30%	25%	15%	25%	26%	32%	34%	29%	28%	31%
Not very confident	6%	6%	3%	9%	15%	20%	14%	6%	6%	4%	-	-	7%	9%	4%	4%	5%	7%	5%
Not at all confident	2%	2%	2%	4%	-	10%	-	3%	1%	4%	-	-	1%	4%	1%	1%	2%	2%	2%
Don't know	1%	1%	1%	1%	5%	-	14%	1%	1%	2%	-	10%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	1%	1%	0%	1%	-	10%	14%	1%	1%	-	-	10%	1%	1%	1%	1%	1%	1%	1%
Net: Confident	90%	90%	94%	85%	80%	60%	57%	89%	91%	91%	100%	80%	90%	85%	93%	92%	91%	89%	92%
Net: Not confident	8%	8%	5%	13%	15%	30%	14%	9%	7%	7%	-	-	8%	13%	5%	6%	7%	9%	6%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q12_8. Scams/ fraud

Base: Parents of children aged 13 to 17 surveyed

4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619	
Very confident	67%	66%	71%	56%	55%	60%	43%	64%	69%	77%	88%	65%	65%	62%	67%	68%	71%	65%	69%
Fairly confident	25%	26%	25%	31%	25%	10%	14%	27%	24%	18%	13%	10%	24%	25%	27%	27%	24%	25%	26%
Not very confident	4%	4%	3%	8%	5%	20%	14%	5%	3%	2%	-	5%	6%	6%	3%	2%	2%	5%	2%
Not at all confident	2%	2%	1%	4%	10%	-	-	2%	1%	2%	-	-	1%	4%	2%	1%	1%	2%	1%
Don't know	1%	1%	1%	1%	5%	10%	29%	1%	1%	2%	-	15%	2%	1%	1%	1%	1%	1%	1%
Prefer not to say	1%	1%	-	1%	-	-	-	1%	1%	-	-	5%	1%	1%	1%	1%	0%	1%	0%
Net: Confident	92%	92%	96%	86%	80%	70%	57%	91%	93%	95%	100%	75%	89%	88%	93%	95%	95%	90%	95%
Net: Not confident	6%	6%	3%	12%	15%	20%	14%	7%	4%	4%	-	5%	7%	10%	5%	4%	3%	7%	4%

CHT_q13. Thinking about speaking to your child aged 13-17 about online safety...

Which, if any, of the following online topics do you discuss with your child often? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed

4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619	
Fake news	55%	54%	58%	50%	40%	40%	43%	53%	56%	68%	75%	65%	52%	53%	56%	54%	57%	54%	56%
Body image	37%	37%	40%	41%	35%	50%	-	28%	47%	60%	50%	40%	40%	39%	40%	34%	33%	40%	34%
Online challenges that are risky (i.e. people recording themselves performing an action, reading comments, and speaking to friends about it)	47%	46%	50%	52%	40%	50%	29%	45%	50%	46%	50%	35%	53%	49%	47%	46%	43%	50%	44%
Graphic/ violent content	37%	35%	41%	38%	45%	50%	-	37%	36%	37%	38%	20%	41%	38%	38%	35%	32%	39%	33%
Bullying/ harassment	53%	52%	57%	57%	50%	70%	14%	50%	57%	61%	75%	35%	59%	58%	55%	51%	44%	57%	47%
Sex/ sexual content (including sexting)	45%	44%	48%	48%	55%	50%	-	42%	49%	60%	75%	35%	48%	44%	48%	44%	41%	47%	43%
Screen time (i.e. amount of time spent on our phones and/ or online)	57%	55%	62%	54%	50%	50%	14%	57%	56%	60%	38%	50%	64%	58%	59%	53%	51%	60%	52%
Scams/ fraud	56%	55%	61%	55%	50%	40%	43%	56%	57%	60%	50%	60%	52%	54%	57%	59%	60%	54%	60%
Other	2%	2%	2%	3%	-	-	-	1%	3%	5%	13%	-	2%	2%	1%	2%	3%	2%	2%
Don't know	3%	3%	3%	-	5%	-	14%	3%	3%	4%	-	10%	2%	2%	3%	4%	3%	2%	4%
Not applicable - I do not discuss any topics about online safety with my child aged [child age]	4%	4%	3%	2%	10%	-	14%	5%	3%	5%	-	5%	3%	6%	3%	3%	5%	4%	4%
Prefer not to say	2%	2%	1%	3%	-	-	14%	2%	2%	-	-	-	2%	2%	2%	1%	2%	2%	2%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

Thinking about speaking to your child aged [child age].

Which ONE, if any, of the following BEST describes how you feel about discussing each of these topics with them? (Please select one option on each row)

CHT_q14_1. Misinformation

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
I feel comfortable discussing this	88%	87%	92%	80%	70%	60%	57%	87%	90%	89%	100%	80%	83%	85%	87%	91%	93%	85%	92%
I don't feel comfortable discussing this, but I still would	6%	6%	4%	9%	20%	20%	14%	7%	4%	5%	-	-	6%	9%	7%	4%	3%	7%	4%
I would avoid discussing this	3%	3%	2%	5%	5%	10%	14%	3%	2%	-	-	5%	5%	3%	2%	2%	1%	4%	1%
Don't know	2%	2%	2%	3%	5%	10%	14%	2%	3%	5%	-	10%	4%	2%	3%	2%	2%	3%	2%
Prefer not to say	1%	1%	0%	2%	-	-	-	1%	1%	-	-	5%	2%	1%	1%	1%	1%	1%	1%

CHT_q14_2. Body image

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
I feel comfortable discussing this	79%	78%	83%	79%	75%	70%	57%	78%	81%	84%	88%	70%	78%	77%	79%	81%	80%	78%	80%
I don't feel comfortable discussing this, but I still would	14%	15%	14%	11%	10%	10%	14%	15%	14%	12%	13%	10%	15%	16%	14%	13%	14%	15%	14%
I would avoid discussing this	3%	3%	2%	7%	10%	10%	14%	4%	2%	-	-	5%	4%	4%	3%	3%	3%	3%	3%
Don't know	2%	2%	1%	2%	5%	10%	14%	2%	2%	4%	-	10%	2%	1%	2%	3%	2%	2%	2%
Prefer not to say	1%	1%	0%	1%	-	-	-	1%	1%	-	-	5%	1%	2%	1%	1%	1%	1%	1%

CHT_q14_3. Online challenges, including those that may be risky (i.e. people recording themselves performing an action, reading comments, and speaking to friends about it)

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
I feel comfortable discussing this	84%	83%	88%	77%	75%	80%	57%	82%	86%	93%	100%	80%	83%	80%	83%	86%	88%	82%	87%
I don't feel comfortable discussing this, but I still would	10%	11%	8%	15%	20%	10%	14%	12%	9%	5%	-	-	11%	13%	11%	9%	9%	12%	9%
I would avoid discussing this	3%	3%	2%	5%	-	10%	14%	3%	2%	-	-	5%	3%	4%	3%	2%	1%	3%	2%
Don't know	2%	2%	1%	2%	5%	-	14%	2%	2%	2%	-	10%	2%	1%	2%	2%	2%	2%	2%
Prefer not to say	1%	1%	0%	1%	-	-	-	1%	1%	-	-	5%	1%	1%	1%	1%	1%	1%	1%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q14_4. Graphic/ violent content

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
I feel comfortable discussing this	83%	83%	86%	74%	75%	30%	57%	82%	84%	91%	100%	65%	79%	80%	83%	86%	86%	81%	86%
I don't feel comfortable discussing this, but I still would	11%	11%	11%	10%	15%	60%	14%	12%	11%	7%	-	10%	13%	13%	11%	9%	10%	13%	9%
I would avoid discussing this	3%	3%	2%	11%	5%	10%	-	3%	2%	-	-	-	3%	3%	3%	2%	1%	3%	2%
Don't know	2%	2%	1%	2%	5%	-	29%	2%	2%	2%	-	20%	3%	2%	2%	2%	2%	2%	2%
Prefer not to say	1%	1%	0%	3%	-	-	-	1%	1%	-	-	5%	1%	1%	1%	1%	1%	1%	1%

CHT_q14_5. Bullying/ harassment

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
I feel comfortable discussing this	87%	87%	91%	77%	75%	60%	57%	86%	89%	89%	100%	75%	84%	84%	87%	90%	90%	85%	90%
I don't feel comfortable discussing this, but I still would	8%	8%	7%	9%	15%	30%	-	9%	7%	9%	-	5%	9%	10%	8%	6%	7%	9%	6%
I would avoid discussing this	3%	2%	1%	10%	5%	10%	14%	3%	2%	-	-	5%	3%	4%	2%	2%	1%	3%	2%
Don't know	1%	2%	1%	2%	5%	-	29%	1%	2%	2%	-	10%	2%	1%	2%	1%	1%	2%	1%
Prefer not to say	1%	1%	0%	2%	-	-	-	1%	1%	-	-	5%	2%	1%	1%	1%	1%	1%	1%

CHT_q14_6. Sex/ sexual content (including sexting)

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
I feel comfortable discussing this	66%	66%	68%	67%	70%	60%	57%	65%	67%	75%	88%	50%	65%	62%	66%	70%	69%	64%	69%
I don't feel comfortable discussing this, but I still would	27%	27%	28%	21%	20%	20%	14%	27%	27%	23%	13%	30%	27%	30%	27%	24%	25%	28%	25%
I would avoid discussing this	4%	4%	3%	9%	5%	20%	-	4%	4%	-	-	-	5%	5%	4%	3%	3%	4%	3%
Don't know	2%	2%	1%	1%	5%	-	29%	2%	2%	2%	-	15%	2%	1%	2%	2%	1%	2%	2%
Prefer not to say	1%	1%	0%	2%	-	-	-	2%	1%	-	-	5%	1%	2%	1%	1%	1%	1%	1%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q14_7. Screen time (i.e. amount of time spent on our phones and/ or online)

Base: Parents of children aged 13 to 17 surveyed

	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
I feel comfortable discussing this	86%	86%	89%	79%	60%	60%	57%	85%	88%	82%	100%	80%	84%	81%	87%	89%	88%	84%	89%
I don't feel comfortable discussing this, but I still would	8%	8%	7%	10%	25%	20%	14%	9%	7%	11%	-	-	9%	12%	8%	6%	7%	10%	7%
I would avoid discussing this	3%	3%	2%	7%	10%	10%	-	3%	2%	4%	-	-	4%	4%	2%	2%	2%	3%	2%
Don't know	2%	2%	1%	3%	5%	10%	29%	1%	2%	4%	-	15%	1%	2%	2%	1%	2%	2%	2%
Prefer not to say	1%	1%	0%	2%	-	-	-	1%	1%	-	-	5%	2%	1%	1%	1%	1%	1%	1%

CHT_q14_8. Scams/ fraud

Base: Parents of children aged 13 to 17 surveyed

	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
I feel comfortable discussing this	89%	89%	93%	78%	70%	50%	71%	88%	91%	98%	100%	80%	85%	87%	88%	93%	94%	87%	93%
I don't feel comfortable discussing this, but I still would	6%	6%	5%	10%	25%	30%	-	7%	5%	-	-	-	8%	7%	7%	4%	3%	7%	3%
I would avoid discussing this	2%	2%	1%	7%	-	-	14%	3%	2%	-	-	5%	3%	3%	2%	1%	1%	3%	1%
Don't know	2%	2%	1%	3%	5%	20%	14%	1%	2%	2%	-	10%	3%	1%	2%	1%	1%	2%	1%
Prefer not to say	1%	1%	0%	2%	-	-	-	1%	1%	-	-	5%	1%	1%	1%	1%	1%	1%	1%

CHT_q15a. You previously mentioned that you would avoid discussing misinformation with your child aged [child age].

Which, if any, of the following are your reasons for this? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	109	82	18	6	1	1	1	67	41	-	-	1	37	27	21	16	8	85	24
I'm not comfortable talking about the subject	22%	21%	33%	17%	-	-	-	22%	22%	-	-	-	22%	22%	10%	25%	50%	19%	33%
I don't think I'm knowledgeable enough about the subject	25%	22%	39%	17%	-	100%	-	21%	32%	-	-	-	38%	11%	24%	19%	25%	26%	21%
I don't think it's a problem for my child	24%	20%	33%	50%	100%	-	-	28%	17%	-	-	-	24%	15%	33%	25%	25%	24%	25%
My child wouldn't want to talk about this with me	30%	29%	33%	17%	100%	100%	-	33%	27%	-	-	-	32%	30%	29%	31%	25%	31%	29%
I think this subject is covered in school	34%	30%	56%	17%	-	100%	-	31%	39%	-	-	-	30%	26%	52%	38%	25%	34%	33%
I'm afraid it would make matters worse	29%	29%	33%	33%	-	-	-	25%	37%	-	-	-	32%	33%	24%	25%	25%	31%	25%
Other	2%	2%	-	-	-	-	-	1%	2%	-	-	-	3%	-	-	6%	-	1%	4%
Don't know	4%	4%	-	-	-	-	100%	4%	-	-	-	100%	5%	7%	-	-	-	5%	-
Prefer not to say	4%	5%	-	-	-	-	-	4%	2%	-	-	-	3%	11%	-	-	-	5%	-

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q15b. You previously mentioned that you would avoid discussing body image with your child aged [child age].

Which, if any, of the following are your reasons for this? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	126	93	21	8	2	1	1	83	42	-	-	1	27	29	23	21	26	79	47
I'm not comfortable talking about the subject	27%	25%	38%	38%	-	-	-	25%	31%	-	-	-	41%	21%	26%	29%	19%	29%	23%
I don't think I'm knowledgeable enough about the subject	32%	29%	48%	13%	50%	100%	-	30%	36%	-	-	-	44%	24%	26%	29%	35%	32%	32%
I don't think it's a problem for my child	29%	26%	48%	13%	50%	-	-	33%	21%	-	-	-	41%	14%	39%	10%	38%	30%	26%
My child wouldn't want to talk about this with me	44%	46%	38%	25%	50%	100%	-	41%	50%	-	-	-	52%	45%	35%	52%	35%	44%	43%
I think this subject is covered in school	23%	20%	38%	13%	50%	-	-	23%	24%	-	-	-	22%	17%	26%	29%	23%	22%	26%
I'm afraid it would make matters worse	30%	30%	29%	38%	-	100%	-	28%	36%	-	-	-	44%	38%	22%	33%	12%	35%	21%
Other	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	-	4%	-	-	1%	-
Don't know	3%	2%	-	13%	-	-	100%	2%	2%	-	-	100%	4%	3%	4%	-	4%	4%	2%
Prefer not to say	2%	2%	-	-	-	-	-	2%	-	-	-	-	-	7%	-	-	-	3%	-

CHT_q15c. You previously mentioned that you would avoid discussing online challenges that may be risky with your child aged [child age].

Which, if any, of the following are your reasons for this? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	108	80	20	6	-	1	1	71	36	-	-	1	24	36	23	16	9	83	25
I'm not comfortable talking about the subject	27%	29%	25%	-	-	100%	-	24%	33%	-	-	-	21%	28%	35%	25%	22%	28%	24%
I don't think I'm knowledgeable enough about the subject	27%	23%	45%	17%	-	100%	-	27%	28%	-	-	-	46%	17%	22%	31%	22%	27%	28%
I don't think it's a problem for my child	30%	26%	45%	33%	-	-	-	34%	22%	-	-	-	25%	11%	52%	38%	44%	27%	40%
My child wouldn't want to talk about this with me	34%	31%	55%	17%	-	-	-	31%	42%	-	-	-	46%	33%	26%	38%	22%	35%	32%
I think this subject is covered in school	30%	28%	45%	-	-	100%	-	27%	36%	-	-	-	29%	36%	26%	25%	22%	31%	24%
I'm afraid it would make matters worse	28%	26%	30%	50%	-	-	-	32%	19%	-	-	-	42%	25%	26%	19%	22%	30%	20%
Other	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	3%	-	-	-	1%	-
Don't know	3%	3%	-	-	-	-	100%	1%	3%	-	-	100%	4%	3%	4%	-	-	4%	-
Prefer not to say	5%	6%	-	-	-	-	-	7%	-	-	-	-	-	14%	-	-	-	6%	-

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	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q15d. You previously mentioned that you would avoid discussing online graphic/ violent content with your child aged [child age].

Which, if any, of the following are your reasons for this? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	110	82	13	13	1	1	-	73	37	-	-	-	25	27	28	19	11	80	30
I'm not comfortable talking about the subject	25%	24%	31%	15%	100%	-	-	21%	32%	-	-	-	28%	26%	21%	16%	36%	25%	23%
I don't think I'm knowledgeable enough about the subject	31%	28%	46%	31%	-	100%	-	27%	38%	-	-	-	36%	22%	32%	32%	36%	30%	33%
I don't think it's a problem for my child	30%	28%	46%	31%	-	-	-	36%	19%	-	-	-	48%	7%	36%	32%	27%	30%	30%
My child wouldn't want to talk about this with me	35%	35%	38%	38%	-	-	-	33%	41%	-	-	-	40%	26%	36%	42%	36%	34%	40%
I think this subject is covered in school	25%	24%	38%	15%	-	-	-	23%	27%	-	-	-	32%	33%	25%	5%	18%	30%	10%
I'm afraid it would make matters worse	33%	27%	46%	54%	-	100%	-	32%	35%	-	-	-	40%	33%	25%	42%	18%	33%	33%
Other	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	4%	-	-	-	1%	-
Don't know	2%	2%	-	-	-	-	-	3%	-	-	-	-	4%	4%	-	-	-	3%	-
Prefer not to say	3%	4%	-	-	-	-	-	4%	-	-	-	-	-	11%	-	-	-	4%	-

CHT_q15e. You previously mentioned that you would avoid discussing online bullying/ harassment with your child aged [child age].

Which, if any, of the following are your reasons for this? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	101	74	12	12	1	1	1	72	28	-	-	1	23	33	18	16	11	74	27
I'm not comfortable talking about the subject	28%	24%	25%	50%	-	100%	-	28%	29%	-	-	-	26%	27%	17%	44%	27%	24%	37%
I don't think I'm knowledgeable enough about the subject	29%	24%	50%	33%	-	100%	-	28%	32%	-	-	-	35%	36%	11%	31%	18%	30%	26%
I don't think it's a problem for my child	30%	26%	67%	17%	100%	-	-	33%	21%	-	-	-	30%	15%	56%	19%	45%	30%	30%
My child wouldn't want to talk about this with me	31%	32%	50%	8%	-	-	-	32%	29%	-	-	-	26%	36%	33%	31%	18%	32%	26%
I think this subject is covered in school	35%	34%	58%	17%	-	100%	-	36%	32%	-	-	-	57%	30%	22%	31%	27%	36%	30%
I'm afraid it would make matters worse	35%	38%	25%	33%	-	-	-	36%	32%	-	-	-	48%	30%	39%	31%	18%	38%	26%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1%	-	-	-	-	-	100%	-	-	-	-	100%	4%	-	-	-	-	1%	-
Prefer not to say	4%	5%	-	-	-	-	-	6%	-	-	-	-	-	12%	-	-	-	5%	-

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q15f. You previously mentioned that you would avoid discussing sex/ sexual online content with your child aged [child age].

Which, if any, of the following are your reasons for this?
(Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	159	117	28	11	1	2	-	96	63	-	-	-	35	37	35	25	27	107	52
I'm not comfortable talking about the subject	38%	38%	36%	45%	100%	50%	-	34%	44%	-	-	-	40%	22%	43%	48%	44%	35%	46%
I don't think I'm knowledgeable enough about the subject	21%	17%	36%	18%	-	100%	-	27%	13%	-	-	-	40%	8%	17%	28%	15%	22%	21%
I don't think it's a problem for my child	23%	23%	25%	18%	-	-	-	25%	19%	-	-	-	23%	16%	29%	28%	19%	22%	23%
My child wouldn't want to talk about this with me	46%	44%	64%	27%	-	-	-	44%	49%	-	-	-	51%	38%	34%	40%	70%	41%	56%
I think this subject is covered in school	25%	22%	39%	18%	-	50%	-	23%	29%	-	-	-	17%	35%	37%	12%	19%	30%	15%
I'm afraid it would make matters worse	26%	28%	25%	18%	-	-	-	26%	27%	-	-	-	43%	24%	31%	20%	7%	33%	13%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	3%	-	-	-	1%	-
Prefer not to say	3%	3%	-	-	-	-	-	4%	-	-	-	-	-	11%	-	-	-	4%	-

CHT_q15g. You previously mentioned that you would avoid discussing screen time with your child aged [child age].

Which, if any, of the following are your reasons for this?
(Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	118	91	16	8	2	1	-	72	44	2	-	-	31	33	17	19	18	81	37
I'm not comfortable talking about the subject	28%	30%	25%	25%	-	-	-	25%	34%	-	-	-	39%	30%	12%	26%	22%	30%	24%
I don't think I'm knowledgeable enough about the subject	19%	18%	25%	-	50%	100%	-	21%	16%	-	-	-	23%	21%	18%	11%	17%	21%	14%
I don't think it's a problem for my child	25%	18%	50%	50%	100%	-	-	28%	20%	50%	-	-	26%	6%	35%	42%	33%	20%	38%
My child wouldn't want to talk about this with me	40%	38%	69%	-	-	100%	-	39%	43%	-	-	-	45%	42%	24%	47%	33%	40%	41%
I think this subject is covered in school	31%	25%	56%	38%	-	100%	-	25%	41%	-	-	-	39%	18%	41%	42%	17%	31%	30%
I'm afraid it would make matters worse	30%	33%	19%	25%	-	-	-	32%	27%	-	-	-	45%	36%	29%	16%	6%	38%	11%
Other	6%	7%	6%	-	-	-	-	4%	5%	100%	-	-	-	12%	6%	5%	6%	6%	5%
Don't know	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	3%	-	-	-	1%	-
Prefer not to say	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	3%	-	-	-	1%	-

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q15h. You previously mentioned that you would avoid discussing online scams/ fraud with your child aged [child age].

Which, if any, of the following are your reasons for this? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed who would avoid discussing this

	92	73	10	8	-	-	1	58	33	-	-	1	25	27	18	12	10	70	22
I'm not comfortable talking about the subject	32%	32%	40%	25%	-	-	-	31%	33%	-	-	-	40%	30%	22%	25%	40%	31%	32%
I don't think I'm knowledgeable enough about the subject	34%	34%	40%	25%	-	-	-	33%	36%	-	-	-	56%	33%	22%	17%	20%	39%	18%
I don't think it's a problem for my child	25%	25%	40%	13%	-	-	-	28%	21%	-	-	-	16%	15%	50%	25%	30%	24%	27%
My child wouldn't want to talk about this with me	45%	42%	70%	38%	-	-	-	41%	52%	-	-	-	68%	41%	28%	33%	40%	47%	36%
I think this subject is covered in school	29%	29%	60%	-	-	-	-	26%	36%	-	-	-	36%	19%	33%	42%	20%	29%	32%
I'm afraid it would make matters worse	27%	26%	20%	50%	-	-	-	28%	27%	-	-	-	32%	26%	17%	25%	40%	26%	32%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	5%	5%	-	-	-	-	100%	3%	6%	-	-	100%	4%	7%	11%	-	-	7%	-
Prefer not to say	1%	1%	-	-	-	-	-	2%	-	-	-	-	-	4%	-	-	-	1%	-

CHT_q17. In general, how important, if at all, do you think it is that parents spend time using the same online and social media platforms that their children use to better understand or facilitate conversations about it?

Base: Parents of children aged 13 to 17 surveyed

	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Very important	36%	35%	38%	48%	30%	40%	14%	36%	37%	30%	25%	20%	42%	36%	37%	34%	32%	38%	33%
Fairly important	42%	43%	42%	32%	45%	30%	43%	43%	42%	39%	75%	40%	42%	42%	43%	42%	43%	42%	43%
Not very important	13%	13%	13%	15%	15%	10%	29%	13%	13%	26%	-	20%	10%	13%	12%	15%	14%	12%	15%
Not at all important	3%	3%	3%	1%	-	-	-	3%	2%	-	-	5%	2%	5%	2%	2%	3%	3%	2%
Don't know	6%	6%	5%	3%	10%	20%	14%	6%	6%	5%	-	15%	4%	5%	6%	6%	8%	5%	7%
Net: Important	79%	79%	79%	80%	75%	70%	57%	79%	79%	68%	100%	60%	84%	78%	81%	76%	75%	81%	76%
Net: Not important	16%	16%	16%	16%	15%	10%	29%	16%	15%	26%	-	25%	12%	18%	14%	17%	17%	15%	17%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q18. Thinking about your child aged [child age].

Which, if any, of the following do you think would help you to better understand or facilitate conversations with your child about online and social media platforms? (Please select all that apply)

	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Base: Parents of children aged 13 to 17 surveyed																			
If I spent more time using the same online and social media platforms as my child	29%	28%	32%	37%	35%	20%	14%	29%	29%	33%	-	25%	34%	29%	30%	25%	27%	31%	26%
If I had more information about online safety	27%	26%	29%	28%	35%	30%	-	26%	28%	21%	25%	5%	28%	27%	27%	25%	26%	28%	26%
If I had advice from teachers/ schools	14%	14%	16%	20%	30%	50%	-	15%	14%	9%	-	-	20%	17%	14%	11%	11%	17%	11%
If I had more control over my child's online accounts	30%	29%	31%	43%	45%	60%	29%	31%	29%	26%	25%	30%	39%	33%	29%	26%	22%	33%	24%
If I could engage with similar content online as my child	26%	26%	28%	27%	40%	30%	14%	26%	27%	26%	13%	15%	30%	28%	27%	23%	23%	28%	23%
Other	3%	3%	3%	3%	5%	10%	-	3%	3%	14%	25%	-	3%	3%	3%	2%	3%	3%	3%
Don't know	11%	11%	11%	7%	10%	-	29%	11%	11%	4%	-	20%	10%	9%	9%	14%	12%	9%	13%
Not applicable - nothing would help me to better understand or facilitate conversations with my child about online and social media platforms	18%	19%	18%	10%	10%	-	29%	18%	18%	18%	38%	20%	14%	19%	18%	19%	21%	17%	20%

CHT_q19. From which, if any, of the following do you currently get advice about social media and/ or your child's use of it? (Please select all that apply)

	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
Base: Parents of children aged 13 to 17 surveyed																			
Family members in my generation (e.g. siblings)	22%	21%	24%	27%	20%	30%	-	21%	23%	11%	25%	10%	23%	21%	24%	19%	21%	23%	20%
Family members in the older generation (e.g. my parents, grandparents, etc.)	10%	9%	12%	20%	30%	30%	14%	11%	10%	5%	25%	-	12%	12%	11%	8%	9%	11%	9%
Family members in the younger generation	26%	25%	28%	34%	25%	40%	-	25%	28%	25%	50%	10%	25%	26%	27%	27%	26%	26%	27%
My friends	30%	29%	32%	30%	15%	20%	-	30%	31%	21%	50%	15%	28%	30%	30%	30%	31%	29%	30%
Media publications (e.g. newspapers, online outlets, etc.)	27%	26%	30%	27%	30%	40%	29%	25%	28%	28%	25%	45%	28%	27%	28%	25%	26%	28%	25%
My child's teacher/ school	21%	20%	23%	14%	25%	10%	14%	21%	21%	14%	25%	20%	26%	26%	20%	18%	15%	24%	16%
Social media (e.g. A user-generated post)	18%	17%	19%	18%	20%	40%	-	18%	17%	19%	38%	30%	21%	18%	18%	16%	15%	19%	16%
Social media companies (e.g. safety guides published by the platform itself)	15%	15%	16%	16%	30%	30%	-	15%	15%	7%	13%	-	18%	17%	15%	13%	12%	17%	13%
Third-party organisations (e.g. Internet Matters, UK Safer Internet Centre, NSPCC, etc.)	14%	13%	17%	12%	5%	-	29%	12%	15%	30%	13%	20%	13%	15%	14%	12%	14%	14%	13%
Third-party organisations (e.g. ConnectSafely, Cyberbullying Research Center, Digital Wellness Lab, Common Sense Media, etc.)	10%	10%	8%	18%	30%	20%	-	10%	10%	9%	-	-	13%	8%	12%	9%	7%	11%	8%
Other	4%	4%	4%	6%	-	-	14%	3%	4%	11%	-	5%	3%	4%	3%	4%	3%	4%	4%
Don't know	4%	4%	4%	5%	5%	-	14%	4%	4%	5%	-	15%	5%	3%	4%	6%	5%	4%	5%
Not applicable - I do not get advice about social media and/ or my child's use of it from anywhere in particular	23%	24%	21%	16%	30%	10%	29%	23%	23%	26%	25%	20%	20%	22%	21%	24%	27%	21%	25%

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q20. Thinking about tools that can be used to help manage online safety (e.g. daily screen time caps, family pairing (where you connect your child's account with your own to give you access to parental controls to help manage who they can speak to and how long they can spend on the app), comment filters (where you can block certain words or people from commenting on posts), Content Controls (where you can restrict certain content from appearing in your feeds), etc.)...

Which ONE of the following statements BEST applies to you?

	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619	
Base: Parents of children aged 13 to 17 surveyed																				
I am aware of these tools and regularly use them with my child aged [child age].	24%	23%	24%	36%	40%	50%	43%	27%	21%	18%	25%	30%	36%	26%	27%	21%	12%	29%	16%	
I am aware of these tools and sometimes use with my child aged [child age].	24%	24%	23%	29%	5%	30%	-	23%	25%	16%	-	20%	32%	27%	24%	20%	17%	27%	19%	
I am aware of these tools, but don't feel that they are necessary with my child aged [child age].	36%	36%	37%	20%	20%	10%	29%	34%	37%	53%	50%	40%	20%	29%	33%	41%	55%	28%	48%	
I am not aware of these tools but I'd be interested in using them	10%	10%	11%	9%	30%	-	14%	10%	11%	7%	13%	5%	10%	11%	12%	11%	8%	11%	9%	
I am not aware of these tools and would not be interested in using them	6%	6%	5%	6%	5%	10%	14%	6%	6%	7%	13%	5%	3%	7%	5%	7%	8%	5%	7%	
Net: Aware	84%	84%	84%	85%	65%	90%	71%	84%	83%	86%	75%	90%	87%	82%	84%	82%	84%	84%	83%	
Net: Not aware	16%	16%	16%	15%	35%	10%	29%	16%	17%	14%	25%	10%	13%	18%	16%	18%	16%	16%	17%	

CHT_q21. Still thinking about tools that can be used to help manage online safety (e.g. daily screen time caps, family pairing (where you connect your child's account with your own to give you access to parental controls to help manage who they can speak to and how long they can spend on the app), comment filters (where you can block certain words or people from commenting on posts), Content Controls (where you can restrict certain content from appearing in your feeds), etc.)...

How confident, if at all, would you be talking to your child aged [child age] about using these tools?

	3364	2511	727	99	13	9	5	1814	1477	49	6	18	627	666	725	660	686	2018	1346	
Base: Parents of children aged 13 to 17 surveyed aware of tools																				
Very confident	54%	53%	57%	68%	62%	67%	60%	55%	53%	57%	100%	56%	59%	57%	55%	52%	49%	57%	51%	
Fairly confident	37%	38%	36%	19%	15%	11%	40%	36%	37%	29%	-	39%	35%	35%	37%	38%	37%	36%	38%	
Not very confident	6%	6%	5%	13%	23%	11%	-	6%	7%	4%	-	-	5%	6%	5%	7%	8%	5%	8%	
Not at all confident	1%	1%	1%	-	-	-	-	1%	1%	-	-	-	0%	1%	1%	1%	2%	1%	1%	
Don't know	2%	2%	1%	-	-	11%	-	2%	2%	10%	-	6%	1%	2%	2%	2%	4%	1%	3%	
Net: Confident	91%	91%	92%	87%	77%	78%	100%	92%	90%	86%	100%	94%	94%	92%	93%	90%	86%	93%	88%	
Net: Not confident	7%	7%	6%	13%	23%	11%	-	7%	8%	4%	-	-	5%	7%	6%	8%	9%	6%	9%	

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Total	Children in the household						Gender of child					Age of child					
	1	2	3	4	5+	Prefer not to say	Male	Female	Non-binary	Other	Prefer not to say	13	14	15	16	17	NET: 13-15 years old

CHT_q22. Still thinking about your child aged [child age].

Which, if any, of the following actions do you do specifically to support your child's positive wellbeing online? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
I have the passcode for their phone	33%	33%	33%	47%	45%	10%	29%	33%	33%	21%	50%	40%	45%	39%	35%	27%	20%	39%	24%
I take away their phone at certain times of the day	19%	18%	21%	26%	35%	30%	14%	20%	18%	14%	13%	25%	31%	24%	18%	14%	9%	24%	11%
I ask them to show me their social media profile and feed	27%	26%	28%	40%	40%	40%	29%	26%	28%	28%	38%	20%	36%	30%	27%	23%	19%	31%	21%
I ask them to show me their direct messages	21%	20%	21%	39%	25%	50%	14%	21%	20%	23%	25%	5%	31%	25%	21%	17%	11%	25%	14%
I use platforms' family pairing/ parenting tools	17%	16%	18%	29%	35%	20%	14%	17%	17%	11%	13%	30%	27%	21%	18%	12%	8%	22%	10%
I follow them on social media	35%	34%	39%	33%	55%	30%	-	33%	39%	28%	13%	20%	30%	35%	39%	37%	36%	35%	37%
We create content together	9%	9%	10%	15%	25%	10%	14%	10%	9%	7%	-	5%	13%	10%	8%	9%	6%	10%	8%
Other	8%	8%	8%	6%	5%	-	29%	7%	9%	25%	13%	15%	7%	8%	8%	8%	10%	8%	9%
Don't know	3%	3%	3%	1%	5%	-	14%	3%	3%	5%	13%	10%	3%	2%	3%	4%	4%	3%	4%
Not applicable - I do not do any actions specifically to support my child's positive wellbeing online	18%	19%	17%	15%	5%	-	14%	19%	16%	19%	13%	20%	7%	17%	15%	22%	27%	14%	25%
Prefer not to say	2%	2%	2%	2%	-	10%	-	2%	2%	2%	-	-	2%	2%	2%	2%	3%	2%	3%

CHT_q23. Still thinking about your child aged [child age].

Which, if any, of the following would trigger you to talk to your child about online safety? (Please select all that apply)

Base: Parents of children aged 13 to 17 surveyed	4023	3003	866	117	20	10	7	2158	1780	57	8	20	720	816	868	807	812	2404	1619
When they open a new account on an online and social media platforms	31%	30%	33%	33%	40%	50%	43%	30%	31%	25%	50%	30%	43%	36%	31%	26%	19%	36%	22%
When they encounter a problem in general and come to me about it	68%	67%	72%	59%	55%	30%	57%	64%	71%	79%	88%	70%	68%	68%	68%	66%	69%	68%	67%
If I see a negative change in their mood or habits	65%	64%	70%	56%	60%	40%	57%	62%	68%	79%	75%	60%	67%	65%	65%	65%	64%	66%	64%
If I see something about social media in the news or via word of mouth that concerns me	59%	58%	64%	61%	40%	60%	43%	57%	62%	53%	63%	60%	63%	57%	62%	57%	57%	60%	57%
When I hear about an incident or threat in the media	56%	55%	60%	42%	50%	50%	43%	53%	60%	49%	75%	55%	56%	58%	56%	55%	53%	57%	54%
Other	2%	2%	2%	3%	-	-	-	1%	2%	5%	-	-	2%	2%	2%	1%	2%	2%	1%
Don't know	3%	3%	2%	2%	5%	-	14%	3%	2%	4%	-	10%	2%	3%	3%	3%	3%	2%	3%
Not applicable - nothing in particular would trigger me to talk to my child about online safety	4%	4%	3%	6%	5%	10%	-	5%	3%	2%	13%	-	1%	5%	3%	5%	5%	3%	5%
Prefer not to say	1%	1%	1%	2%	-	-	-	1%	1%	-	-	-	2%	2%	1%	1%	1%	1%	1%

Cell Contents (C