

YouGov - Children and social media photos

Sample: 863 GB children aged 8-15

23rd - 29th August 2019

Total	Child's Gender									
	Male	Female	8	9	10	11	12	13	14	15

Moving on...Do your parents or guardians ever post photos of you on their personal social media accounts (such as their Facebook, Instagram or Twitter account)?

Unweighted base	863	429	434	103	117	112	106	103	108	110	104
Base: All GB children 8-15	863	444	419	118	114	111	108	106	102	100	104
Yes	66%	65%	67%	66%	63%	66%	77%	57%	69%	68%	60%
No	27%	29%	26%	26%	26%	24%	17%	38%	25%	28%	36%
I don't know	7%	7%	7%	8%	11%	9%	5%	5%	6%	4%	4%

And when they do post photos of you on their personal social media accounts, how often do they ask you if it is ok for them to post them?

Unweighted base	571	281	290	67	74	76	81	61	74	74	64
Base: All GB children 8-15 whose parents post photos of them on their SM accounts	568	287	281	78	72	74	84	60	70	68	62
Never	34%	34%	34%	60%	37%	39%	24%	35%	17%	33%	25%
Sometimes	34%	35%	32%	13%	35%	36%	36%	36%	36%	36%	46%
Most of the time	18%	17%	18%	19%	19%	15%	15%	20%	18%	23%	13%
Always	13%	12%	15%	7%	8%	10%	24%	7%	26%	8%	16%
I don't know	1%	1%	0%	-	2%	-	1%	2%	2%	-	-

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Which ONE of the following do you MOST agree with?

	Unweighted base	Male	Female	8	9	10	11	12	13	14	15
Base: All GB children 8-15 whose parents post photos of them on their SM accounts	571	281	290	67	74	76	81	61	74	74	64
I'm fine for my parents to post whatever photos they want of me on their social media	568	287	281	78	72	74	84	60	70	68	62
I would want to approve any photos of me my parents want to post on their social media	46%	43%	49%	61%	59%	53%	45%	53%	23%	36%	39%
I don't want my parents to post any photos of me on their social media	44%	44%	43%	20%	35%	41%	42%	43%	66%	49%	57%
I don't know	7%	9%	5%	13%	4%	2%	7%	3%	10%	13%	4%
	3%	4%	2%	6%	2%	3%	6%	1%	1%	2%	-

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For this question, please choose as many answers as you like...Which, if any, of the following are reasons why you would not want your parents to post photos of you on their social media?

	Unweighted base	289	152	137	23	27	33	39	28	55	46	38
Base: All GB children 8-15 who would want to approve/don't want their parents to post photos of them on their SM accounts		288	152	136	26	28	32	41	28	53	42	38
They aren't good pictures of me		45%	35%	56%	26%	44%	43%	32%	31%	51%	56%	63%
It breaches my privacy		18%	23%	14%	22%	27%	13%	18%	22%	23%	8%	19%
I find it embarrassing		62%	62%	63%	75%	42%	55%	65%	68%	58%	70%	65%
I might get made fun of by other children because of the photos		29%	33%	25%	43%	42%	39%	19%	39%	22%	31%	14%
People I don't know might see the photos		28%	25%	32%	53%	41%	23%	30%	21%	22%	22%	27%
They will appear on my own social media account		9%	8%	10%	-	-	2%	5%	10%	14%	14%	16%
Other reasons		2%	2%	1%	4%	3%	3%	-	-	3%	-	-
I don't know		5%	6%	4%	8%	3%	6%	4%	7%	8%	2%	2%