

Internet users' experience of potential online harms: summary of survey research

Conducted by: Jigsaw Research

Fieldwork: January/February 2020



Background and Objectives



This research was commissioned by Ofcom with advice on research design provided by The Information Commissioner's Office.

The main objective of the research was to quantify concerns about, reported experiences of and potential sources of online harm in three key categories:

- CONTENT that people view, read or listen to online and INTERACTIONS with other users
- DATA / PRIVACY
- HACKING / SECURITY

The research also explored knowledge and opinions of the current level of regulation that applies to online environments

Similar research was undertaken by Ofcom and the ICO during February/March 2019

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Adults (16+)

- 2,080 face-to-face in-home interviews with internet users aged 16+ in the UK
- Quotas set on age, gender, region, social grade and urbanity
- Fieldwork from 3rd January to 9th February 2020



Children (12-15)

- 2,001 online interviews with children aged between 12 and 15.
- Quotas set on age, gender, region and social grade
- Fieldwork from 7th January to 11th February 2020

There were fewer high profile controversies about social media during the 2020 fieldwork period than in 2019, with the news focusing on the aftermath of the general election and Brexit. This contrasts with the 2019 fieldwork period, when Molly Russell's death, the Christchurch attacks and the Facebook-Cambridge Analytica investigation were all prevalent in the news.

We think that this might have had an impact on 2020 results – for example, with the average number of concerns reducing.

Sources of potential harm - definitions



The Social media, instant messaging, video sharing and gaming platform ‘nets’ have been based on usage of the following services:

SOCIAL MEDIA

- Facebook
- Google Hangouts
- Instagram
- LinkedIn
- Pinterest
- Reddit
- Snapchat
- TikTok
- Tumblr
- Twitch
- Twitter
- Viber
- WhatsApp
- Another social media platform
(RESPONDENTS ALLOWED TO
WRITE IN OTHERS)

INSTANT MESSENGER (IM)

- Discord
- Facebook messenger
- Google Hangouts
- iMessage
- Snapchat
- TeamSpeak
- Telegram
- Viber
- WhatsApp
- Another instant messenger (IM)
(RESPONDENTS ALLOWED TO
WRITE IN OTHERS)

VIDEO SHARING

- YouTube
- Vimeo
- Daily motion
- LiveLeak
- Mixer
- Twitch
- Instabib.tv
- Another video sharing site
(RESPONDENTS ALLOWED TO
WRITE IN OTHERS)

GAMING

- Nintendo online
- PlayStation network
- Steam
- Xbox live
- Another gaming platform
(RESPONDENTS ALLOWED TO
WRITE IN OTHERS)

Summary – Concerns about using the internet

- We first asked adults whether they had any concerns at all about the internet (including social media, using an app, video, online games and emails). Respondents were not shown any potential harms to choose from at first, so anything they told us was top-of-mind. **In total, 81% (+3% vs. 2019) of adult internet users have at least one unprompted concern**
- We then showed adult respondents a list of potential online harms (slide 20) and asked them which, if any, concerned them specifically in relation to children, and then which concerned them more generally. 12-15 year old research participants were shown a similar list (slide 21), using age-appropriate language and asked to indicate which were of concern. **After prompting, the proportion of adult internet users concerned about at least once aspect of going online increases to 83% (unchanged) in relation to children and 86% (+2%) more generally. In comparison, 89% (-2%) of 12-15 year old internet users have at least one concern about going online.**
- **However, individual adult concerns in relation to children, and more generally, have both dropped compared to 2019** (from 8 to 7 concerns in relation to children and 7 to 6 generally). This is possibly due to the timing of the fieldwork – i.e. immediately after the election, when the news agenda was focussed on Brexit / during a time when there were fewer high-profile controversies on social media
 - *NB: It is worth noting that 2020 scores remain higher than those reported in 2018**
- **As in 2019, adults and 12-15 year olds' highest level of concern is around children's exposure to bullying, abusive behaviour or threats (45% and 52% respectively).** Adults with children in the household are especially concerned about this (54%), as are female 12-15's (59%).

Summary – Concerns about using the internet

- Adults remain more concerned about potential online harms in relation to children than about the internet more generally. **However, when asked about the internet more generally, adults are more concerned about their personal information being stolen (43%), scams/frauds (42%) and their data being processed without prior consent (37%).**
- Most issues cause a significant level of concern, but **the issue causing the greatest concern is material showing child sexual abuse (83% of those expressing a concern with this were very concerned in relation to children).**

Summary – Experience of potential harms

- **62% (+1% vs. 2019) of adult and 81% (+2%) of 12-15 year old internet users have had at least one potentially harmful experience online in the past 12 months.**
 - Adults are most likely to have experienced spam emails* (32%), scams/fraud (22%) and fake news (16%)
 - 12-15 year olds are most likely to have experienced offensive language (39%), spam (31%) and unwelcome friend requests (29%). A quarter have experienced bullying (26%) or trolling (24%)
 - As expected, increased time online increases the exposure to potential harms
- **Going online too much is the most frequently experienced potential harm** (78% of adults and 53% of 12-15 year olds who are concerned and experienced it in the last year said it occurred at least weekly), **but less frequent experiences have the greatest impact**
 - Theft of personal information has the most severe impact on adults (59% found it very/fairly annoying, upsetting or frustrating), along with non-consensual use of personal data (48%)
 - Bullying, abusive behaviour or threats has the biggest impact on 12-15 year olds (51%), along with viruses (46%), hate speech (42%) and content promoting self-harm (40%)
- **34% (+5%) of adult and 41% (+3%) of 12-15 year old internet users have experienced something that impacts them** (i.e. something they found very/fairly annoying, upsetting or frustrating)

*There may be some crossover with some of the other potential harms mentioned in this report. For example, spam emails may range from being just annoying to potentially harmful (e.g. containing scams and/or offensive content).

Summary – Sources of potential harm

- **Social media sites remain the most commonly cited sources of harm**
- **79% of adult internet users would like websites to do more to keep them and others safe**
- **Only 56% of 12-15 year olds feel safe when they go on social media and 41% are put off using social media by online bullies**
- **78% of 12-15 year olds know how to change the privacy settings on social media accounts and 68% have actually done so**

Summary – Reporting of harmful experiences

- **19% (unchanged) of adults and 29% (+4%) of 12-15 year olds have taken action to report harmful content they have seen online**
 - Clicking on the report button (69%, +6%) is the most common action taken by adults, followed by blocking (22%, -6%) and informing the site (15%, -5%)
 - 16-34's, females and those with children in the household are most likely to report
 - 12-15 year olds are more likely to tell a parent (50%, -5%) or click on the report button (39%, -3%), followed by blocking (25%, -4%)
- **Nearly 2 in 3 adult and 12-15 year old 'reporters' had seen the harmful content they reported on social media**
 - 57% of adults and 33% of 12-15 year olds had seen the harmful content on Facebook
 - 25% of 12-15 year olds had seen the harmful content on Instagram
- **Respondents thought that the harmful content was removed in almost half of cases where it was reported (46% of adult and 12-15 year olds cases)**
- **58% of adult 'reporters' were satisfied with the outcome of their complaint**
 - NB: 12-15 year olds did not answer this question

Summary – Attitudes towards regulation

- **A higher proportion of adults think regulations are now in place for the following platforms:**
 - SVoD - 76% (2020) vs. 68% (2019)
 - Social media - 74% vs. 59%
 - IM - 66% vs. 51%
 - Video sharing sites - 62% vs. 54%
 - 16-54s and those with children in the household are most likely to think regulations in place
 - *This is possibly due to platforms being more publicly proactive about ways to mitigate harms experienced by users*
- **Although high proportions of adults think these platforms are already regulated, there is high levels of support for increased regulation, especially for:**
 - Social media – 66% (2020) vs. 70% (2019)
 - Video sharing sites - 57% vs. 64%
 - IM - 56% vs. 61%
 - Females with kids in the household most likely to support more regulation
- **The media that adult internet users feel should have more regulation – including social media sites and video sharing services – are generally the least trusted sites**
- **Overall, internet users have mixed views about going online:**
 - 59% (-2%) of 12-15 year old internet users agree that the internet makes children's lives better
 - 66% (+7%) of adult internet users agree that the benefits of going online outweigh the risks
 - However, 47% (-3%) of adults are concerned about how their info is used by organisations

Section 1

Concerns about the internet

A) Spontaneous Concerns



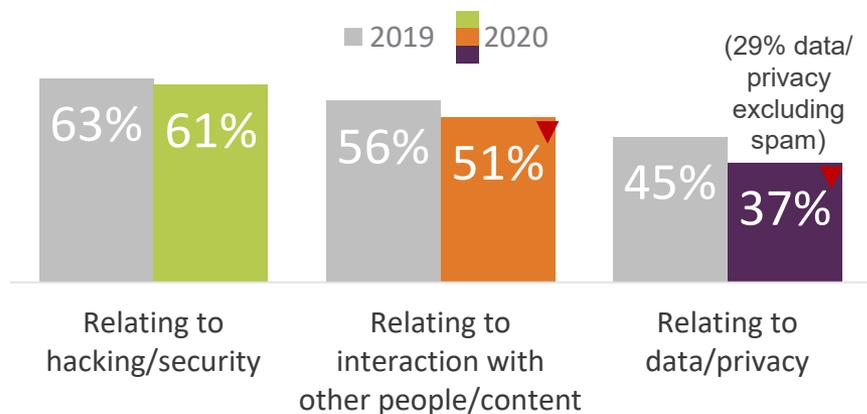
Without being prompted, four fifths (81%) of UK adults express a concern about the internet

Unprompted Concerns



81% (2019 78%)

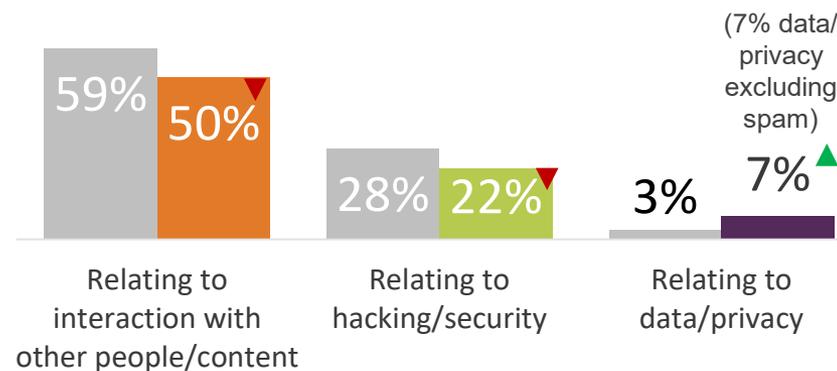
Of adults have **spontaneous** concerns about the internet



27%* (2019 22%)

Of children (12-15) have **spontaneous** concerns about the internet

Of those that are concerned, **spontaneously** they mentioned...



**Self-completion methodology likely explains relatively low level of unprompted concern compared to adults.*

Significantly higher/lower ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

Question context: I am now going to ask you a few questions about your opinion on using the internet. Just to confirm, using the internet includes things like visiting a social media site or app, looking at a website or using an app, watching a TV programme or video clip, playing online games or checking emails.

Base: All adult internet users 2020 (2080), 2019 (2057) Question: C1. Do you have any concerns about the internet? (Responses coded into list)

Base: All Children 12-15 (2001) Question: C1a. Do you have any concerns about the internet? (Single code response – Yes/no/dk)

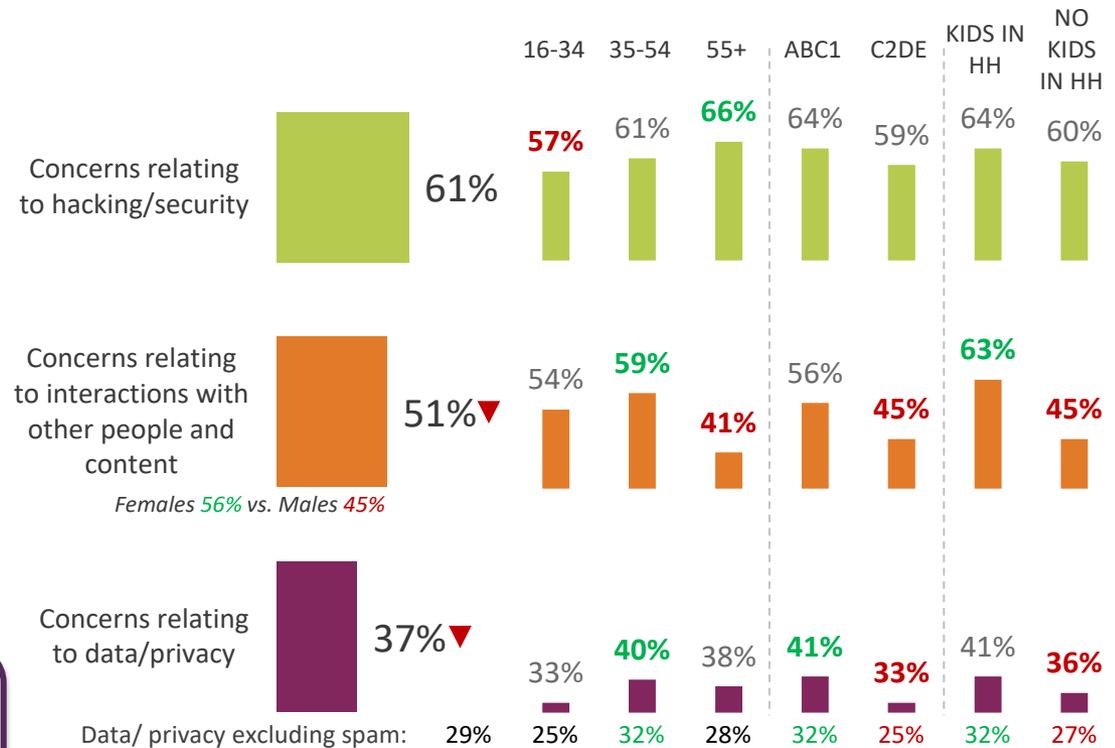
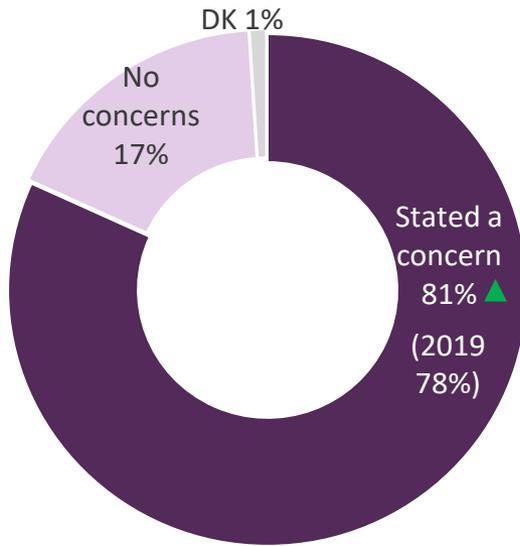
Base: Children 12-15 concerned on the internet 2019 (210) 2020 (532) Question: C1b. What concerns do you have? (Open response)



Elements related to hacking/security are top of mind for adults – particularly amongst those aged 55+

UNPROMPTED Concerns

What concerns do you have about the internet?



Females 56% vs. Males 45%

Significantly higher/lower than 2019 ▲ ▼

Significant subgroup differences in % having concerns
 Females 84% vs. males 79%
 ABC1 84% vs. C2DE 79%
 Children in HH 85% vs. no children 80%
 Taken action to report content 92% vs. not taken action 78%

Source: Jigsaw Research "Potential online harms" February 2020

Question context: I am now going to ask you a few questions about your opinion on using the internet. Just to confirm, using the internet includes things like visiting a social media site or app, looking at a website or using an app, watching a TV programme or video clip, playing online games or checking emails.

Question: C1. Do you have any concerns about the internet ? (Responses coded into list). Base: All adult internet users 2020 (2080) 2019 (2057)



Those aged 35-54, with kids in the HH, ABC1s and females are likely to have more top of mind concerns



Significantly higher/lower than 2019

UNPROMPTED Concerns (ranked on all adults)

What concerns do you have? ALL ADULTS		16-34	35-54	55+	ABC1	C2DE	KIDS IN HH	NO KIDS IN HH	MALE	FEMALE
Personal info being stolen/hacked	45%▲	42%	45%	47%	46%	43%	48%	43%	42%	48%
Scams/fraud	41%	38%	39%	45%	43%	39%	43%	40%	38%	44%
Personal info used without knowledge*	26%▼	22%	27%	27%	29%	22%	28%	24%	23%	28%
Violent/disturbing content	20%▼	21%	26%	14%	23%	17%	27%	17%	17%	24%
Sexual/pornographic content	20%▼	18%	26%	15%	23%	16%	25%	17%	15%	24%
Viruses etc	20%▼	19%	21%	18%	23%	16%	21%	18%	21%	18%
Private info made public	19%▼	19%	21%	18%	21%	17%	24%	17%	19%	20%
Spam emails	19%▼	19%	19%	21%	22%	16%	19%	20%	19%	20%
Fake News*	19%	19%	22%	16%	23%	14%	20%	18%	19%	18%
Bullying/abusive behaviour/threats	17%▼	20%	20%	12%	20%	14%	20%	15%	15%	19%
People pretending to be another person	17%▼	21%	18%	12%	20%	14%	22%	14%	13%	20%
Child sexual abuse imagery*	16%▼	16%	22%	12%	19%	13%	22%	13%	14%	18%
Offensive videos/pictures	16%▼	15%	23%	12%	20%	13%	20%	14%	15%	17%
Stalking/cyberstalking	15%▼	17%	18%	10%	18%	11%	17%	13%	12%	17%
Collecting data about me in unclear ways...	13%▼	11%	15%	13%	16%	10%	15%	12%	13%	13%
Harmful/misleading advertising	13%▼	15%	14%	10%	16%	9%	15%	11%	13%	12%
Promotion terrorism/radicalisation	13%▼	14%	15%	10%	16%	10%	17%	11%	13%	13%
Unwelcome friend/follow requests	12%▼	12%	15%	9%	13%	11%	15%	11%	8%	16%
Trolling	12%▼	14%	15%	7%	14%	10%	16%	10%	9%	14%
Hate speech/inciting violence	11%▼	11%	15%	7%	13%	8%	14%	9%	11%	11%
Offensive language	11%▼	8%	15%	8%	14%	7%	12%	10%	8%	13%
Spending too much time online	11%	13%	11%	10%	13%	10%	12%	10%	9%	13%
Content promoting self-harm	10%▼	10%	12%	7%	11%	8%	12%	9%	9%	10%
Spending too much money online**	8%	10%	8%	6%	8%	8%	10%	7%	6%	10%
Cyber-flashing**	8%	10%	10%	4%	10%	6%	10%	7%	7%	8%
Fake images/videos**	8%	8%	9%	6%	9%	5%	9%	6%	7%	8%
Government/agency surveillance	7%▼	7%	8%	6%	8%	5%	7%	7%	9%	5%
Feeling pressure to send photos/info**	6%	7%	8%	4%	7%	5%	10%	4%	6%	7%

Source: Jigsaw Research "Potential online harms" February 2020

Question: C1. Do you have any concerns about the internet?

Base: All adult internet users (2080)

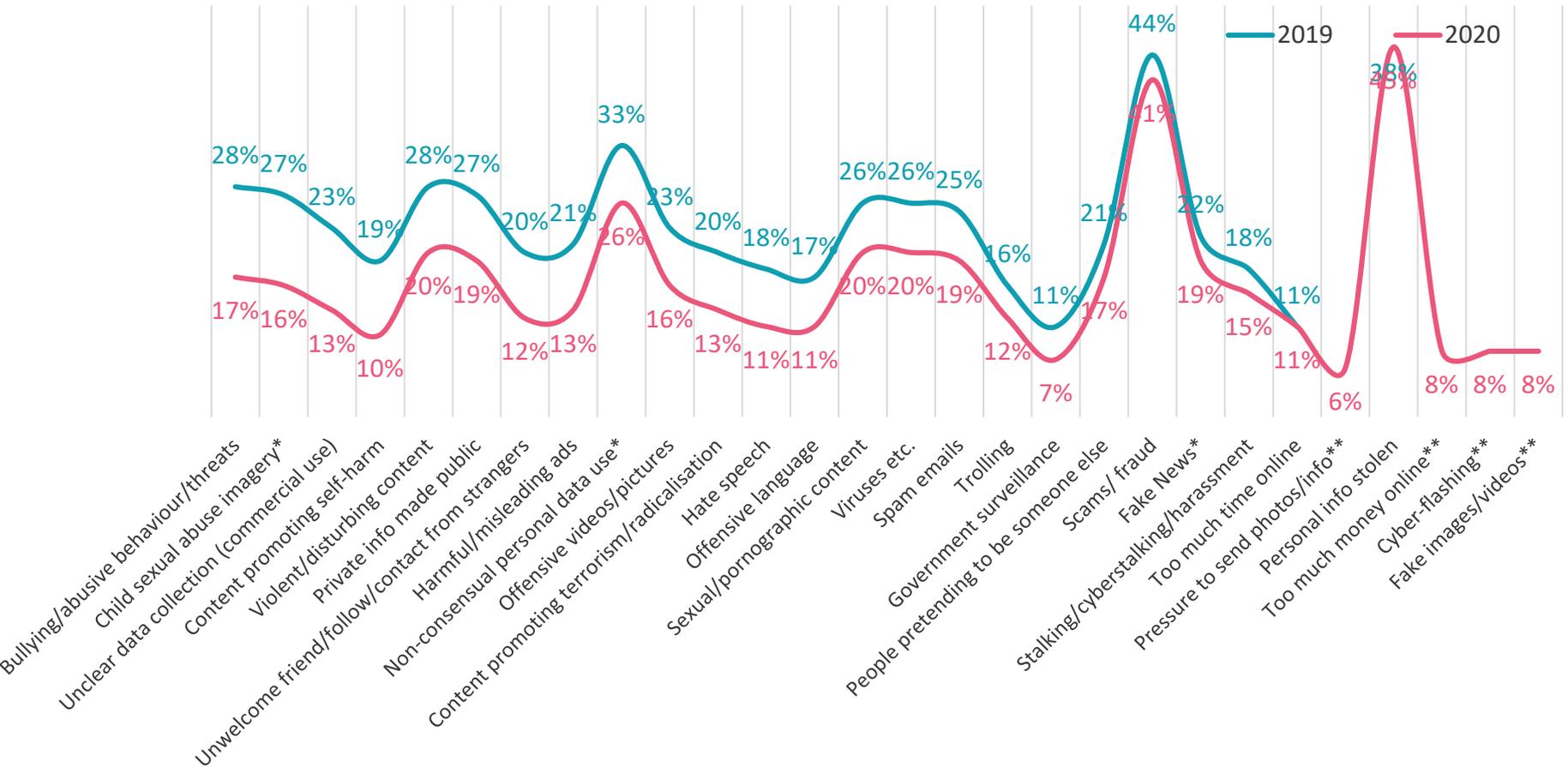
Highlighting denotes significant differences between subgroups

*Wording changed in 2020. **New statement added 2020



Individual concerns are generally lower than in 2019

UNPROMPTED Concerns (ranked on largest difference)



Source: Jigsaw Research "Potential online harms" February 2020

Question: C1. Do you have any concerns about the internet?

Base: All adult internet users (2080)

Highlighting denotes significant differences between subgroups

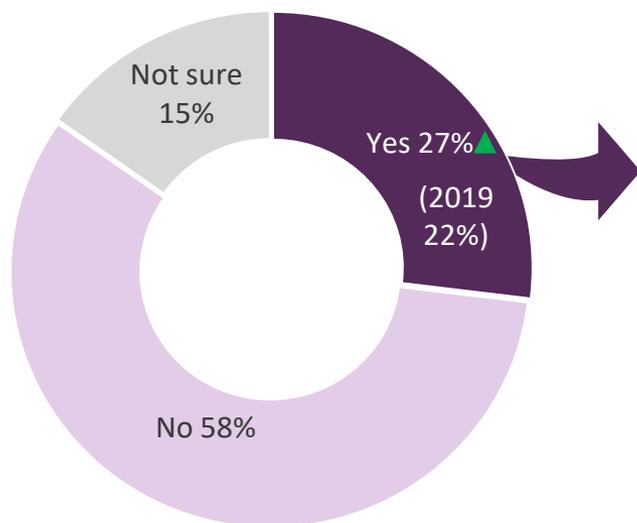
*Wording changed in 2020. **New statement added 2020



3 in 10 12-15 year olds said they had spontaneous concerns about using the internet – notably interactions with other people and content

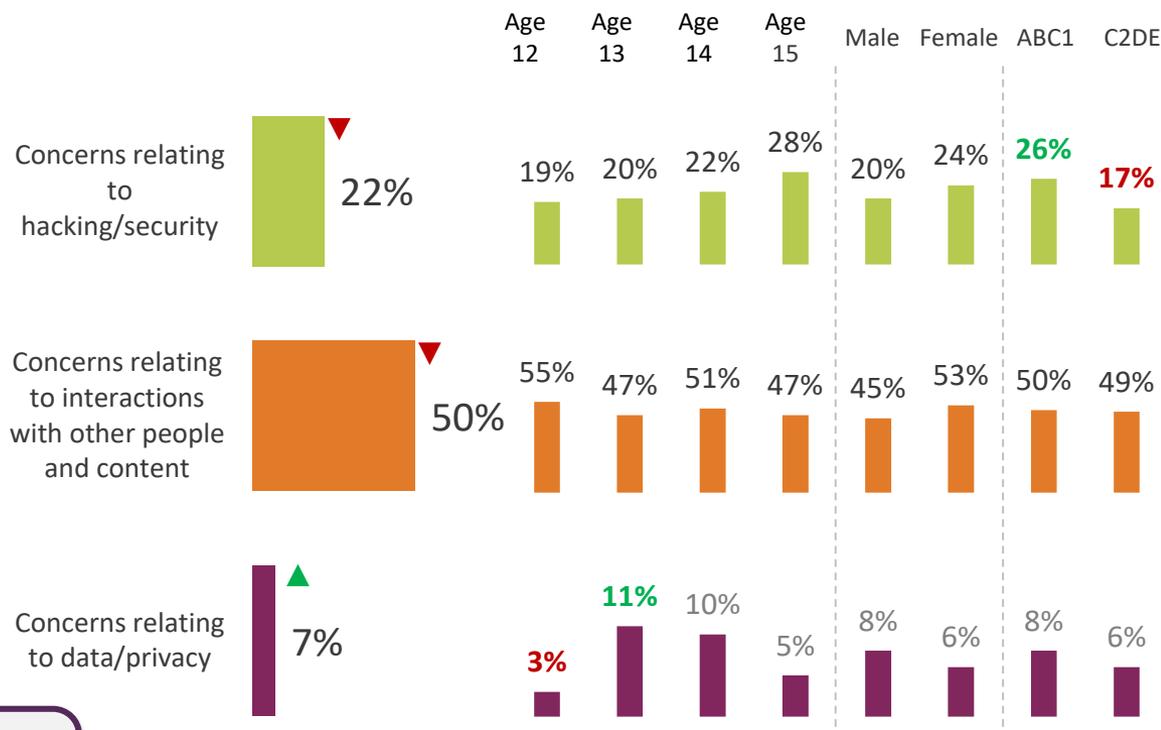
UNPROMPTED Concerns

Do you have any concerns about the internet?



Significant subgroup differences in % having concerns
Girls 31% vs. Boys 25%
Visited lots of new sites/apps 38% vs. only used sites/apps used before 25%
Experienced a potential harm 33% vs no harm experienced 6%

What concerns do you have?



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020. Question context: **You're now going to see a few questions about your opinion of using the internet.** As a reminder, using the internet includes things like: using social media sites or apps such as Facebook, Snapchat and Instagram; looking at websites or apps; watching a TV programme or video clip on YouTube or Netflix; playing online games, including through a PlayStation or Xbox; checking emails. Question: C1a. Do you have any concerns about the internet? Base: All children 12-15 (2001). C1b. What concerns do you have? UNPROMPTED, open-ended and verbatim comments coded. Base: all expressing concern n=532



The most common spontaneous concerns amongst 12-15 year olds relate to bullying and personal information being stolen

UNPROMPTED Concerns

What concerns do you have?	ALL AGED 12-15 YEARS	Age 12	Age 13	Age 14	Age 15	Male	Female	ABC1	C2DE
Bullying	25%	29%	21%	27%	23%	25%	25%	24%	26%
Personal info being stolen	16%	15%	14%	14%	18%	15%	16%	17%	14%
People pretending to be another person	11%	14%	13%	12%	5%	7%	13%	10%	11%
Safety concerns (generally)	11%	9%	11%	9%	14%	12%	10%	12%	9%
Unwelcome friend/follow	10%	10%	12%	8%	9%	8%	11%	12%	6%
People being mean / insulting	6%	7%	8%	8%	2%	5%	7%	6%	6%
Personal data processed without consent	4%	2%	7%	5%	3%	5%	4%	5%	3%
Scams/fraud	4%	3%	2%	3%	7%	3%	4%	5%	3%
Bad/creepy/dangerous people	4%	4%	4%	6%	1%	3%	4%	3%	5%
Offensive videos / pictures	4%	4%	3%	4%	3%	3%	4%	3%	4%
Private info being made public	3%	2%	4%	4%	3%	2%	4%	4%	1%
Being watched	3%	1%	4%	5%	2%	3%	3%	2%	4%
People or organisations collecting data about...	3%	1%	4%	5%	2%	4%	3%	3%	3%
Data protection	2%	1%	3%	1%	4%	3%	2%	3%	2%
Trolling (a person who deliberately says...	2%	3%	3%	0%	3%	3%	2%	2%	4%
Paedophiles	2%	2%	2%	4%	1%	2%	2%	2%	3%
Sexual / pornographic content	2%	1%	1%	5%	2%	2%	2%	3%	2%
Viruses/trojans/worms/spyware/malicious...	2%	2%	3%	1%	3%	3%	2%	3%	1%
Hate speech / inciting violence	2%	1%	0%	2%	3%	2%	2%	2%	0%
Offensive / inappropriate websites	2%	2%	0%	3%	2%	2%	1%	1%	2%

Significantly higher/lower than 2019 ▲ ▼

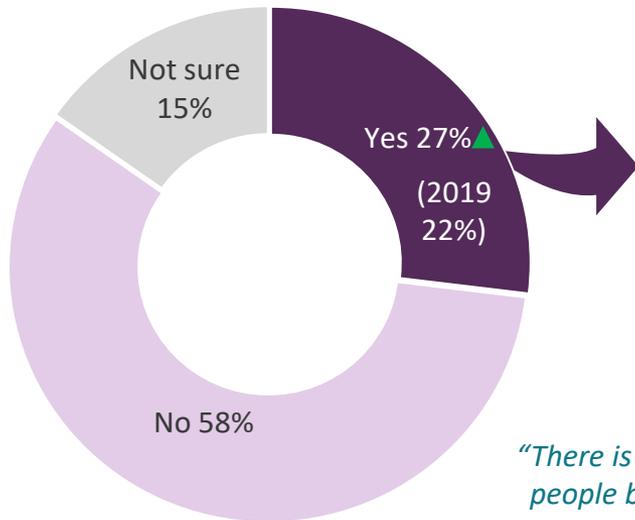
Source: Jigsaw Research "Potential online harms" February 2020. Question context: **You're now going to see a few questions about your opinion of using the internet.** As a reminder, using the internet includes things like: using social media sites or apps such as Facebook, Snapchat and Instagram; looking at websites or apps; watching a TV programme or video clip on YouTube or Netflix; playing online games, including through a PlayStation or Xbox; checking emails. Question: C1a. Do you have any concerns about the internet? Base: All children 12-15 (2001). C1b. What concerns do you have? UNPROMPTED, open-ended and verbatim comments coded. Base: all expressing concern n=532. *NO SIG TESTING DONE VS. 2019 AS DATA IS CODED FROM OPEN ENDED SO NOT ENTIRELY COMPARING LIKE WITH LIKE



A selection of concerns voiced by children

UNPROMPTED Concerns

Do you have any concerns about the internet?



*“Bullying of other children online and **when my friends tell me they have been bullied online and some talk about killing themselves.** It makes me sad and worried about them”*

“Contact from people I don't know. Mean things being said to me or nasty photos or comments being posted.”

“Sometimes it can used to bully people or if you have a photo taken people can be horrible”

*“I worry that people will say something nasty about stuff I post online or that they will know personal information about me, like where I live or go to school. I also **worry that someone will approach me and say something inappropriate or that they may not be who they say they are.**”*

“Getting hacked. People screenshotting messages. People tracking where I am. Believing scams. Apps not accepting my age, so have to put higher one in. Buying things by accident”

*“I am concerned that people online who I don't know are not who they say they are. But also the people who I do know and talk to in real life can be completely different on social media. **It can get very bitchy and rumours spread like lightning. You can turn up to school one day and everyone is talking about something that you know did not happen. Or happened completely differently. Or you aren't sure if it happened or not.** Loads of drama happens all the time because of it. Sometimes you feel you have to be on social media just so you can stay in the loop”*

*“There is always bullying and people being mean to each other - **I am not allowed to talk to anyone I don't know but sometimes people I don't know are added to groups on WhatsApp**”*

Source: Jigsaw Research "Potential online harms" February 2020
Question: C1a. Do you have any concerns about the internet ? Base: All children 12-15 (2001)
C1b. What concerns do you have? UNPROMPTED, open-ended and verbatim comments coded.
Base: all expressing concern n=532

Section 1 continued Concerns about the internet

B) Prompted concerns about children online

- Adults' concerns about children going online
- Children's own concerns about going online



Glossary of terms

List used in the Adults survey – with corresponding chart reference text

Full Prompted List (Adults)	Short Text (In charts)
Sexual\ pornographic content	Sexual/pornographic content
Imagery or videos of child sexual exploitation or abuse*	child sexual abuse imagery
Offensive language	Offensive language
Offensive videos\pictures	Offensive videos/pictures
Violent\ disturbing content	Violent/disturbing content
Fake News i.e. stories that are false or made up, written deliberately to mislead*	Fake News
Promotion of terrorism\ radicalisation	Content promoting terrorism/radicalisation
Content promoting self-harm e.g. cutting, anorexia, suicide	Content promoting self-harm
Harmful or misleading advertising	Harmful/misleading ads
Hate speech \ inciting violence	Hate speech
Unwelcome friend\follow requests/unwelcome contact or messages from strangers	Unwelcome friend/follow/contact from strangers
Stalking/cyberstalking (harassment from other internet users)	Stalking/cyberstalking/harassment
People pretending to be another person	People pretending to be someone else
Bullying, abusive behaviour or threats	Bullying/abusive behaviour/threats
Trolling (a person who deliberately says something controversial in order to start arguments or cause upset)	Trolling
Feeling under pressure to send photos or other information about yourself to someone**	Pressure to send photos/info
Cyber-flashing i.e. receiving unwanted sexual or nude images or videos from another person**	Cyber-flashing
Fake images/fake videos e.g. deep fake videos**	Fake images/videos
Spam emails	Spam emails
Government\ agency surveillance	Government surveillance
My personal data being used without my knowledge/consent*	Non-consensual personal data use
People or organisations collecting data about me in unclear ways for commercial reasons	Unclear data collection (commercial use)
My personal information being stolen/hacked	Personal info stolen
Scams/ fraud	Scams/ fraud
Private information being made public (e.g. photos)	Private info made public
Viruses/ trojans/ worms/ spyware/ malicious software	Viruses etc.
Spending too much time online	Too much time online
Spending too much money online/spending money you did not mean to**	Too much money online
Other (WRITE IN)	

Source: Jigsaw Research "Potential online harms" March 2019

*Wording changed in 2020. **New statement added 2020



Glossary of terms



List used in the children survey – with corresponding chart reference text

Full Prompted List (children)	Short Text (In charts)
Sexual\ pornographic content	Sexual/pornographic content
Imagery or videos of child sexual exploitation or abuse*	child sexual abuse imagery
Swear words or offensive language	Offensive language
Offensive videos\pictures	Offensive videos/pictures
Violent\ disturbing content	Violent/disturbing content
Fake News i.e. stories that are false or made up, written deliberately to mislead*	Fake News
Promotion of terrorism\ radicalisation	Content promoting terrorism/radicalisation
Content promoting self-harm e.g. cutting, anorexia, suicide	Content promoting self-harm
Adverts that contain untrue information	Harmful/misleading ads
Hate speech \ inciting violence	Hate speech
Unwelcome friend\follow requests/unwelcome contact or messages from strangers	Unwelcome friend/follow/contact from strangers
Stalking/cyberstalking (harassment from other internet users)	Stalking/cyberstalking/harassment
People pretending to be another person	People pretending to be someone else
Bullying, abusive behaviour or threats	Bullying, abusive behaviour or threats
Trolling (a person who deliberately says something controversial in order to start arguments or cause upset)	Trolling
Feeling under pressure to send photos or other information about yourself to someone	Pressure to send info/photos
Cyber-flashing, i.e. receiving sexual or nude images or videos that you have not asked for from another person, for instance via Apple AirDrop or on messaging or social media apps**	Cyber-flashing
Fake images/fake videos, e.g. deep fakes**	Fake images/videos
Spam emails	Spam emails
Government\ agency surveillance	Government surveillance
My personal data being processed without my knowledge/consent	Non-consensual personal data use
People or organisations collecting data about me in unclear ways to make money	Unclear data collection (commercial use)
My personal information being stolen/hacked	Personal info stolen
Scams/ fraud	Scams/ fraud
Private information being made public (e.g. photos)	Private info made public
Viruses/ trojans/ worms/ spyware/ malicious software	Viruses etc.
Spending too much time online	Too much time online
Spending too much money online	Too much money online
Other (WRITE IN)	

Source: Jigsaw Research "Potential online harms" March 2019

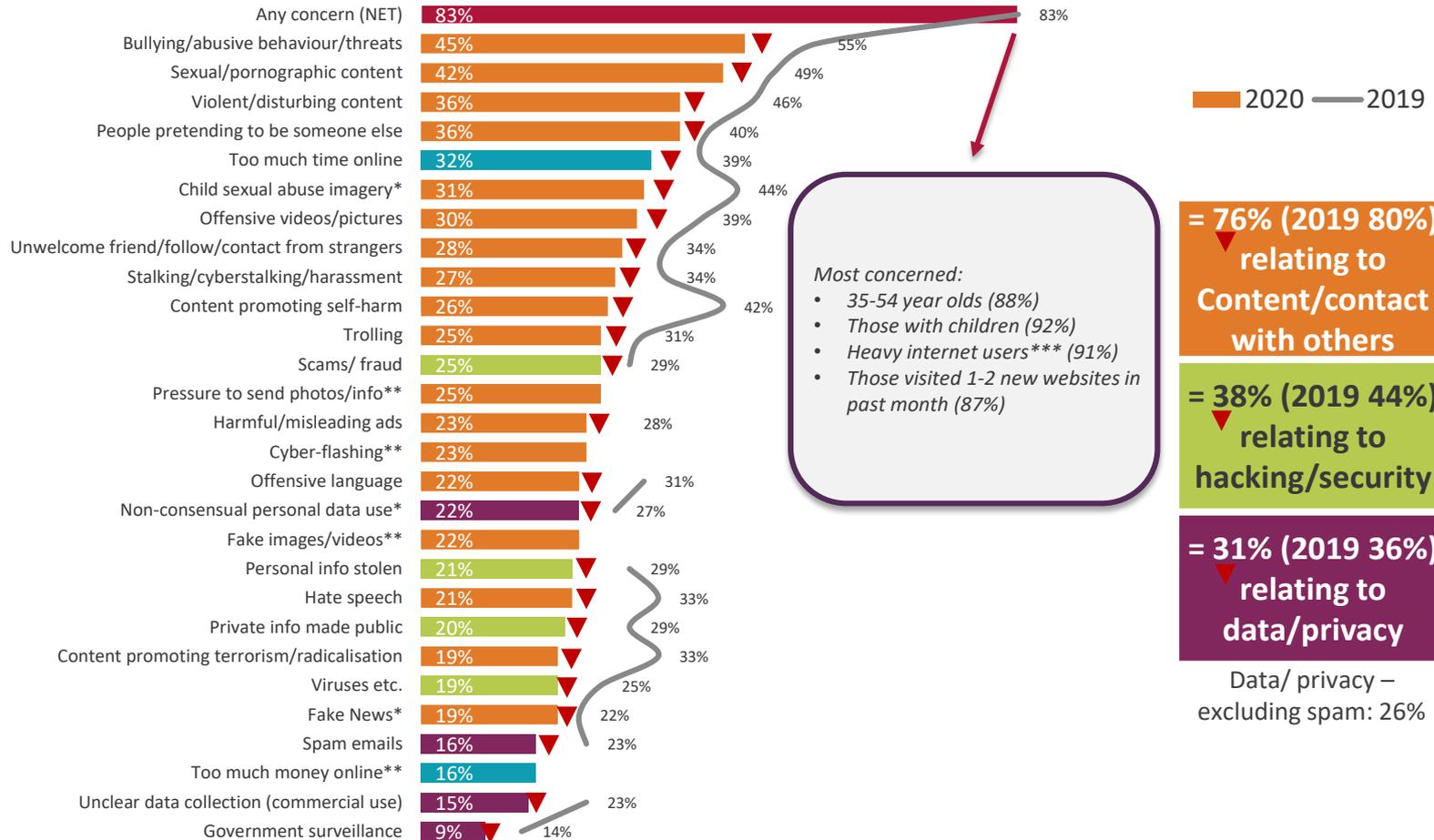
*Wording changed in 2020. **New statement added 2020



As in 2019, 8 in 10 adults expressed a concern in relation to children on the internet. The majority of these are concerned about the types of content and interactions children may be exposed to online

Concerns in relation to children

Average number of concerns:
7.0
(2019 8.0)



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2a) Firstly, which, if any, of the following concern you in relation to children?

Base: All adult internet users (2080), those with children in household (691), those with no children in household (1379)

*Wording changed in 2020. **New statement added 2020. ***Heavy Internet users 5+ hours weekdays AND 10+ hours weekends



Both parents and non-parents are especially concerned about bullying, abusive behaviour and threats. Parents generally have more concerns about the potential harms affecting children

Concerns in relation to children

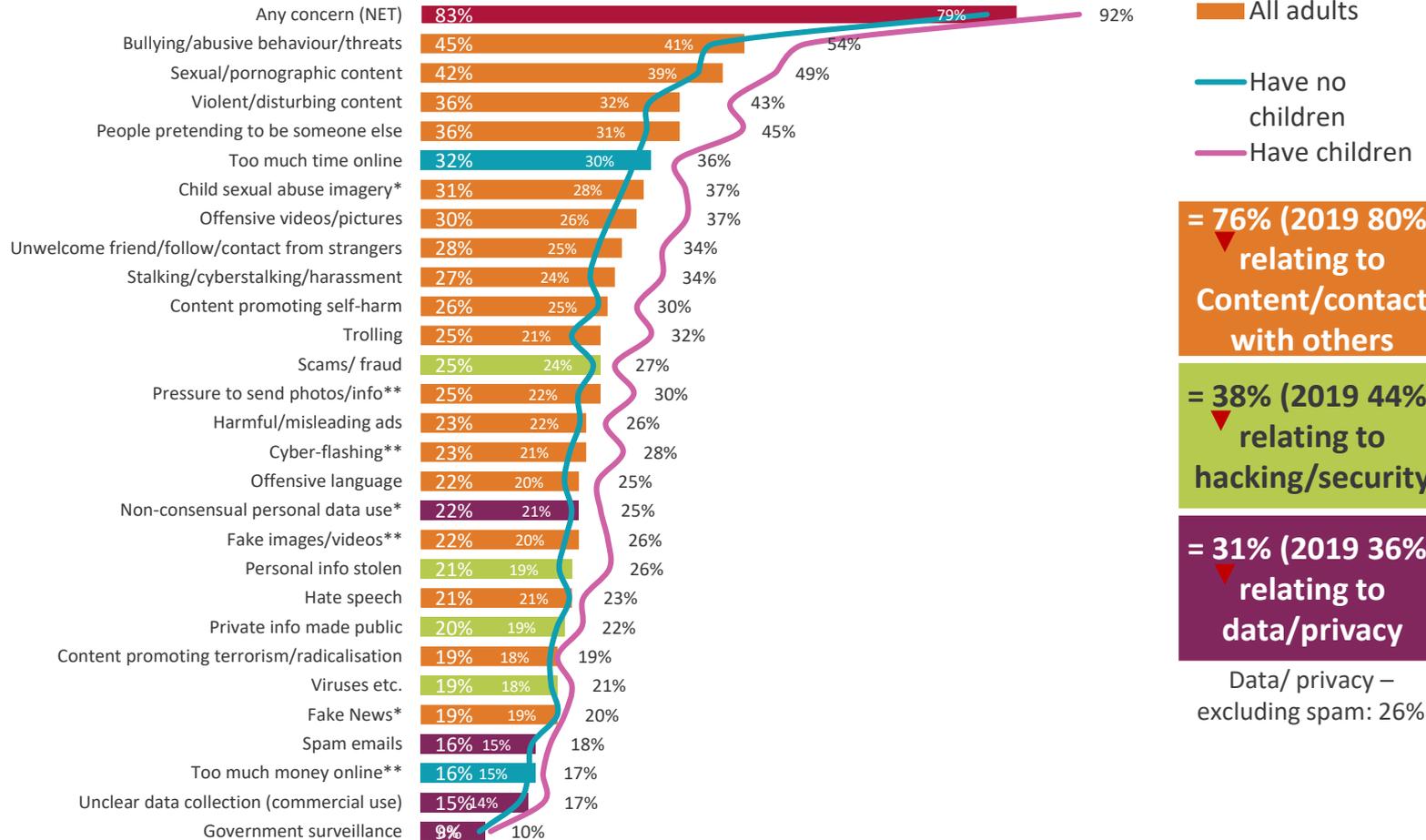
Average number of concerns:

No Children:

6.4

Have Children:

8.1



■ All adults

■ Have no children

■ Have children

= 76% (2019 80%)
relating to
Content/contact
with others

= 38% (2019 44%)
relating to
hacking/security

= 31% (2019 36%)
relating to
data/privacy

Data/ privacy –
excluding spam: 26%

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2a) Firstly, which, if any, of the following concern you in relation to children?

Base: All adult internet users (2080), those with children in household (691), those with no children in household (1379)

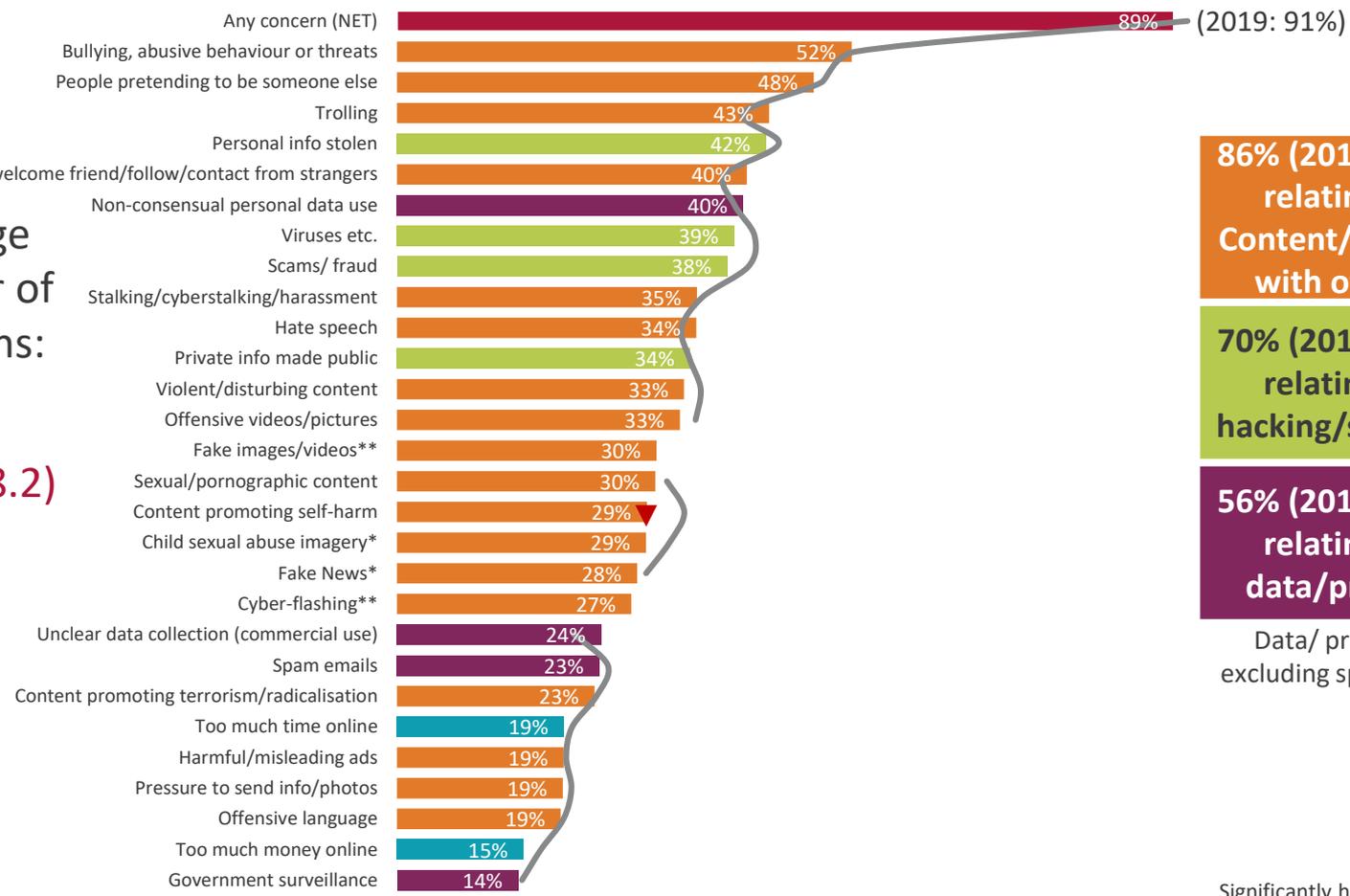
*Wording changed in 2020. **New statement added 2020.



As in 2019, 9 in 10 12-15 year olds have at least one concern. In particular, they're concerned about the conduct of others, especially bullying and people pretending to be other people

Proportion of children expressing a concern

Average number of concerns:
8.6
(2019: 8.2)



86% (2019: 87%)
relating to
Content/contact
with others

70% (2019: 73%)
relating to
hacking/security

56% (2019: 56%)
relating to
data/privacy

Data/ privacy –
excluding spam: 49%

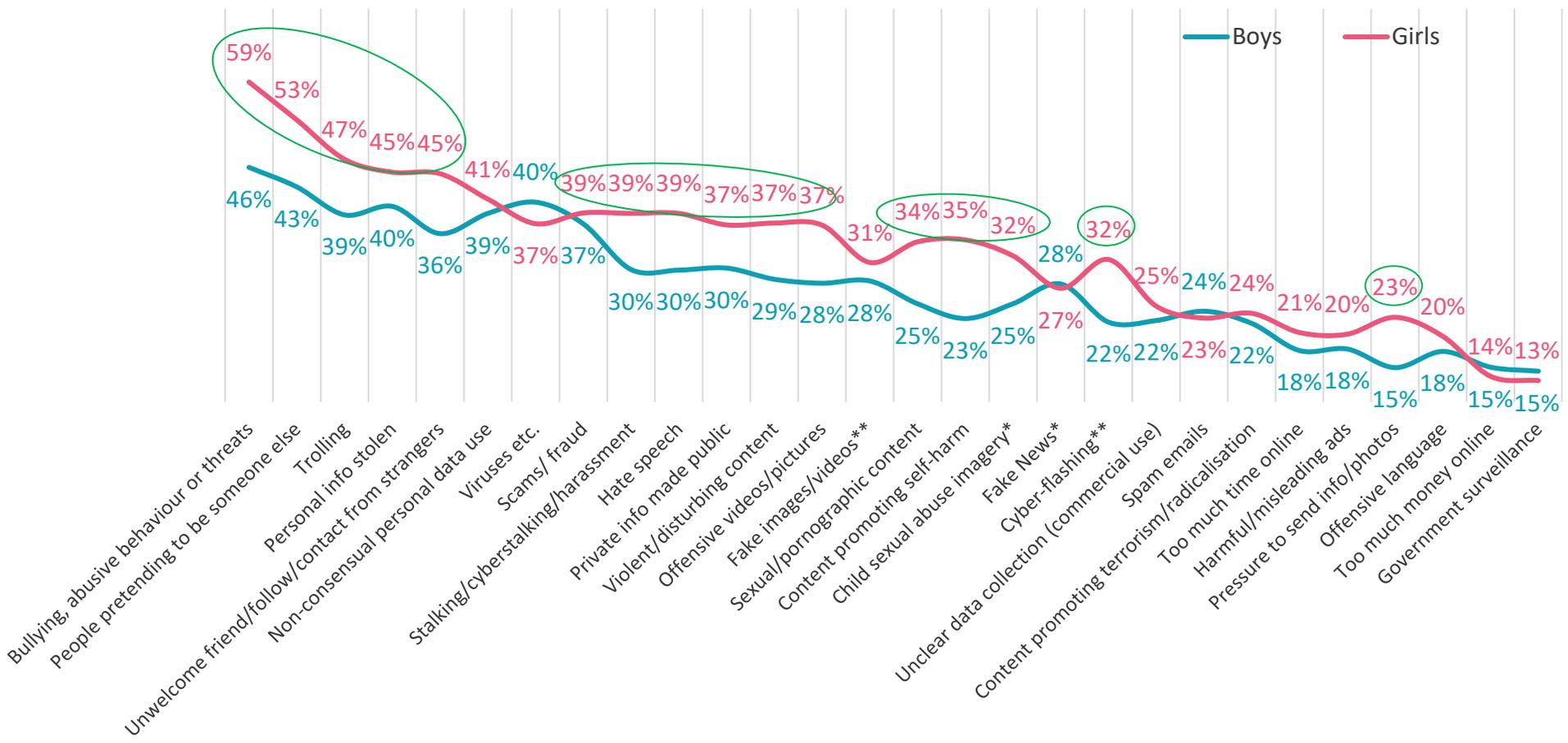
Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" Feb 2020
Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED
Base: All children 12-15 (2001)
*Wording changed in 2020. **New statement added 2020.



Girls are more likely to express concerns about the internet than boys, significantly so in many areas

Proportion of children expressing a concern



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED

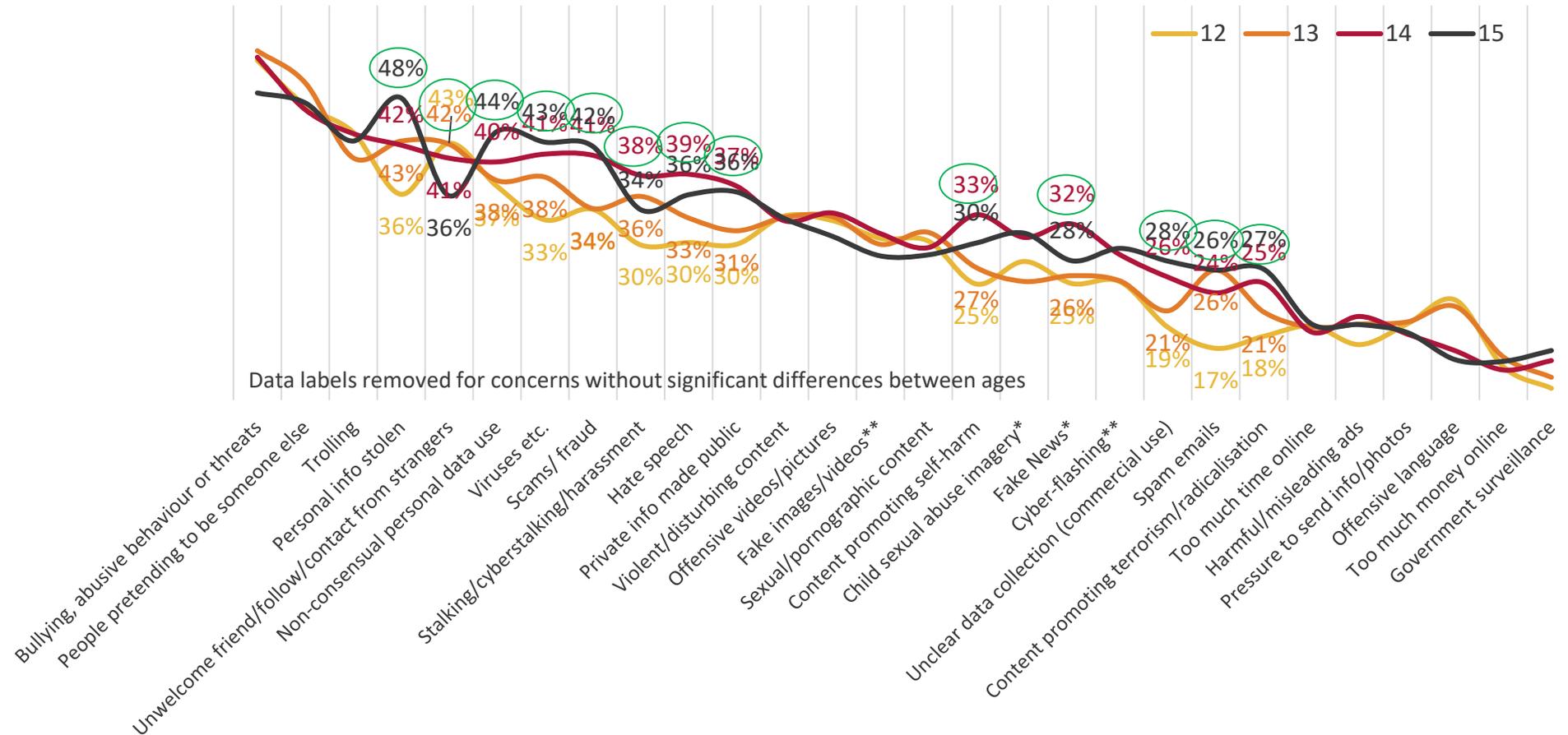
Base: All children 12-15 (2001)

*Wording changed in 2020. **New statement added 2020.



14 and 15 year olds are slightly more likely to express concerns about the internet, except for unwelcome friend/follow requests

Proportion of children expressing a concern



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED

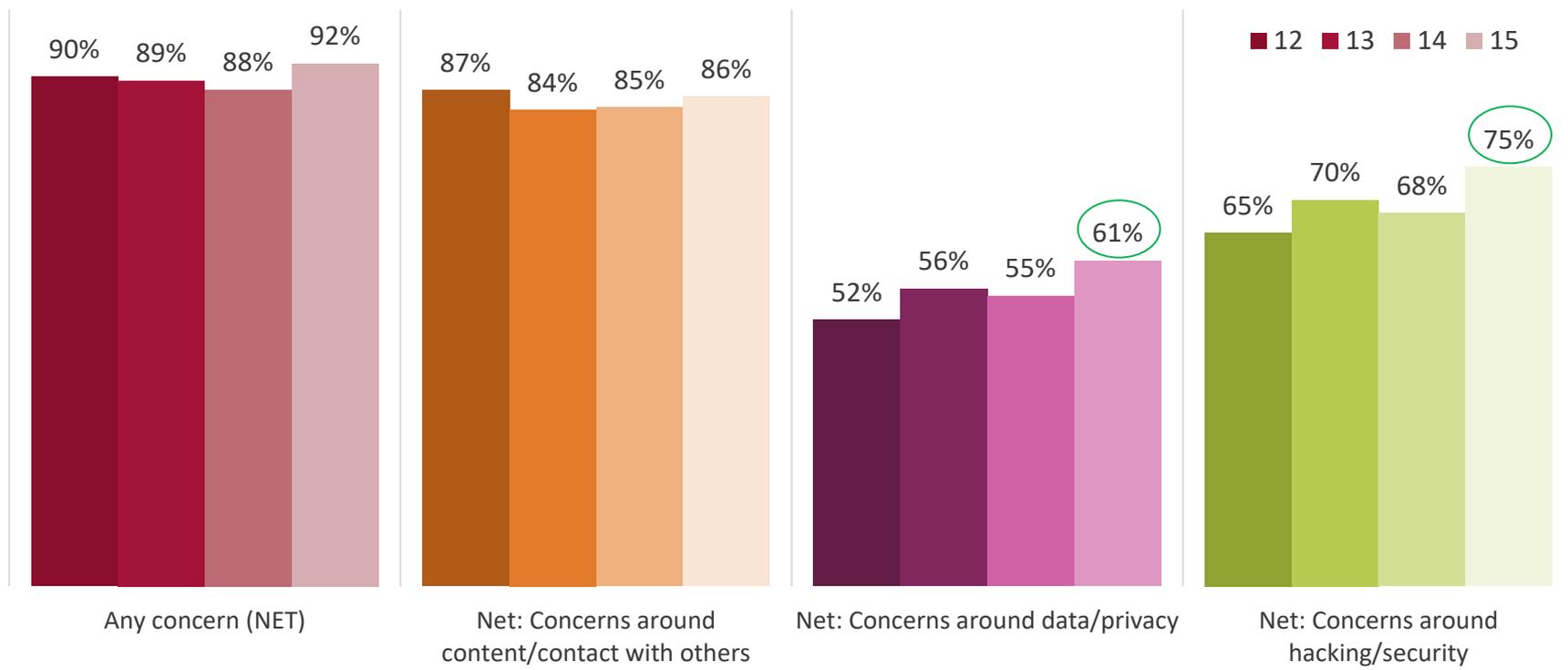
Base: All children 12-15 (2001)

*Wording changed in 2020. **New statement added 2020.



15 year olds are significantly more concerned than 12 year olds about data/privacy and hacking/security

Proportion of children expressing a concern



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED

Base: All children 12-15 (2011)



SEG tends not to have a big impact on how likely a user was to express concerns

Proportion of children expressing a concern



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED

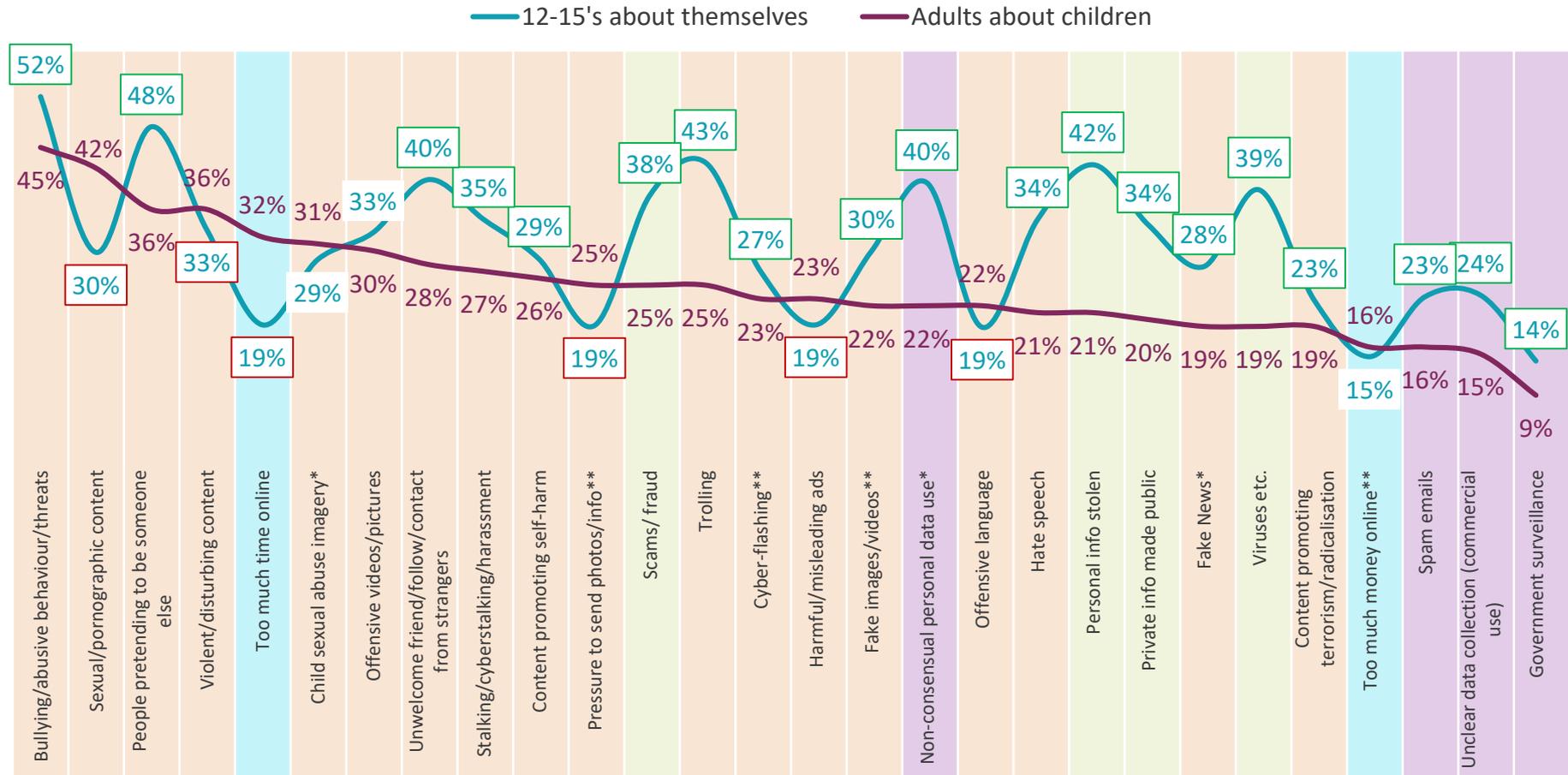
Base: All children 12-15 (2001)

*Wording changed in 2020. **New statement added 2020.



Children generally express higher levels of concern for themselves compared with adults on their behalf; notable exceptions being too much time online, sex/pornographic content and pressure to send photos

Adult concern re children vs. children concern about themselves (ranked on adults)



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2a. Which, if any, of the following concern you in relation to children? Base: All adult internet users (2080)

C2. Which of the following concern you about the internet? Base: All children 12-15 (2001)

*Wording changed in 2020. **New statement added 2020



Adults with children in the HH are significantly more likely to be concerned for children in relation to most of the potential harms listed



Adults concern for children vs. children concern about themselves

PROMPTED (ranked on all adults)

	All Children	All Adults	Adults with children in HH	Adults with no children in HH
Bullying/abusive behaviour/threats	52%	45%	54%	41%
Sexual/pornographic content	30%	42%	49%	39%
Violent/disturbing content	33%	36%	43%	32%
People pretending to be someone else	48%	36%	45%	31%
Too much time online	19%	32%	36%	30%
Child sexual abuse imagery *	29%	31%	37%	28%
Offensive videos/pictures	33%	30%	37%	26%
Unwelcome friend/follow/contact from strangers	40%	28%	34%	25%
Stalking/cyberstalking/harassment	35%	27%	34%	24%
Content promoting self-harm	29%	26%	30%	25%
Scams/ fraud	38%	25%	27%	24%
Trolling	43%	25%	32%	21%
Pressure to send photos/info**	19%	25%	30%	22%
Harmful/misleading ads (children: contain untrue info)	19%	23%	26%	22%
Cyber-flashing**	27%	23%	28%	21%
Non-consensual personal data use*	40%	22%	25%	21%
Fake images/videos**	30%	22%	26%	20%
Offensive language (children: swearwords or offensive)	19%	22%	25%	20%
Personal info stolen	42%	21%	26%	19%
Hate speech	34%	21%	23%	21%
Private info made public	34%	20%	22%	19%
Fake News*	28%	19%	20%	19%
Content promoting terrorism/radicalisation	23%	19%	19%	18%
Viruses etc.	39%	19%	21%	18%
Too much money online**	15%	16%	17%	15%
Spam emails	23%	16%	18%	15%
Unclear data collection (commercial use)	24%	15%	17%	14%
Government surveillance	14%	9%	10%	8%

Source: Jigsaw Research "Potential online harms" February 2020

Question: Which, if any, of the following concern you in relation to children? Base: All adult internet users (2080)

C2. Which of the following concern you about the internet ? Base: All children 12-15 (2001)

*Wording changed in 2020. **New statement added 2020

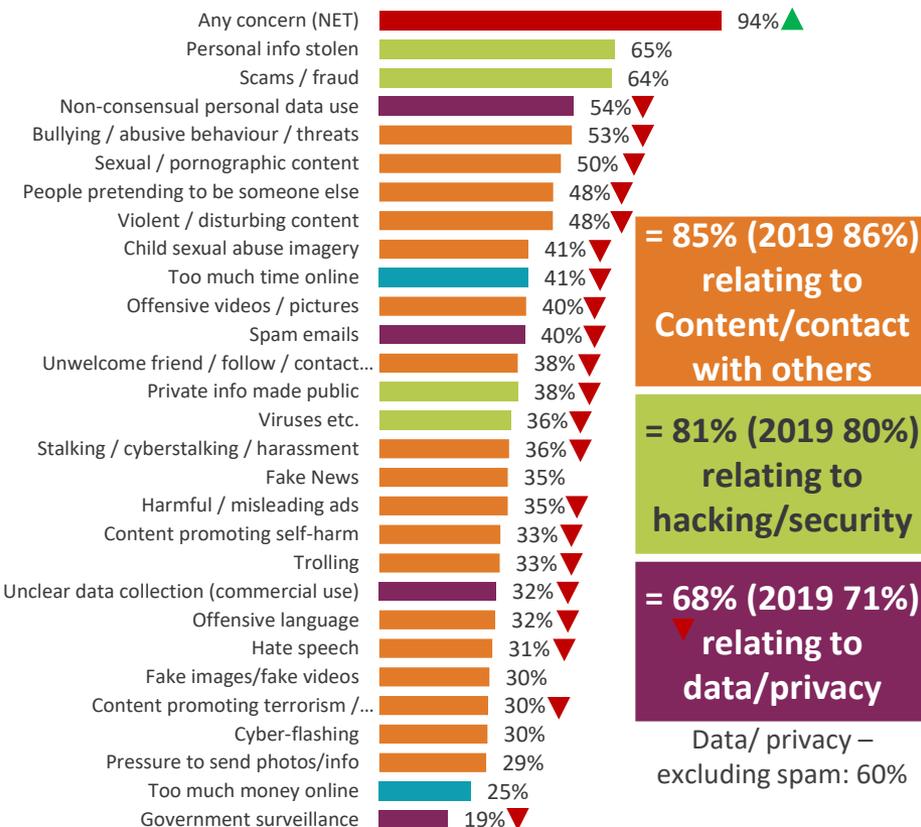


At a total level, bullying is of concern for more than half of both adults and children. Data misuse (personal info stolen, scams, fraud) is of greater concern to adults

*Total concerns



Adults



Children aged 12-15



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C1. Do you have any concerns about the internet ? (Responses coded into list). C2a/b Which of the following concern you in relation to children/more generally. C4. Which if any of the following things have you come across on the internet in the last year?

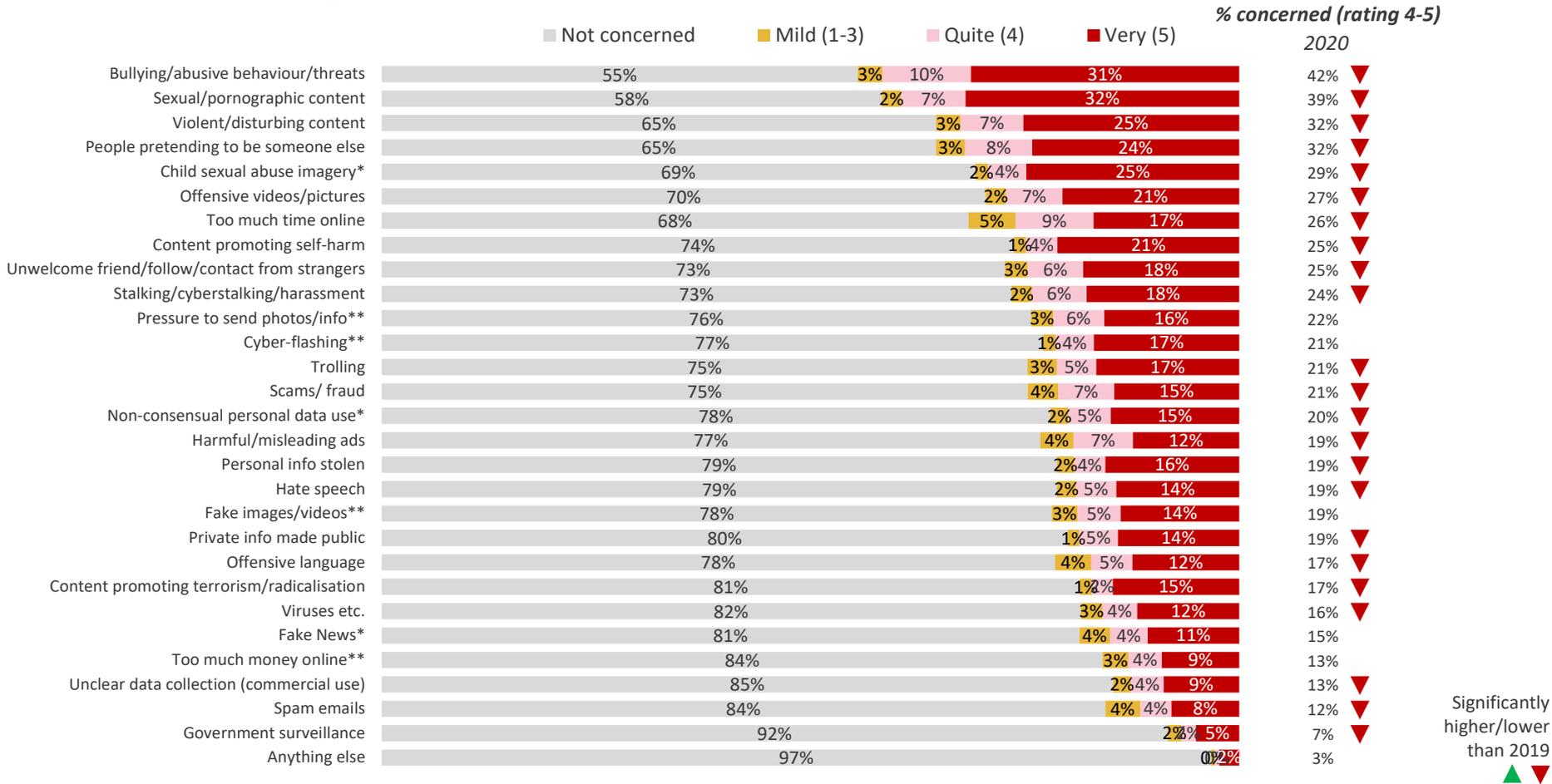
Base: All adult internet users 2020. *TOTAL CONCERNS IS ANY UNPROMPTED, PROMPTED IN RELATION TO CHILDREN OR GENERALLY

Base: All children 12-15 2020. *TOTAL CONCERNS IS ANY UNPROMPTED OR PROMPTED IN RELATION TO THEMSELVES



Adults are most concerned about bullying and sexual/pornographic content in relation to children – followed by violent/disturbing content and people pretending to be someone else

Level of concern (amongst total adult sample) in relation to children



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C3a) I am now going to read out the areas you are concerned about in relation to children. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each.

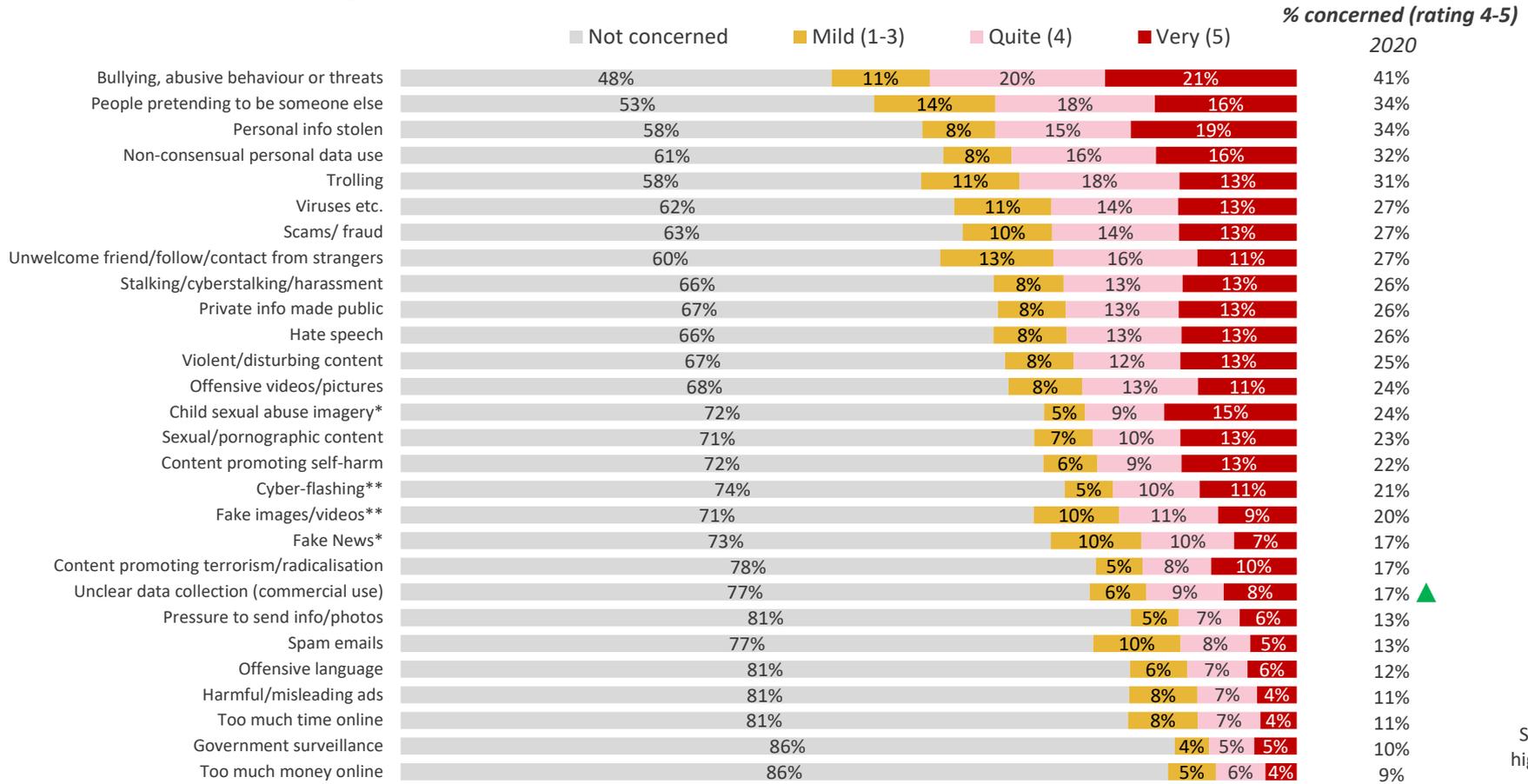
Base: All adult internet users (2080).

*Wording changed in 2020. **New statement added 2020



Notable that children have less strong concerns for themselves vs. adult concerns about children. They are most concerned about bullying, people pretending to be someone else and personal information theft

Level of concern (amongst all children 12-15)



Significantly higher/lower than 2019
▲ ▼

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C3) I am now going to read out the areas you are concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each.

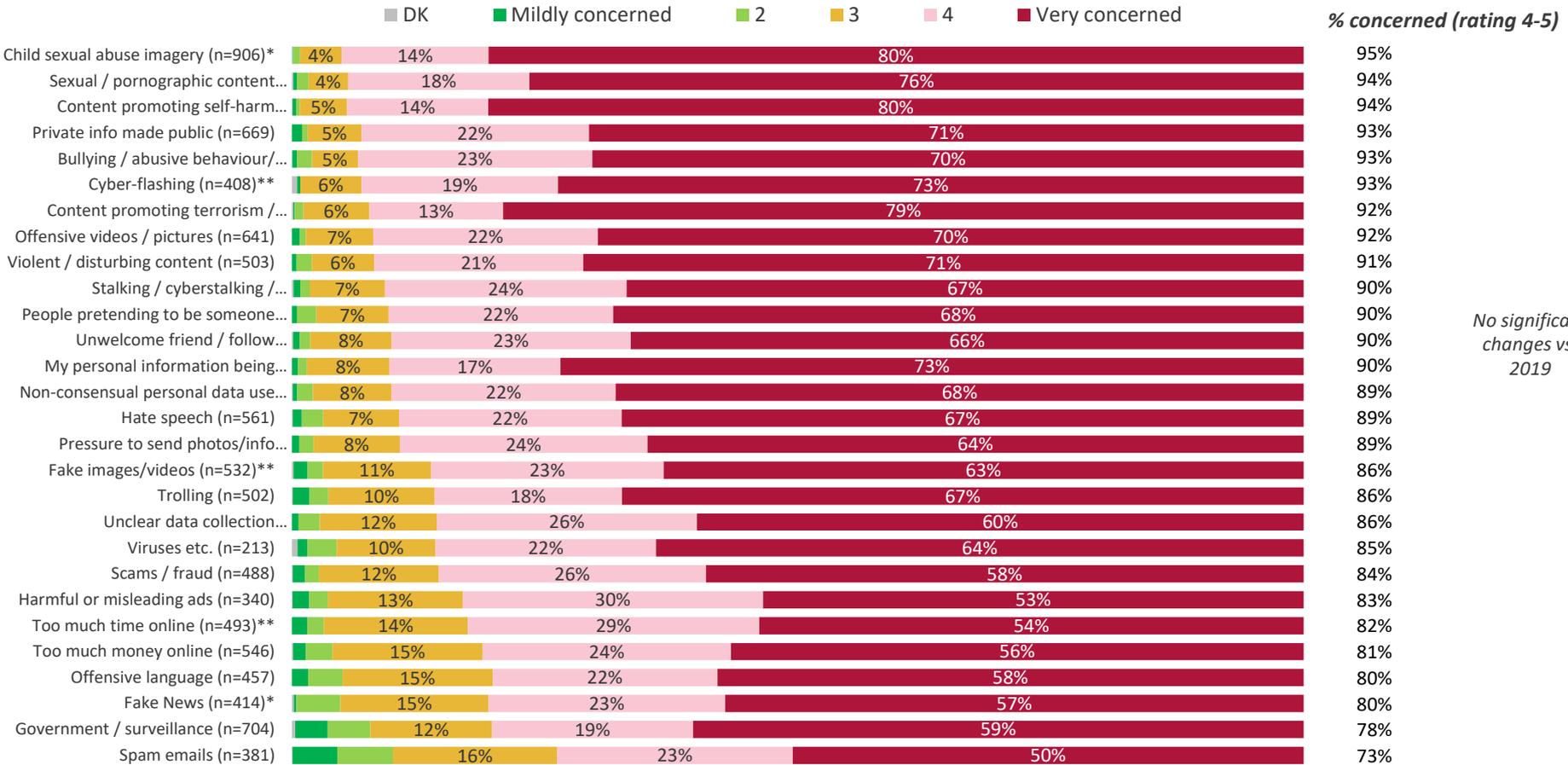
Base: All children 12-15 (2001)

*Wording changed in 2020. **New statement added 2020



Most issues highlighted cause a significant level of concern. In particular, adults are concerned about child sexual abuse images, sexual/ pornographic content and content promoting self harm

Level of concern (amongst those concerned about each) in relation to children



No significant
changes vs.
2019

Source: Jigsaw Research "Potential online harms" February 2020

Question: C3a) I am now going to read out the areas you are concerned about in relation to children. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each.

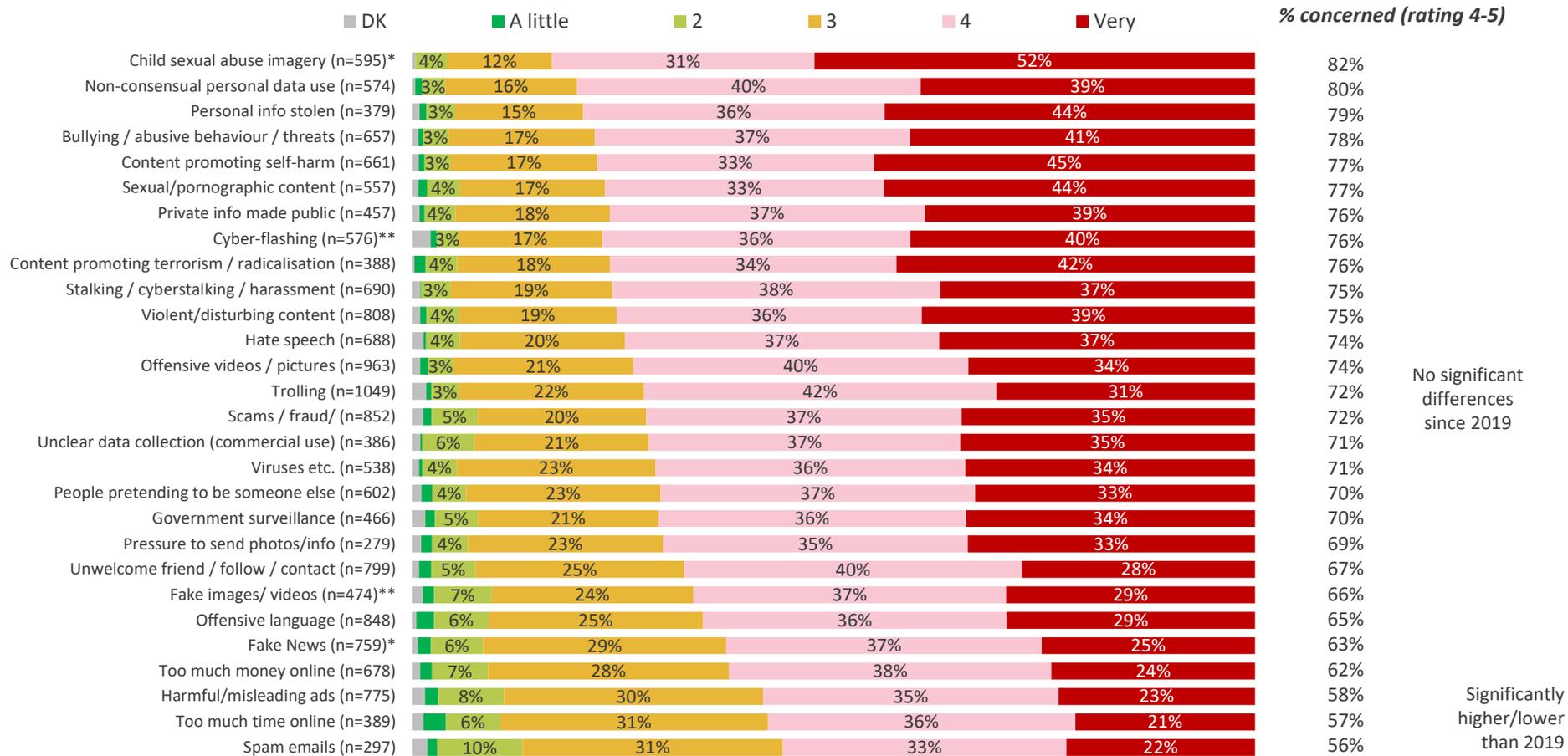
Base: All adult internet users (2080) who are concerned about each element (bases as shown)

*Wording changed in 2020. **New statement added 2020



Levels of concern tend to be lower amongst 12-15 year olds (compared to the adults). They are most concerned about images of child sexual abuse and content promoting self-harm

Level of concern (amongst those concerned about each) children about themselves



Source: Jigsaw Research "Potential online harms" February 2020

Question: C3) I am now going to read out the areas you are concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each.

Base: All children 12-15 (2001) who are concerned about each element (bases as shown)

*Wording changed in 2020. **New statement added 2020

Section 1

Concerns about using the internet

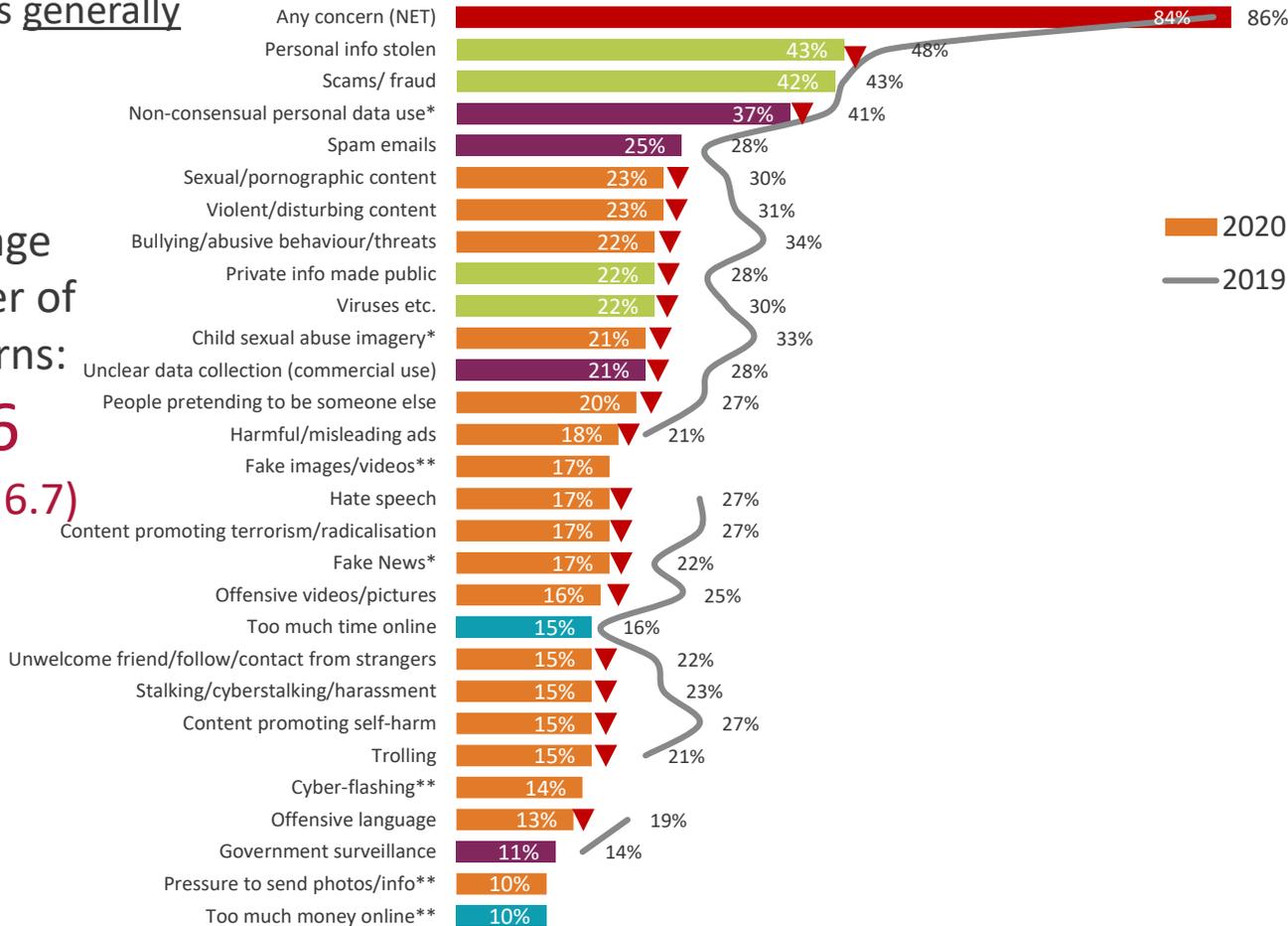
C) Prompted concerns more generally
(amongst adult internet users 16+)



As in 2019, adults have a higher level of concern in relation to the protection of their personal data, as well as scams /frauds. However, the average no. of concerns and most levels of concern have fallen, likely because of the different news environment at the time of fieldwork

Concerns generally

Average number of concerns:
5.6
(2019: 6.7)



= 64% (2019 69%)
relating to
hacking/security

= 62% (2019 68%)
relating to
Content/contact
with others

= 53% (2019 57%)
relating to
data/privacy

Data/ privacy –
excluding spam: 46%

Significantly
higher/lower
than 2019



Source: Jigsaw Research "Potential online harms" February 2020

Question: C2b) Which, if any, of the following aspects of the internet concern you more generally?

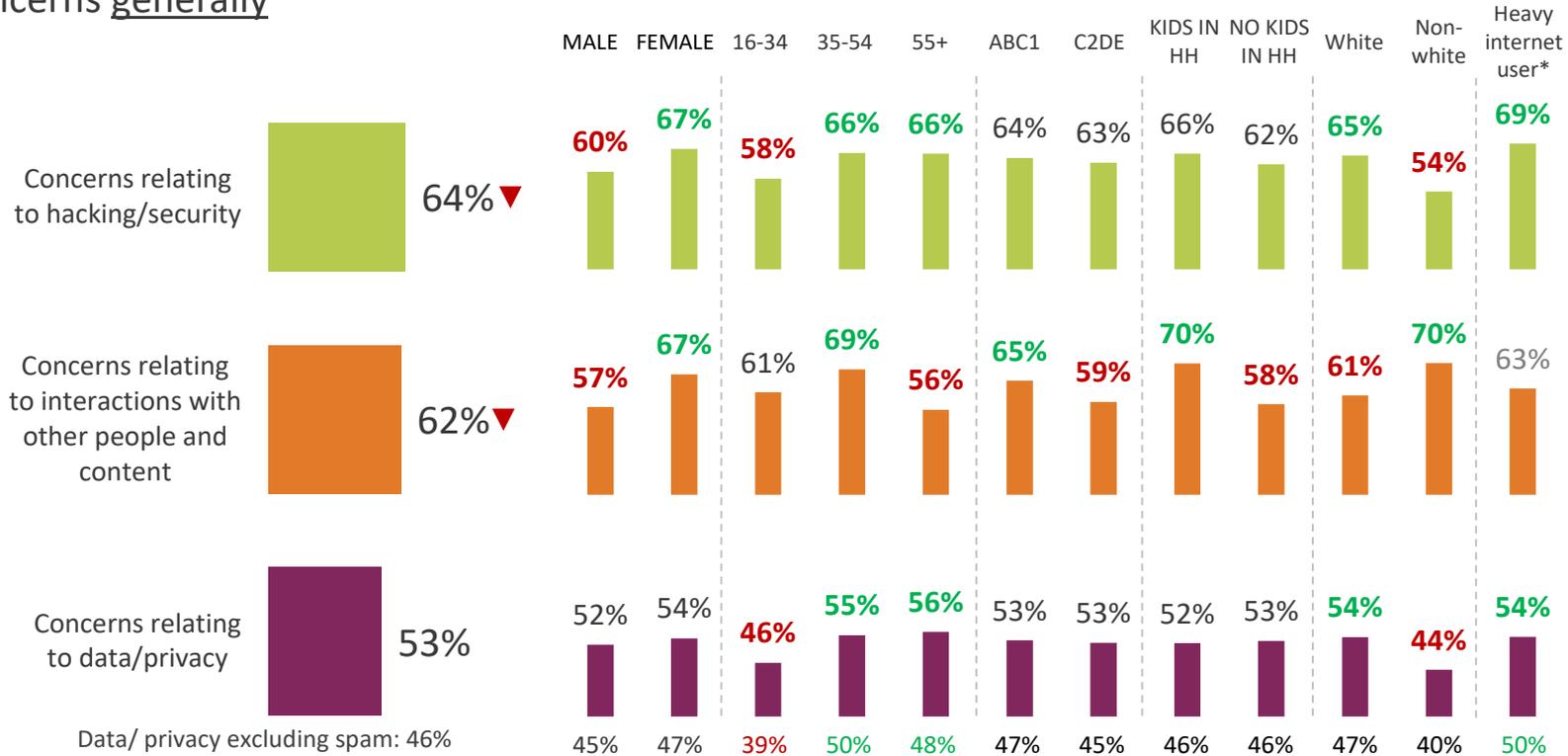
Base: All adult internet users 2020 (2080), 2019 (2057)

*Wording changed in 2020. **New statement added 2020



Females are more concerned about hacking/security and interactions with other people. 35+ are more concerned about hacking/security and data/privacy issues

Concerns generally



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

Question: C2b) Which, if any, of the following aspects of the internet concern you more generally?

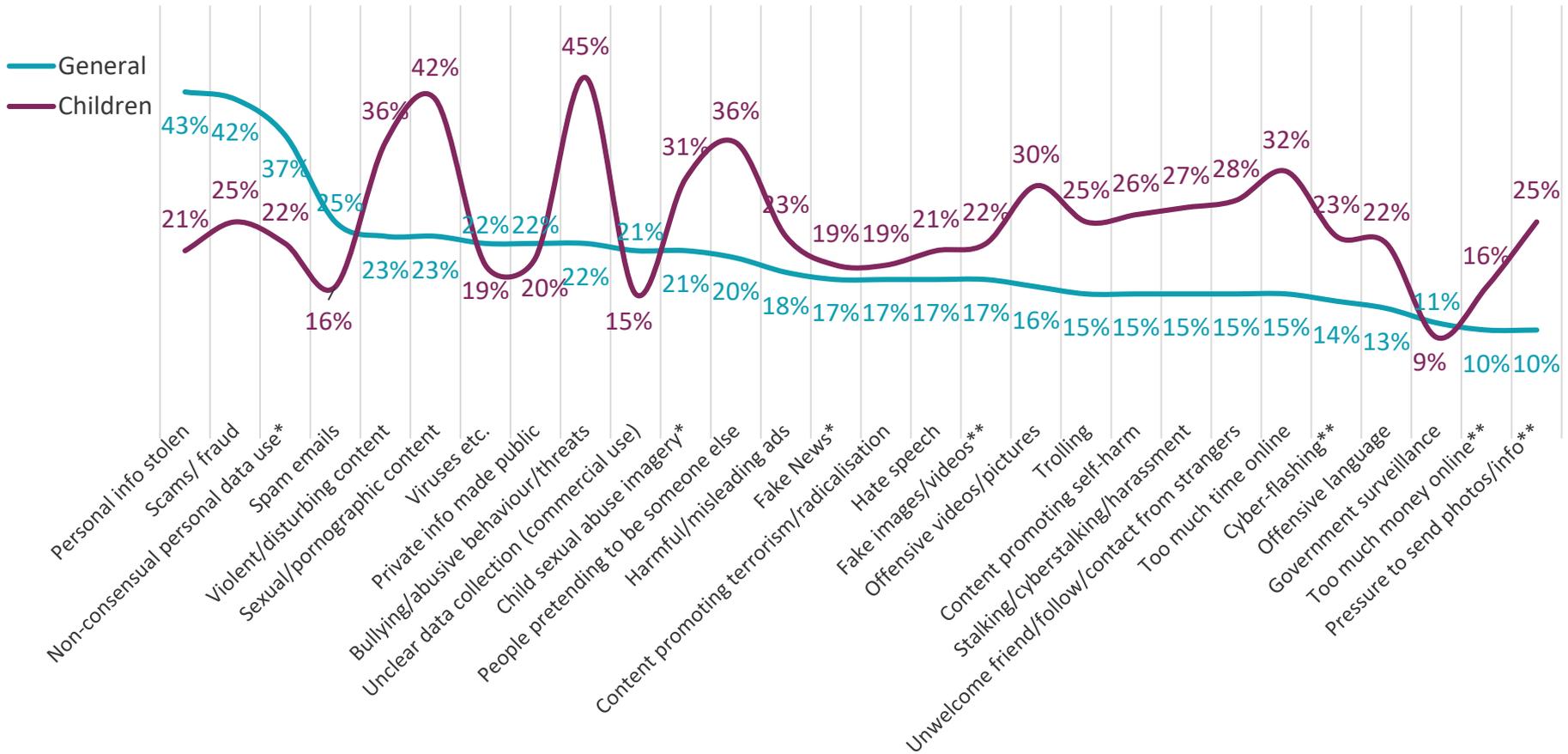
Base: All adult internet users 2020 (2080), 2019 (2057)

*Heavy internet user 5+ hours weekdays AND 10+ hours weekends



Adults are more concerned about most potential online harms in relation to children, especially bullying and the suitability of online content. They are more concerned about data protection and scams/fraud in relation to themselves

Concern re children vs. general concern (any concern)



Source: Jigsaw Research "Potential online harms" February 2020

Question: C2a) Firstly, which, if any, of the following concern you in relation to children? C2b) And which, if any, of the following aspects of the internet concern you more generally?

Base: All adult internet users 2020 (2080) 2019 (2057)

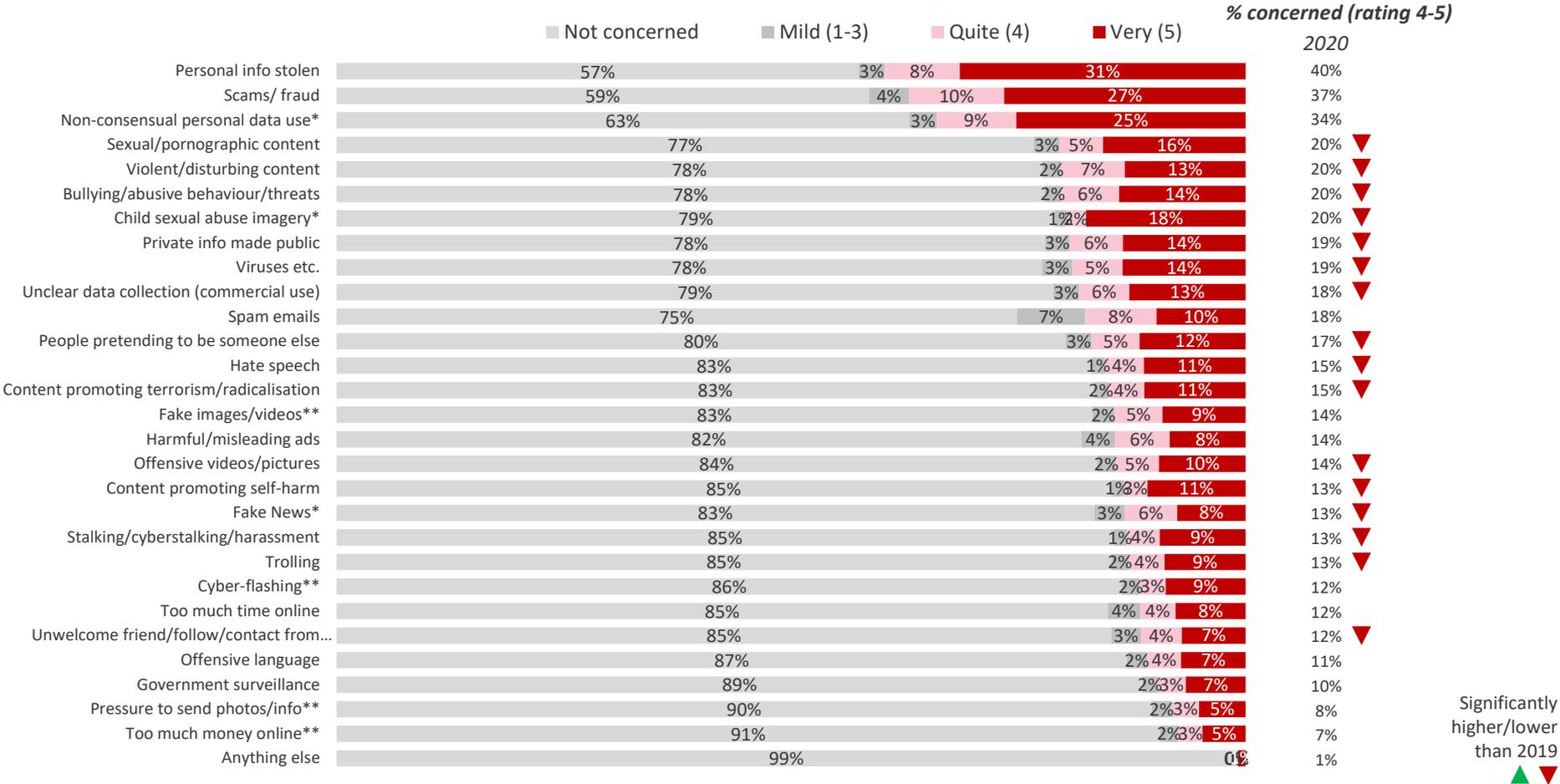
*Wording changed in 2020. **New statement added 2020



As noted in 2019, if an issue has been selected as a concern, then adults are very/quite concerned about it



Level of concern (amongst total sample) generally



Significantly higher/lower than 2019
▲ ▼

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C3b) I am now going to read out the areas you are generally concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each

Base: All adult internet users (2080)

*Wording changed in 2020. **New statement added 2020



Despite a reduction since 2019, almost all of those who said they **Ofcom** are concerned by child sexual abuse material on the internet are **VERY** concerned by it

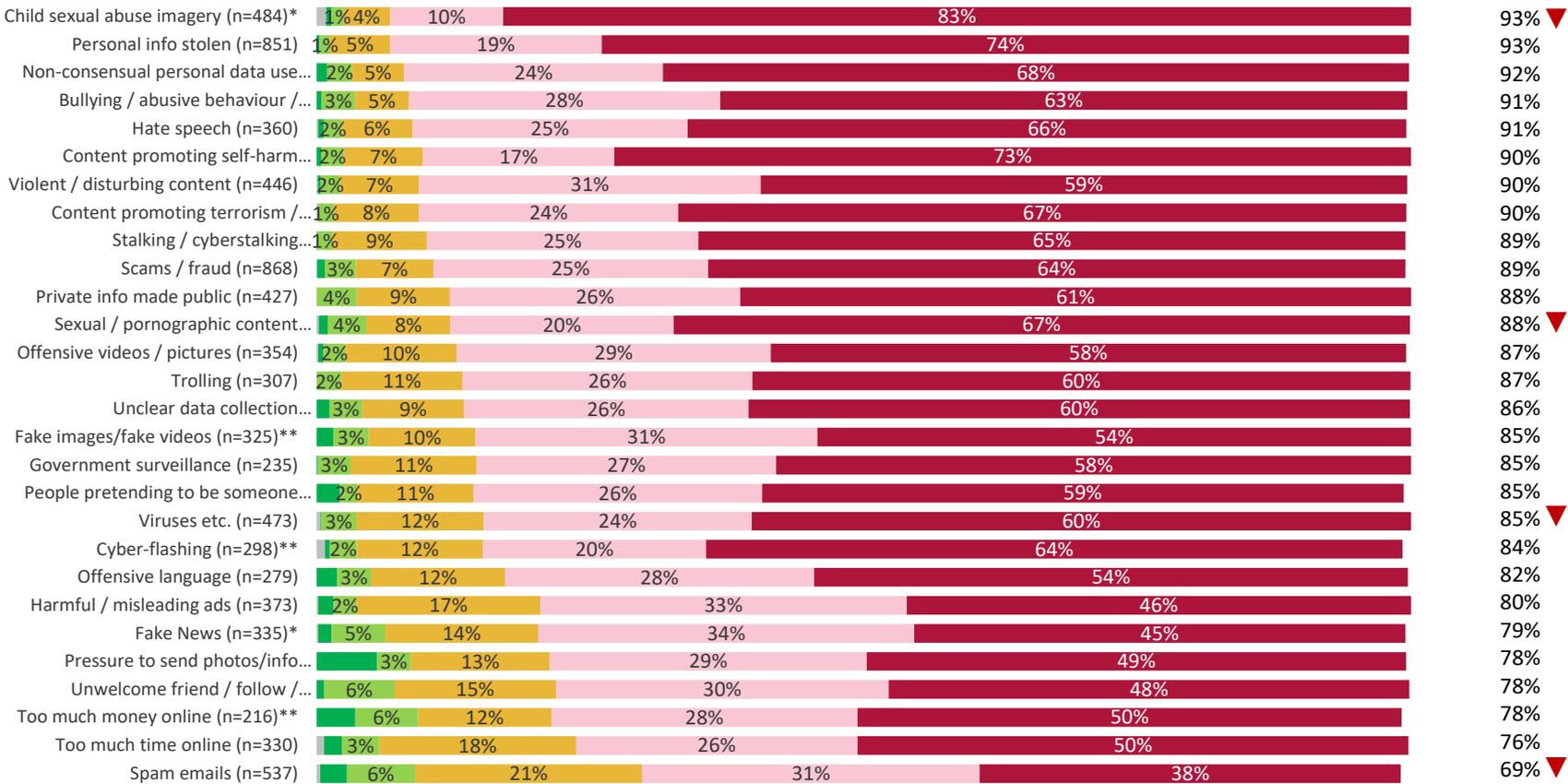


Significantly higher/lower than 2019

Level of concern (amongst those concerned about each) generally

% concerned (rating 4-5) ▲ ▼

DK Mildly 2 3 4 Very



Source: Jigsaw Research "Potential online harms" February 2020

Question: C3b) I am now going to read out the areas you are generally concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each

Base: All adult internet users (2080) who are concerned about each element (bases as shown)

*Wording changed in 2020. **New statement added 2020

Section 2

Reported experience of potential harms

A) Incidence of experiences



As in 2019, 3 in 5 adults and 4 in 5 12-15 year olds say they have had potentially harmful experiences online in the last 12 months. Experiences relating to interactions with other people or content remain much higher amongst children

Experienced potential online harm



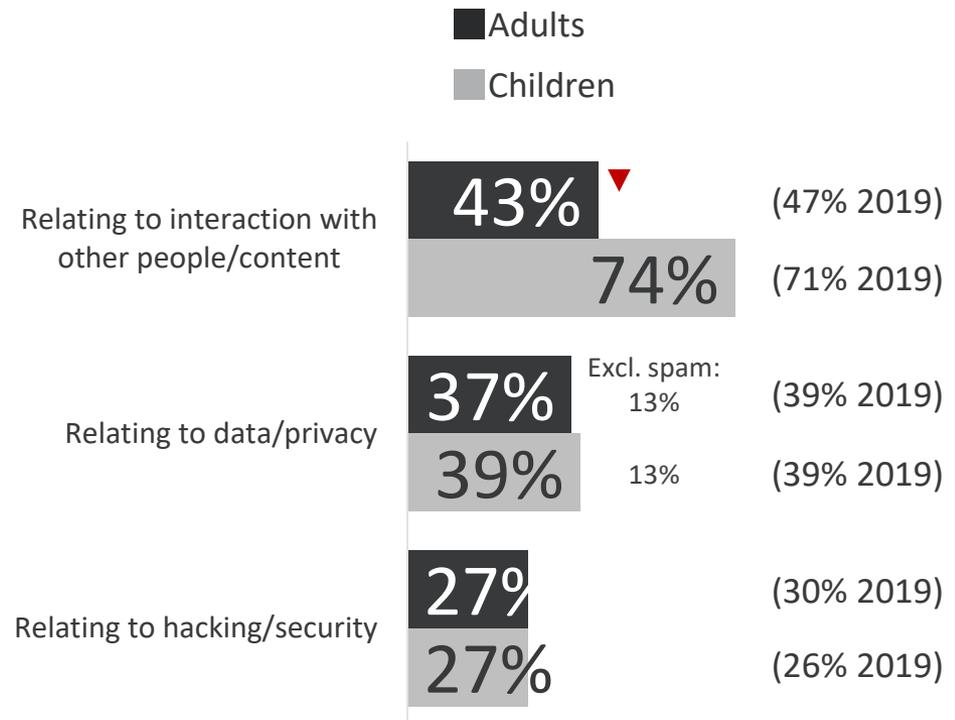
62% (61% 2019)

Of adults have had **potentially harmful online experiences** in the last 12 months



81% (79% 2019)

Of children (12-15) had **potentially harmful online experiences** in the last 12 months



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" March 2019

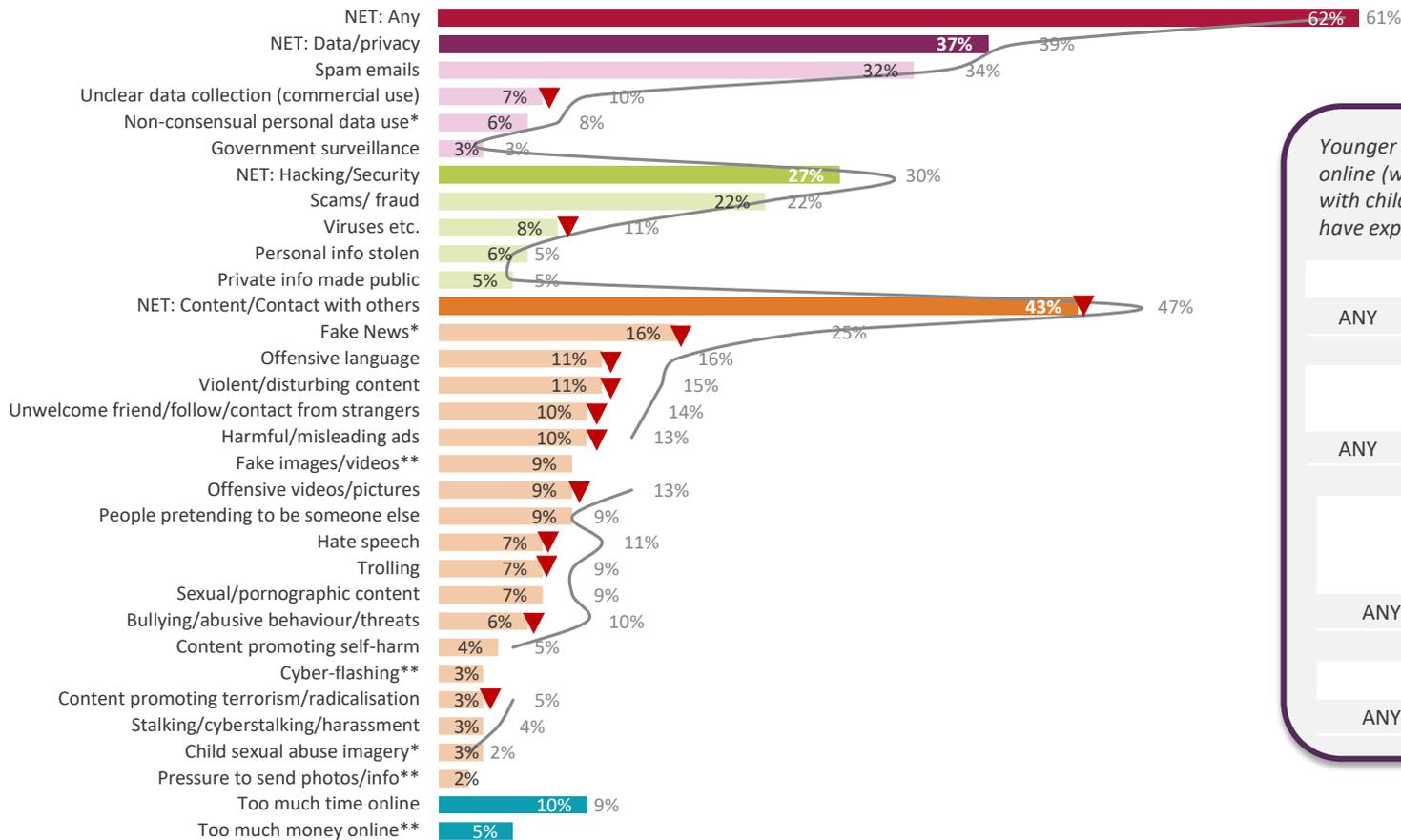
Question: C4) Which, if any, of the following things have you come across on the internet in the last year? PROMPTED

Base: All adult internet users 2020 (2080) 2019 (2057) All children 12-15 2020 (2001), 2019 (1002)



Spam emails, scams/fraud and fake news are the most likely to be experienced by adults. Potential online harms experienced are generally lower in relation to the interactions with other people/content compared to last year

Potential online harm experienced



Younger people, those spending more time online (weekday time spent online), those with children and ABC1 are most likely to have experienced potential online harms:

	16 – 34	35 – 54	55+
ANY	69%	67%	51%

	2 hours of less	5 hours of less	10 hours of less
ANY	53%	68%	75%

	Children in HH	No children in HH
ANY	70%	58%

	ABC1	C2DE
ANY	65%	58%

Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

Question: C4) Which, if any, of the following things have you come across on the internet in the last year? PROMPTED

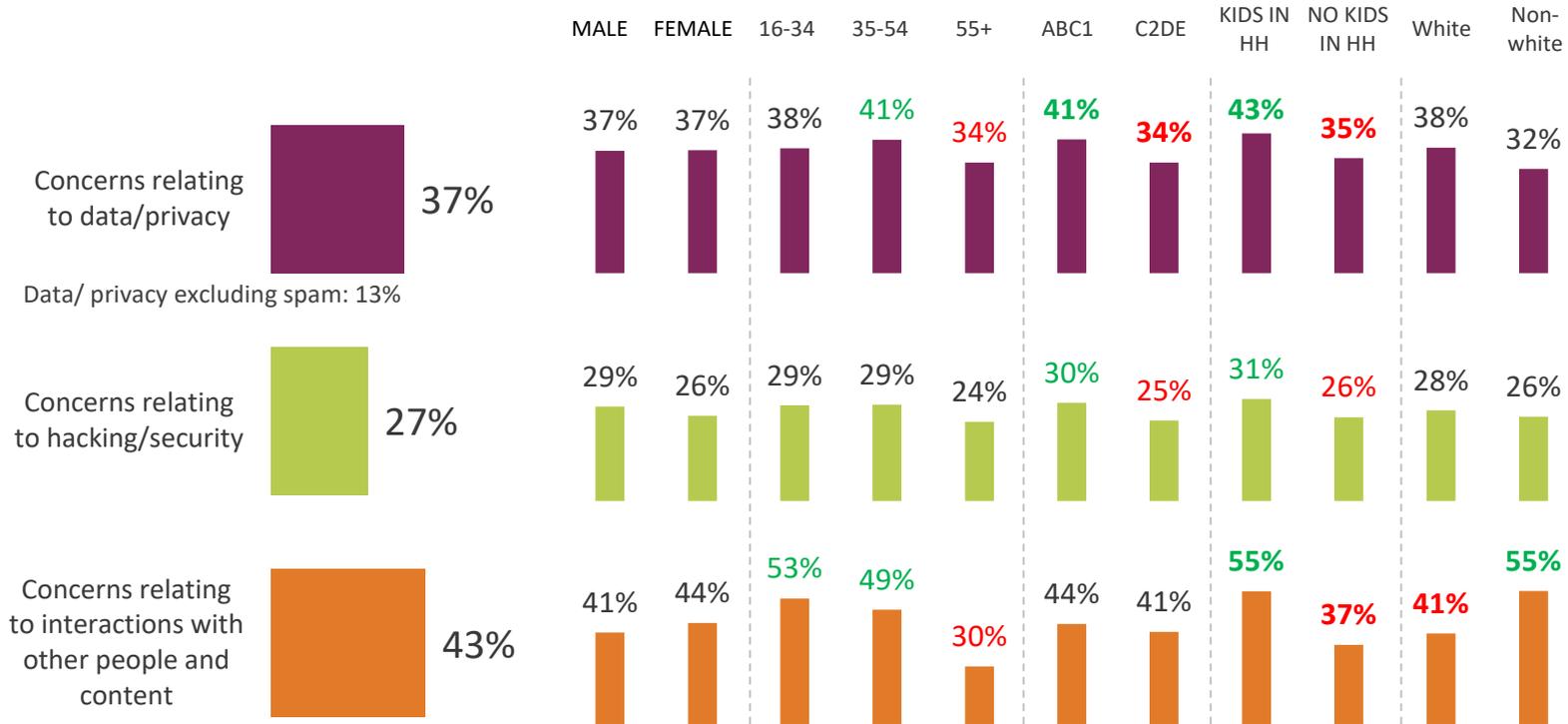
Base: All adult internet users 2020 (2080) 2019 (2057).

*Wording changed in 2020. **New statement added 2020



16-54s, ABC1's and those with children in their household are more likely to have experienced potential harms

Potential online harm experienced



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

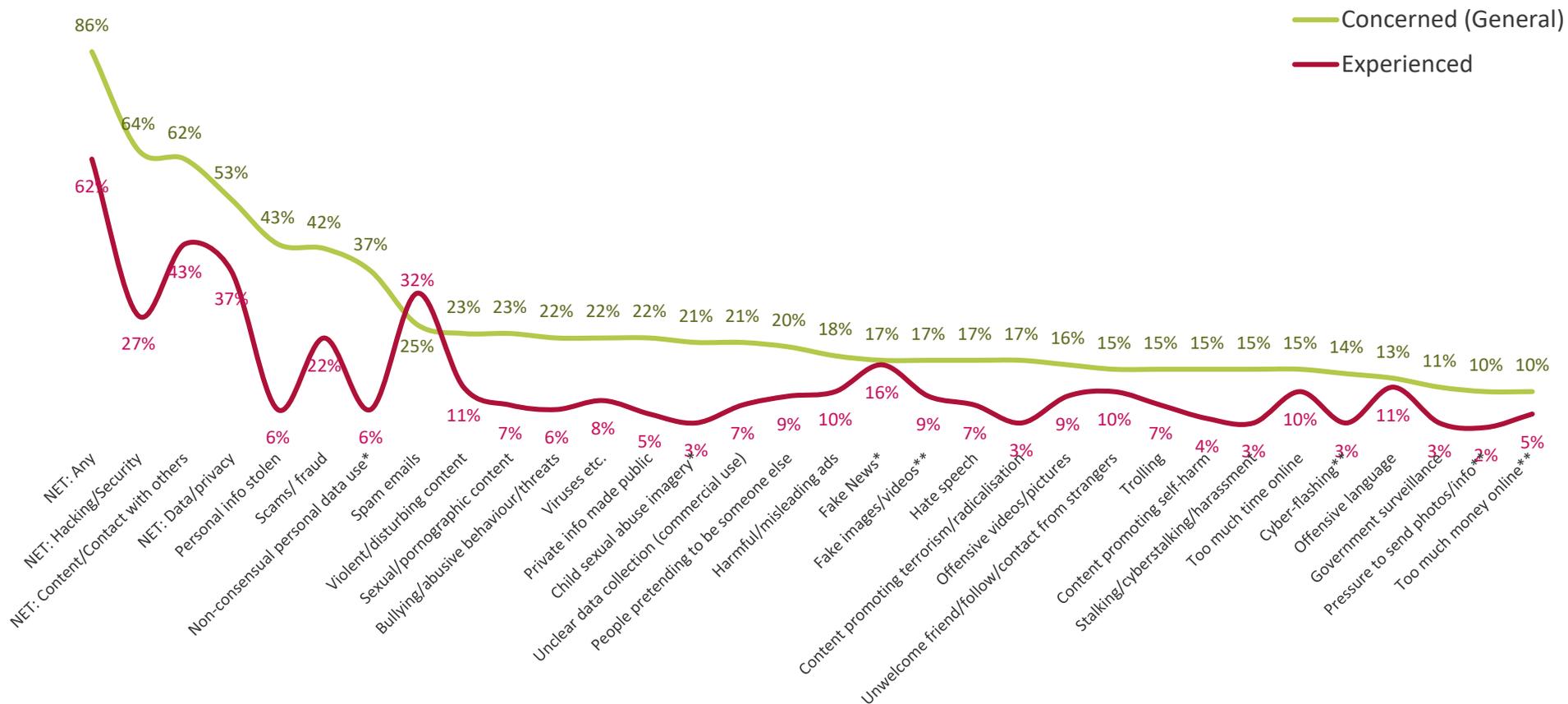
Question: C4) Which, if any, of the following things have you come across on the internet in the last year? PROMPTED

Base: All adult internet users 2020 (2080) 2019 (2057)



As in 2019, spam emails are the only potential harm where respondents have experienced them more than they are concerned about them

Experience vs. general concern (prompted)



Source: Jigsaw Research "Potential online harms" February 2020

Question: C2b) Which, if any, of the following aspects of the internet concern you more generally? C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

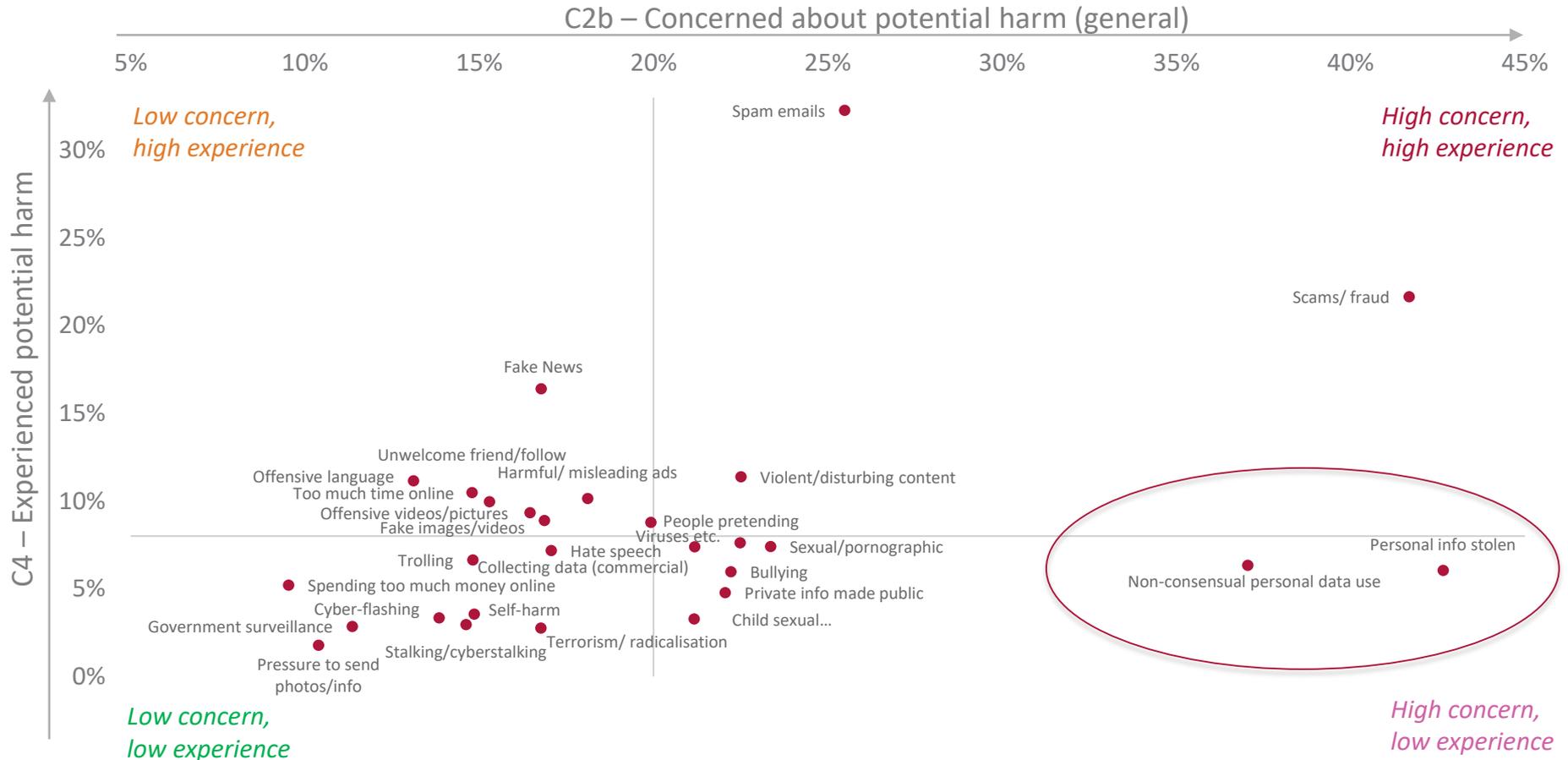
Base: All adult internet users 2020 (2080), 2019 (2057)

*Wording changed in 2020. **New statement added 2020



Relatively few adults have experienced the key concerns of personal information being stolen and non-consensual data use

Relationship between concern (general) and actual experience of potential harm



Source: Jigsaw Research "Potential online harms" Feb 2020

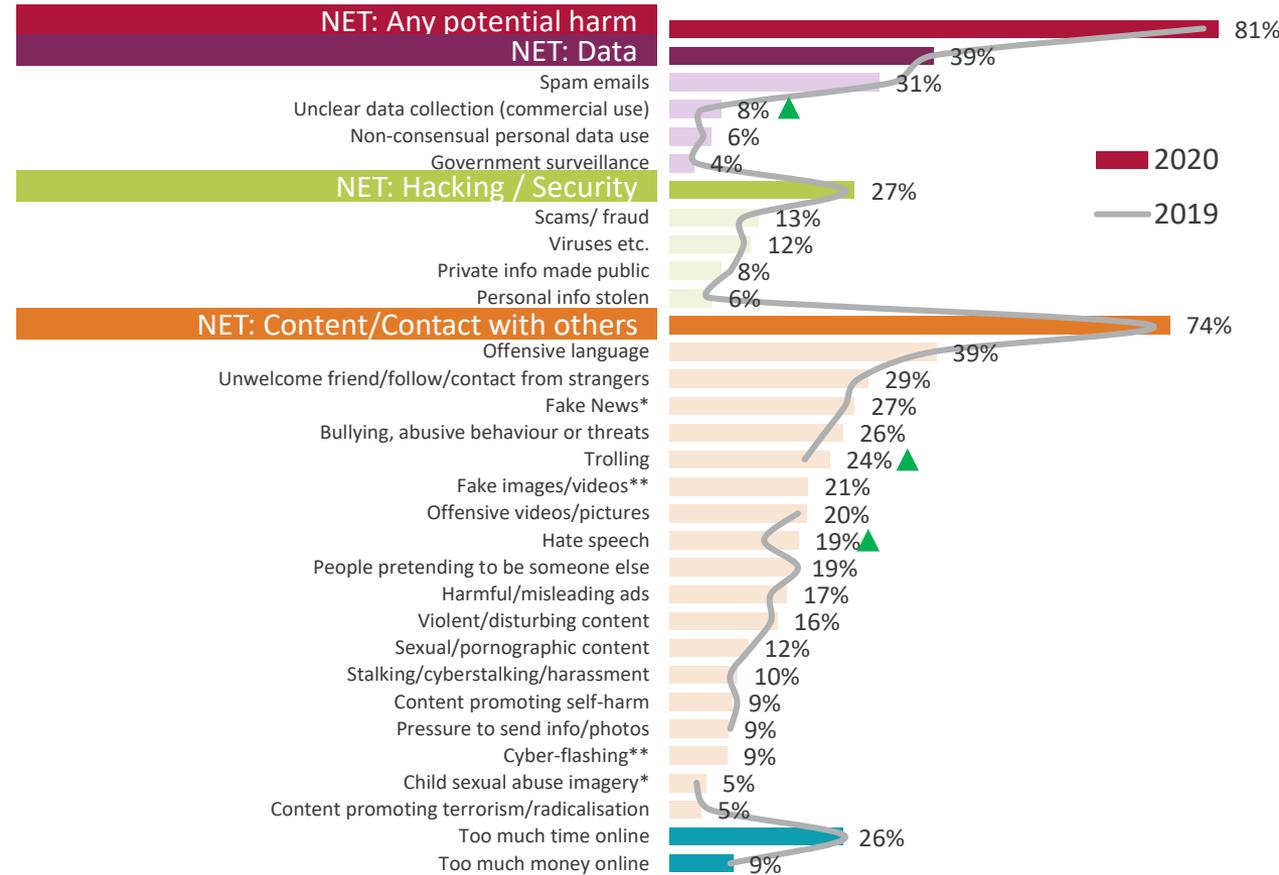
Question: C2b) I am now going to read out the areas you are generally concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each PROMPTED C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

Base: All adult internet users (2080)



Offensive language remains the most common potential harm experienced by 12-15 year olds, followed by spam emails, unwelcome friend requests and fake news. Just over a quarter have come across bullying

Potential online harm experienced



There is generally a correlation between being more confident internet users, visiting more different sites and the likelihood to have experienced a potential harm

- Boys experienced more than girls:
- Offensive language – 42% vs. 37%
 - Spend too much money online – 12% vs. 7%

- Girls experienced more than boys:
- Unwelcome friend/follow – 34% vs. 25%
 - Bullying – 28% vs. 23%

- ABC1s experienced more than C2DEs
- NET data/privacy – 43% vs. 34%
 - Spam emails – 34% vs. 28%

- C2DEs experienced more than ABC1s
- Hate speech – 22% vs. 17%

- DEs experienced more than average
- Bullying – 30% vs. 26%

17% answered "none of these". 2% answered 'don't know'.

Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C4) Which, if any, of the following things have you experienced or seen on the internet in the last year? PROMPTED

Base: All children 12-15 (2001).

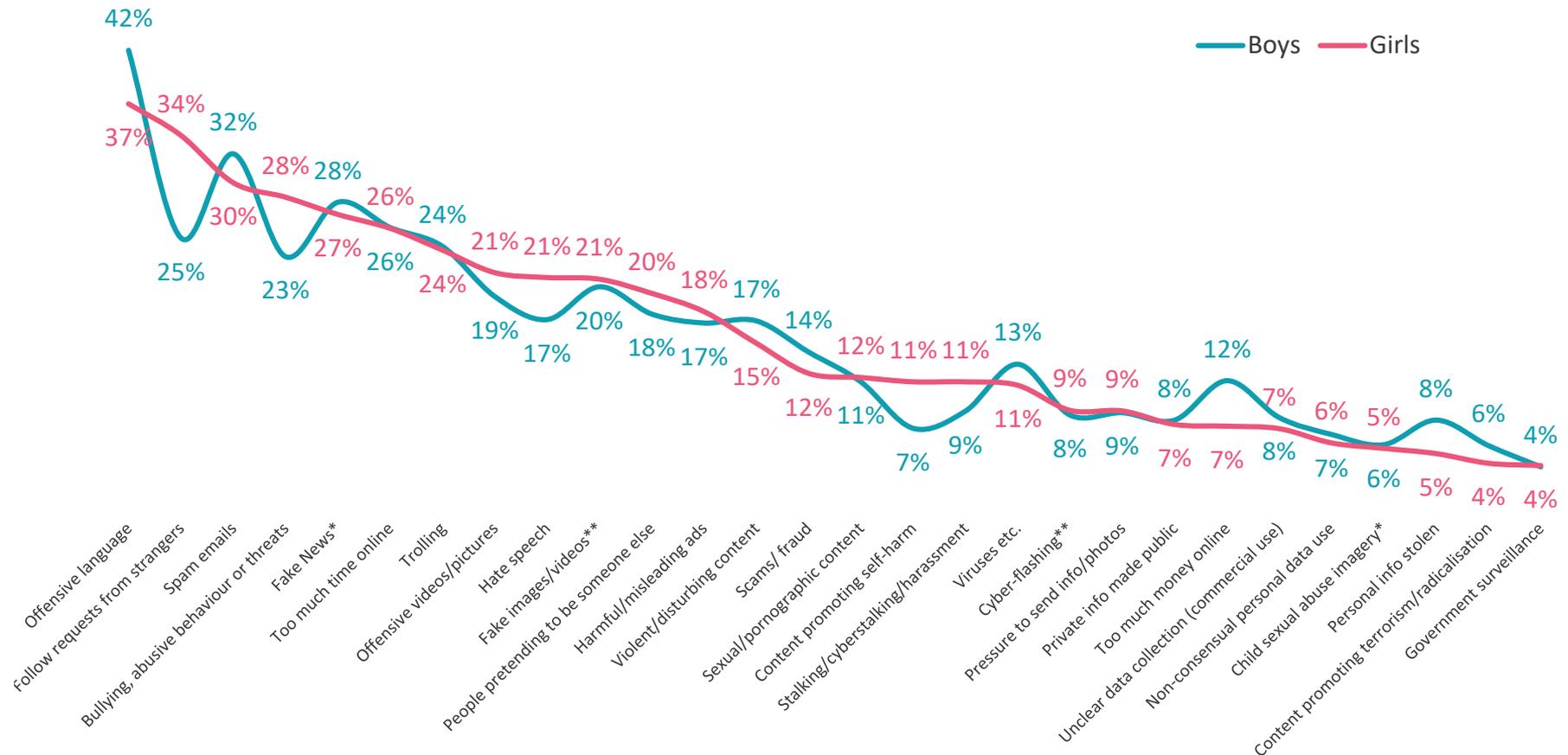
*Wording changed in 2020. **New statement added 2020



Although girls tend to be more concerned than boys about potential online harms, there is less of a gap around (most) experiences.

Notable exceptions include *follow requests from strangers* and *bullying*, which are more likely to be experienced by girls and *offensive language* which is more likely to be experienced by boys

Potential online harm experienced



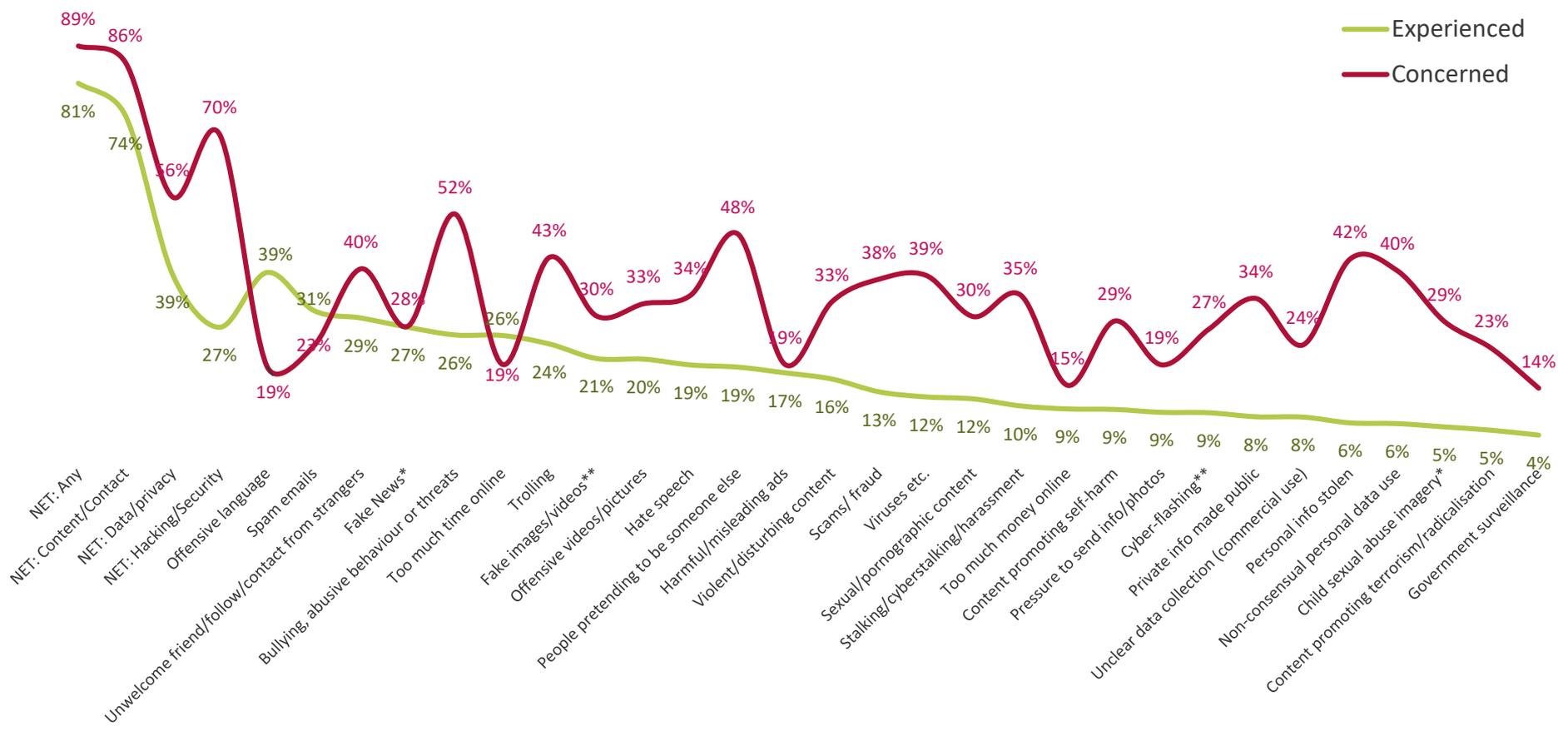
Source: Jigsaw Research "Potential online harms" Feb 2020
 Question: C4) Which, if any, of the following things have you experienced or seen on the internet in the last year? PROMPTED
 Base: All children 12-15 (2001)
 *Wording changed in 2020. **New statement added 2020



As in 2019, 4 in 10 children have experienced offensive language online in the last 12 months, significantly more than the proportion that are concerned about it



Experience vs. concern (prompted)



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

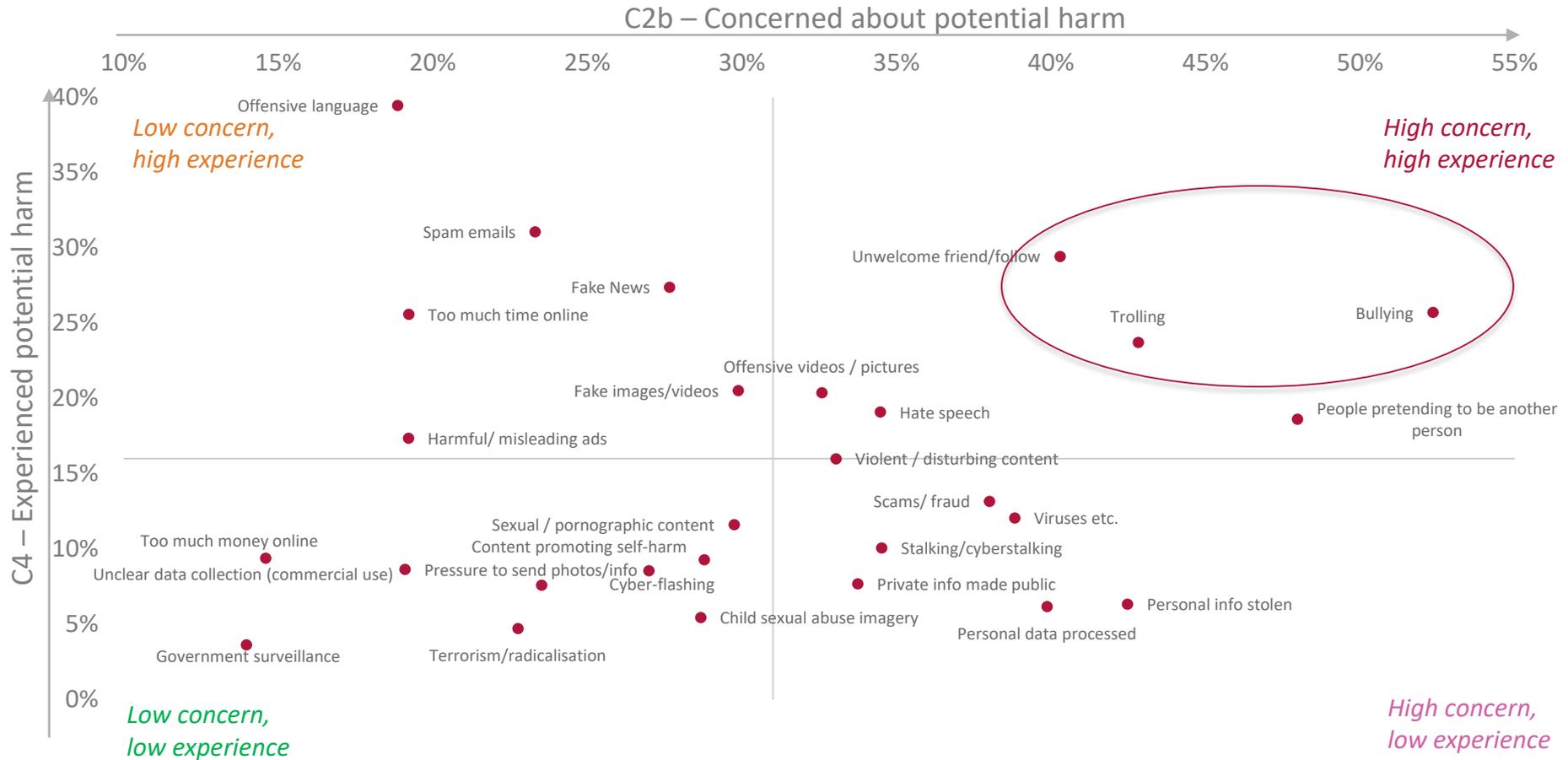
Base: All children 12-15 (2001)

*Wording changed in 2020. **New statement added 2020



Unwelcome friend requests, bullying and trolling are all relatively frequently experienced and are of high concern amongst 12-15 year olds

Relationship between concern and actual experience of potential harm



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

Base: All children 12-15 (2001)



Bullying and spending too much time online are relatively frequently experienced by children and are of high concern amongst adults

Relationship between concern (adults) and actual experience of potential harm by children

C2a – **Adults** concerned about potential harm to children



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: ADULTS: C2a) Which, if any, of the following things concern you about the internet? PROMPTED

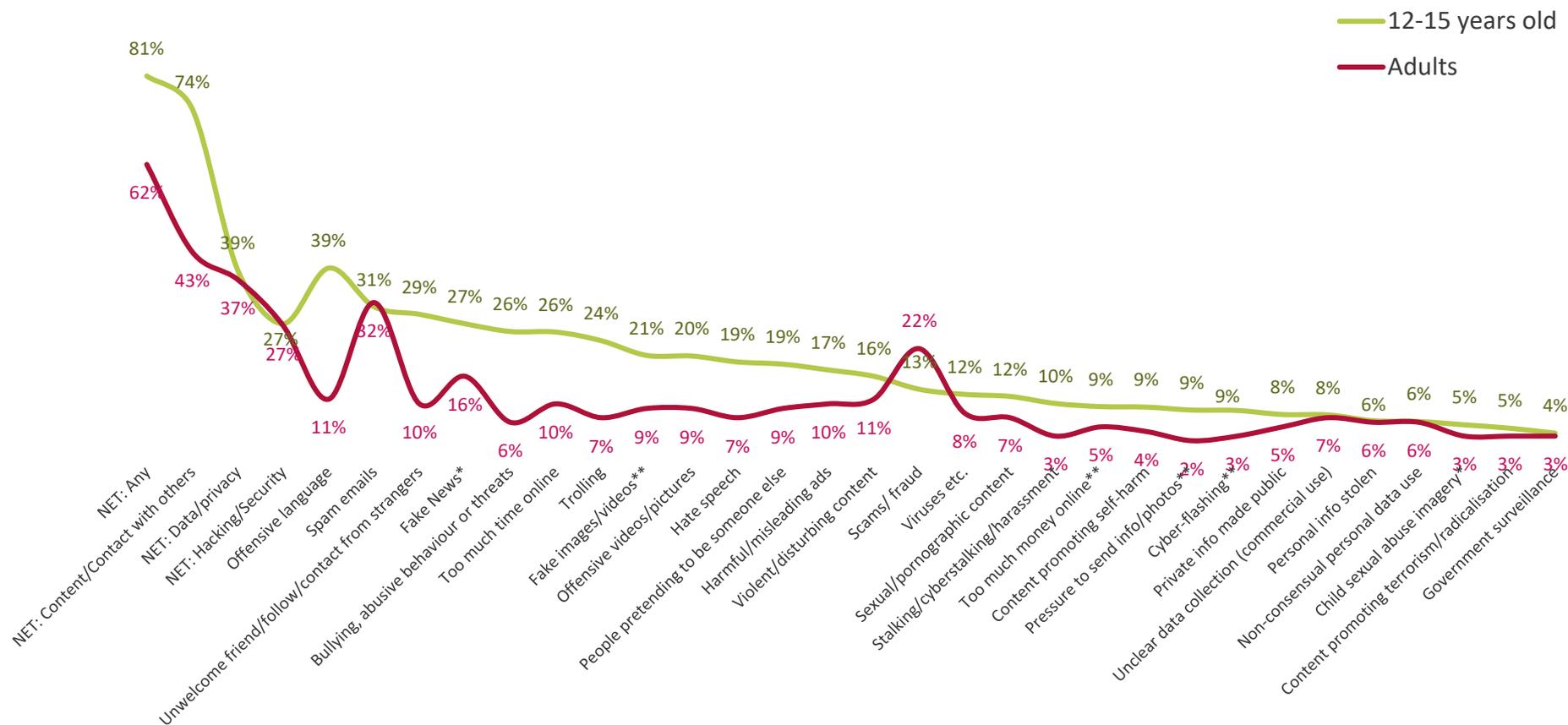
CHILDREN: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

Base: All children 12-15 (2001) All adults (2080)



12-15 year olds are significantly more likely to have experienced a potential harm than adults, especially in relation to offensive language. Adults are more likely to have experienced scams

Potential harms Experienced – Adults vs children

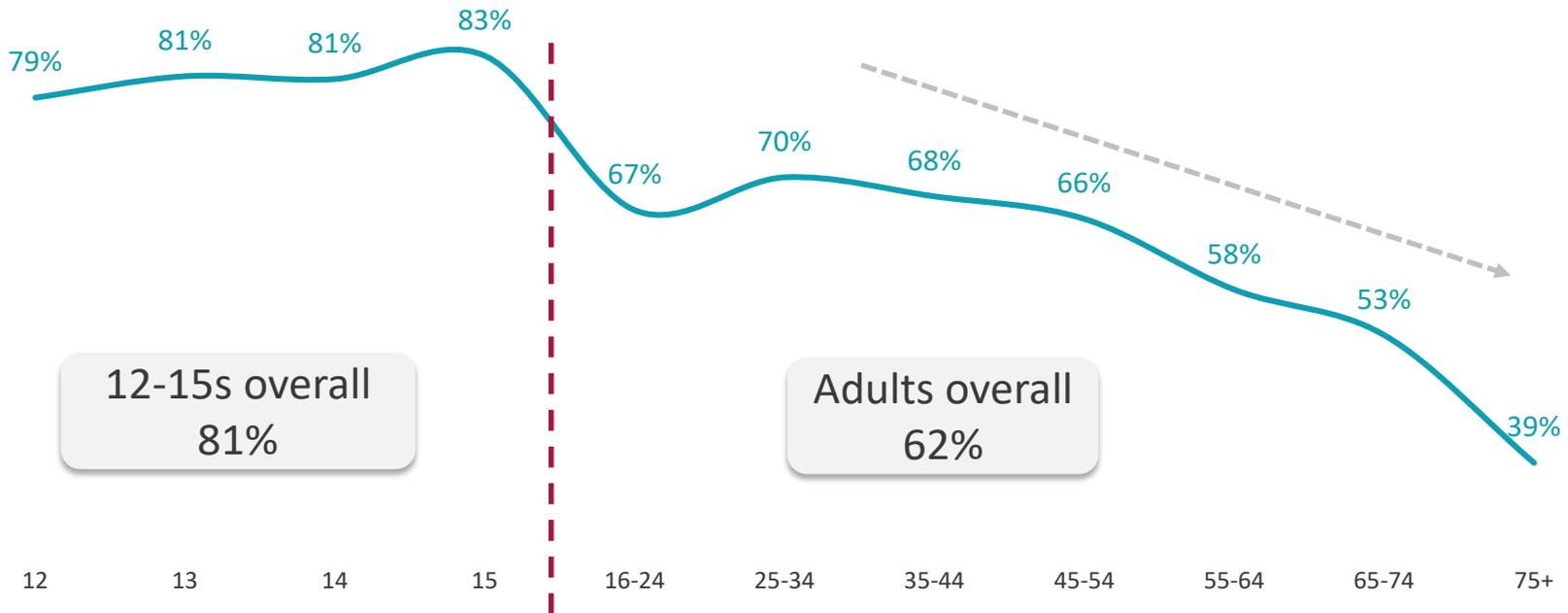


Source: Jigsaw Research "Potential online harms" Feb 2020
 Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED.
 Base: All adult internet users (2080) All children 12-15 (2001)
 *Wording changed in 2020. **New statement added 2020



12-15 year olds are significantly more likely to have experienced a potential harm than adults. The incidence of experiencing potential harm quickly drops after the age of 54 (as the audience becomes less confident online)

Experienced **any potential harm** in the last year



Source: Jigsaw Research "Potential online harms" Feb 2020

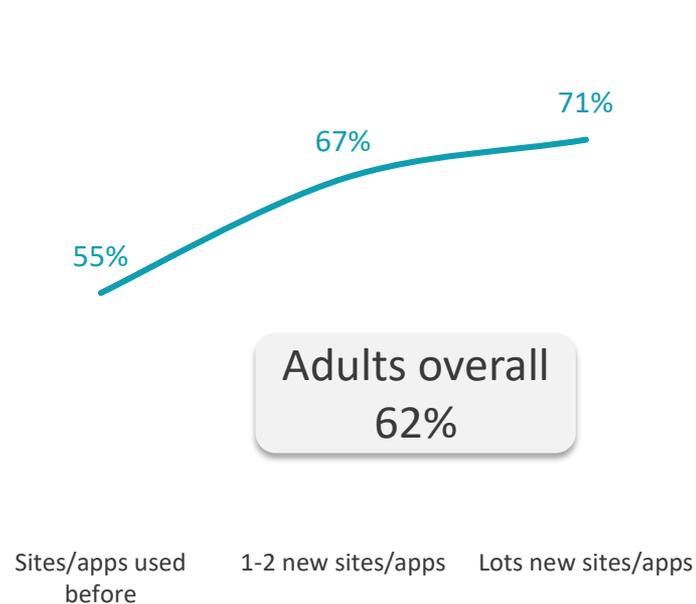
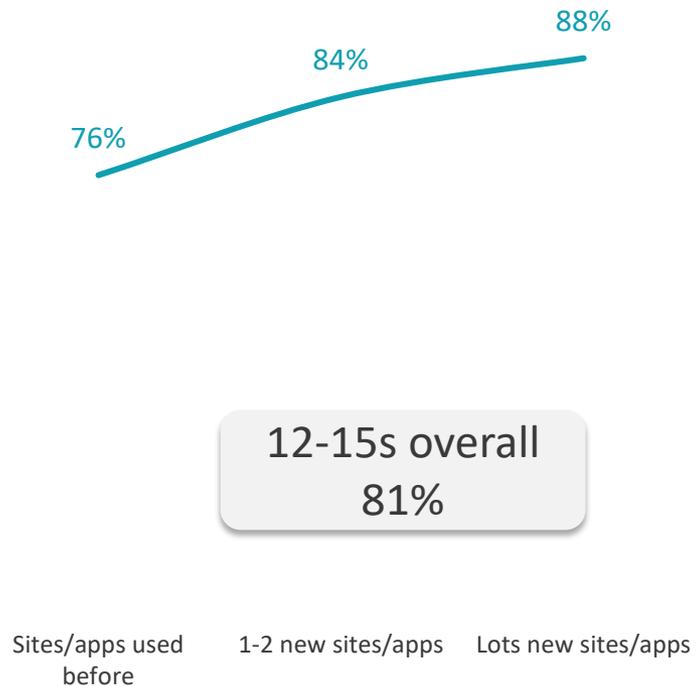
Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED.

Base: All adult internet users (2080) All children 12-15 (2001)



Those using new sites/apps are significantly more likely to have experienced a potential harm – across both 12-15 year olds and adults

Experienced **any potential harm** in the last year



Source: Jigsaw Research "Potential online harms" Feb 2020

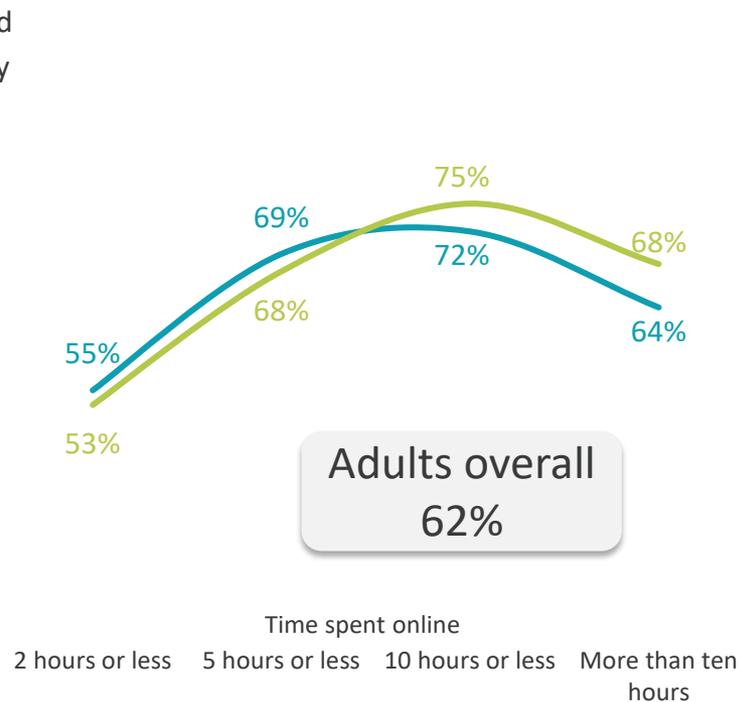
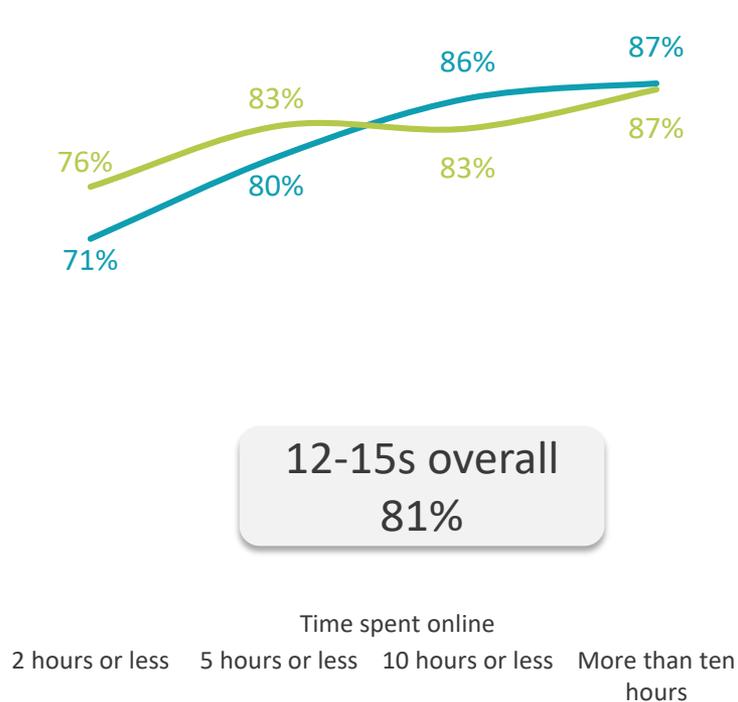
Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED.

Base: All adult internet users (2080) All children 12-15 (2001)



Increased time online increases the exposure to potential harm, notably for children

Experienced **any potential harm** in the last year



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED.

Base: All adult internet users (2080) All children 12-15 (2001)



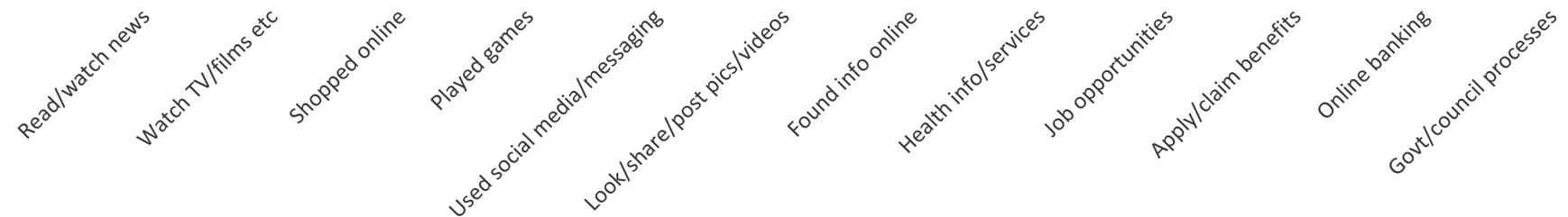
As would be expected, undertaking activities online increases exposure to potential harm



Experienced **any potential harm** in the last year



Things done online in the last week



Source: Jigsaw Research "Potential online harms" Feb 2020
 Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED.
 B5d) Which of these things have you done online in the last week?
 Base: All adult internet users (2080) All children 12-15 (2001)

Section 2

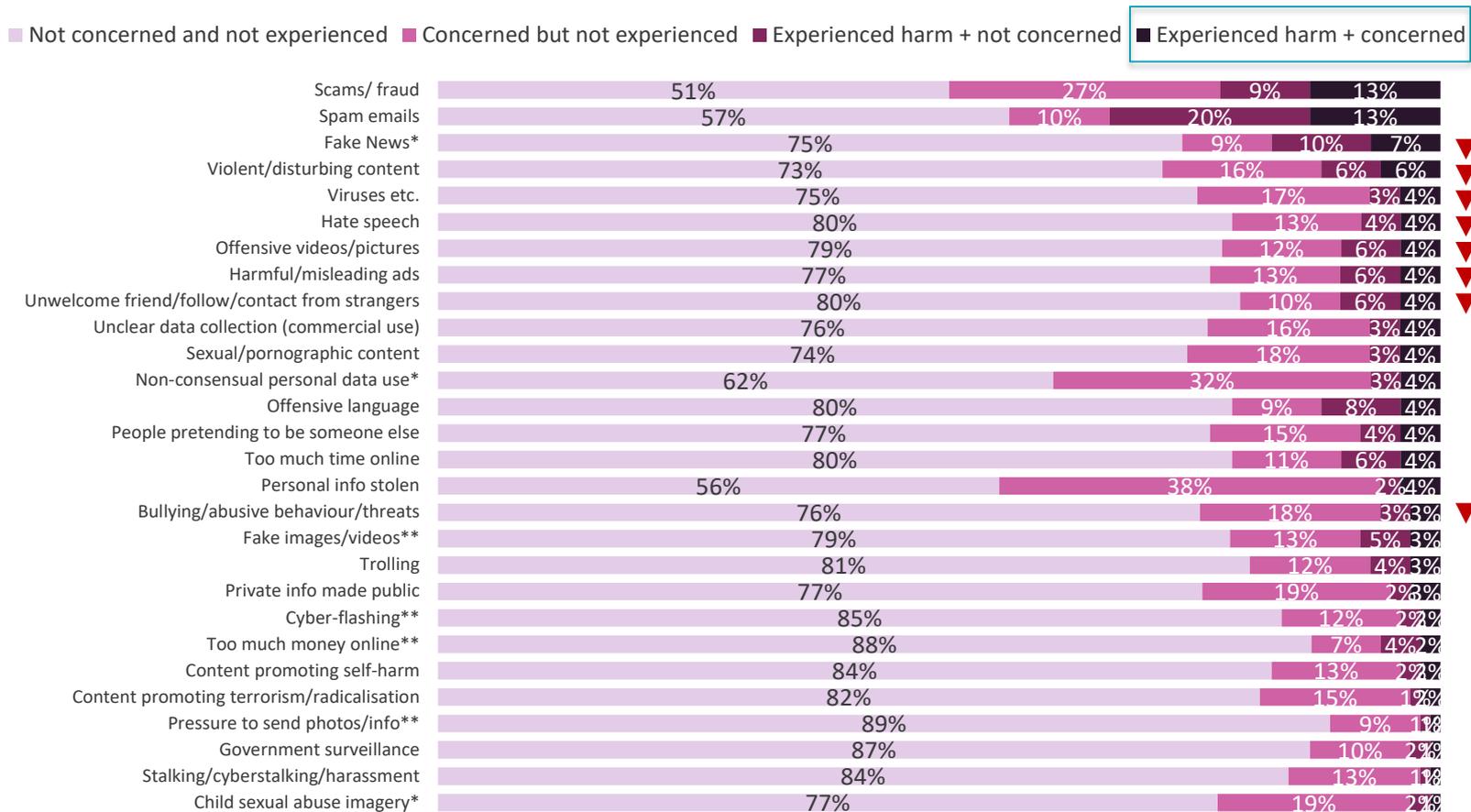
Reported experience of potential harms

B) Frequency and impact of experiences



Scams and spam are the most likely to have been experienced and for adults to be concerned about

Incidence of experiencing/being concerned about potential online harms



Significantly higher/lower than 2019



Source: Jigsaw Research "Potential online harms" February 2020

Question: C2b) I am now going to read out the areas you are generally concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each. C4) Which, if any, of the following things have you come across on the internet in the last 12 months? Base: All adult internet users 2020 (2080) 2019 (2057)

*Wording changed in 2020. **New statement added 2020



Going online too much is the most frequently reported type of potential harm followed by spam. Theft of personal information is, for example, experienced relatively infrequently



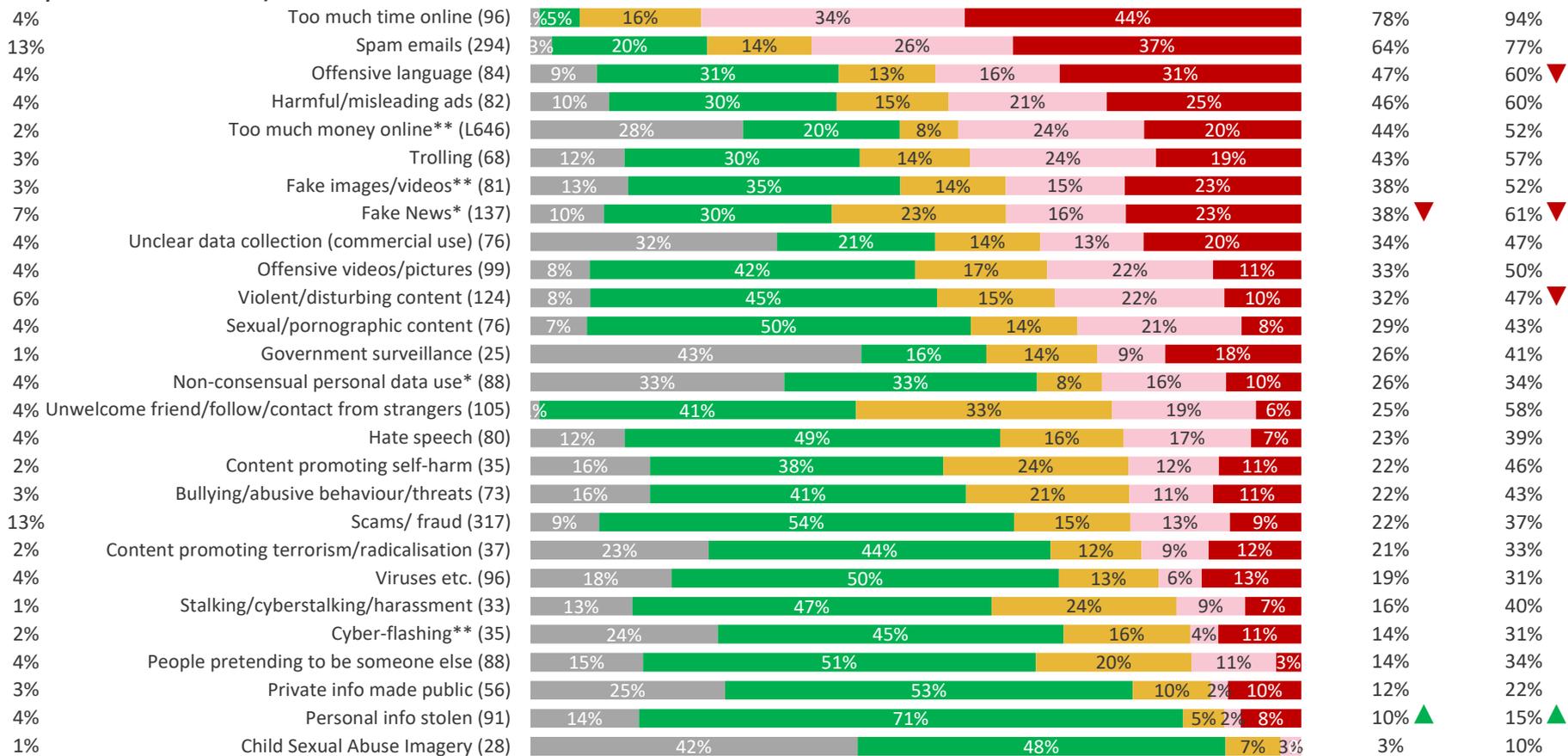
Significantly higher/lower than 2019

How often do you experience (xxx) when using the internet? (Base all experienced & concerned)

(All experienced & concerned)

DK/REF Less often Monthly/most months Weekly/most weeks Daily/most days

Ranked on % at least weekly % at least monthly



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. C5. How often do you experience [INSERT CODE FROM C4] when using the internet?

Base: All adult internet users who have experienced and are concerned about X (bases on in brackets above). Warning – low base sizes (see individual bases).

"Pressure to send photos info" statement not shown as base too low. *Wording changed in 2020. **New statement added 2020.



However, theft of personal information has the most severe impact when experienced, along with non-consensual use of personal data and then bullying

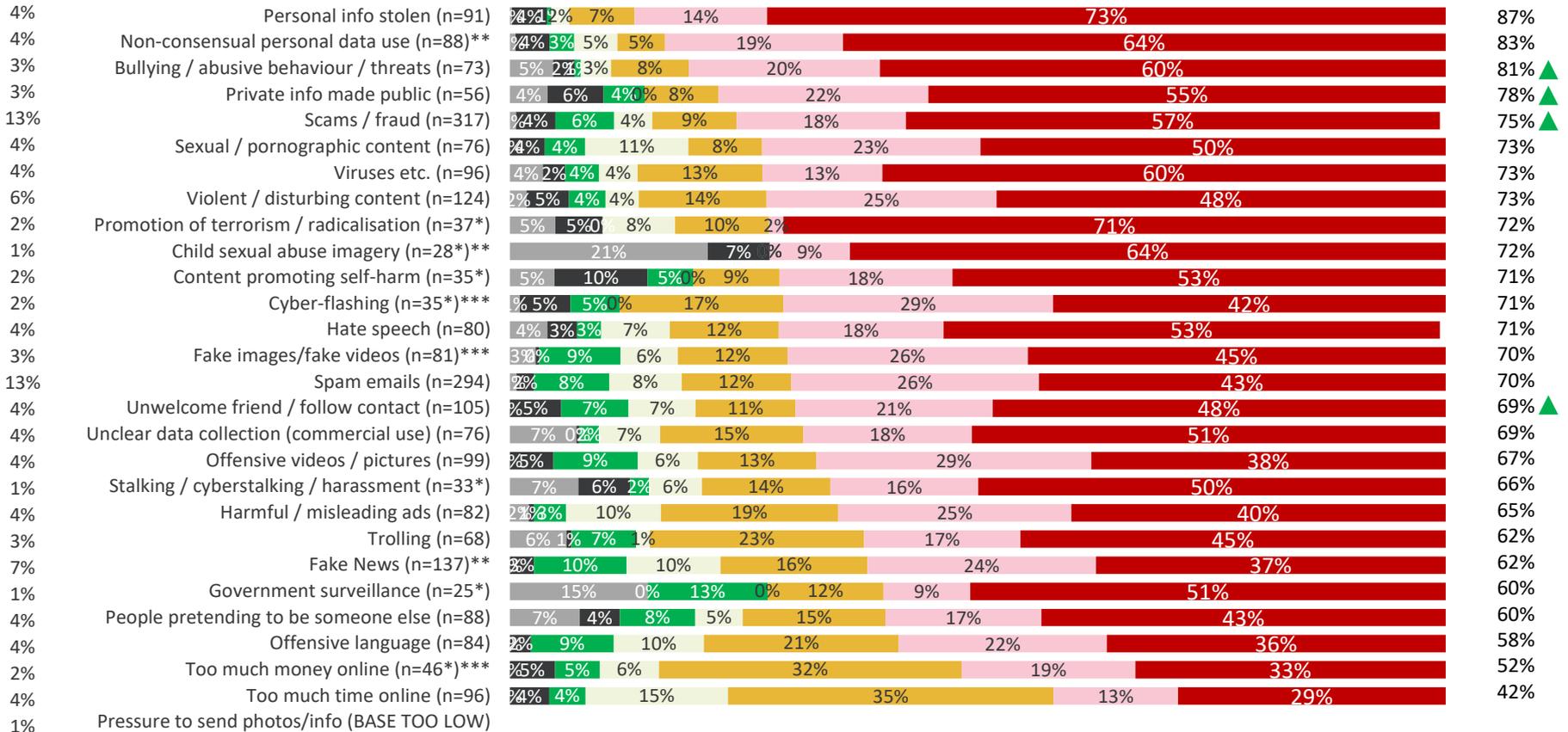


Level of impact experiences have had (amongst all experienced and concerned)

Significantly higher/lower than 2019
 ▲ ▼
 % high impact (rating 4-5)

(All experienced & concerned)

■ DK/Refused ■ No impact ■ Mildly annoying/upsetting/frustrating ■ 2 ■ 3 ■ 4 ■ Very annoying/upsetting/frustrating



Source: Jigsaw Research "Potential online harms" February 2020

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating. Base: All adult internet users who have experienced and are concerned about X (bases on chart) *Warning – low base sizes (see individual bases). "Pressure to send photos info" statement not shown as base too low.

Wording changed in 2020. *New statement added 2020

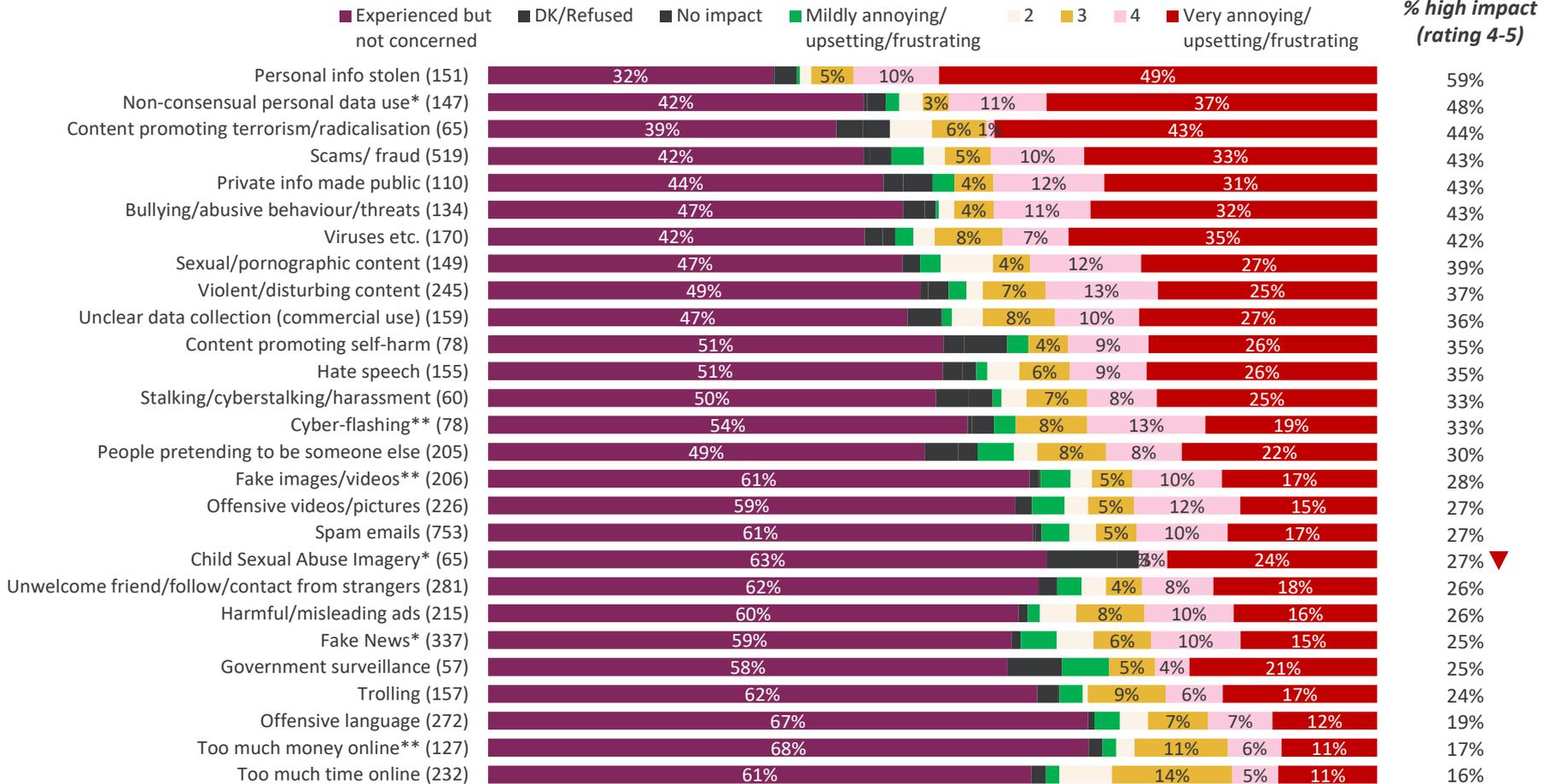


However, theft of personal information has the most severe impact when experienced, along with non-consensual use of personal data and content promoting terrorism/radicalisation



Significantly higher/lower than 2019
▲ ▼

Level of impact experiences have had (amongst those who have experienced)



Source: Jigsaw Research "Potential online harms" February 2020

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating

Base: All adult internet users who have experienced X (bases shown in brackets above). *Wording changed in 2020. **New statement added 2020



Potential harms with the highest levels of concern tend to have the greatest impact upon those who have experienced them

Impact vs. Incidence of concern raised

C2b – Concerned about potential harm (Total sample)



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2b) Which, if any, of the following aspects of the internet concern you more generally? Base: All adult internet users (2080)

C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating.

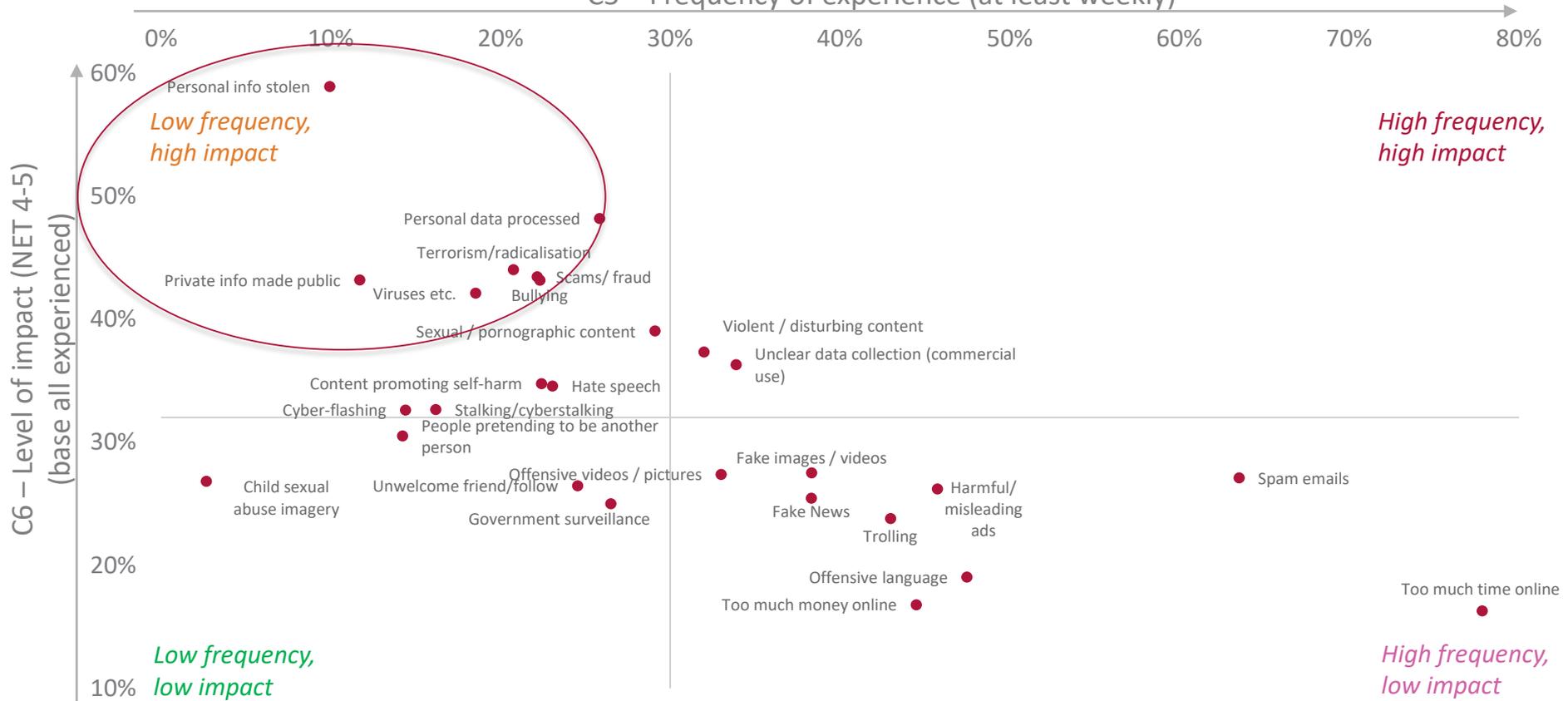
Base: All adult internet users who have experienced X (bases vary)



Despite the high frequency of spending too much time online and receiving spam emails, the level of impact is lower than the other potential harms

Impact vs. Frequency

C5 – Frequency of experience (at least weekly)



Source: Jigsaw Research "Potential online harms" Feb 2020

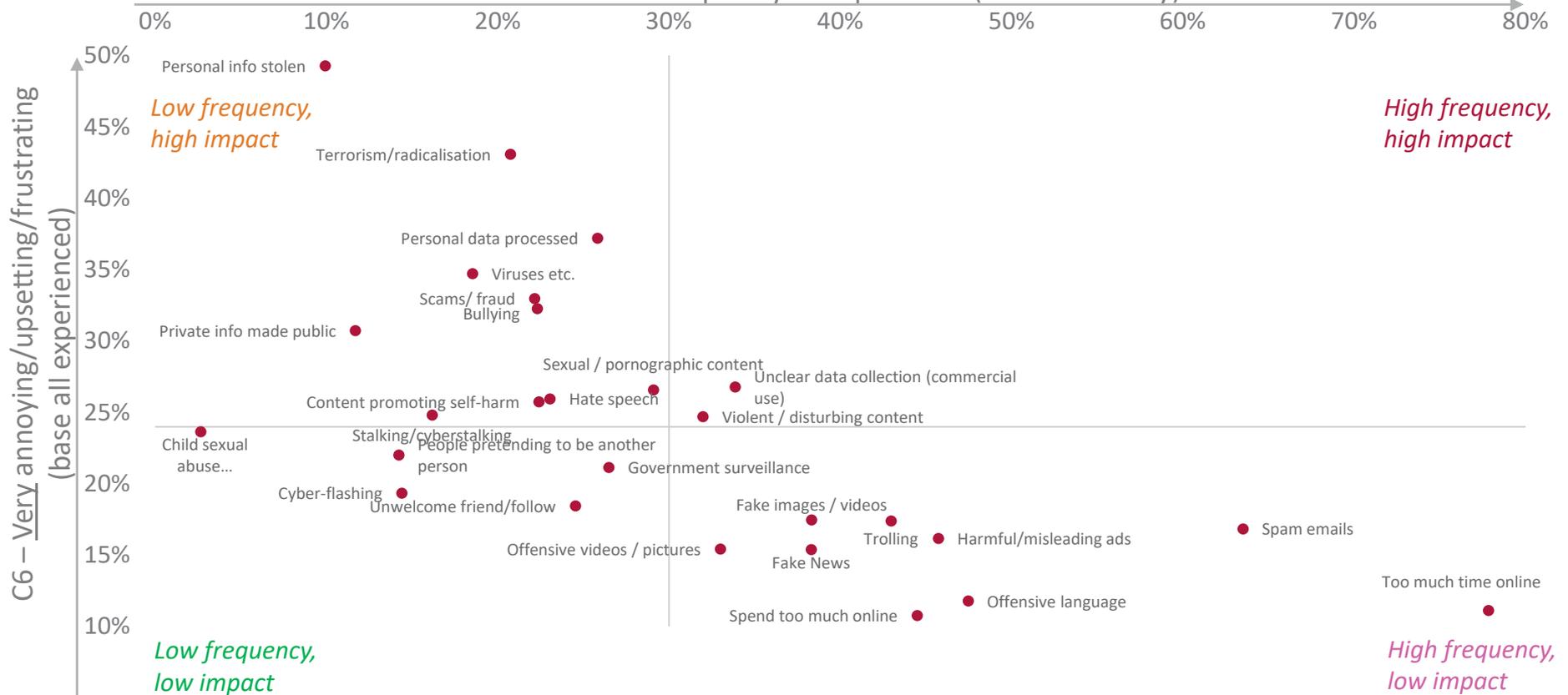
Question: C5. How often do you experience [INSERT CODE FROM C4] when using the internet? Base: All adult internet users who have experienced and are concerned about X (bases vary). C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating. Base: All adult internet users who have experienced X (bases vary)



Despite the low frequency, personal info being stolen and data processing without consent are both be very upsetting. The same is true for promoting terrorism, viruses, scams and bullying

High Impact vs. Frequency

C5 – Frequency of experience (at least weekly)



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C5. How often do you experience [INSERT CODE FROM C4] when using the internet? Base: All adult internet users who have experienced and are concerned about X (bases vary). C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating. Base: All adult internet users who have experienced X (bases vary)

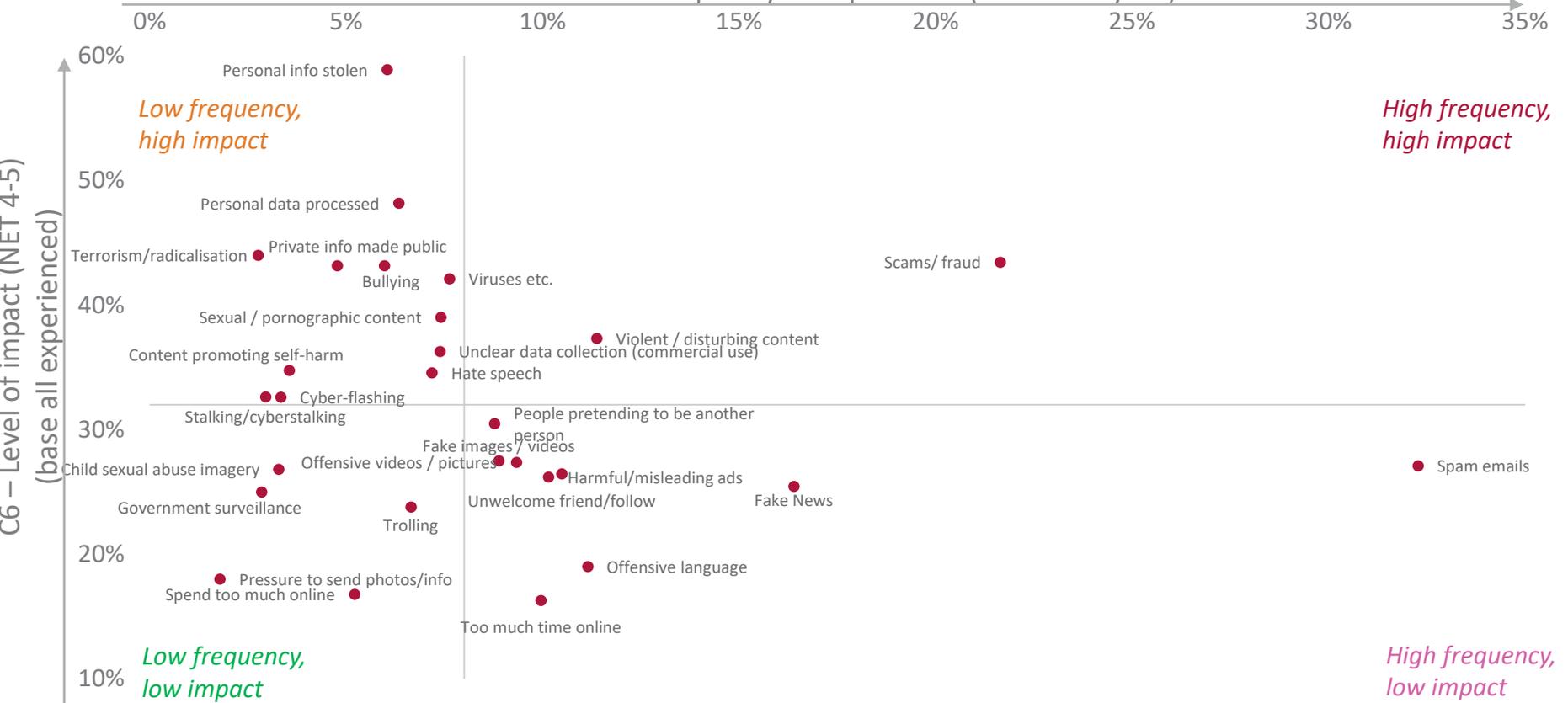


Despite the low frequency, personal info being stolen and data processing without knowledge both have a high level of impact.

The same is true for promoting terrorism, private info being made public and bullying

Impact vs. Experienced in last year

C5 – Frequency of experience (in the last year)



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C4. Which of the following things have you come across on the internet in the last 12 months? Base: All adult internet users (2080)

C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating.

Base: All adult internet users who have experienced X (bases vary)

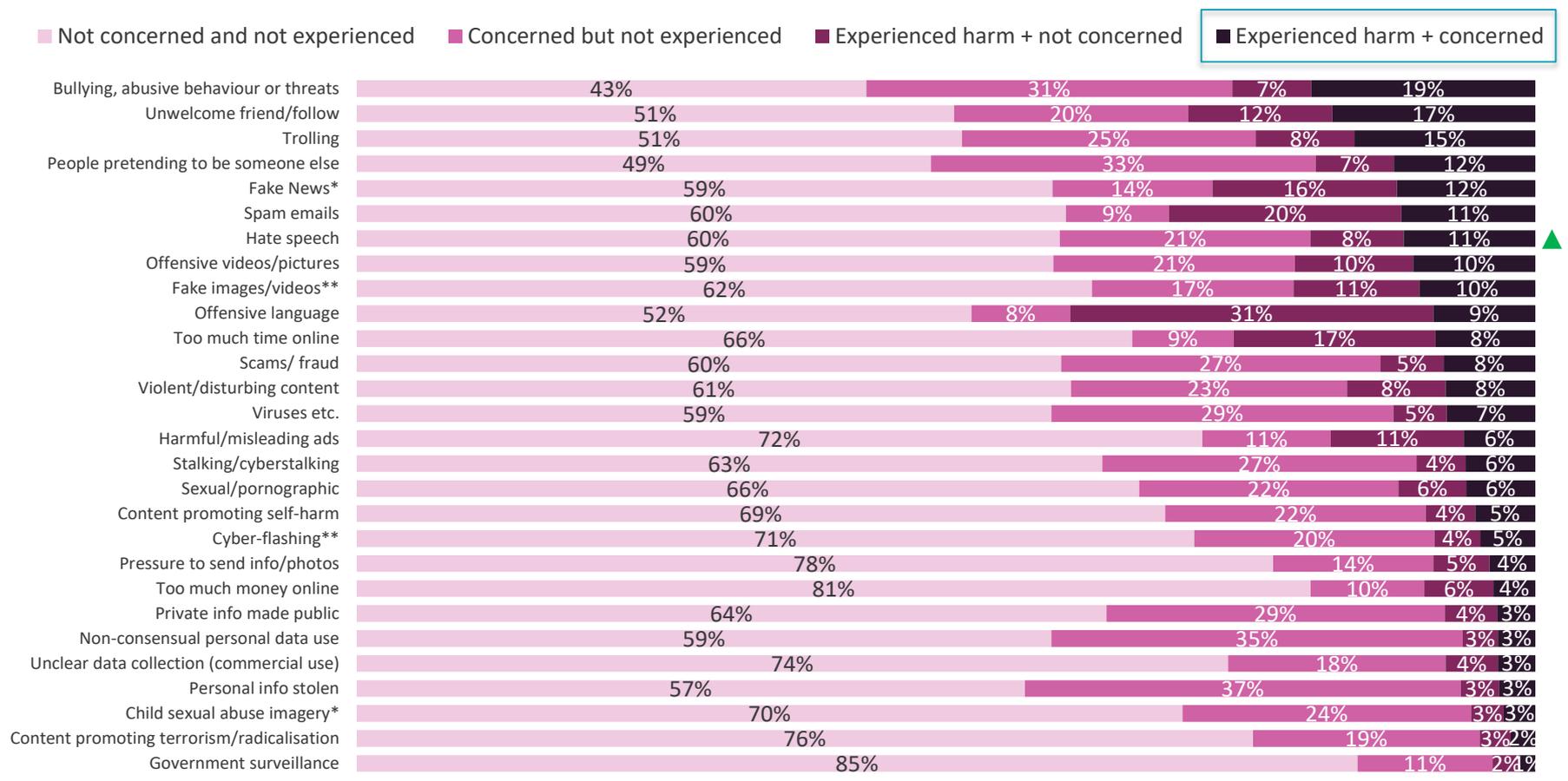


Bullying, unwelcome friend/follow requests and trolling are the most likely to have been experienced by and of concern to 12-15 year olds



Significantly higher/lower than 2019 ▲ ▼

Incidence of experiencing/being concerned about potential online harms



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2b) I am now going to read out the areas you are generally concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each. C4) Which, if any, of the following things have you come across on the internet in the last 12 months?

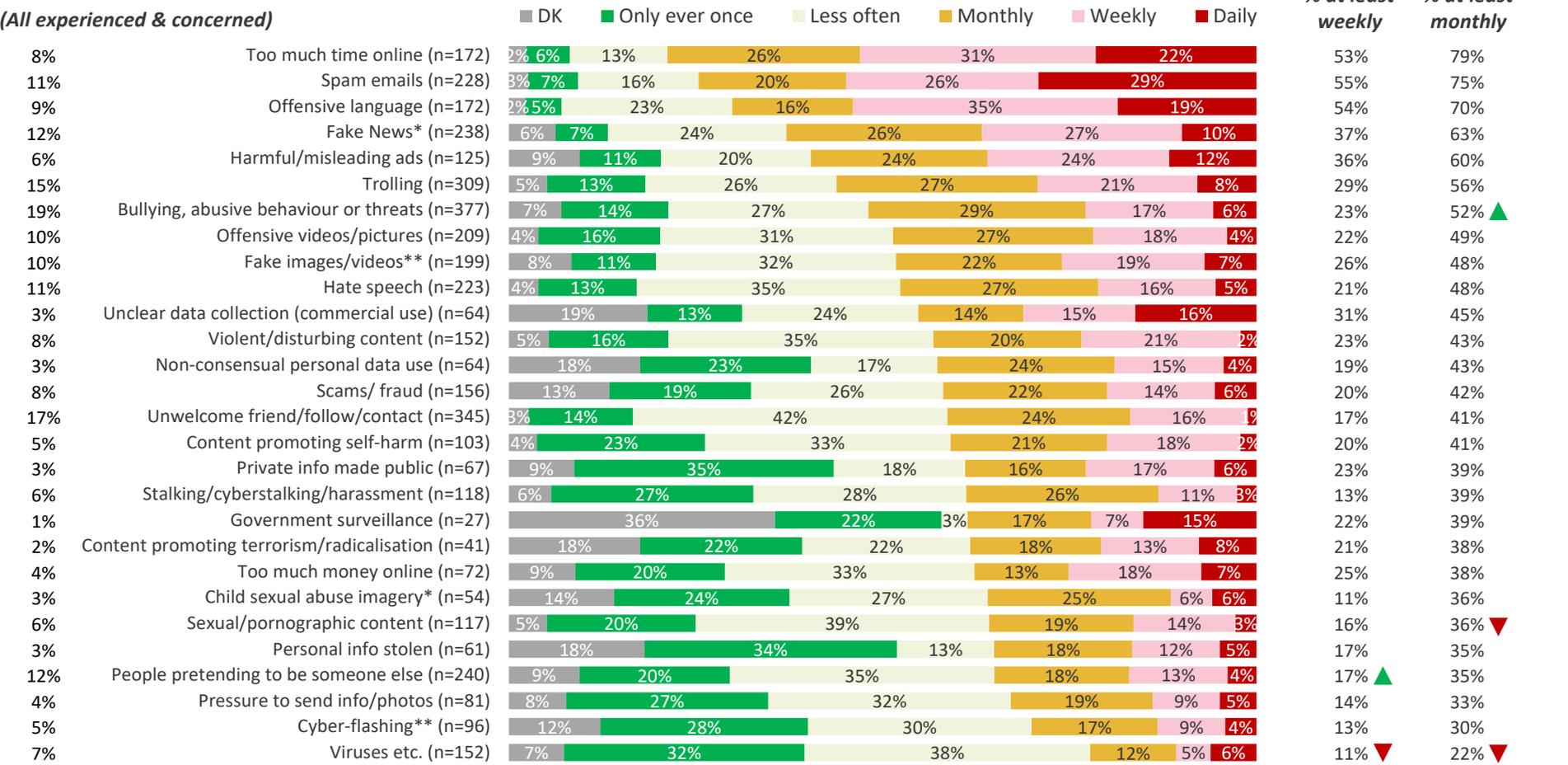
Base: All children 12-15 (2001). *Wording changed in 2020. **New statement added 2020



Frequency of experiencing potential harms is generally lower amongst 12-15 year olds than adults. Too much time online is the most commonly reported issue



How often do you experience (xxx) when using the internet? (Base all experienced & concerned)



Source: Jigsaw Research "Potential online harms" Feb 2020
 Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. C5. How often do you experience [INSERT CODE FROM C4] when using the internet?
 Base: All children 12-15 who have experienced and are concerned about X (bases on chart)
 *Wording changed in 2020. **New statement added 2020



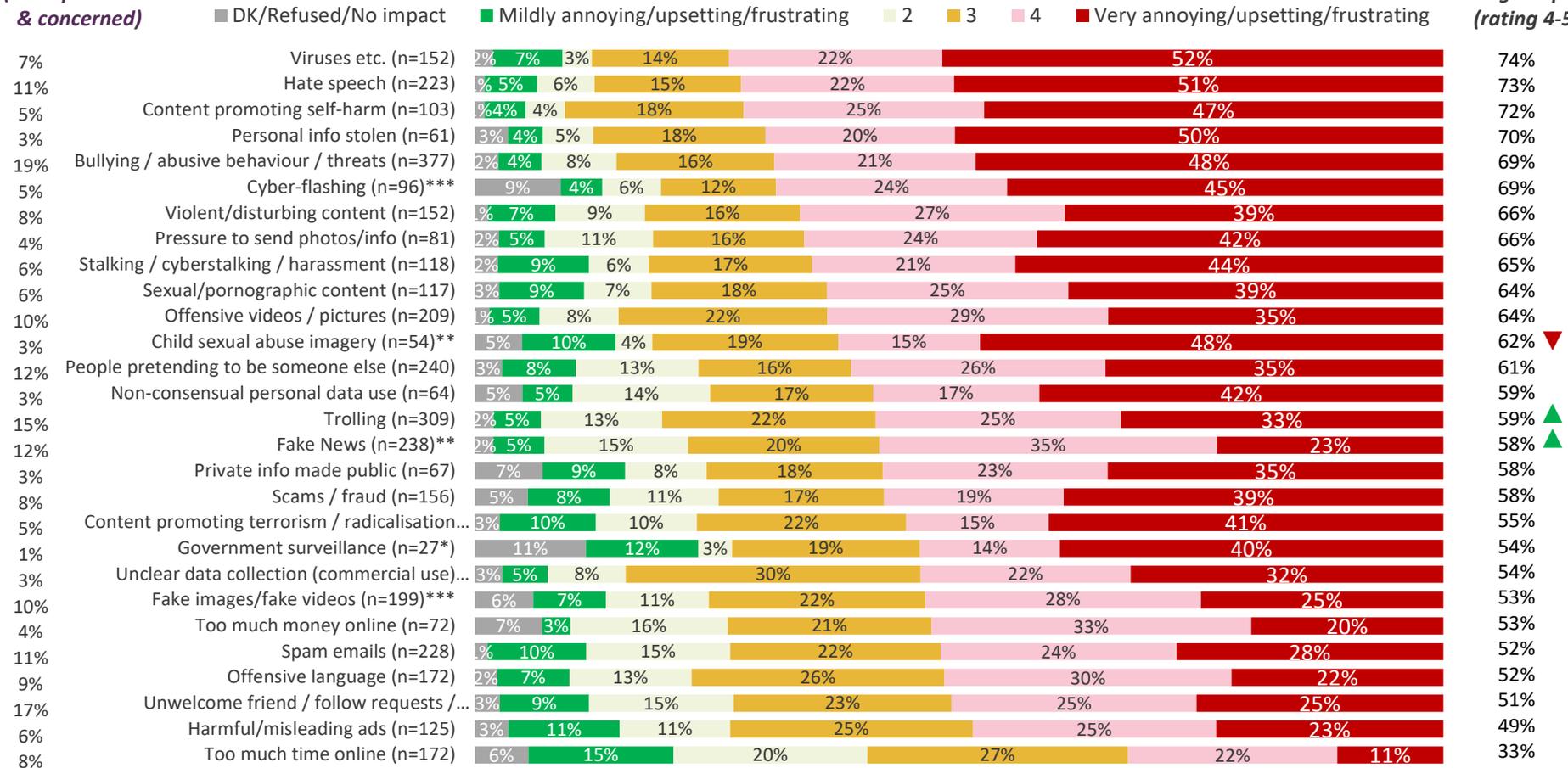
Significantly
higher/lower
than 2019

▲
▼
% high impact
(rating 4-5)

However, viruses, hate speech and content promoting self-harm have the most severe impact when experienced, along with the theft of personal info, bullying and cyber flashing

Level of impact experiences have had (Base all experienced and concerned)

(All experienced & concerned)



Source: Jigsaw Research "Potential online harms" February 2020

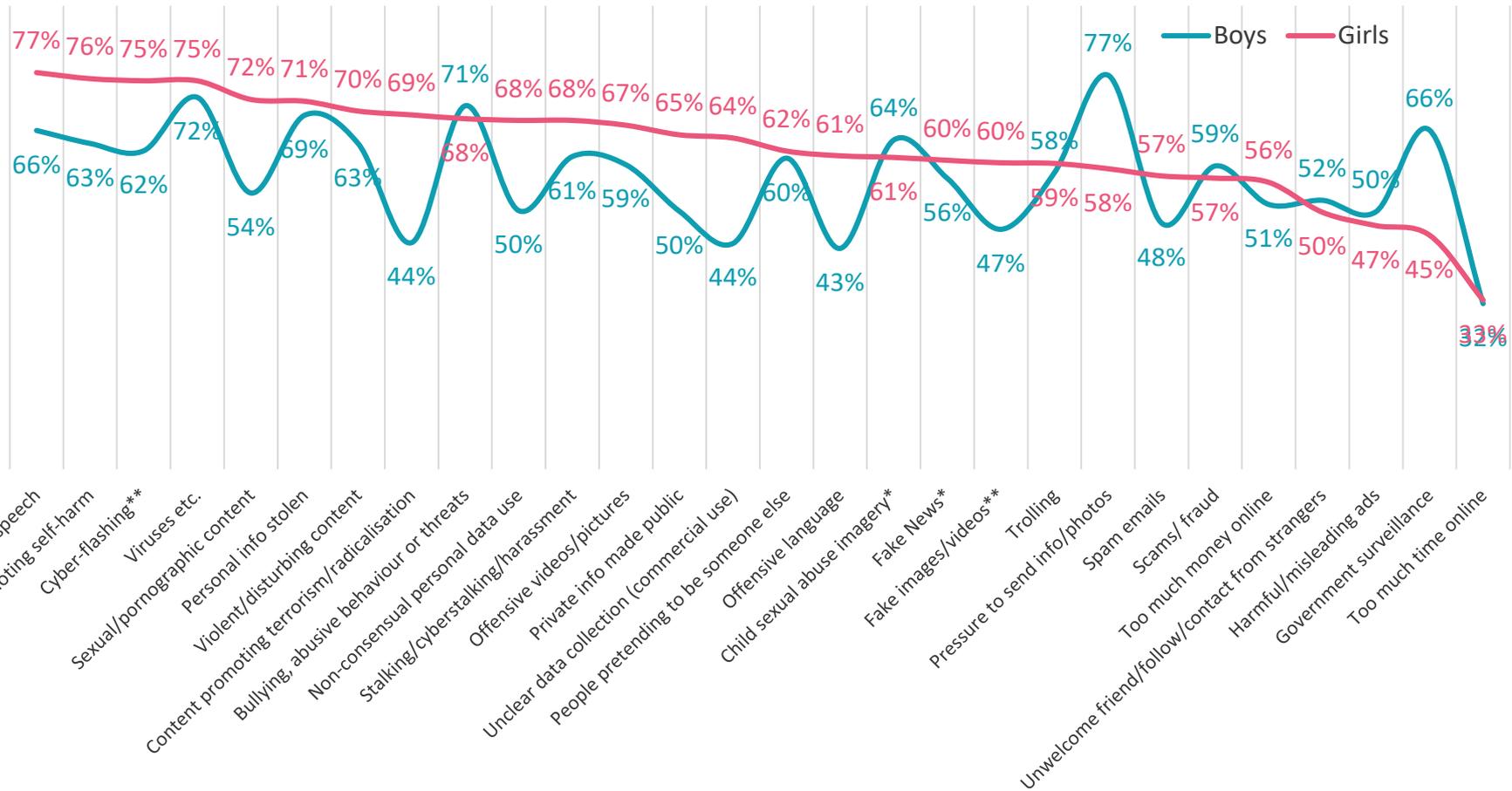
Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating

Base: All children 12-15 who have experienced and are concerned about X (bases on chart) * Warning – low base size. **Wording changed in 2020. ***New statement added 2020



Girls are more likely to find their experiences more upsetting than boys in general. Boys are more likely to find pressure to send info/photos and government surveillance more upsetting

Level of impact experiences have had (4-5) (Base all experienced & concerned)



Source: Jigsaw Research "Potential online harms" Feb 2020

C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating

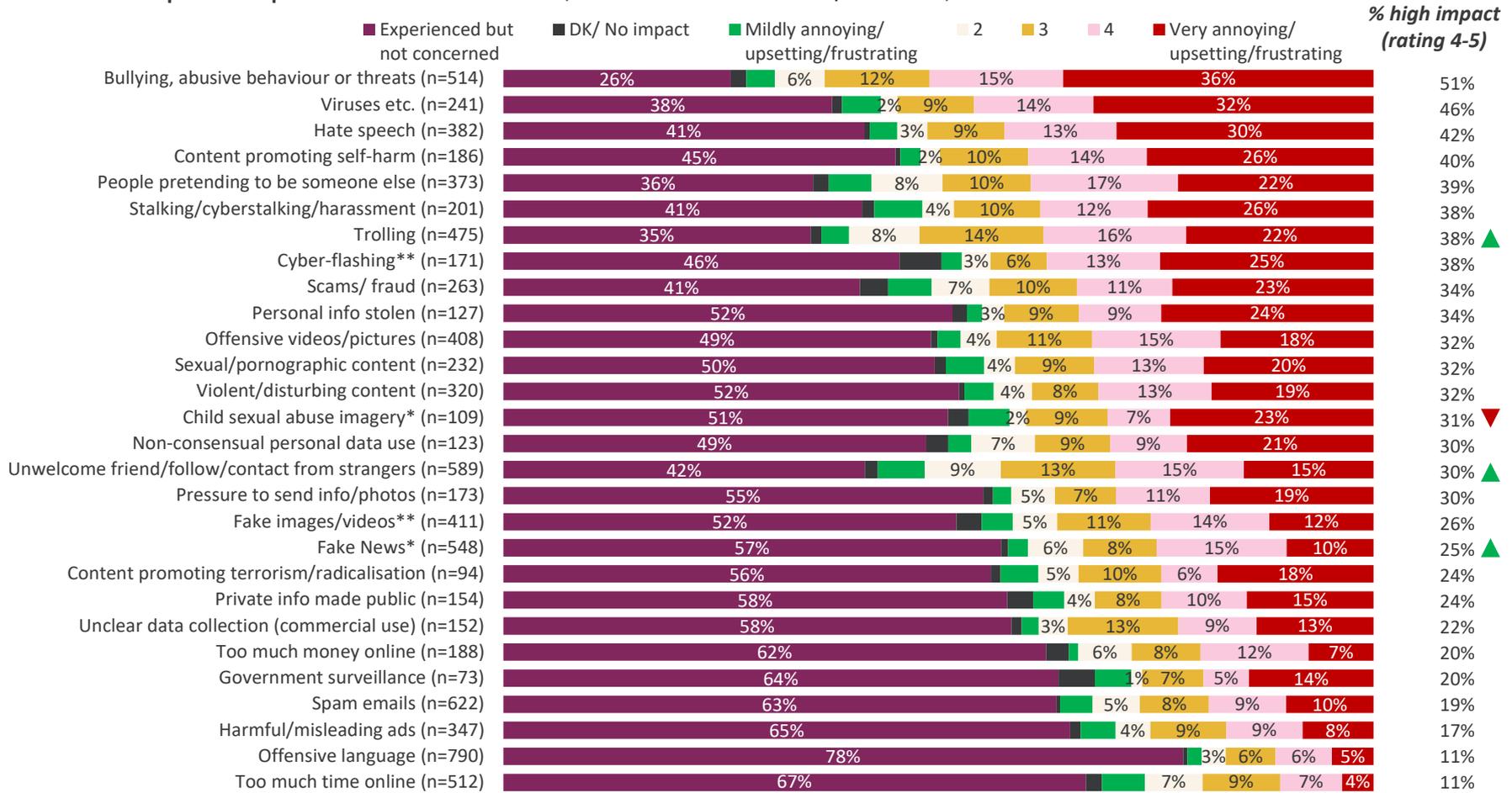
Base: All children 12-15 who have experienced and are concerned about X

*Wording changed in 2020. **New statement added 2020



Bullying is the potential harm that impacts 12-15 year olds the most, along with viruses, hate speech and content promoting self-harm

Level of impact experiences have had (Base those who have experienced)



Source: Jigsaw Research "Potential online harms" Feb 2020

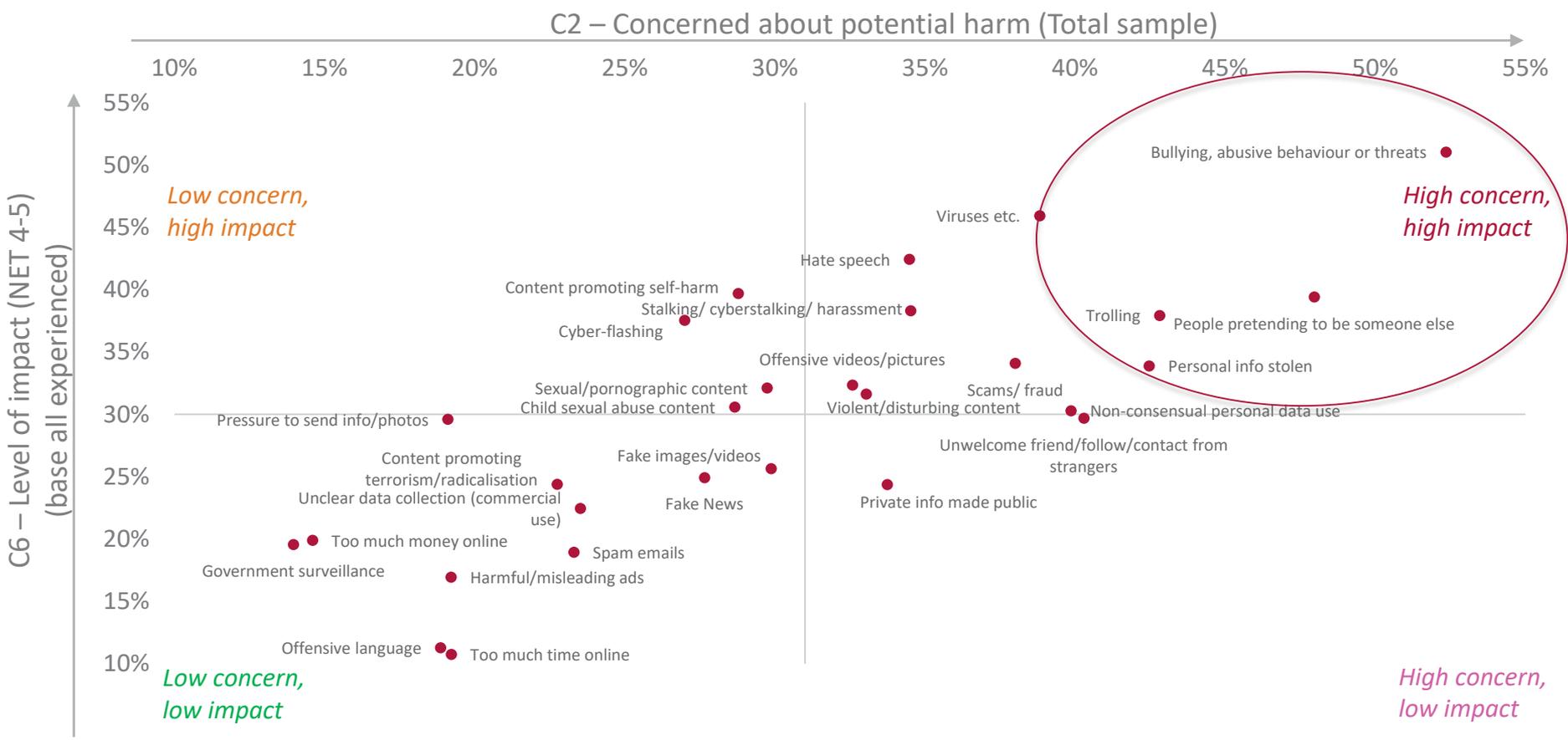
Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating

Base: All children 12-15 who have experienced X (bases in brackets above). *Wording changed in 2020. **New statement added 2020



Again, potential harms with the highest levels of concern tend to have the greatest impact on those who have experienced them

Impact vs. Incidence of concern raised



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED Base: All children 12-15 (2001)

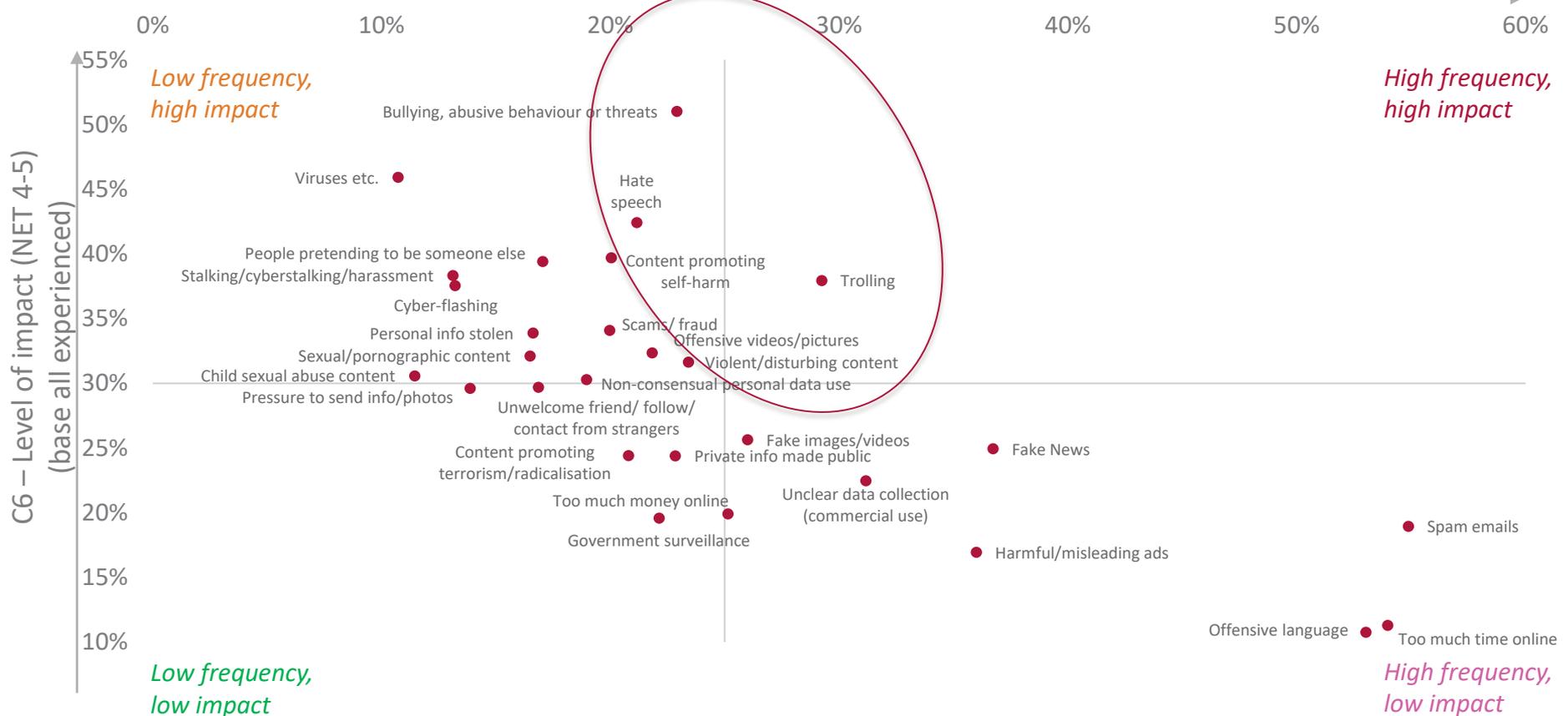
C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating. Base: All children 12-15 who have experienced and are concerned about X (bases vary)



Despite the high frequency of spending too much time online, exposure to offensive language and receiving spam emails, the level of impact is lower than the other potential harms

Impact vs. Frequency

C5 – Frequency of experience (at least weekly)



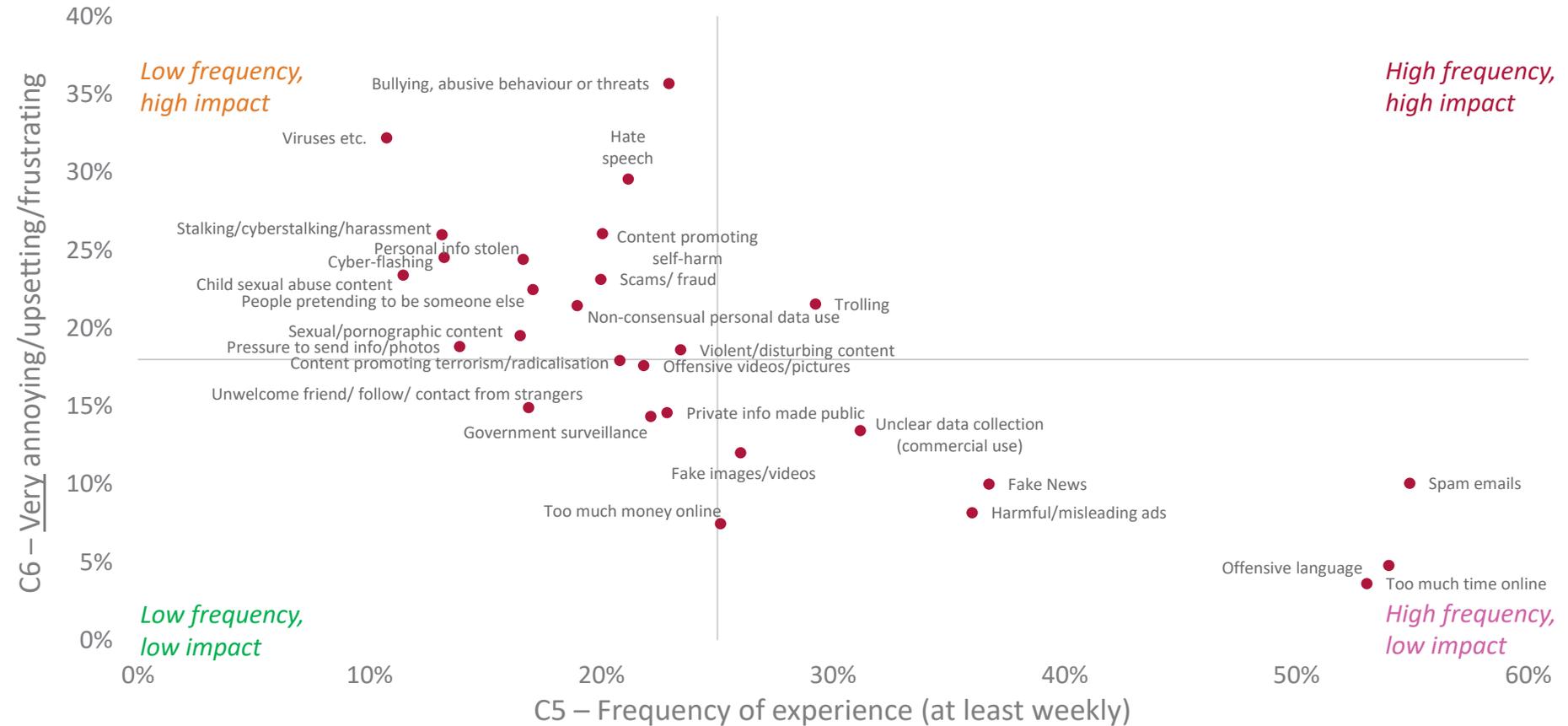
Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C5. How often do you experience [INSERT CODE FROM C4] when using the internet? Base: All children 12-15 who have experienced and are concerned about X (bases vary). C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating. Base: All children 12-15 who have experienced X (bases vary)



Despite the relatively low frequency, online bullying, viruses and material promoting hate speech are the most annoying/upsetting potential harms

High Impact vs. Frequency



Source: Jigsaw Research "Potential online harms" Feb 2020
 Question: C5. How often do you experience [INSERT CODE FROM C4] when using the internet? Base: All children 12-15 who have experienced and are concerned about X (bases vary). C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating. Base: All children 12-15 who have experienced X (bases vary)



Online bullying has the greatest impact and was also experienced by more than a quarter of 12-15 year olds in the past year

Impact vs. Experienced in last year



Source: Jigsaw Research "Potential online harms" Feb 2020
 Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. Base: All children 12-15 (2001)
 C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating. Base: All children 12-15 who have experienced X (bases vary)

Section 3

Sources of potential online harm



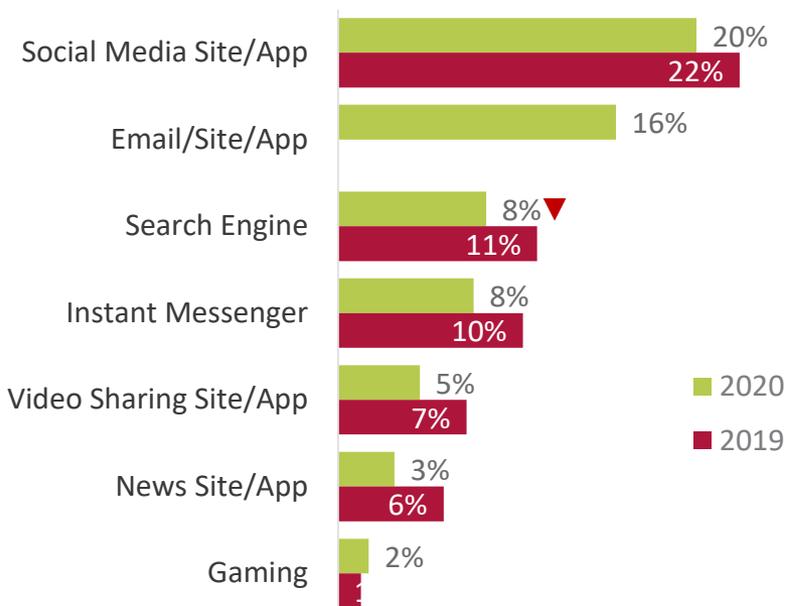
Across adults and 12-15 year olds, social media sites are the most commonly cited sources of potential online harm. 12-15 year olds have experienced more harms on social media than last year

Sources of potential online harm



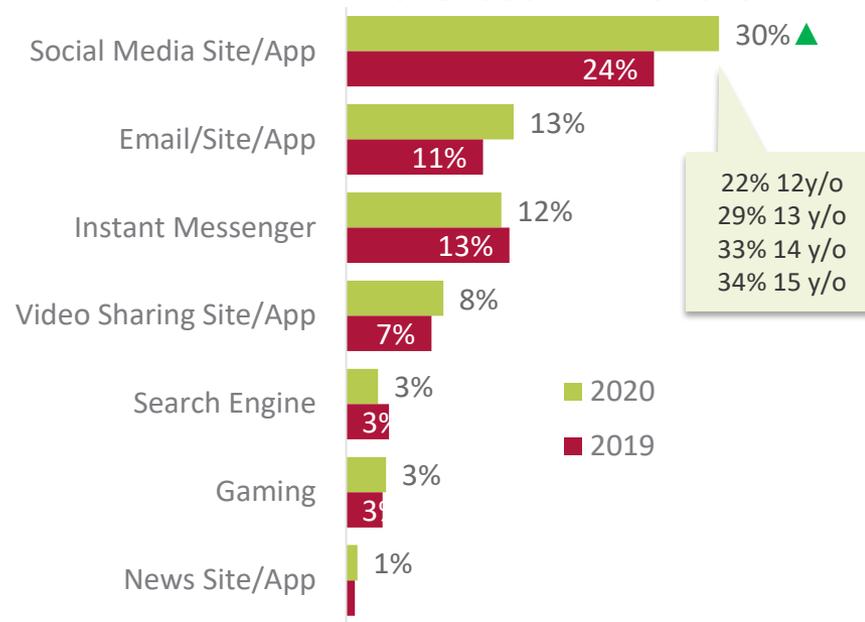
62%

Of adults have **experienced** potential online harms in the last 12 months



81%

Of children (12-15) **experienced** potential online harms in the last 12 months



22% 12y/o
29% 13 y/o
33% 14 y/o
34% 15 y/o

Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" March 2019

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

C7 Which site or service were you using when you came across your most recent experience of (XXX)?

Base: All adult internet users (2057) All 12-15s (1001)

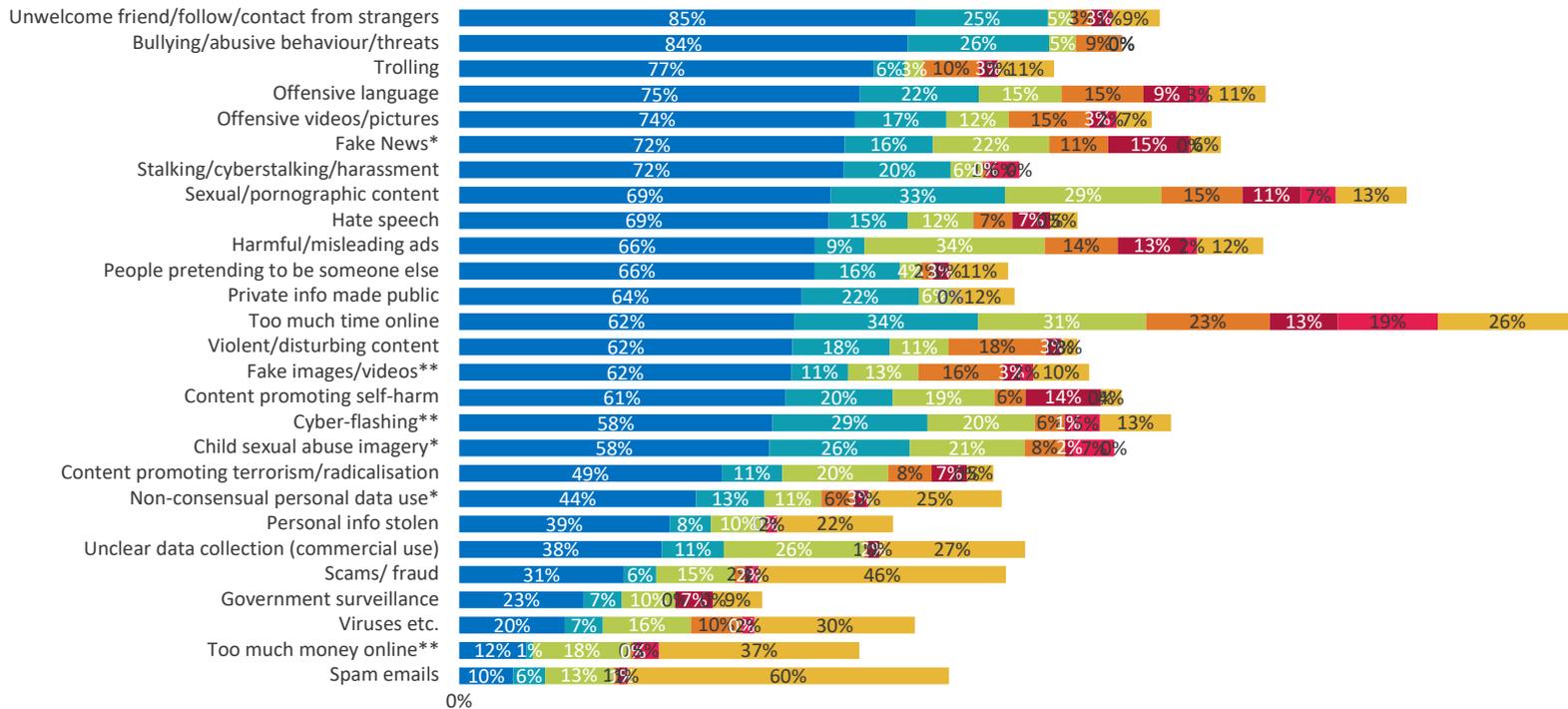


Adults experience potential online harms on a range of sites/apps, but social media is most commonly identified for most types of potential harms. IM comes through strongly as a source for sexual/pornographic content, cyber-flashing and bullying

Places where potential online harm was experienced (types of source*).

*smaller "other" sources and DK not shown

■ Social Media ■ Instant Messenger ■ Search Engine ■ Video Sharing ■ VOD ■ News ■ Gaming ■ Email/other



No significance testing due to changes in the questionnaire in 2020

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C7 Which site or service were you using when you came across your most recent experience of (XXX)?

Base: All adult internet users who have experienced and are concerned about X (bases 35-317)

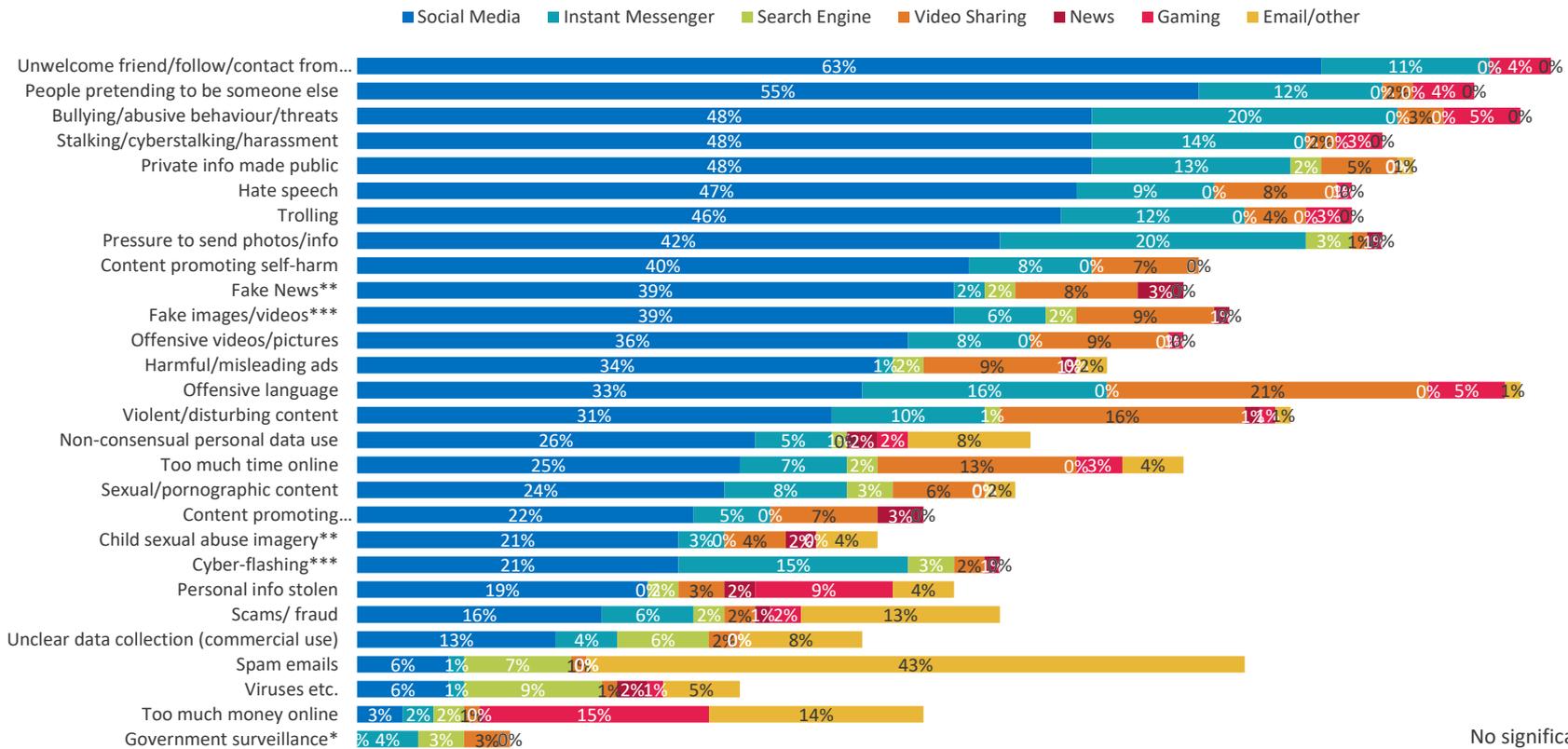
*Wording changed in 2020. **New statement added 2020



The same is true for 12-15 year olds, with social media being the most common source for most potential harms. IM comes through strongly for bullying, pressure to send photos and cyber-flashing

Places where potential online harm was experienced (types of source*).

*smaller "other" sources and DK not shown



No significance testing due to changes in the questionnaire in 2020

Source: Jigsaw Research "Potential online harms" February 2020

Question: C7 Which site or service were you using when you came across your most recent experience of (XXX)?

Base: All children 12-15 who have experienced and are concerned about X (bases 27*-377)

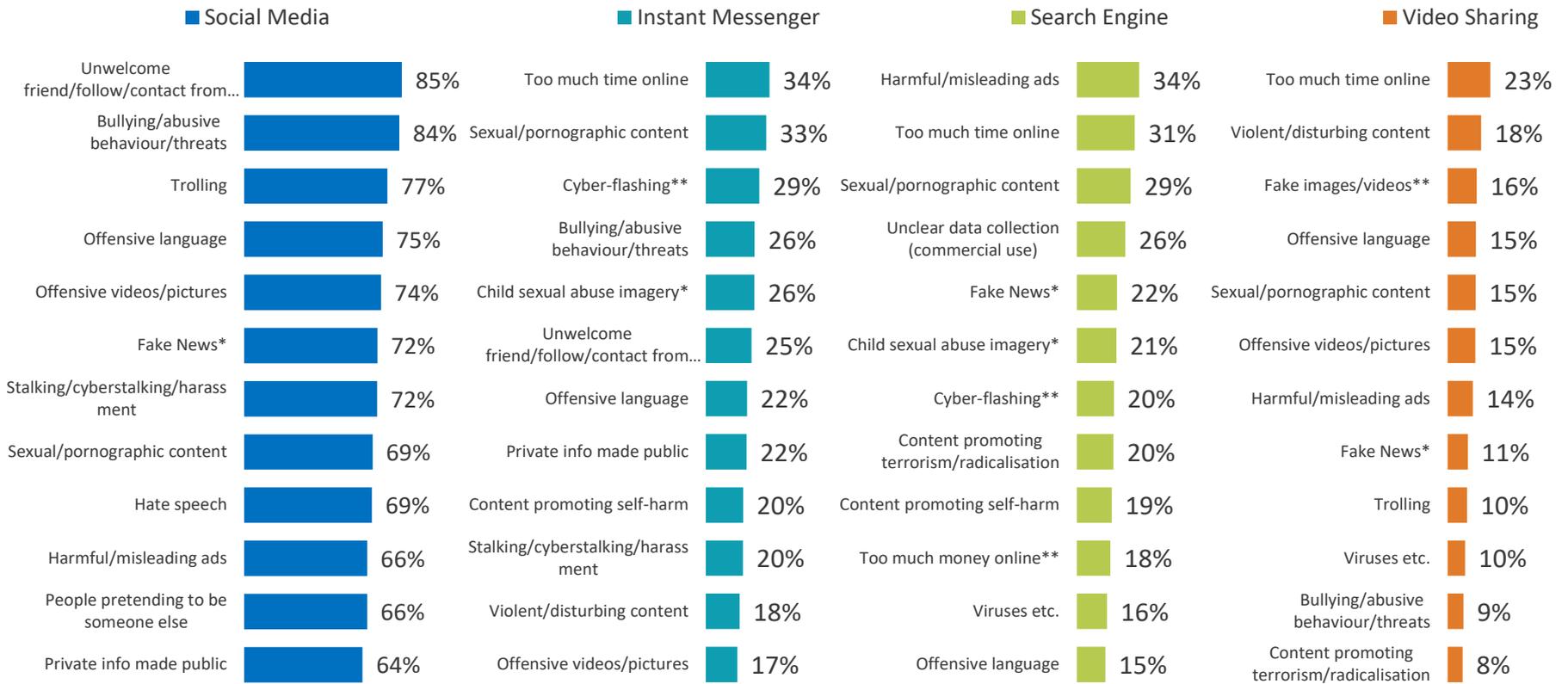
*CAUTION LOW BASE (<50). **Wording changed in 2020. ***New statement added 2020



Social media is most associated with unwelcome friend/follow requests, bullying and trolling for those who are concerned and experienced. Search is most associated with harmful ads, whilst IM is linked to sexual/pornographic content and cyber-flashing



Leading potential harms associated with source types



No significance testing due to changes in the questionnaire in 2020

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C7 Which site or service were you using when you came across your most recent experience of (XXX)?

Base: All adult internet users who have experienced and are concerned about X (bases 35-317)

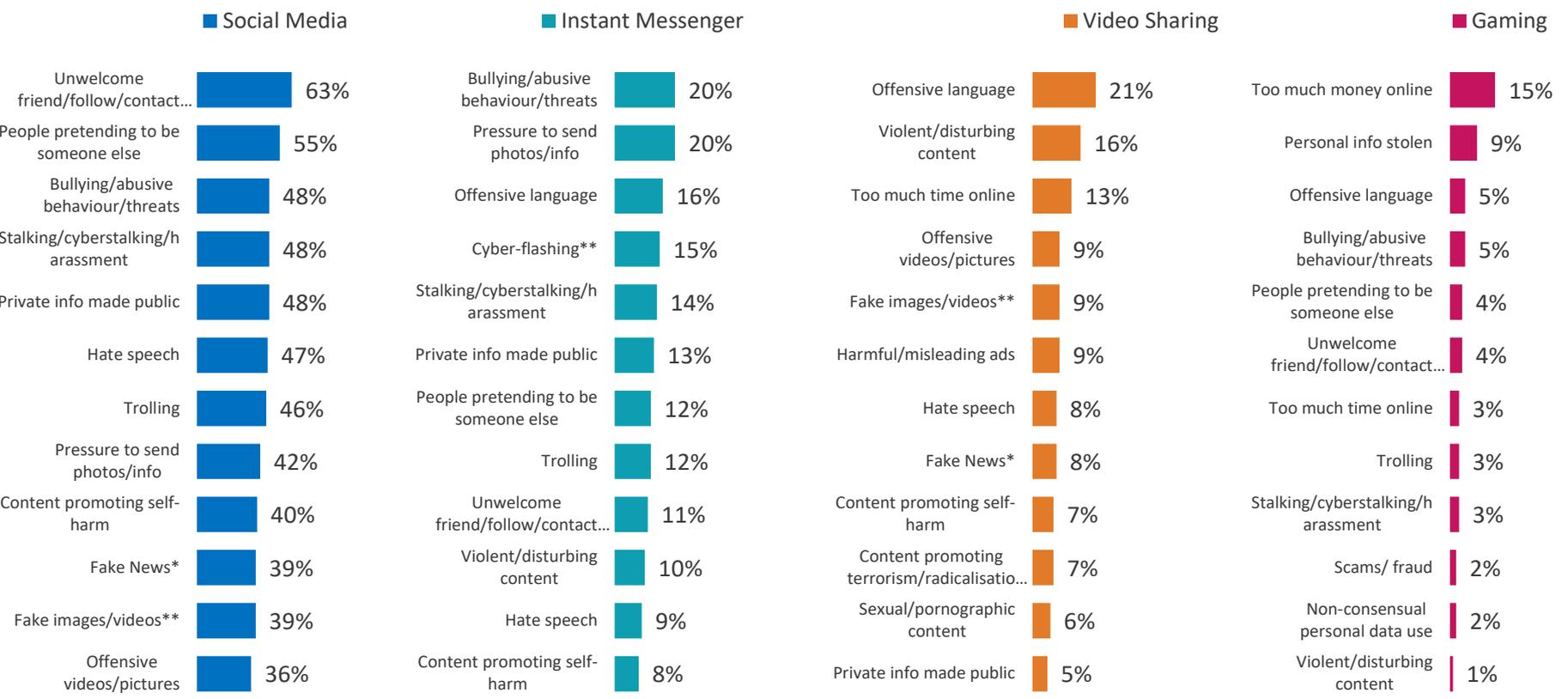
*Wording changed in 2020. **New statement added 2020



12-15's are less likely to experience potential harms on social media than adults, but 63% of those who are concerned and experienced unwelcome friend/follow requests cite social media as the source



Leading potential harms associated with source types (Top 12)



No significance testing due to changes in the questionnaire in 2020

Source: Jigsaw Research "Potential online harms" February 2020

Question: C7 Which site or service were you using when you came across your most recent experience of (XXX)?

Base: All children 12-15 who have experienced and are concerned about X (bases 27*-377)

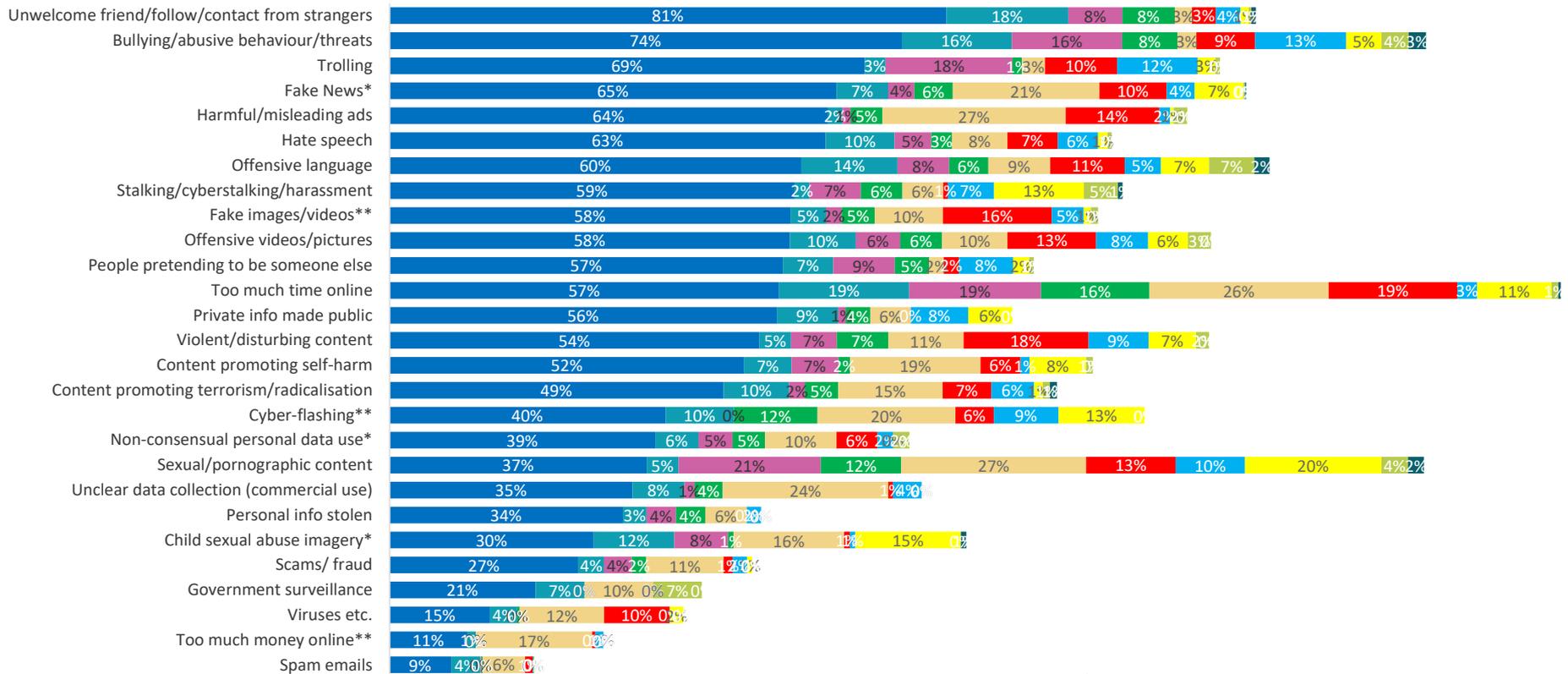
*Wording changed in 2020. **New statement added 2020



Potentially negative experiences are encountered on a range of sites and platforms, with social media sites being most commonly mentioned

Places where potential online harm was experienced (specific source*). *smaller "other" sources and DK not shown

Facebook Facebook Messenger Instagram WhatsApp Google YouTube Twitter Snapchat TikTok Switch



No significance testing due to changes in the questionnaire in 2020

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C7 Which site or service were you using when you came across your most recent experience of (XXX)?

Base: All adult internet users who have experienced and are concerned about X (bases between 25 and 317)

*Wording changed in 2020. **New statement added 2020

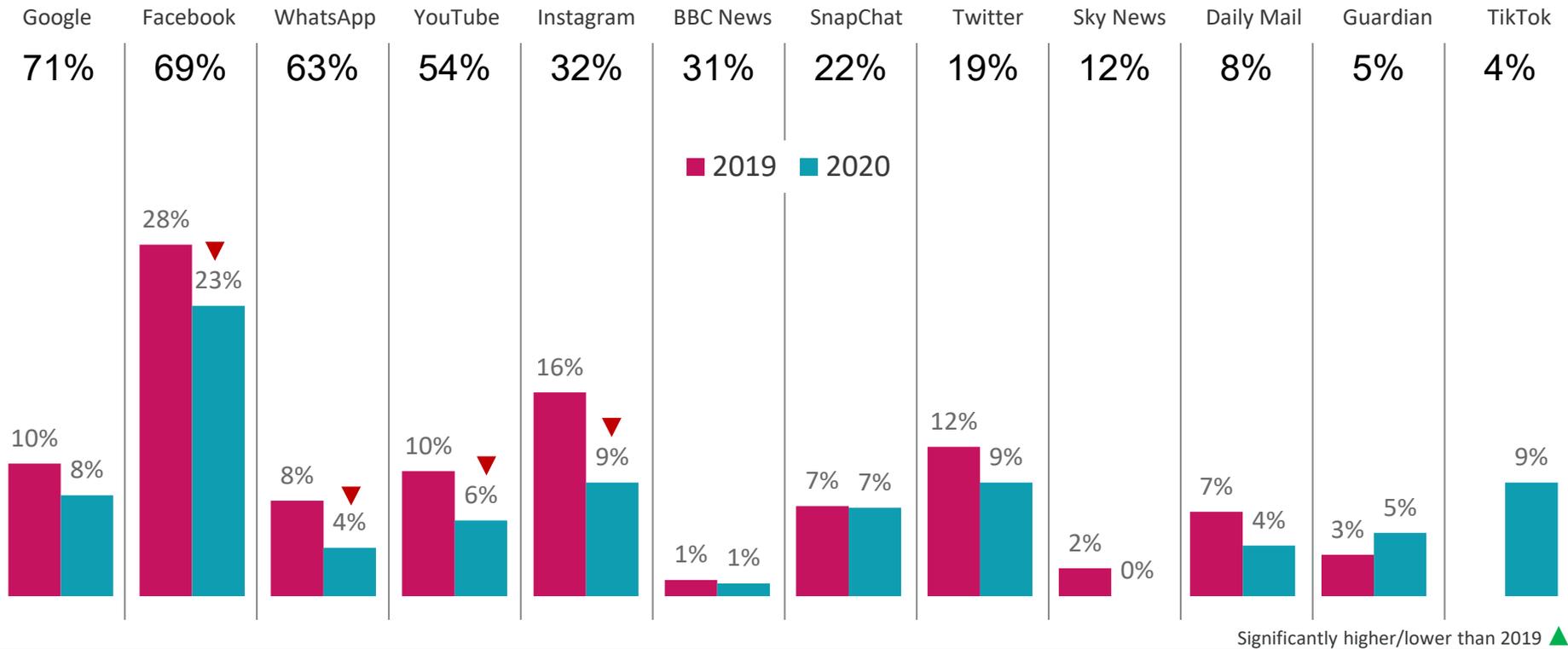


The proportion of users who come across potentially negative experiences varies by platform



% Experienced potential harm on a platform they use

% Users



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" March 2019

Question: C7 Which site or service were you using when you came across your most recent experience of (XXX)?

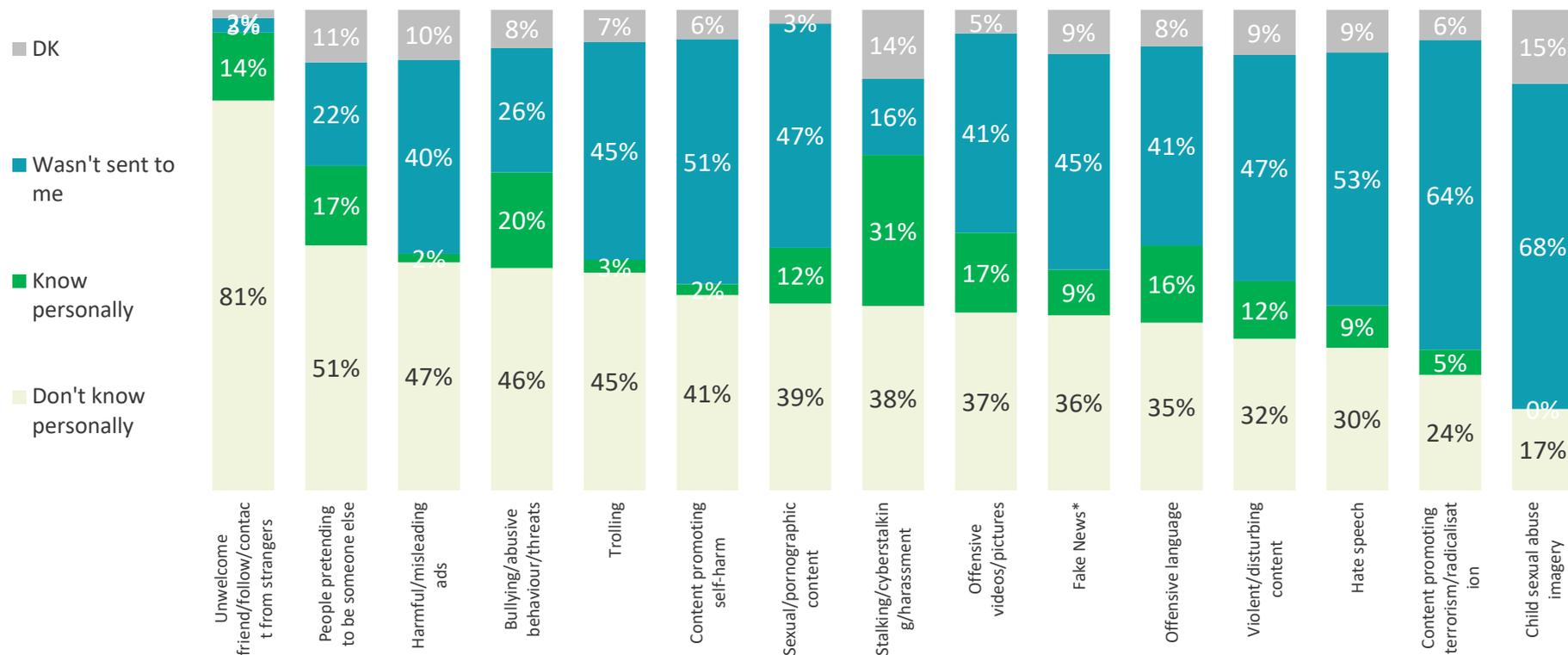
Base: All adult internet users of X (bases 101-1443)

E4. Which, if any, of the following sites or apps do you use nowadays? Base: All adult internet users (2005)



1 in 3 of those that experienced stalking/cyberstalking knew the person harassing them

Individual responsible for potential harm experienced



No significance testing due to changes in the questionnaire in 2020

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? C8) And was your most recent experience of [INSERT CODE FROM C4] sent to you by someone you know personally or someone you don't know personally?

Base: All adult internet users who have experienced and are concerned about X (bases between 28-137)

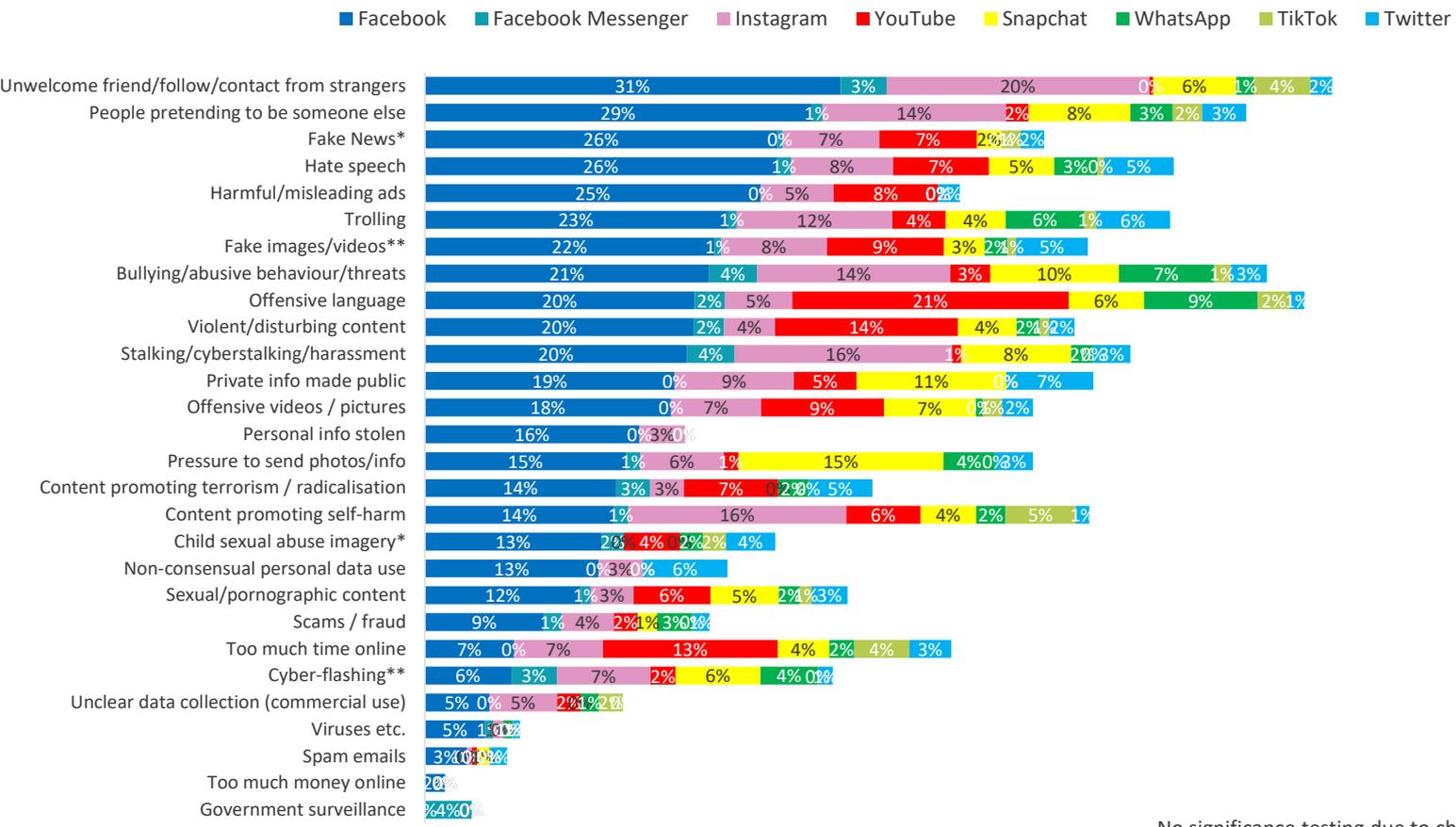


Potentially negative experiences are commonly encountered on social media sites



Places where potential online harm was experienced (specific source*).

*smaller "other" sources and DK not shown



No significance testing due to changes in the questionnaire in 2020

Source: Jigsaw Research "Potential online harms" February 2020

Question: C7 Which site or service were you using when you came across your most recent experience of (XXX)?

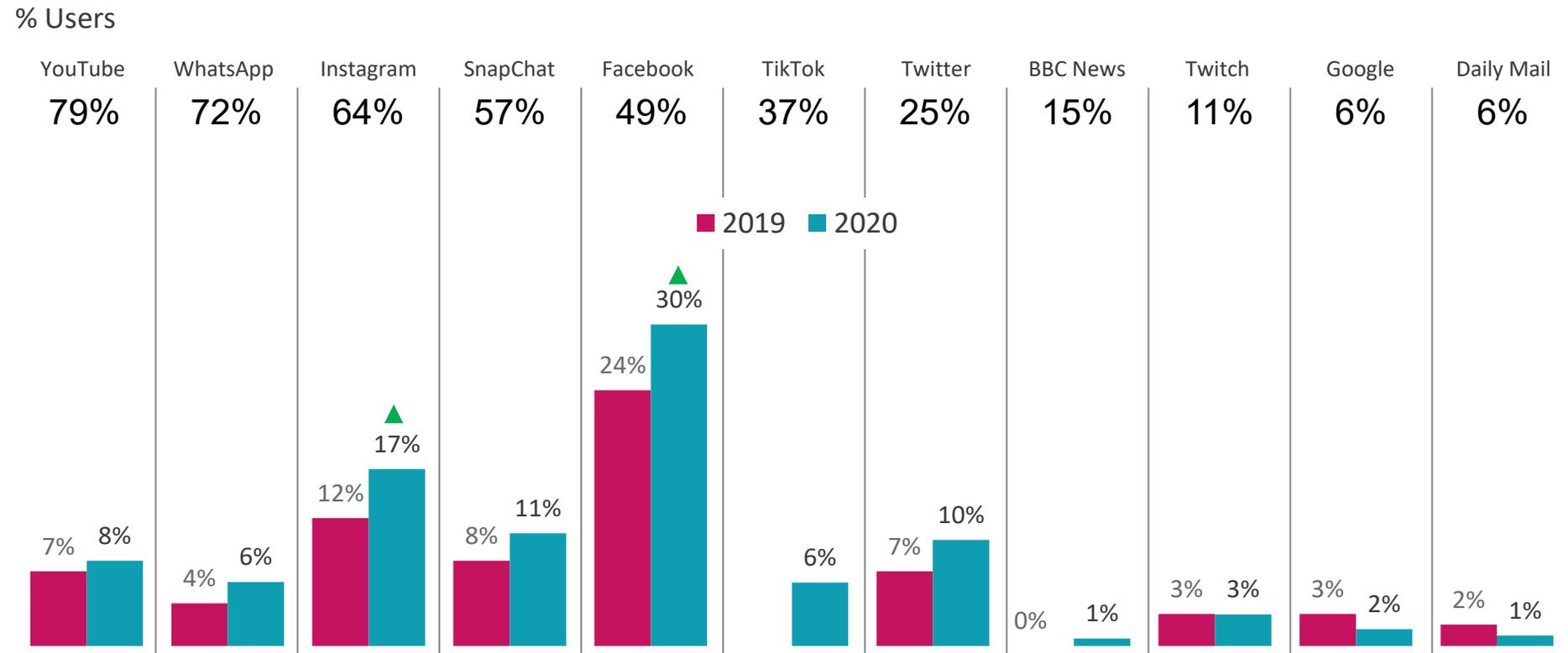
Base: All children 12-15 who have experienced and are concerned about X (bases 27*-377)

*Wording changed in 2020. **New statement added 2020



The proportion of users who come across potentially negative experiences varies by platform

% Experienced potential harm on a platform they use



Source: Jigsaw Research "Potential online harms" March 2019

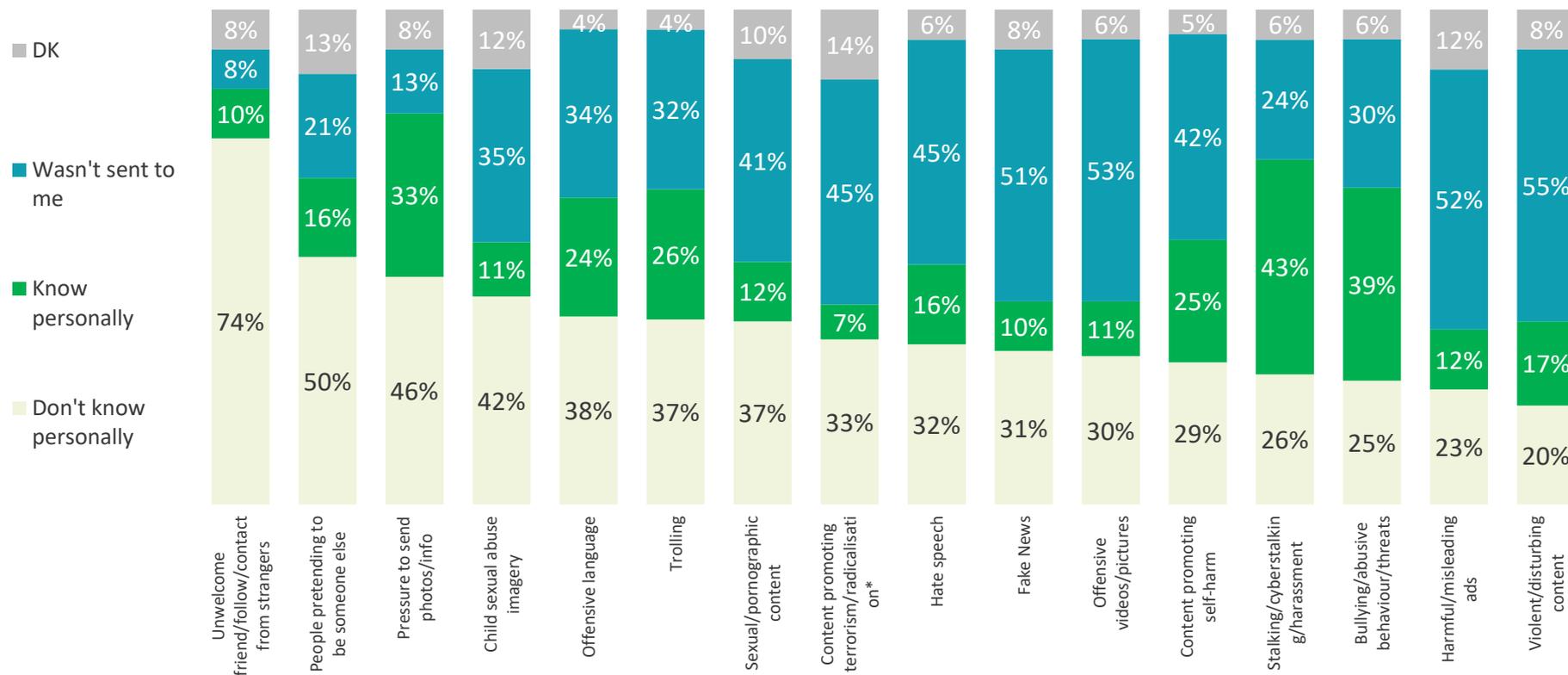
Question: C7 Which site or service were you using when you came across your most recent experience of (XXX)?

B6. Which, if any, of the following sites or apps do you use nowadays? Base: All children 12-15 (1001)



2 in 5 of those that experienced stalking/cyberstalking or bullying knew the person that was harassing/bullying them

Individual responsible for potential harm experienced



Source: Jigsaw Research "Potential online harms" February 2020

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? C8) And was your most recent experience of [INSERT CODE FROM C4] sent to you by someone you know personally or someone you don't know personally?***

Base: All children 12-15 who have experienced and are concerned about X (bases 27*-377)

*CAUTION LOW BASE (<50).

Section 4

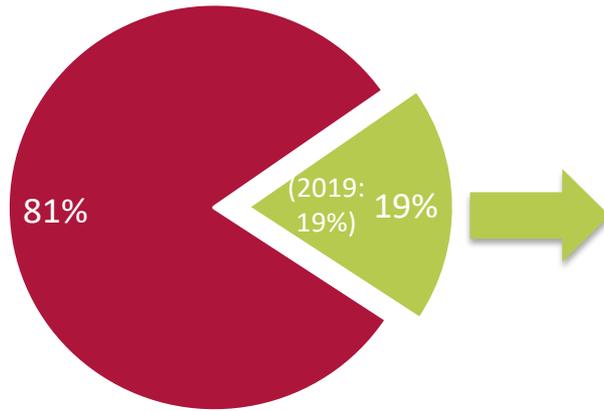
Reporting potentially harmful online experiences



As in 2019, 1 in 5 (19%) adults have taken action to report potentially harmful content they have seen online. 16-34's, females, those with children in the household, confident and heavy internet users are more likely to take action

Ever reported anything seen online you thought was offensive, disturbing or harmful

% All adults



% by demographics, internet confidence



- Yes, reported online harm
- No, didn't report online harm*

*Including 3% "Don't know", 1% refused

Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020 & March 2019

Question: D1) Have you ever taken action to report anything you have seen on the internet that you thought was offensive, disturbing or harmful?

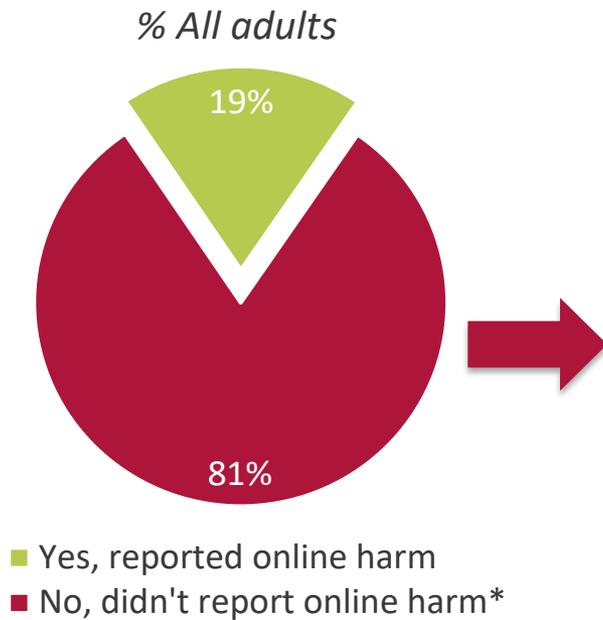
Base: All adult internet users 2020 (2080) 2019 (2057)

*Heavy internet users 5+ hours at weekdays AND 10+ hours at weekends (n=82)



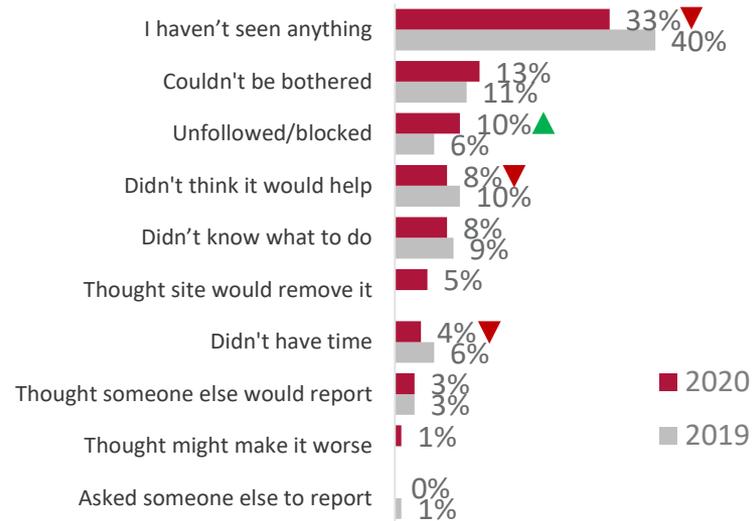
A third (33%) of those who didn't report say they hadn't seen anything to report, while 1 in 7 'couldn't be bothered' and a further 1 in 12 'didn't think it would help'. 1 in 10 who unfollowed/blocked thought they hadn't taken action to protect themselves, when they actually had.

Ever reported anything seen online you thought was offensive, disturbing or harmful



*Including 3% "Don't know", 1% refused

Why not?



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020 & March 2019

Question: D1) Have you ever taken action to report anything you have seen on the internet that you thought was offensive, disturbing or harmful? D3) What were the reasons for not reporting something you've seen on the internet that you thought was offensive, disturbing or harmful?

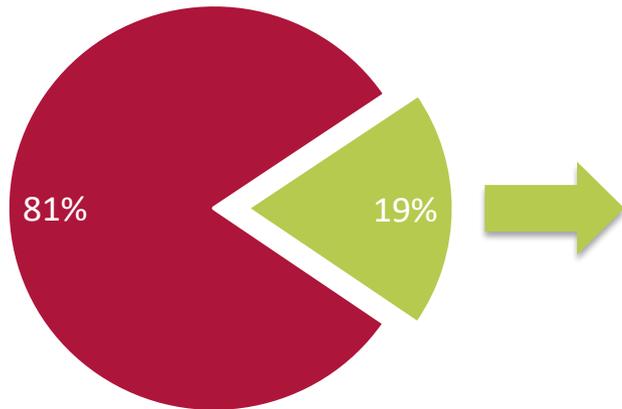
Base: All adult internet users 2020 (2080) 2019 (2057), those who reported 2020 (475) 2019 (376), those who have not reported 2020 (1551) 2019 (1631)



Clicking on the report button has increased and remains the most common action taken (69%), followed by unfollowing/ unfriending/ blocking (22%) and informing the site (15%)

Ever reported anything seen online you thought was offensive, disturbing or harmful

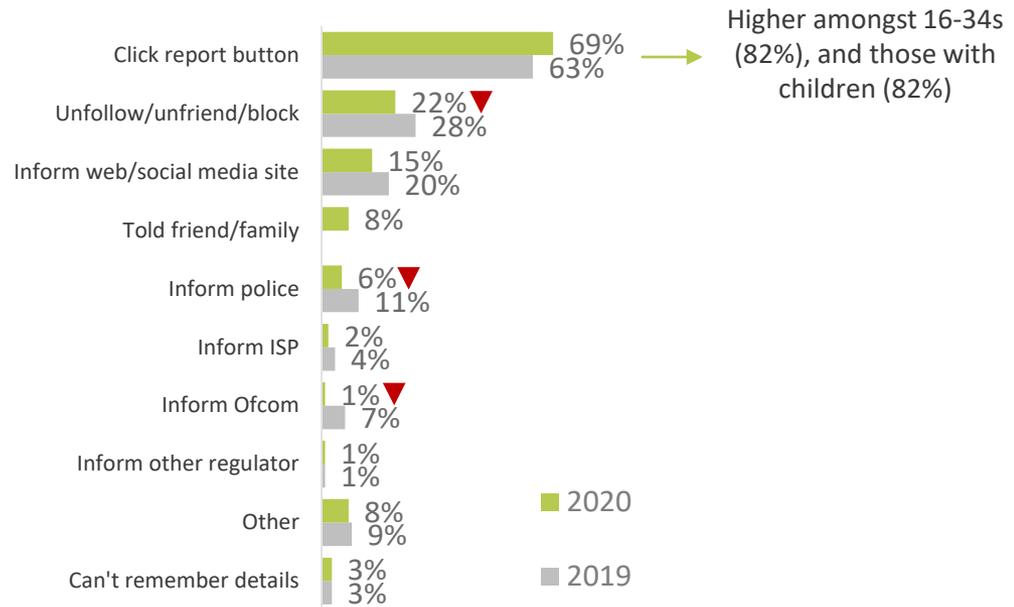
% All adults



■ Yes, reported online harm
■ No, didn't report online harm*

*Including 3% "Don't know", 1% refused

Actions taken



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020 & March 2019

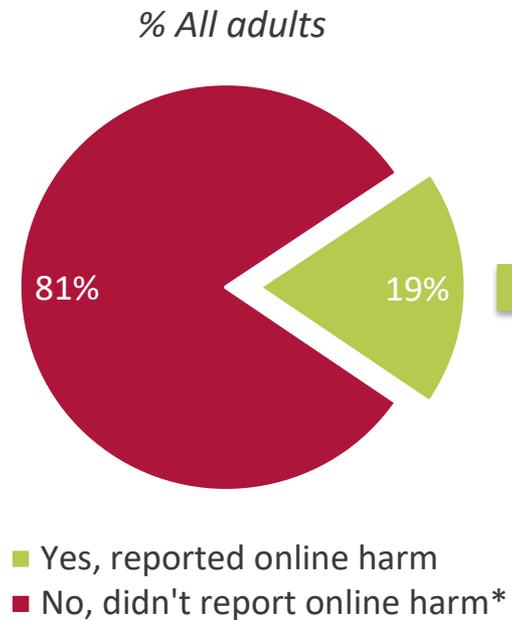
Question: D1) Have you ever taken action to report anything you have seen on the internet that you thought was offensive, disturbing or harmful? D2) What did you do?

Base: All adult internet users 2020 (2080) 2019 (2057), those who reported 2020 (475) 2019 (376), those who have not reported 2020 (1551) 2019 (1631)

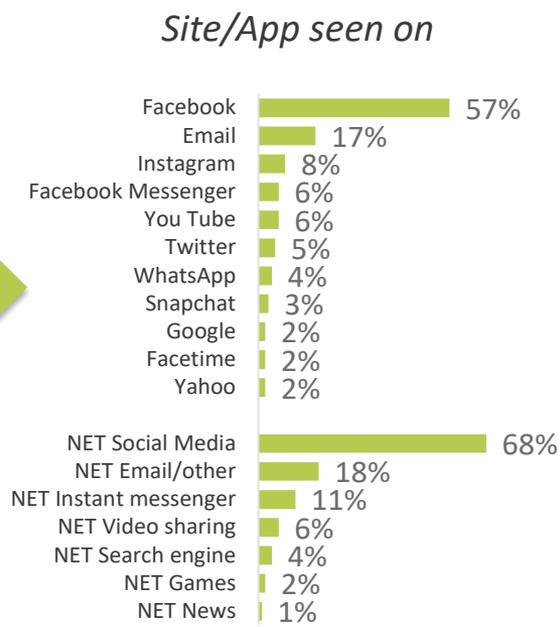


Nearly 7 in 10 of the people who reported an online harm experienced it on social media. Almost half thought the content was removed but significant proportions remain unaware of what happened as a result of their reporting

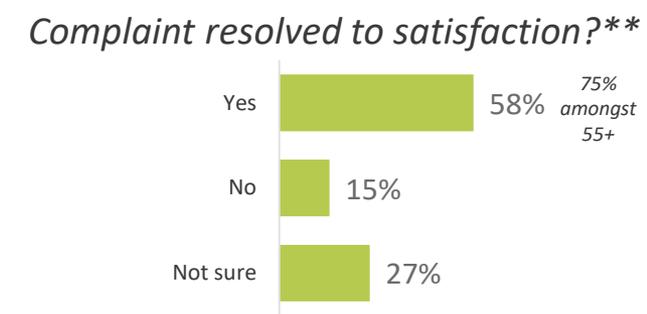
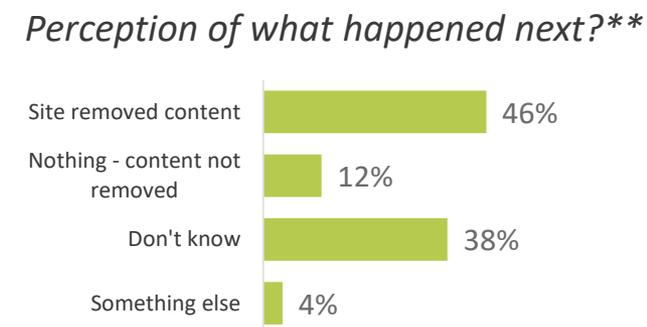
Ever reported anything seen online you thought was offensive, disturbing or harmful



*Including 3% "Don't know", 1% refused
 **NEW questions



Social media and instant messaging significantly higher amongst 16-34s



Source: Jigsaw Research "Potential online harms" February 2020 & March 2019

Question: D1) Have you ever taken action to report anything you have seen on the internet that you thought was offensive, disturbing or harmful?

Base: All adult internet users 2020 (2080) 2019 (2057).

D1b) On which site(s) or app(s) did you see the offensive, disturbing or harmful content that you reported? D2b. What happened when you reported? D2c. Was your complaint resolved to your satisfaction? Base: those who reported 2020 (475)



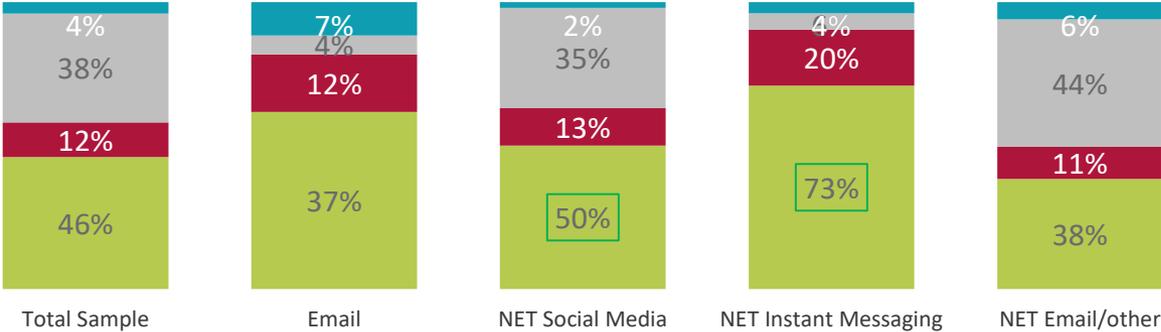
Instant messaging websites/apps were most likely to have removed content and these were the types of websites/apps with the highest levels of complaint resolution



Complaint resolution by website/app or type of website/app

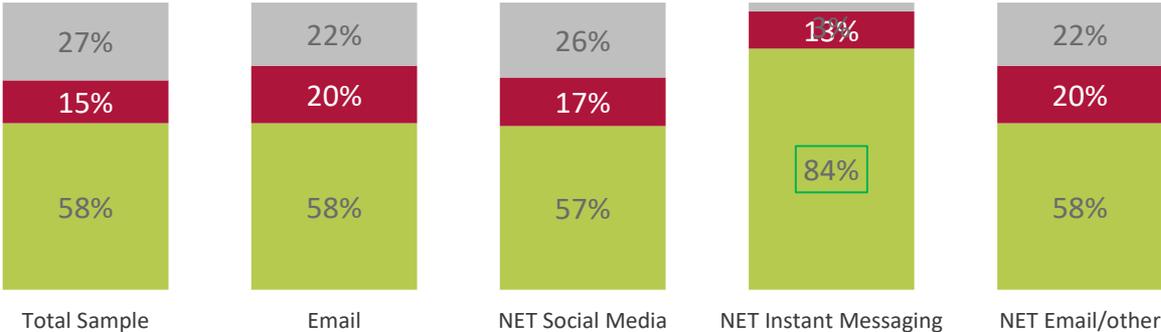
What happened next?

- Something else
- Don't know
- Nothing - content not removed
- Site removed content



Complaint resolved to satisfaction?

- Don't know
- No
- Yes

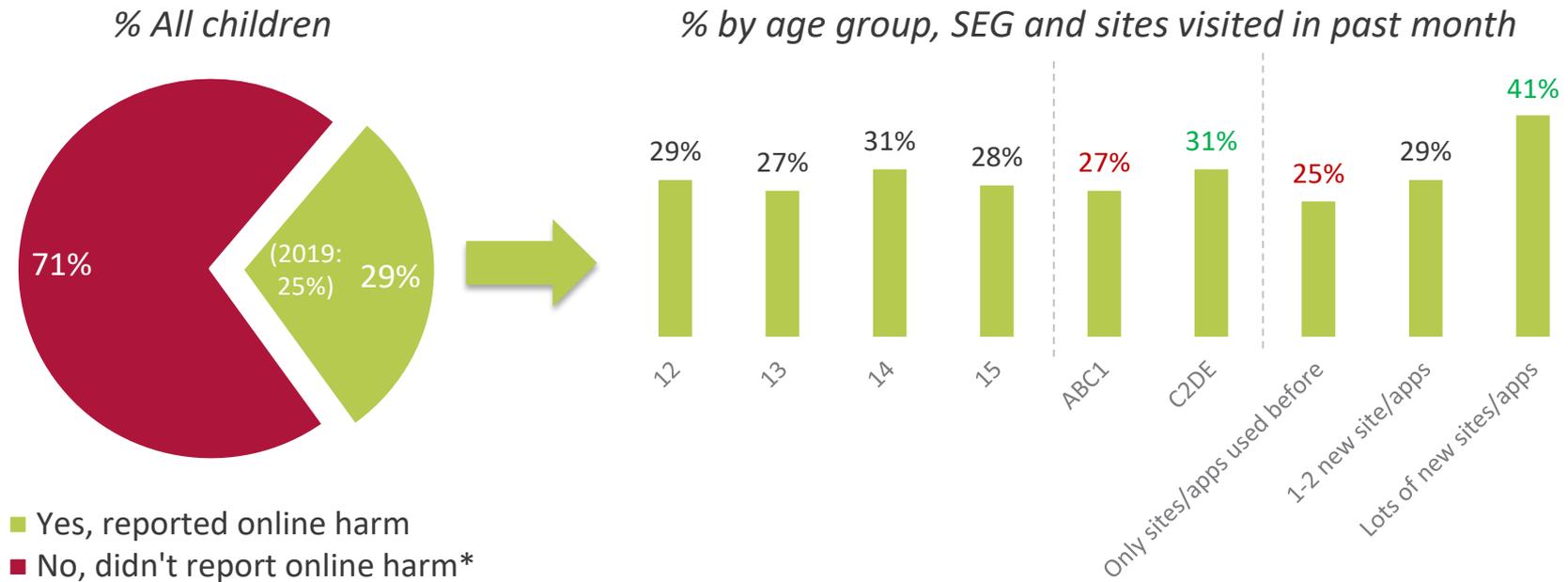


Source: Jigsaw Research "Potential online harms" February 2020 & March 2019
 D1b) On which site(s) or app(s) did you see the offensive, disturbing or harmful content that you reported? D2b. What happened when you reported? D2c. Was your complaint resolved to your satisfaction? Base: those who reported 2020 (475) content seen on



Almost 1 in 3 12-15's have now taken action to report potentially harmful online content. C2DE's and those who have visited lots of new sites in the past month are more likely to take action

Ever reported anything seen online you thought was offensive, disturbing or harmful



*Including 4% "Don't know"

Source: Jigsaw Research "Potential online harms" February 2020 & March 2019

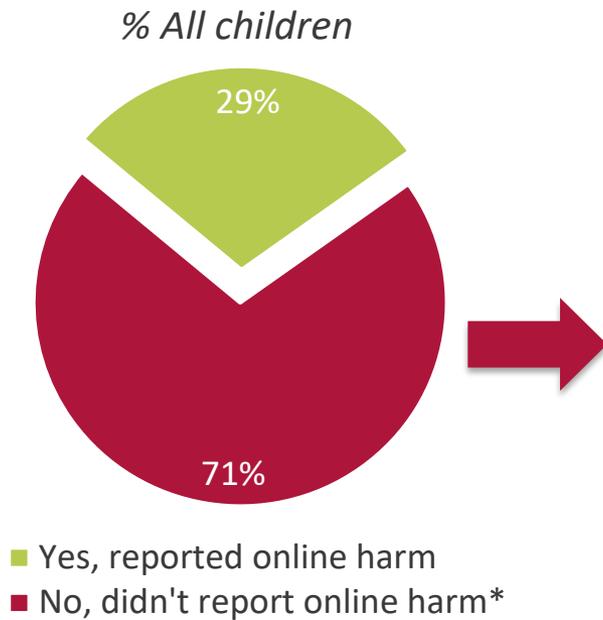
Question: D1) Have you ever taken action to report anything you have seen on the internet that you thought was offensive, disturbing or harmful? D2) What did you do? D3) Why haven't you reported anything that you have seen on the internet that you thought was offensive, disturbing or harmful?

Base: All children 12-15 2020 (2001), 2019 (1001)



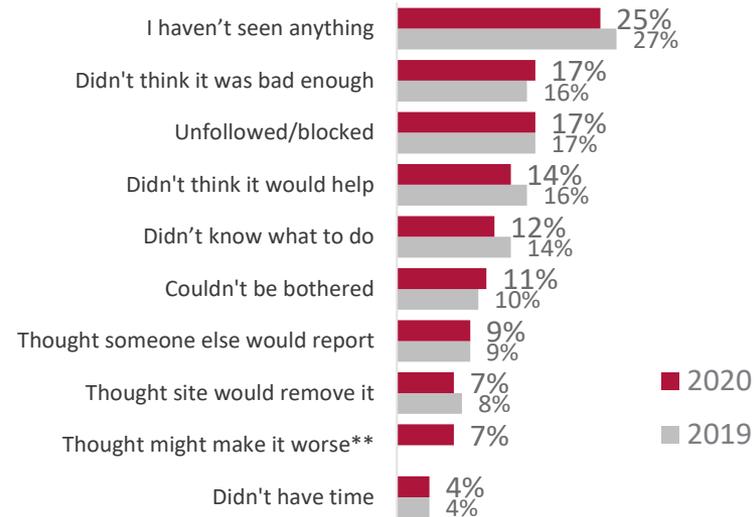
A quarter of those who didn't report harm say they hadn't seen anything to report, while 1 in 7 'didn't think it would help' and 1 in 8 didn't know what to do. 1 in 7 who unfollowed/blocked thought they hadn't taken action to protect themselves, when they actually had

Ever reported anything seen online you thought was offensive, disturbing or harmful



*Including 4% "Don't know"

Why not?



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020 & March 2019

Question: D1) Have you ever taken action to report anything you have seen on the internet that you thought was offensive, disturbing or harmful? D3) What were the reasons for not reporting something you've seen on the internet that you thought was offensive, disturbing or harmful?

Base: All children 12-15 2020 (2001), 2019 (1001), those who have not reported 2020 (1340) 2019 (728)

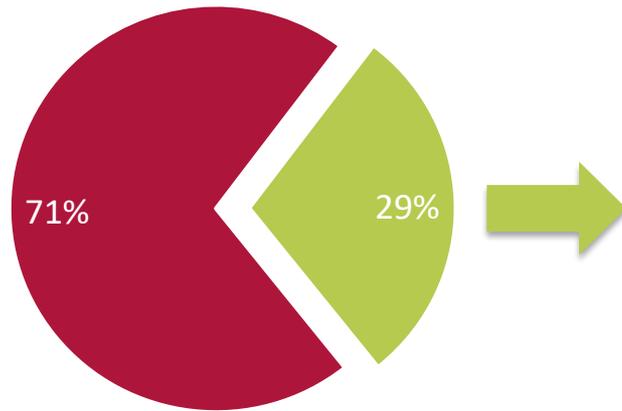
**NEW STATEMENT ADDED 2020



Telling a parent (50%), then clicking on the report button (39%) are the most common actions taken, followed by unfollowing/blocking (25%)

Ever reported anything seen online you thought was offensive, disturbing or harmful

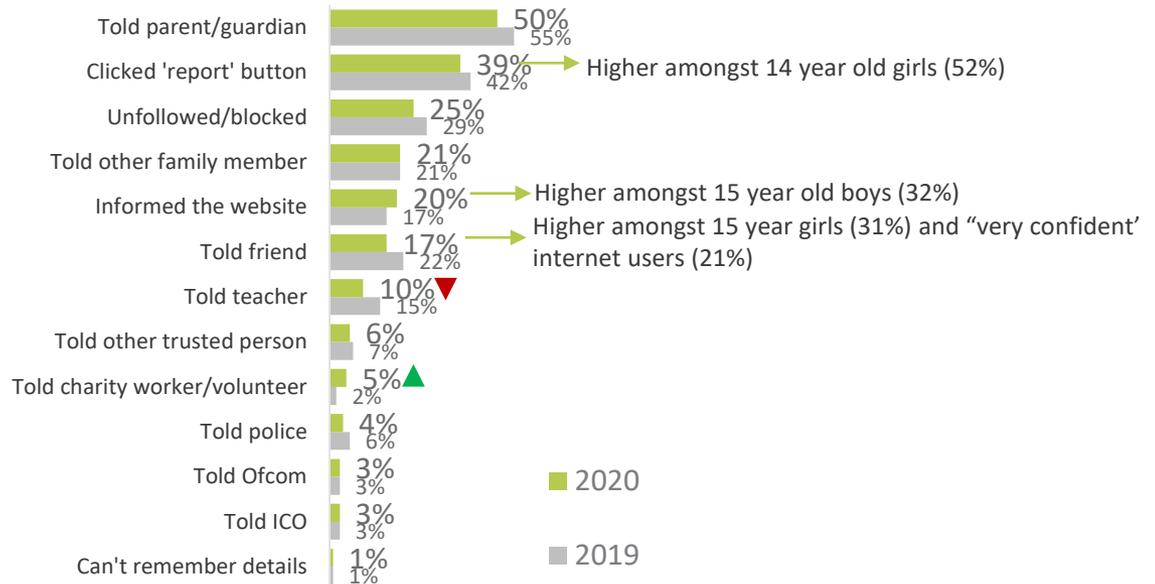
% All children



■ Yes, reported online harm
■ No, didn't report online harm*

*Including 4% "Don't know"

Actions taken



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020 & March 2019

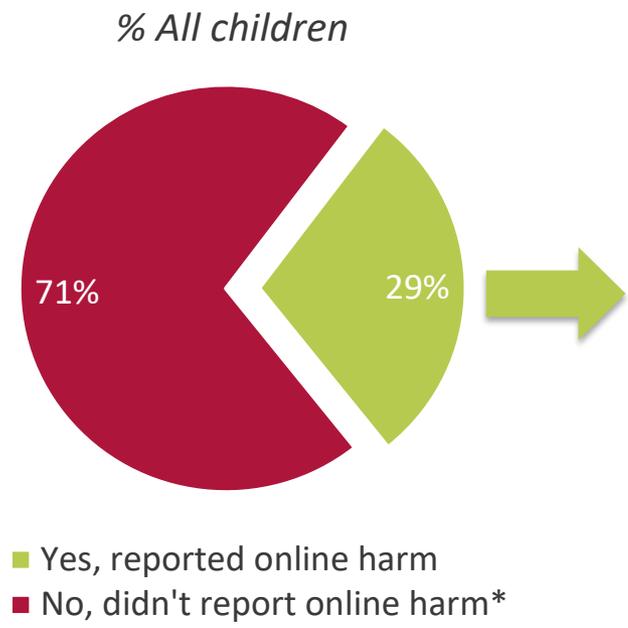
Question: D1) Have you ever taken action to report anything you have seen on the internet that you thought was offensive, disturbing or harmful? D2) What did you do?

Base: All children 12-15 2020 (2001), 2019 (1001), those who have reported 2020 (578) 2019 (247)

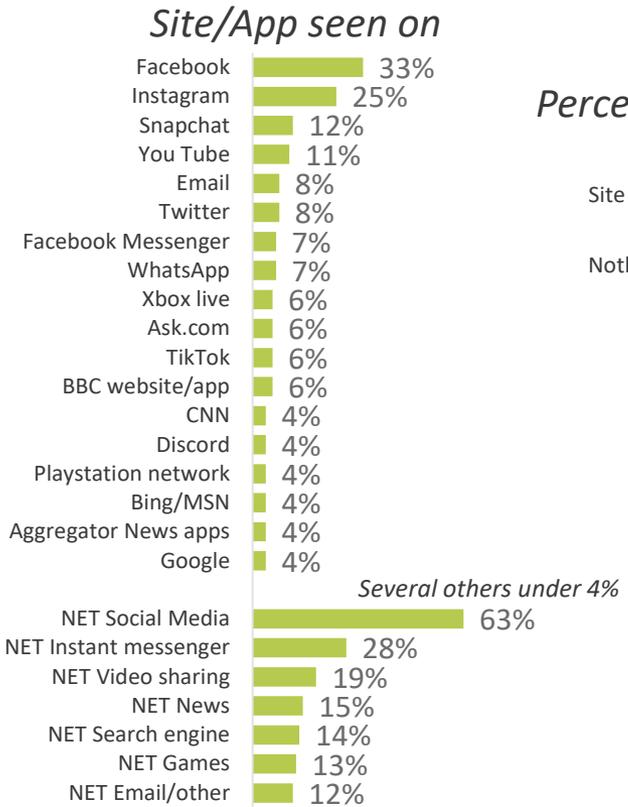


Almost 2 in 3 12-15s who reported online harm said the incident happened on social media. Content was removed in almost half of cases but significant proportions remain unaware of what happened as a result of their reporting

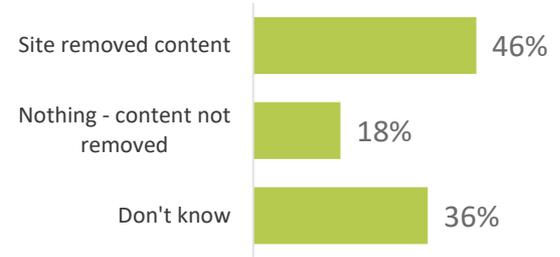
Ever reported anything seen online you thought was offensive, disturbing or harmful



*Including 4% "Don't know"
**NEW question



*Perception of what happened next?**



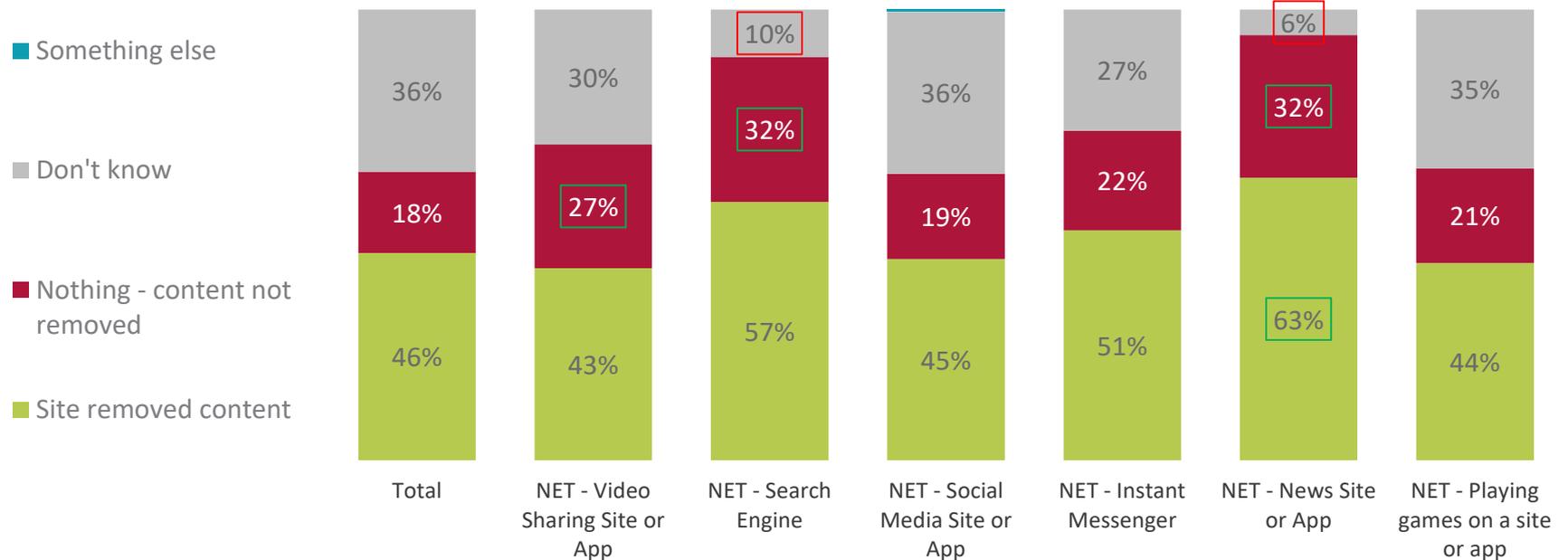
Significantly higher/lower ▲ ▼



News sites/apps and search engines most likely to either remove or not remove the content (fewer children did not know what happened in these situations)

Complaint resolution by website/app or type of website/app

What happened next?



Source: Jigsaw Research "Potential online harms" February 2020 & March 2019

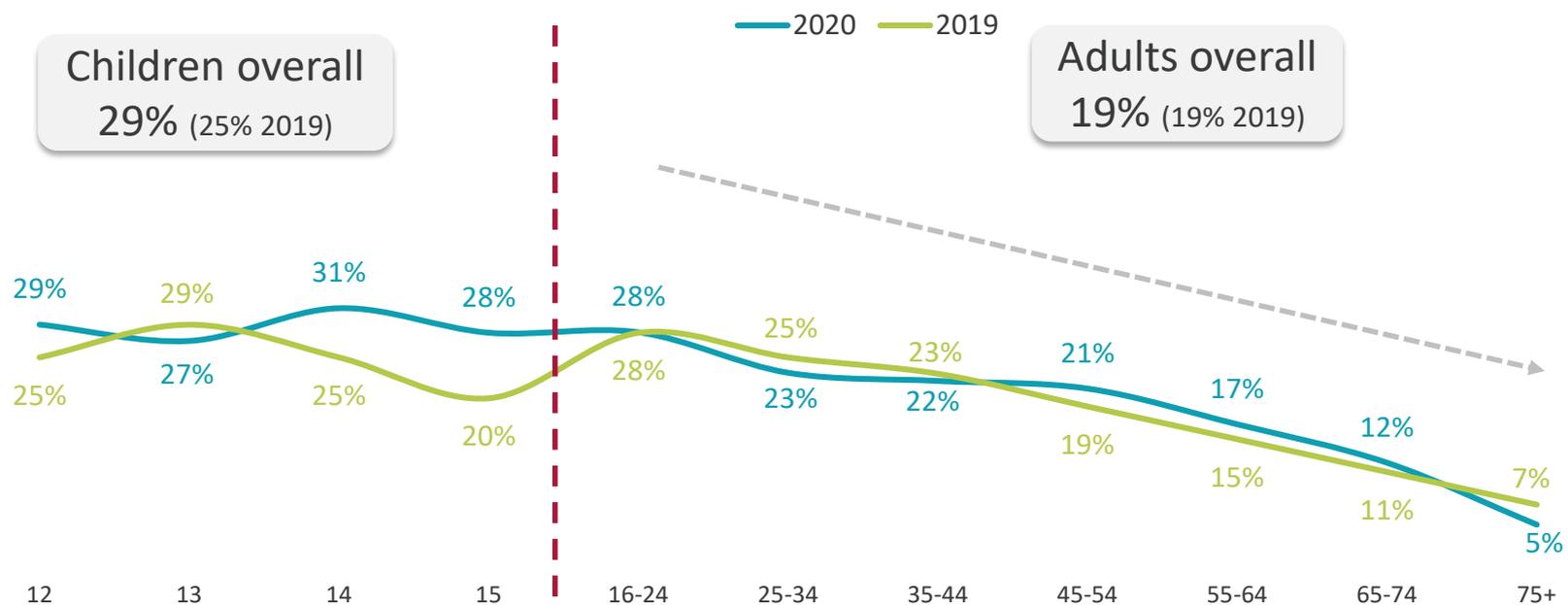
D1b) On which site(s) or app(s) did you see the offensive, disturbing or harmful content that you reported? D2b. What happened when you reported?

Base: All children 12-15 2020 who have reported something that they saw on NET Video (62), NET Search Engine (58), NET Social Media (221), NET Instant Messaging (91), NET News (54), NET Playing Games (60)



The proportions reporting potential harms is largely consistent across 12-15 year olds. The incidence of adults reporting reduces significantly with age

Ever reported something seen online that you thought was offensive, disturbing or harmful?



Source: Jigsaw Research "Potential online harms" Feb 2020

Question: D1 Have you ever reported something you have seen online that you thought was offensive, disturbing or harmful? This could include telling a person, using a 'report' button or emailing/messaging a website or social media site. Base: All adult internet users (2080), All children 12-15 (2001)

Section 5

Attitudes towards regulation and internet brands

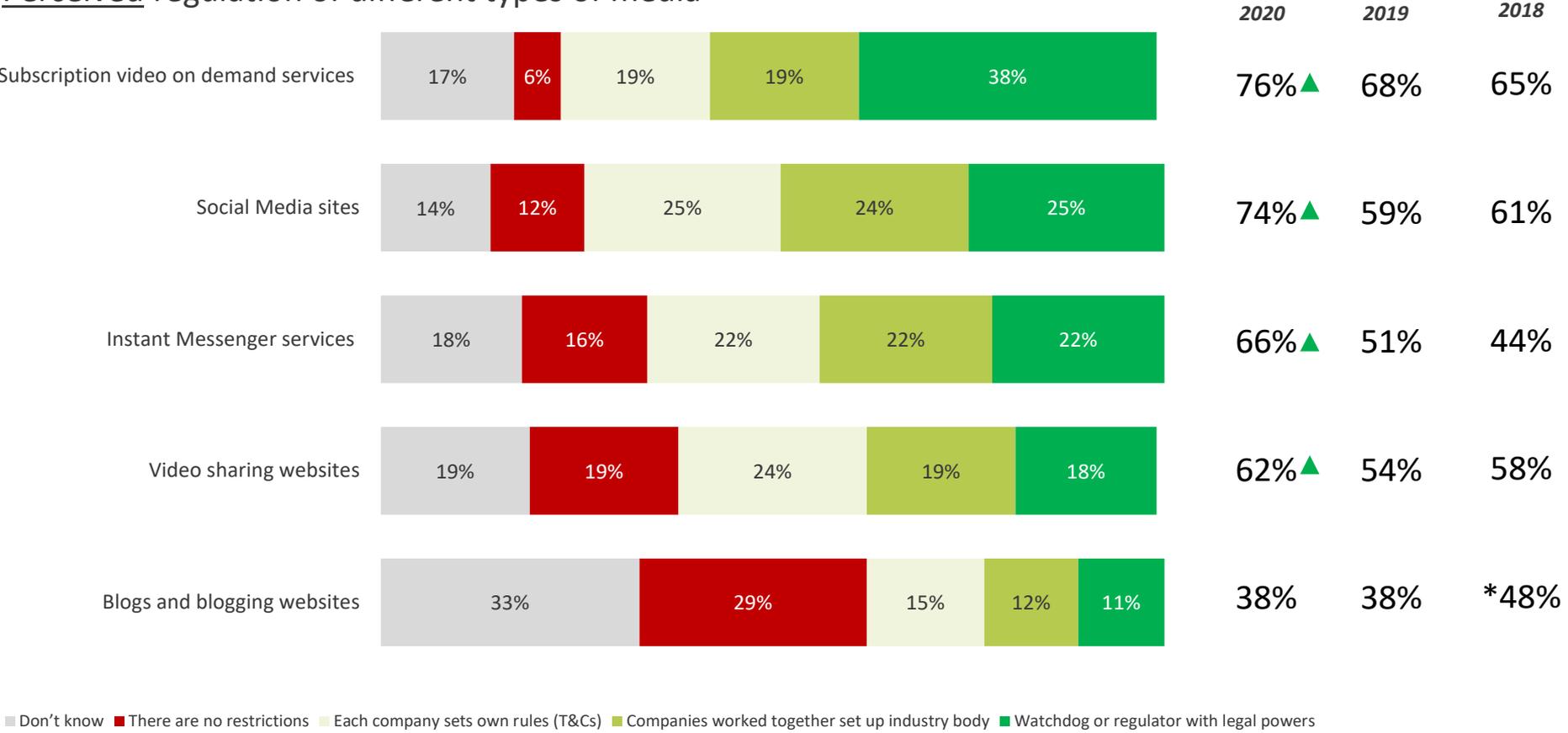


More adults think there are regulations for SVOD, social media, IM and video sharing sites than in 2019. This is possibly due to media coverage about something *needing* to be done and people now thinking something *is* being done



% Some form of rules/regs

Perceived regulation of different types of media



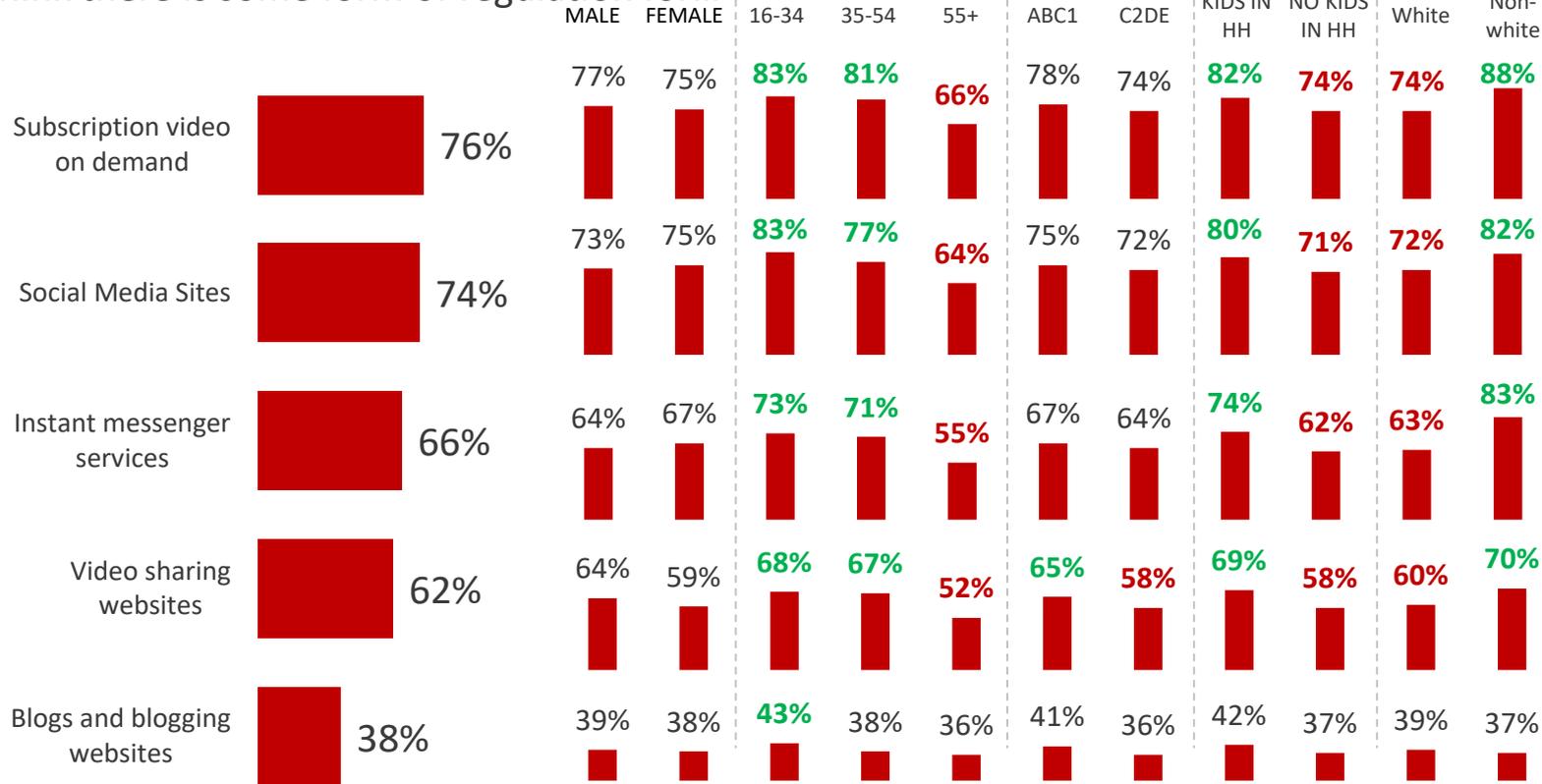
Significantly higher/lower ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020
 Question: E2) I'm now going to read out different types of media and for each please tell me which one statement best describes your understanding of the level of regulation in the UK?
 Base: All adult internet users 2020 (2080) 2019 (2057)
 *2018 wording for "Blog and blogging websites" was "Independently owned websites and blogs"



16-54s, with children in household and non-white respondents are more likely to feel there is some form of regulation in place

% think there is some form of regulation for...



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

Question: E2) I'm now going to read out different types of media (for example TV, internet sites, newspapers etc.) and for each please tell me which one statement best describes your understanding of the level of regulation in the UK?

Base: All adult internet users 2020 (2080) 2019 (2057)

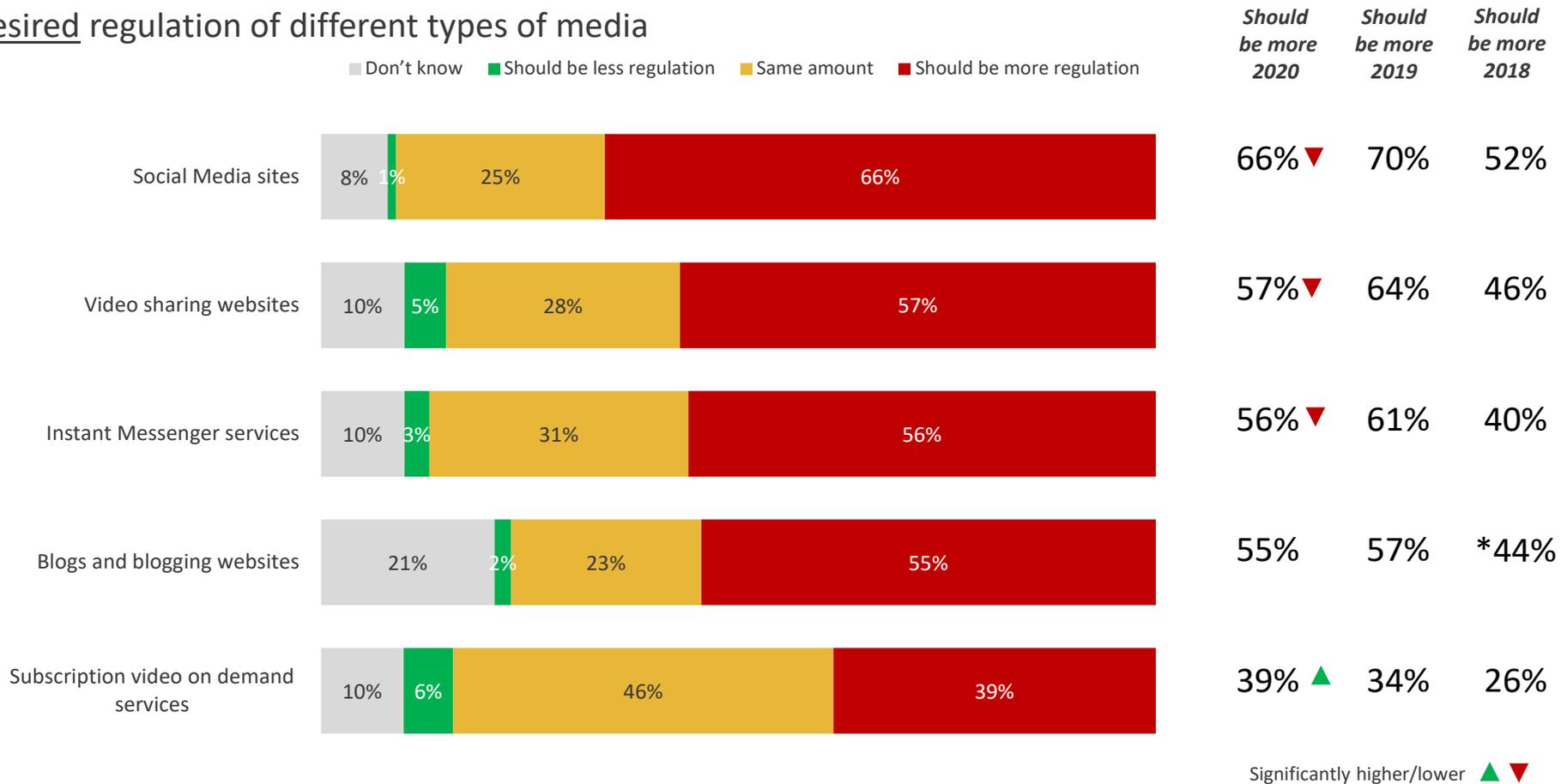


There is a high level of support for increased regulation across social media, video sharing and IM – although the level of support is lower than that observed at the start of 2019

(NB: more people now think there is already regulation in this space)

Desired regulation of different types of media

■ Don't know ■ Should be less regulation ■ Same amount ■ Should be more regulation



Source: Jigsaw Research "Potential online harms" February 2020

Question: E3) And for each type of media, do you think that there should be more, less or about the same amount of regulation as there is today?

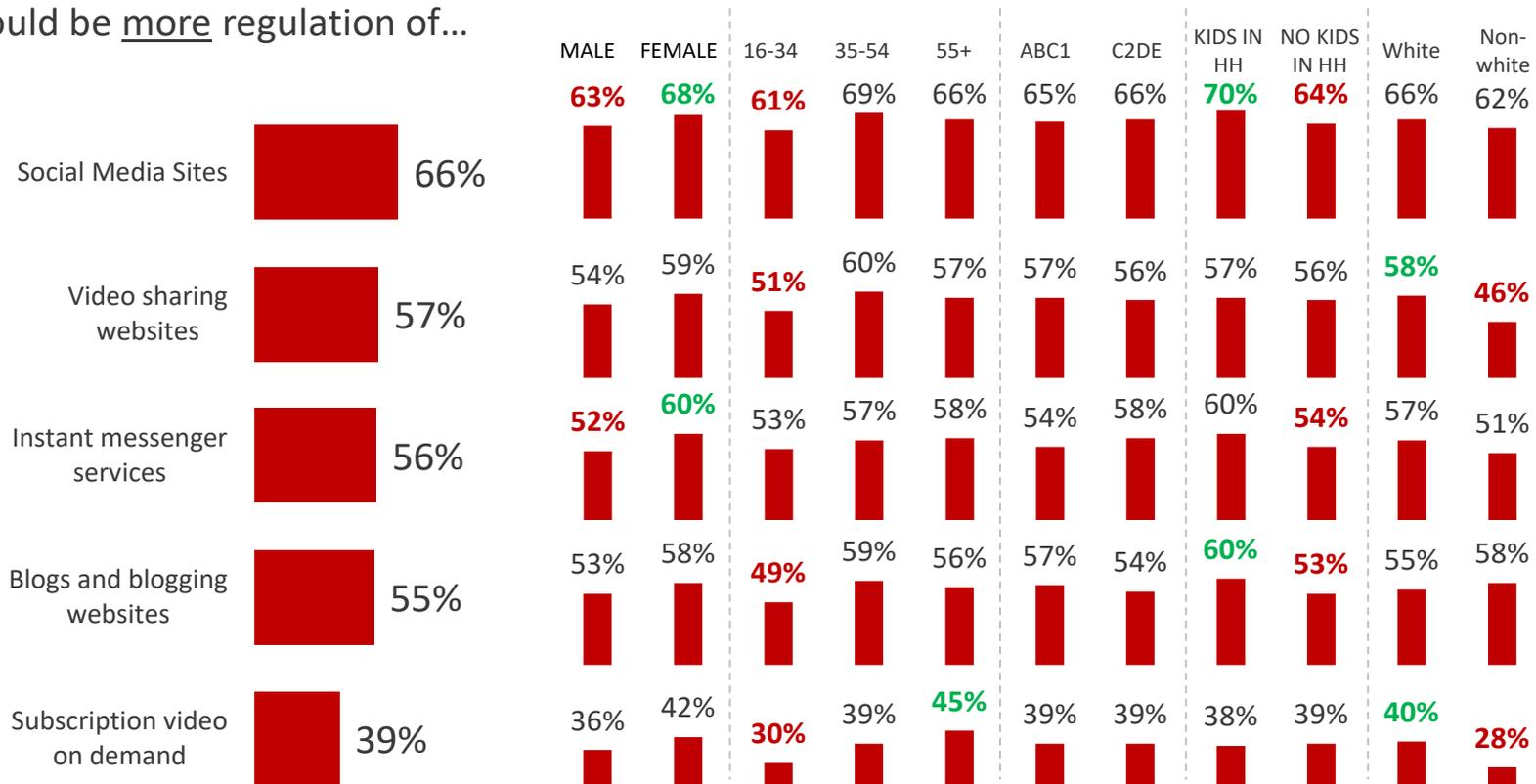
Base: All adult internet users 2020 (2080) 2019 (2057)

*2018 wording for "Blog and blogging websites" was "Independently owned websites and blogs"



Females and those with children in household are generally more likely to want more regulation. Younger age groups are generally less likely to want more regulation.

Should be more regulation of...



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

Question: E3) And for each type of media, do you think that there should be more, less or about the same amount of regulation as there is today?

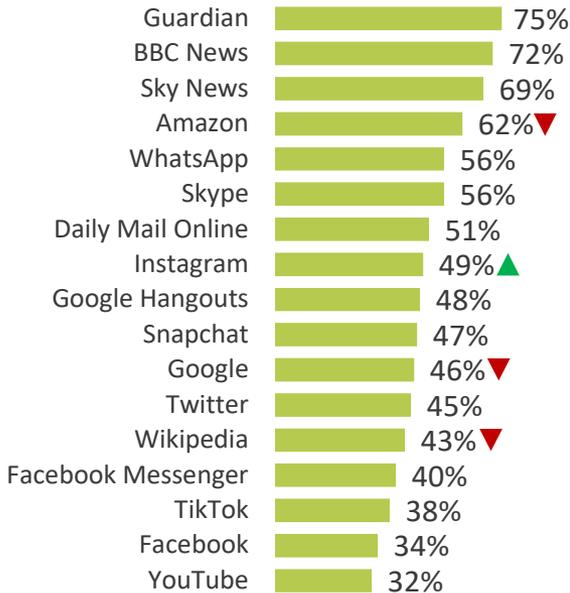
Base: All adult internet users 2020 (2080) 2019 (2057)



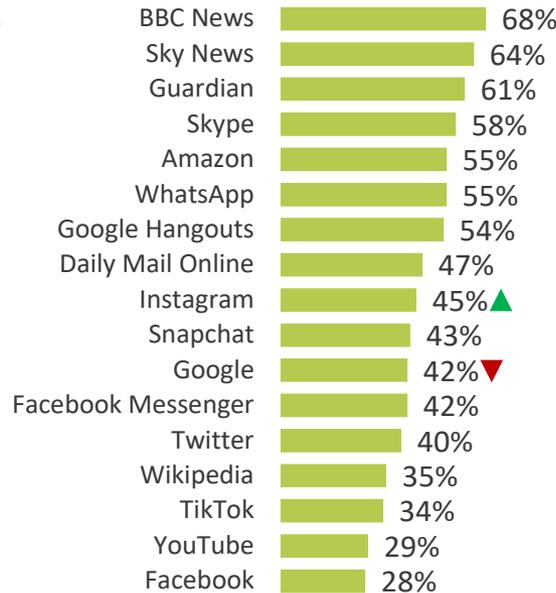
News sites tend to be most trusted, whereas Social media and video sharing sites are least trusted

% agreeing they trust (Top 2 box) brand for...
For **all users answering** about each brand

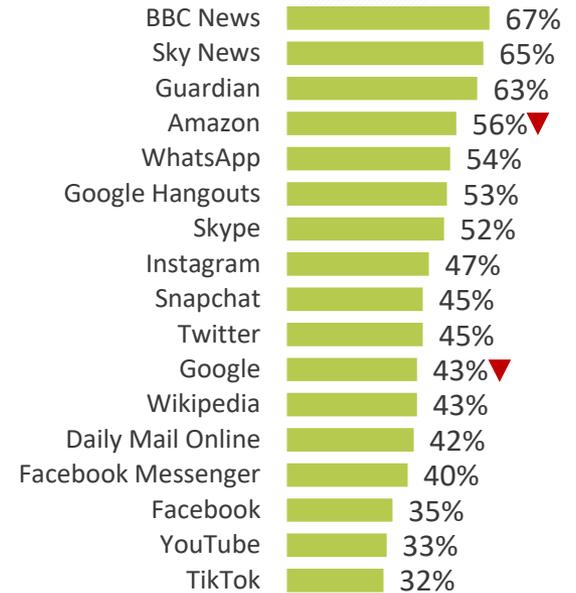
*Protecting you from
disturbing/dangerous/violent* content*



Not providing misleading information



*Using your data responsibly/protecting
your personal data*



Trust is lowest amongst Light internet users (2 hours or less online, weekday or weekend), Low confidence online, 55+ years old, C2DE

Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020. Question: E5) Using a scale of 1 to 5, where 1 means you "do not trust it at all" and 5 means you "trust it a great deal", please tell me how much you trust (brand) when it comes to...Base: all adults randomly selected to answer about brand and using that brand: Facebook (1192), Instagram (490), Wikipedia (272), Snapchat (312), Google (1131), BBC News (475), Amazon (788), Sky News (138), Twitter (257), Mail Online (167), Guardian (73), YouTube (817), WhatsApp (1032), TikTok (59), Skype (174), Google Hangouts (44*), Facebook Messenger (762).

*Statement wording changed in 2020. Question asked differently in 2020 (random allocation of users. 2019 was asked regardless of usage)

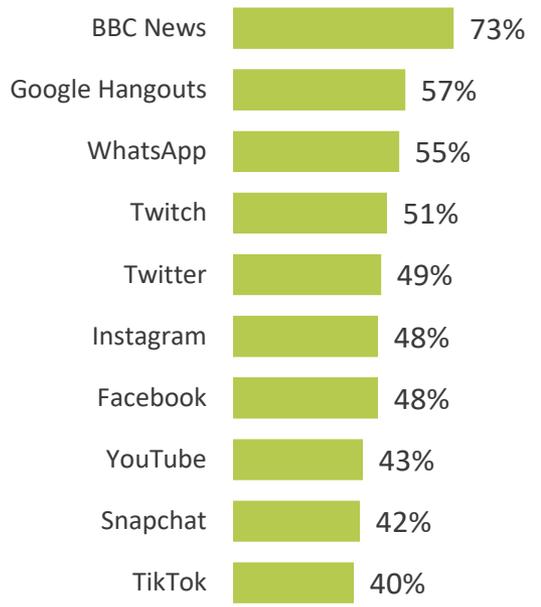


Social media and video sharing sites are also least trusted among 12-15s

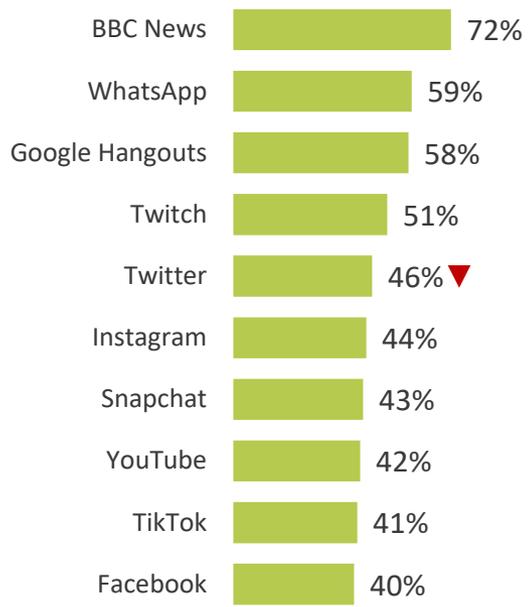


% agreeing they trust (Top 2 box) brand for...
For **all users answering** about each brand

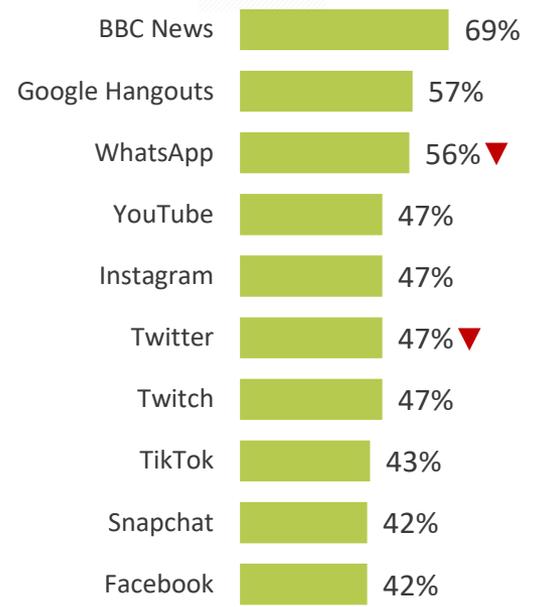
Protecting you from disturbing/dangerous/violent content*



Not providing misleading information



Using your data responsibly/protecting your personal data



"Google" changed to "Google Hangouts" in 2020

Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

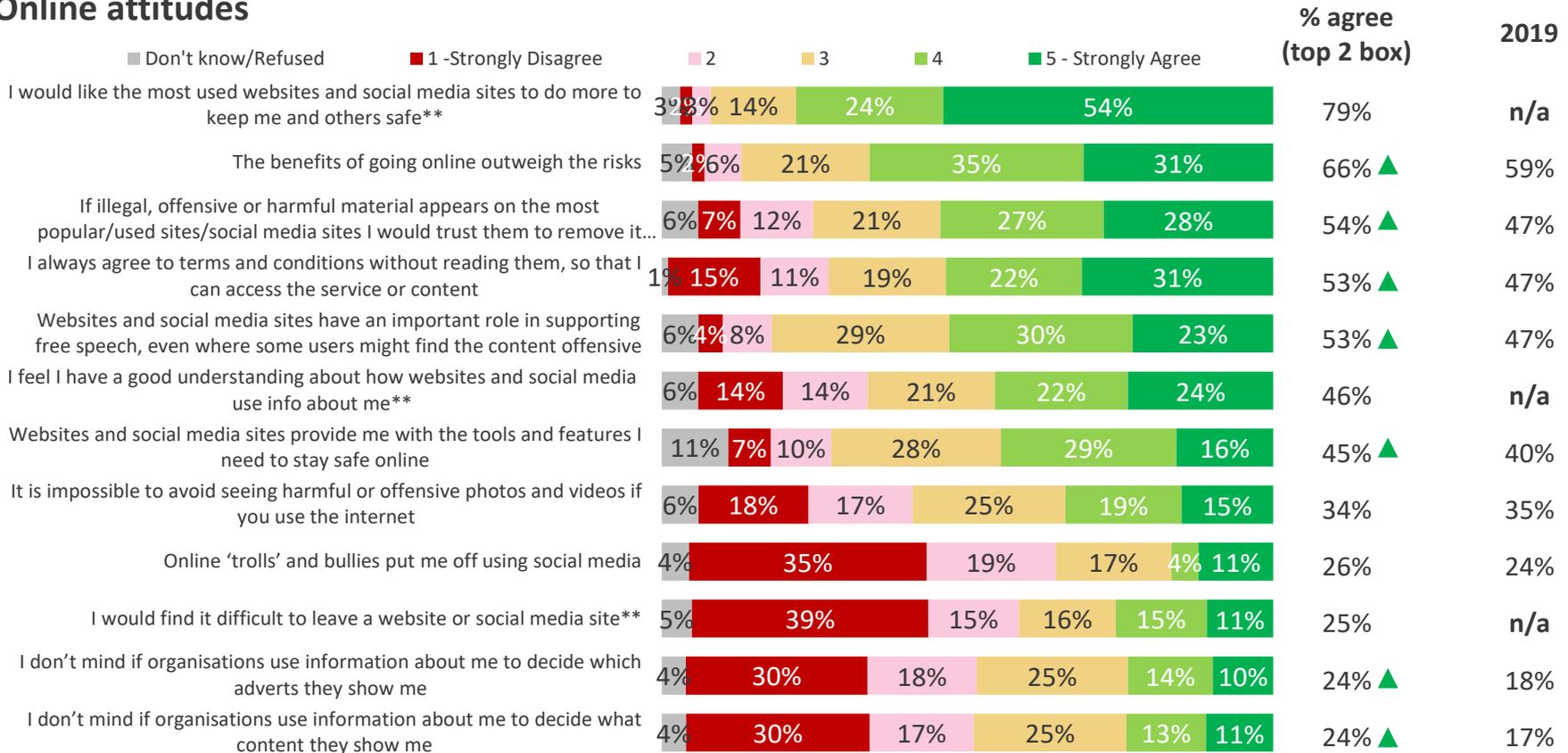
Question: E5) Using a scale of 1 to 5, where 1 means you "do not trust it at all" and 5 means you "trust it a great deal", please tell me how much you trust (brand) when it comes to...Base: all children randomly selected to answer about brand and using that brand: Facebook (962), Instagram (1148), Twitch (224), Snapchat (1075), Twitter (500), TikTok (746), You Tube (1153), WhatsApp (1151), Google Hangouts (125), BBC News (304).

*Statement wording changed in 2020. Question asked differently in 2020 (random allocation of users. 2019 was asked regardless of usage)



Although two-thirds of adults feel the benefits of going online outweigh the risks, almost 8 in 10 would like websites to do more to keep them and others safe

Online attitudes



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

Question: E1) On a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree, please tell me how much you agree or disagree with the following statements.

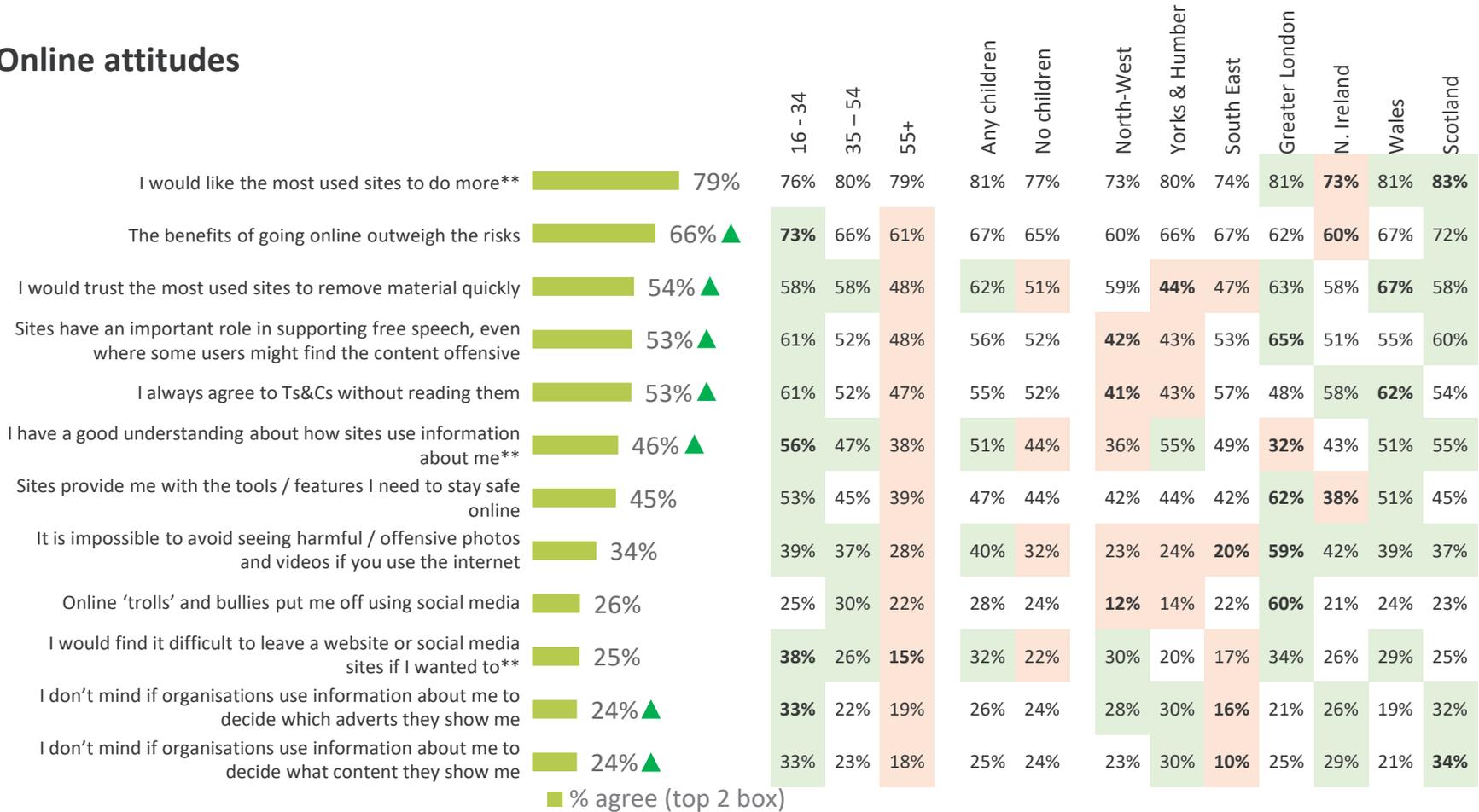
Base: All adult internet users 2020 (2080) 2019 (2057)

**New statement for 2020



Those aged 55+, without children in the household and certain regions are less likely to agree with the statements

Online attitudes



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

Question: E1) On a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree, please tell me how much you agree or disagree with the following statements.

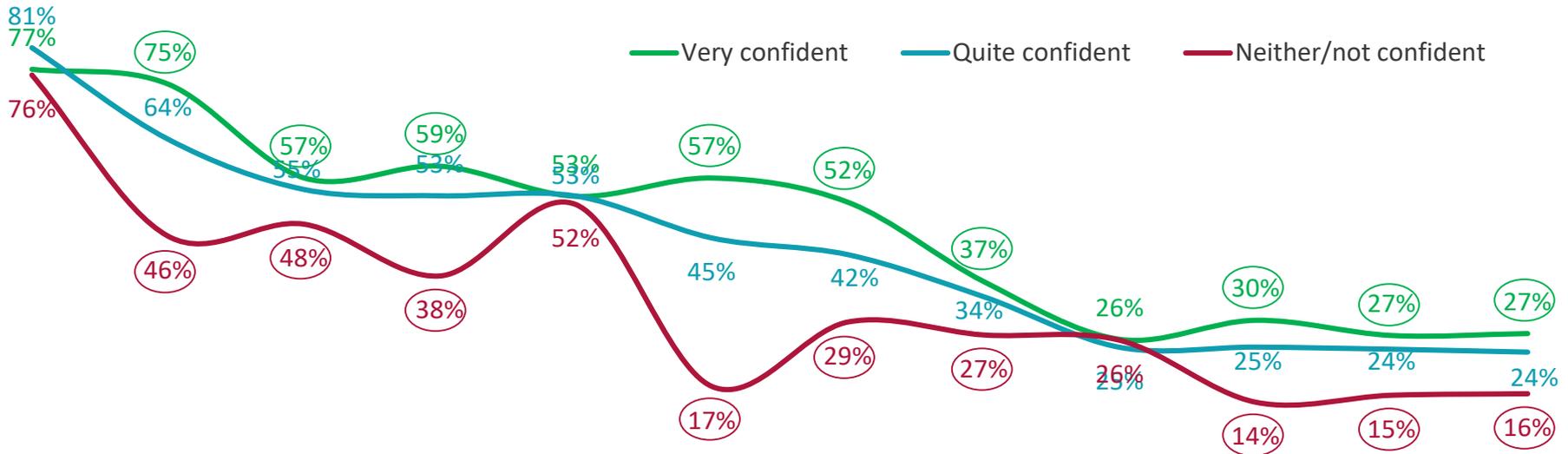
Base: All adult internet users 2020 (2080) 2019 (2057)

**New statement for 2020



There is a clear link between the perceived level of internet confidence and most attitudes

Online attitudes



I'd like the most used sites to do more to keep me and others safe**

The benefits of going online outweigh the risks

If illegal, offensive or harmful material appears on the most popular / used sites I would trust them to remove it quickly

Sites have an important role in supporting free speech

I always agree to Ts&Cs without reading them

I have a good understanding about how sites use info. about me to decide which adverts / content to show me**

Sites provide me with the tools and features I need to stay safe online

It's impossible to avoid seeing harmful / offensive photos and videos if you use the internet

Online 'trolls' and bullies put me off using social media

I'd find it difficult to leave a site if I wanted to**

I don't mind if orgs. use info. about me to decide what content they show me

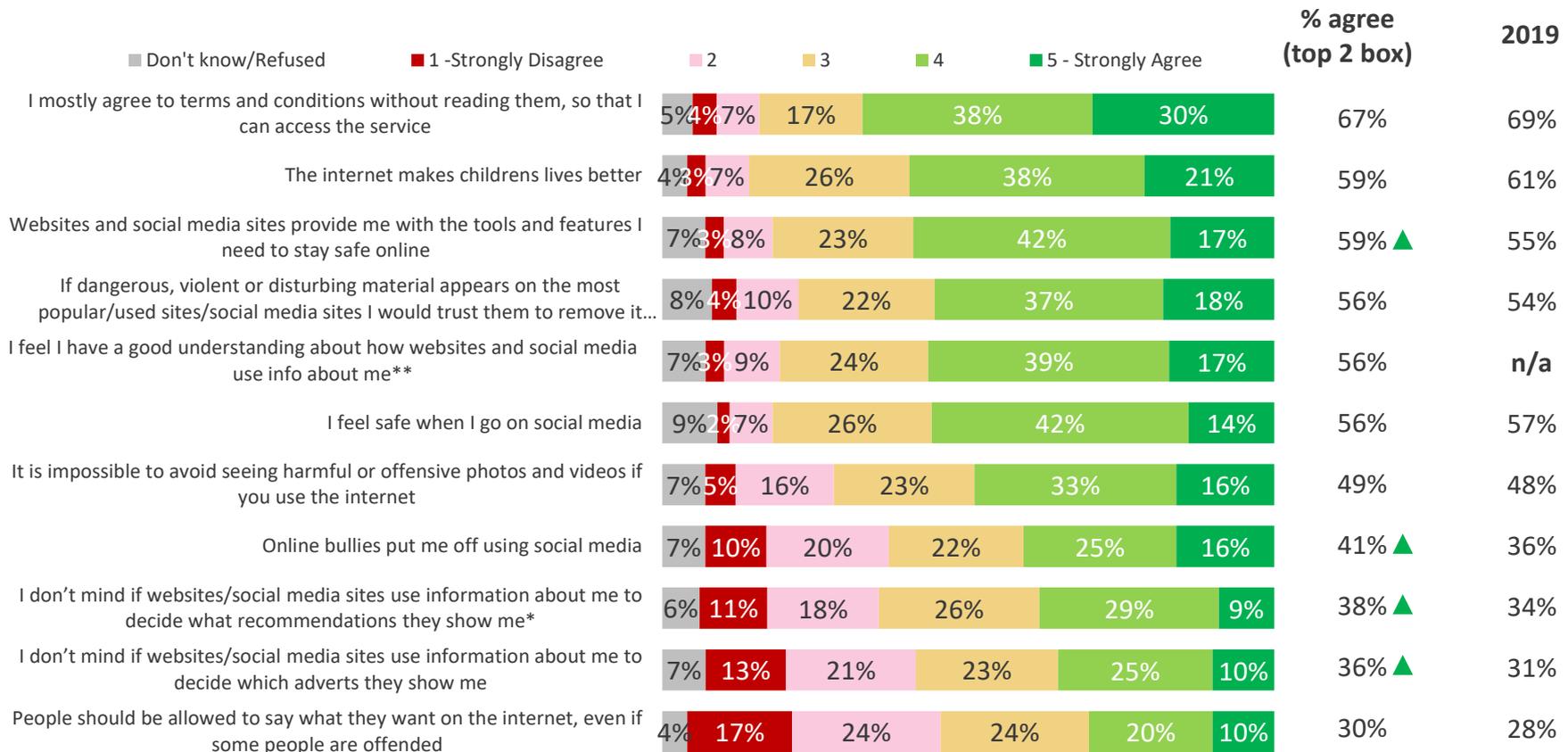
I don't mind if orgs. use info. about me to decide which adverts they show me

Source: Jigsaw Research "Potential online harms" Feb 2020
 Question: E1) On a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree, please tell me how much you agree or disagree with the following statements.
 Base: All adults (2080). Very confident internet users (751), Quite confident (457), Neither/not confident (163)
 **New statement for 2020



3 in 5 12-15 year olds believe the internet makes children's lives better – however, only half (56%) feel safe to go on social media and 2 in 5 are put off using social media by online bullies

Online attitudes



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

Question: E1) On a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree, please tell me how much you agree or disagree with the following statements.

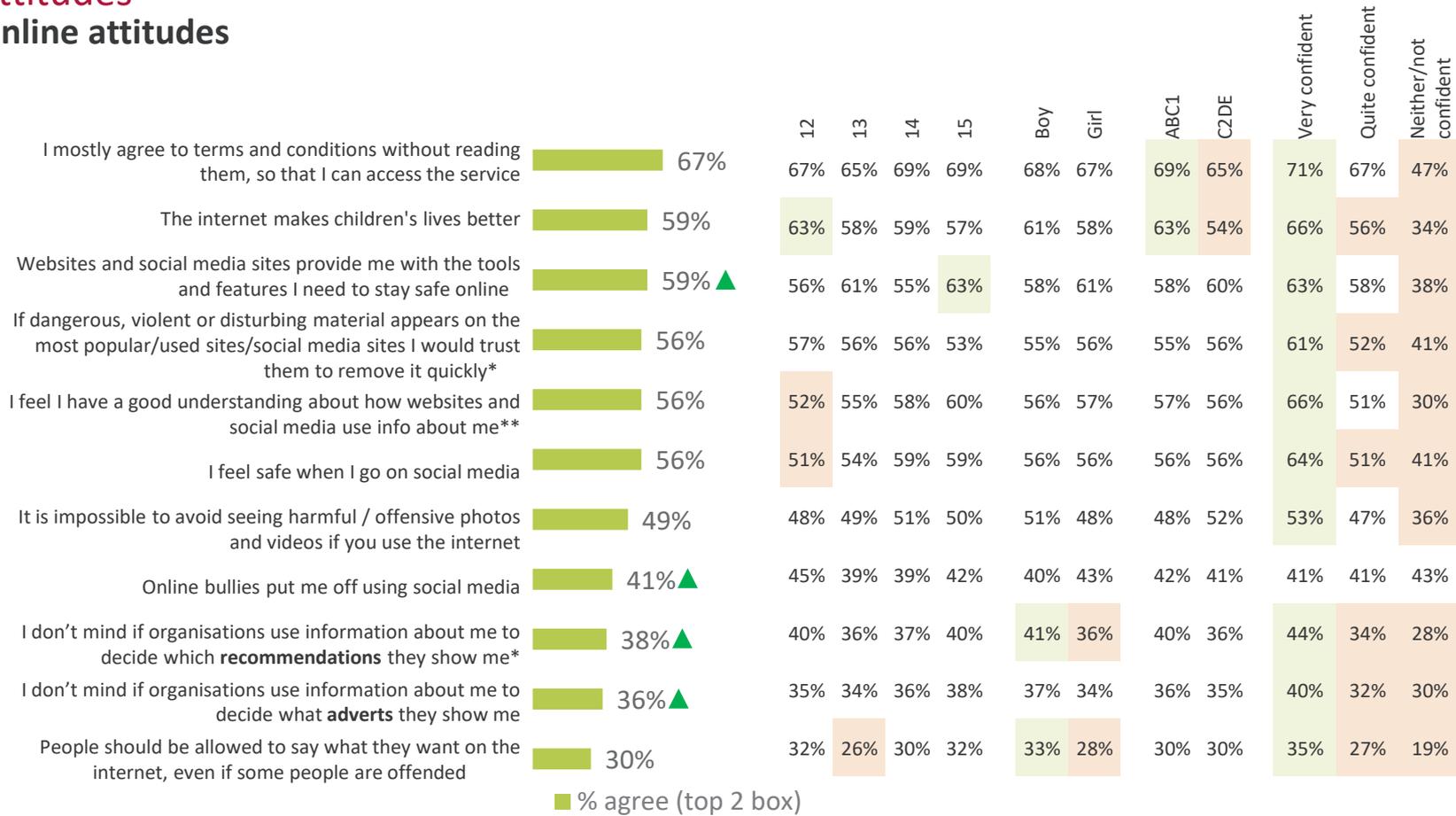
Base: All children 12-15 2020 (2001), 2019 (1001)

*Wording changed in 2020. **New statement added 2020



12 year olds and ABC1s are more likely to agree that the internet makes children's lives better. There is a clear link between the perceived level of internet confidence and most attitudes

Online attitudes



Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

Question: E1) On a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree, please tell me how much you agree or disagree with the following statements.

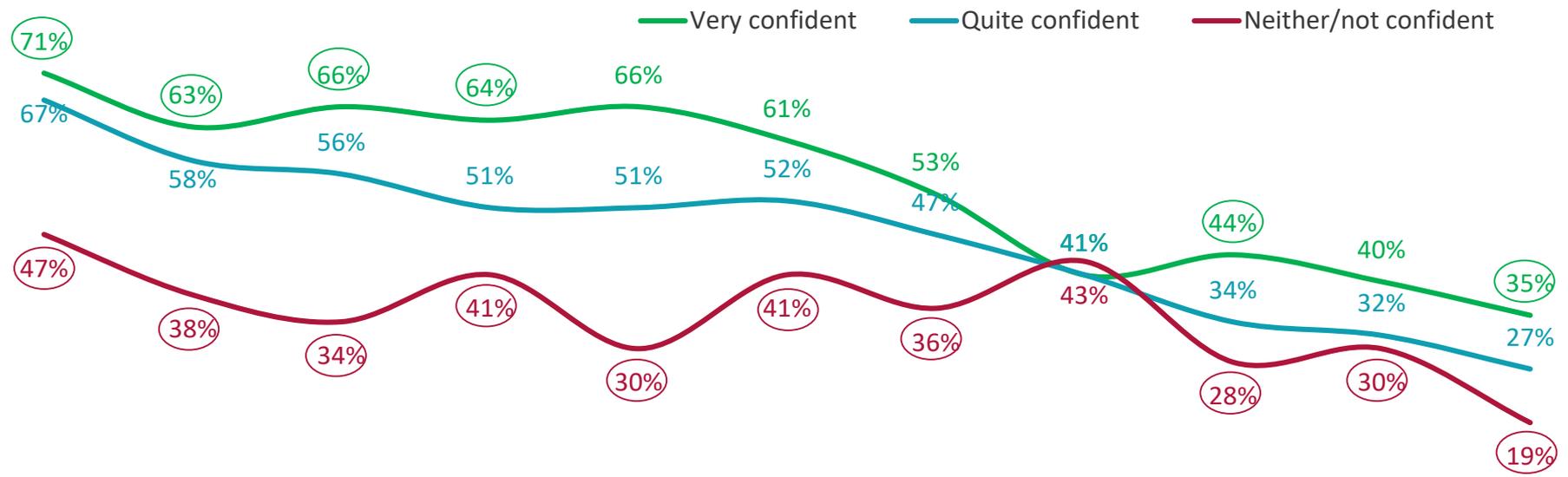
Base: All children 12-15 2020 (2001), 2019 (1001)

*Wording changed in 2020. **New statement added 2020



There is a clear link between the perceived level of internet confidence and most attitudes

Online attitudes



I mostly agree to terms and conditions without reading them, so that I can access the service

Websites and social media sites provide me with the tools and features I need to stay safe online

The internet makes children's lives better

I feel safe when I go on social media

I feel I have a good understanding about how websites and social media use info about me**

If dangerous, violent or disturbing material appears on the most popular/used sites/social media sites I would trust them to remove it quickly*

It is impossible to avoid seeing harmful / offensive photos and videos if you use the internet

Online bullies put me off using social media

I don't mind if organisations use information about me to decide which recommendations they show me*

I don't mind if organisations use information about me to decide what they show if some people are offended

People should be allowed to say what they want on the internet, even if some people are offended

Source: Jigsaw Research "Potential online harms" February 2020

Question: E1) On a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree, please tell me how much you agree or disagree with the following statements.

Base: All children 12-15 (2001). Very confident internet users (907), Fairly confident (982), Neither/not confident (104)

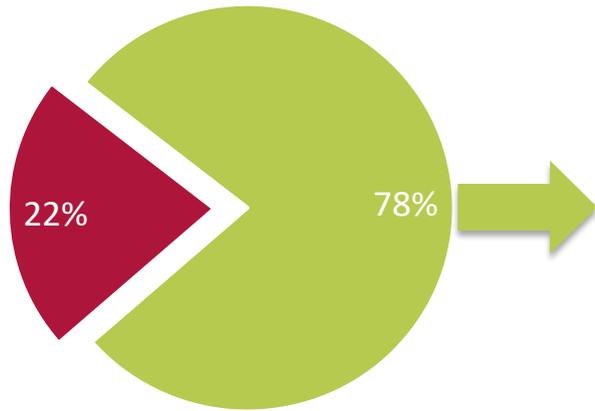
*Wording changed in 2020. **New statement added 2020



More than three quarters of children (78%) know how to change the privacy settings on social media accounts. This is correlated with increasing age and higher levels of internet confidence

Know how to change the privacy settings on social media account?

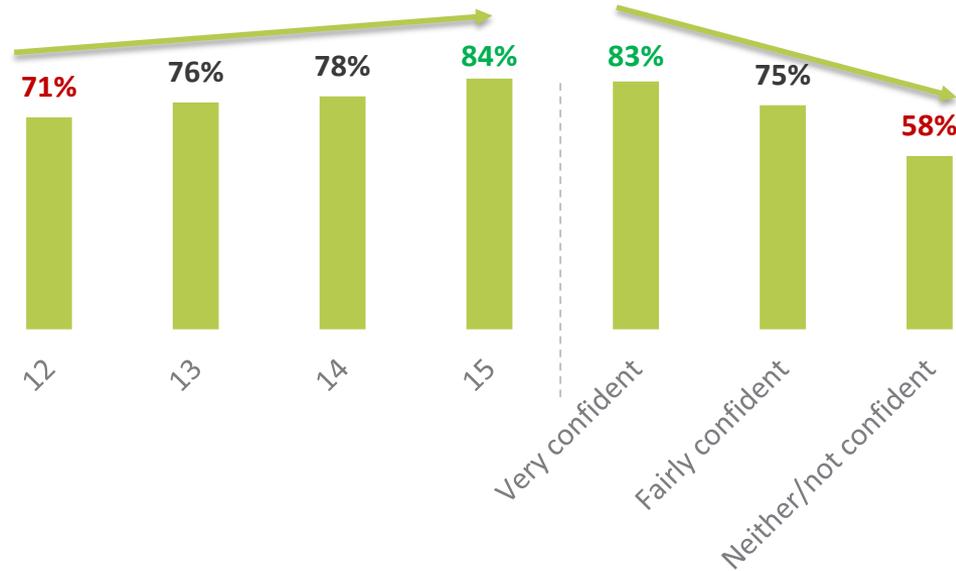
% All children



- Yes, know how to change privacy settings
- No/don't know*

*Including 2% "don't use social media"

% by age group & internet confidence

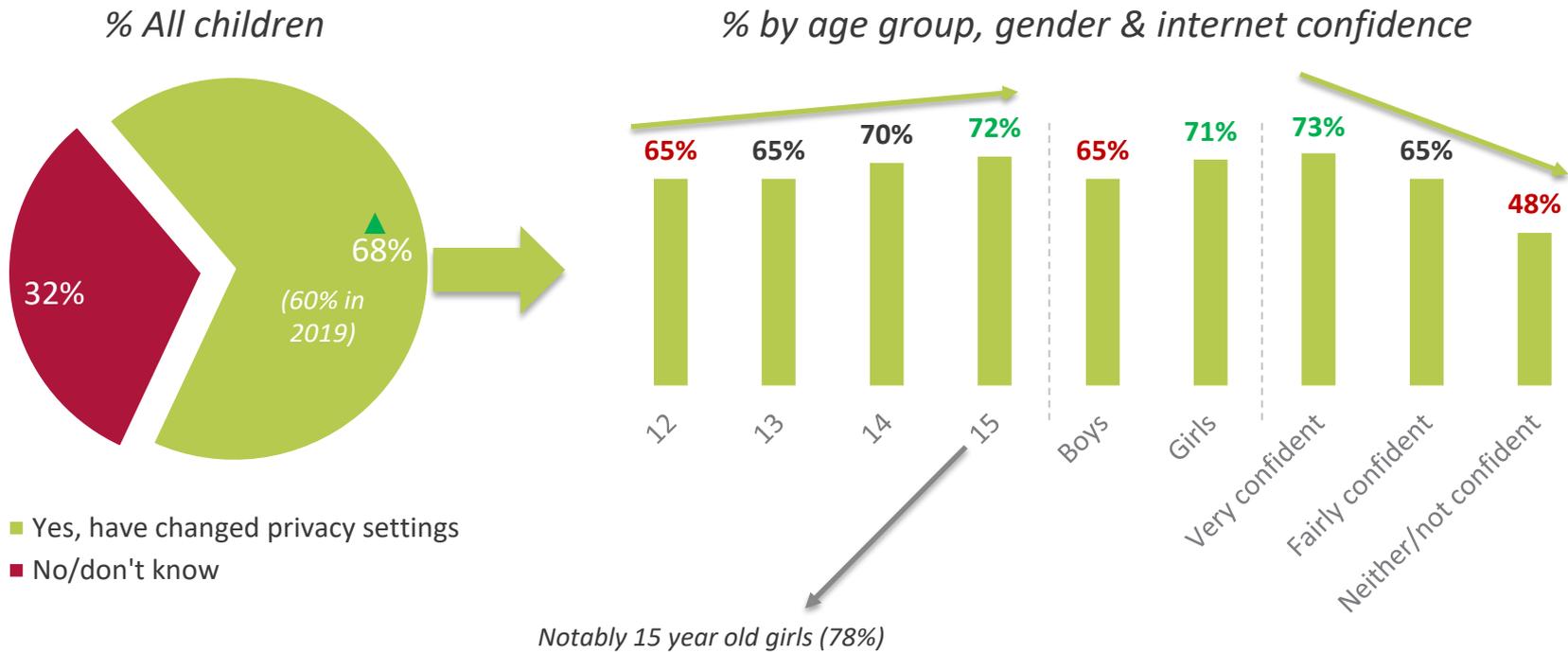


Significantly higher/lower than 2019 ▲ ▼



More than two thirds of children (68%) have actually changed the privacy settings on social media accounts. Again, this is correlated with increasing age and higher levels of internet confidence. Girls are more likely than boys to have changed their privacy settings.

Ever changed privacy settings on social media account



Significantly higher/lower than 2019 ▲ ▼

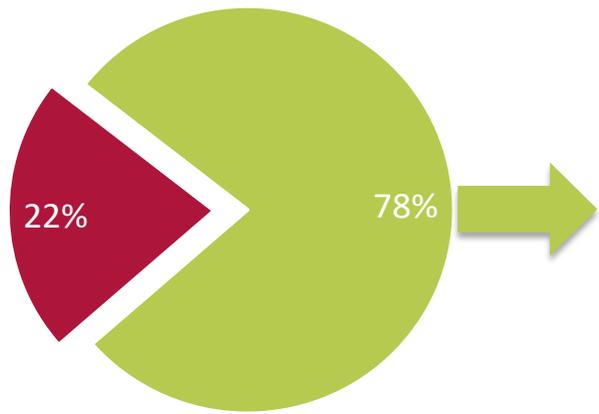
Source: Jigsaw Research "Potential online harms" February 2020
 Question: E1b And have you changed the privacy settings on your social media accounts to make them more private?
 Base: All children 12-15 using social media 2020 (1758)



84% of those who know how to change their privacy settings on their social media account have done so

Know how to change the privacy settings on social media account?

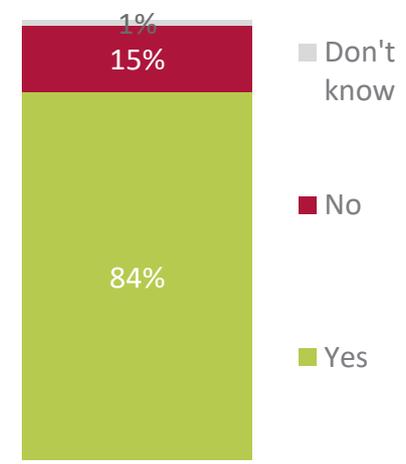
% All children



- Yes, know how to change privacy settings
- No/don't know*

*Including 2% "don't use social media"

Ever changed privacy settings on social media account



- Don't know
- No
- Yes

Significantly higher/lower ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020
 Question: E2. Do you know how to change the privacy settings on your social media account?
 Base: All children 12-15 using social media 2020 (1758), Know how to change (1353)

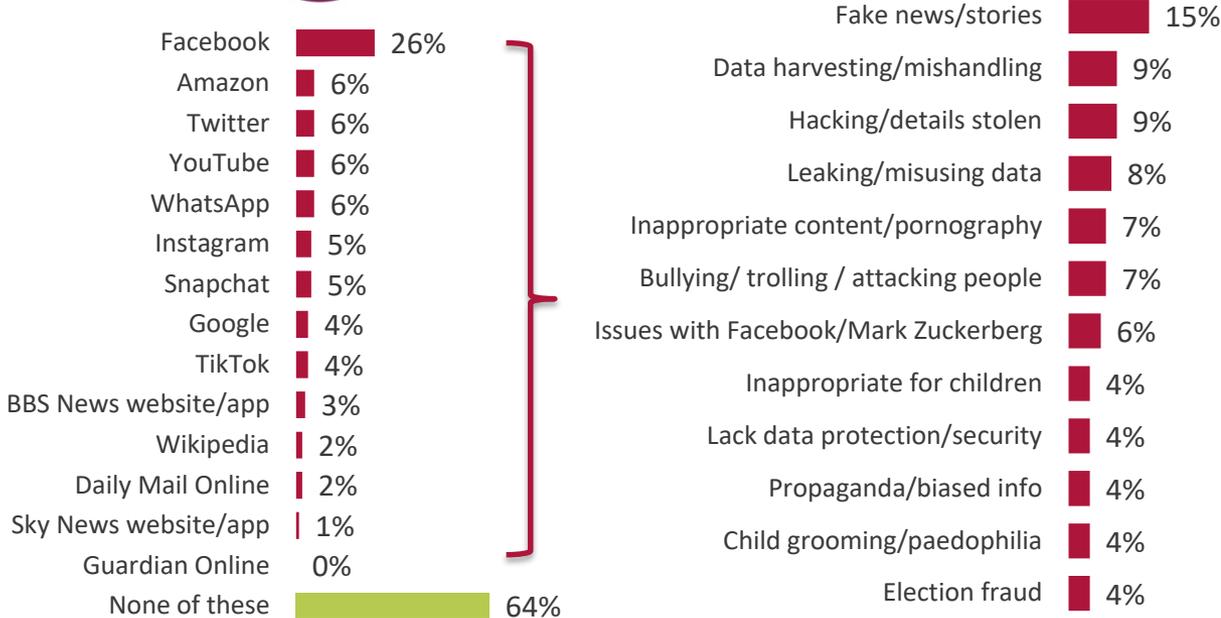
Section 6

Bad news stories about sites/apps



More than a third (36%) of adults have seen at least one bad news stories about any of the listed websites/apps in the past year.

% seen any bad news stories about...



*Several "other" mentions under 4% response not shown here

Source: Jigsaw Research "Potential online harms" February 2020

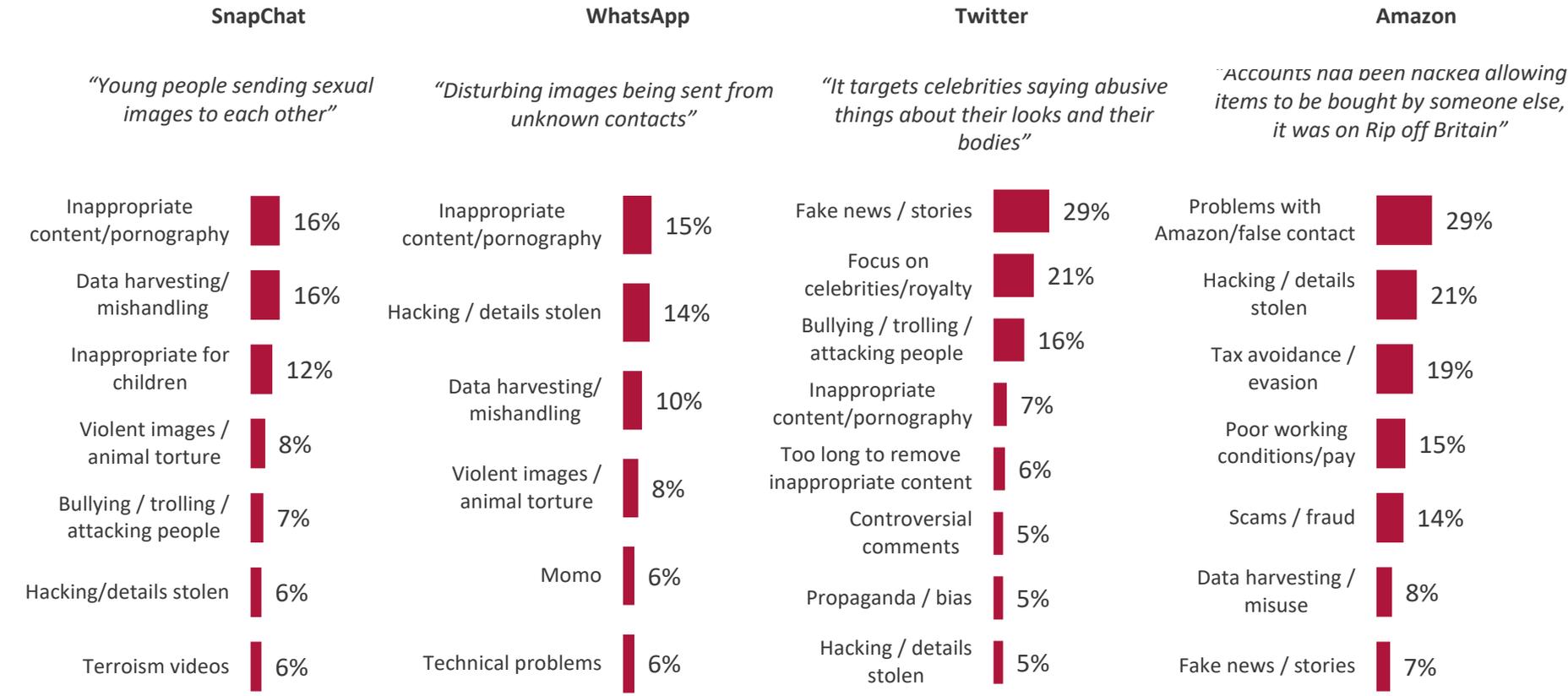
Question: E6a. Have you seen any bad news stories about any of these sites or apps during the past 12 months? Base: All adult internet users 2020 (2080)
E6b. What bad news story (or stories) have you seen about (website/app)? Base: All answering, randomly selected from a brand chosen at E6a (open ended n=785 answering).



Stories about inappropriate content and the conduct of other users also came out strongly



Top "bad news" cited for individual websites/apps



Source: Jigsaw Research "Potential online harms" February 2020

Question: E6a. Have you seen any bad news stories about any of these sites or apps during the past 12 months? Base: All adult internet users 2020 (2080)

E6b. What bad news story (or stories) have you seen about (website/app)? Base: All answering, randomly selected from a brand chosen at E6a (open ended).

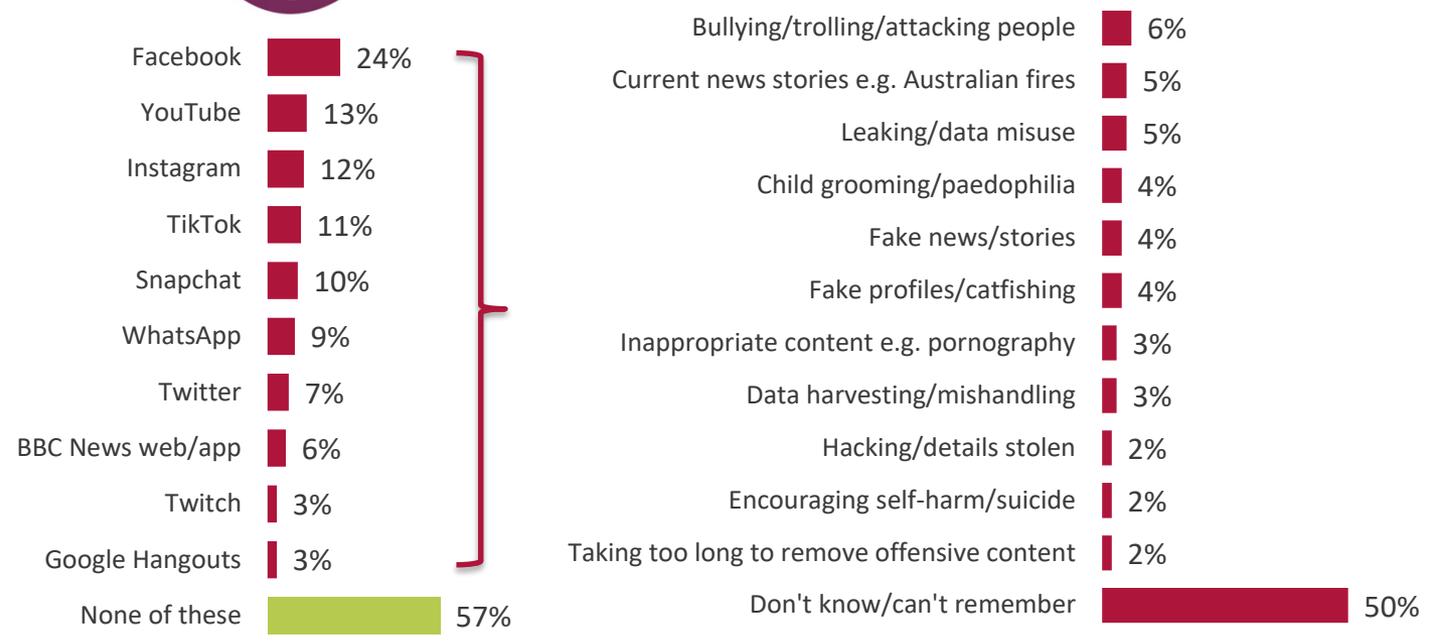
Snapchat (30*), WhatsApp (63), Twitter (42), Amazon (59), NEW QUESTIONS FOR 2020. *CAUTION LOW BASE



More than two thirds (43%) of children claim to have seen at least one bad news story about the listed sites/apps in the past year.

Note: Some might have misunderstood this question as bad news stories they saw on sites/apps rather than about sites/apps

% seen any bad news stories about...



*Several "other" mentions under 2% response not shown here

Source: Jigsaw Research "Potential online harms" February 2020

Question: E6a. Have you seen any bad news stories about any of these sites or apps during the past 12 months? Base: All children 12-15 (2001)

E6b. What bad news story (or stories) have you seen about (website/app)? Base: All answering, randomly selected from a brand chosen at E6a (open ended n=853).

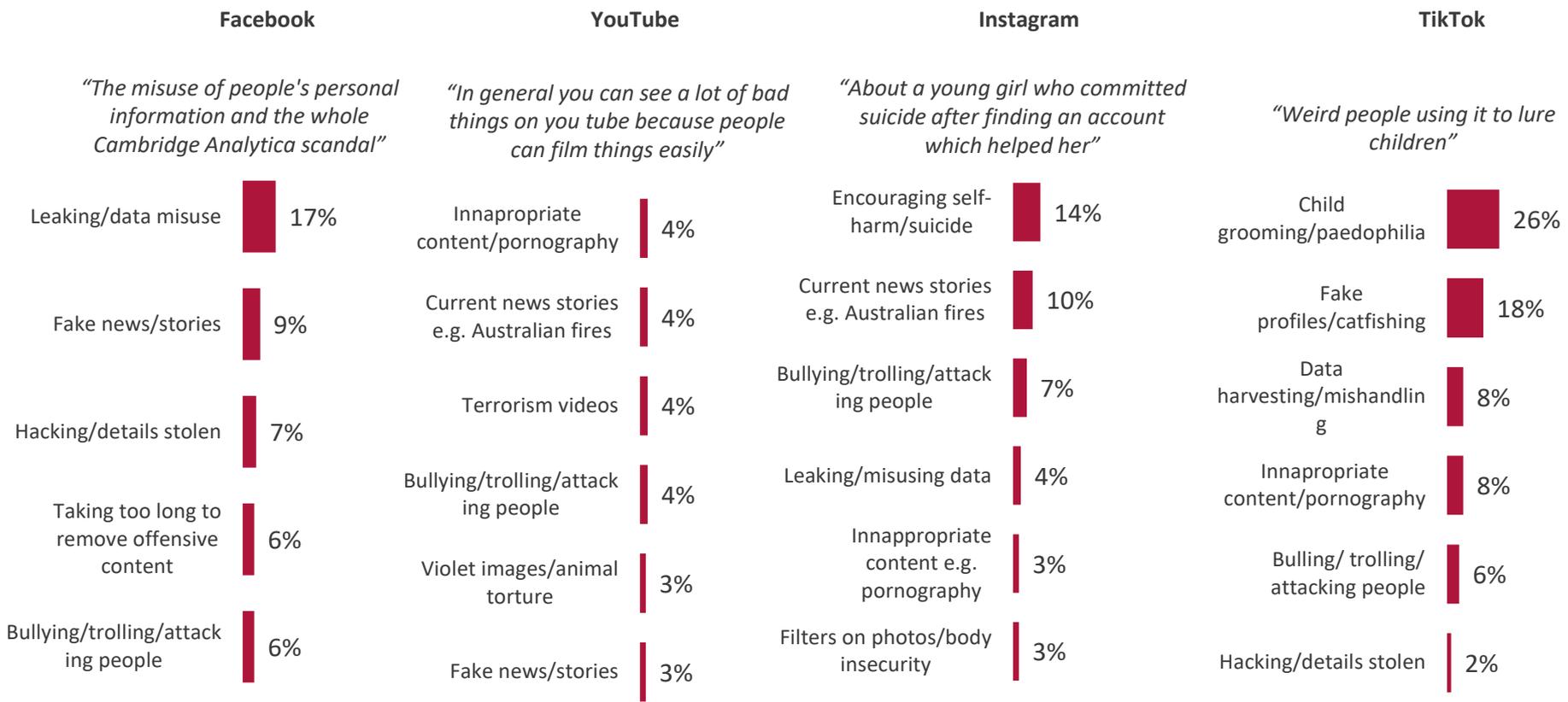
NEW QUESTIONS FOR 2020



Stories about content/conduct harms come through more strongly among 12-15s than adults, but stories around fake news are less prominent



Top "bad news" cited for individual websites/apps



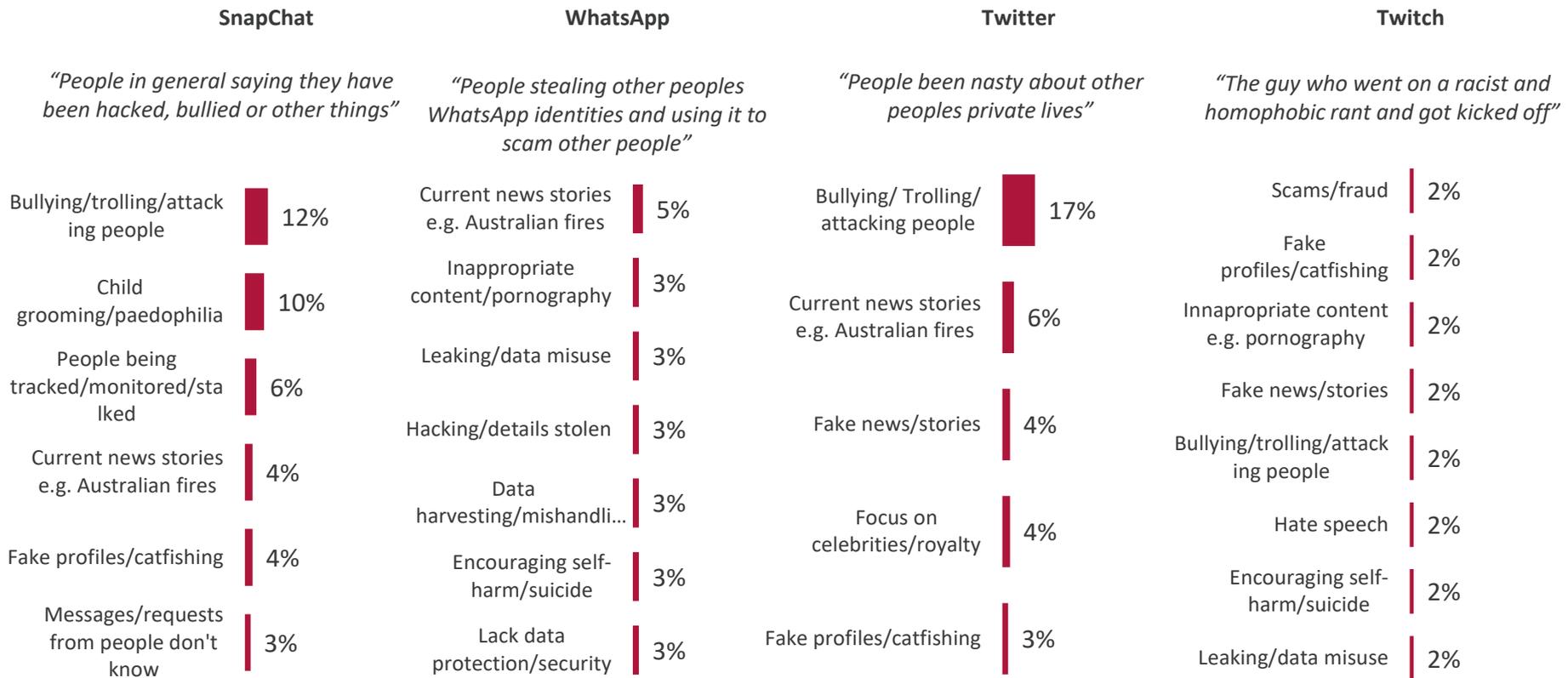
Source: Jigsaw Research "Potential online harms" February 2020
 Question: E6a. Have you seen any bad news stories about any of these sites or apps during the past 12 months? Base: All children 12-15 (2001)
 E6b. What bad news story (or stories) have you seen about (website/app)? Base: All answering, randomly selected from a brand chosen at E6a (open ended).
 Facebook (170), Instagram (84), YouTube (87), TikTok (93). NEW QUESTIONS FOR 2020



Stories around bullying/trolling/abusive behaviour come through more strongly among 12-15s than adults



Top "bad news" cited for individual websites/apps



Source: Jigsaw Research "Potential online harms" February 2020

Question: E6a. Have you seen any bad news stories about any of these sites or apps during the past 12 months? Base: All children 12-15 (2001)

E6b. What bad news story (or stories) have you seen about (website/app)? Base: All answering, randomly selected from a brand chosen at E6a (open ended).

Snapchat (83), WhatsApp (81), Twitter (79), Twitch (53). NEW QUESTIONS FOR 2020

NEW QUESTIONS FOR 2020

Technical appendix



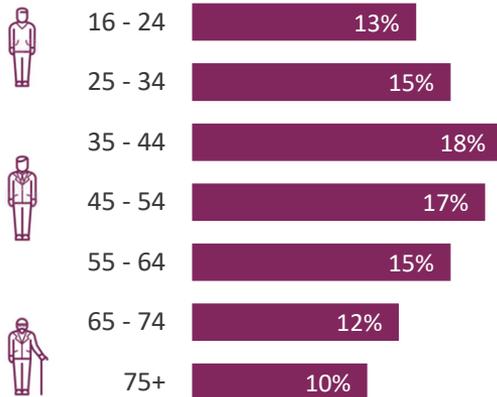
Adult sample profile

Jigsaw employed a random location quota sampling approach, with quotas set to be representative of the UK adult population based on 2018 ONS/NOMIS population estimates and, for SEG, 2011 Census data. All participants were internet users.

Gender



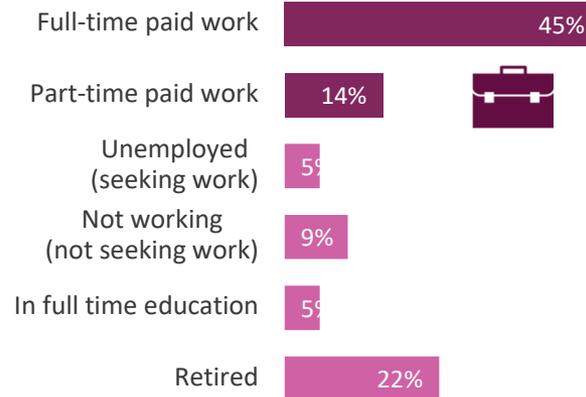
Age



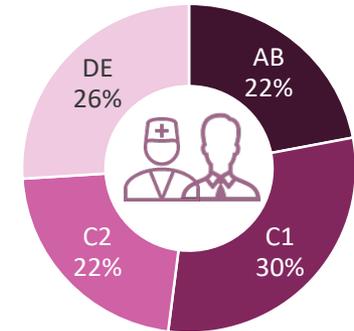
Household composition



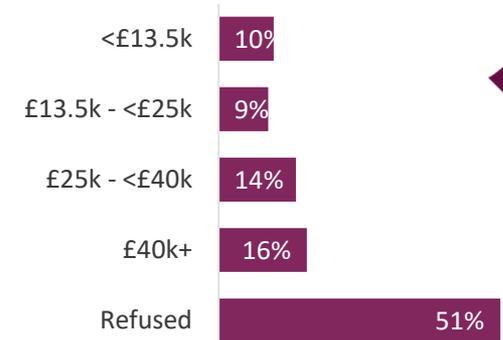
Working status



Social grade



Annual household income

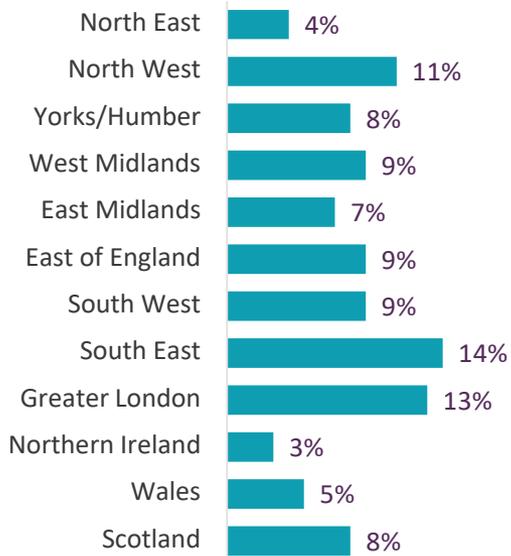


Source: Jigsaw Research "Potential online harms" Feb 2020
Question: A2, A3, A5, F1, F2, F5, F10
Base: All adult internet users (2080)



Adult sample profile

Region



Urban/Rural

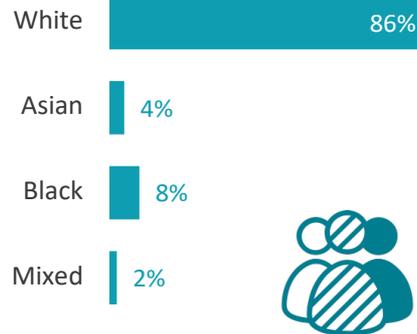


89%
urban

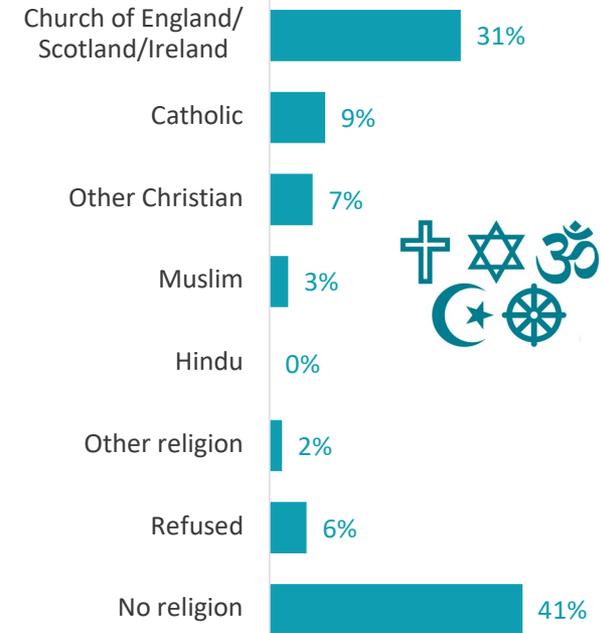


11%
rural

Ethnic origin



Religion





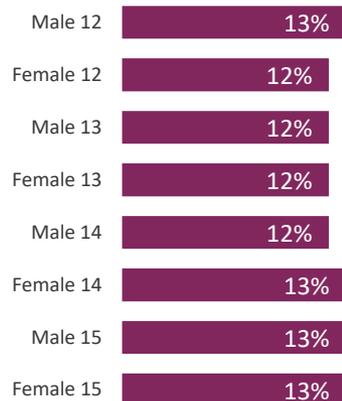
12-15 year old sample profile

Jigsaw employed a quota sampling approach, with quotas set to be broadly representative of UK 12-15 year olds. All participants were internet users.

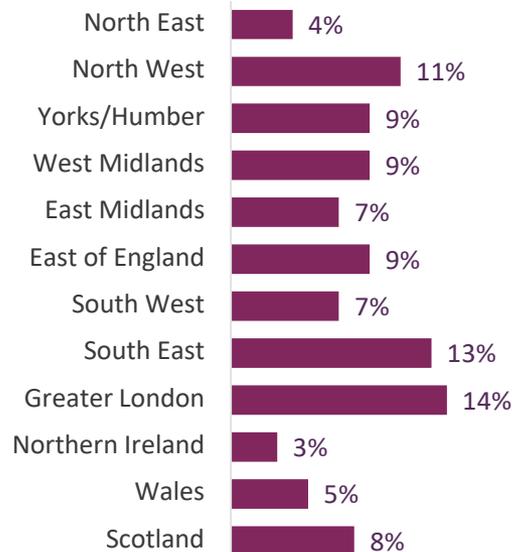
Gender



Age



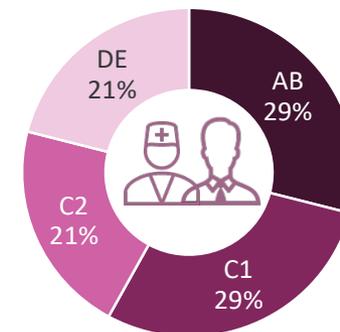
Region



Urban/Rural



Social grade (HH)



Annual household income



Source: Jigsaw Research "Potential online harms" February 2020

Question:

Base: All children 12-15 (2001), region (1905)

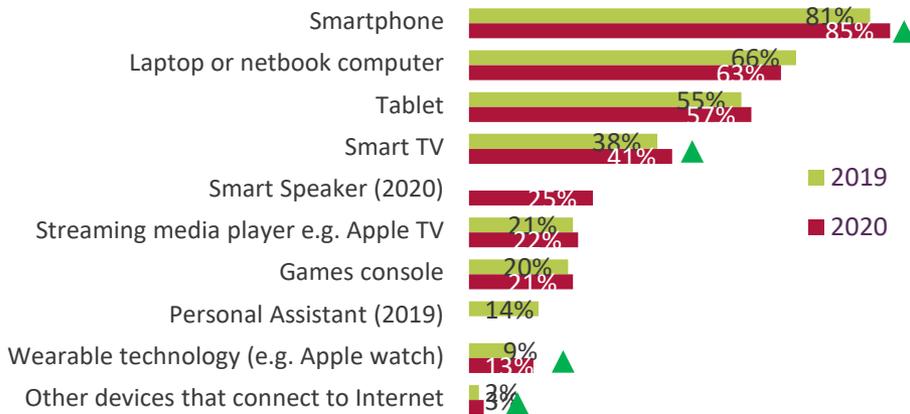
Confidence Online



Two fifths of UK adults feel as though they are confident Internet users (same as last year)

All adult internet users

Devices used personally

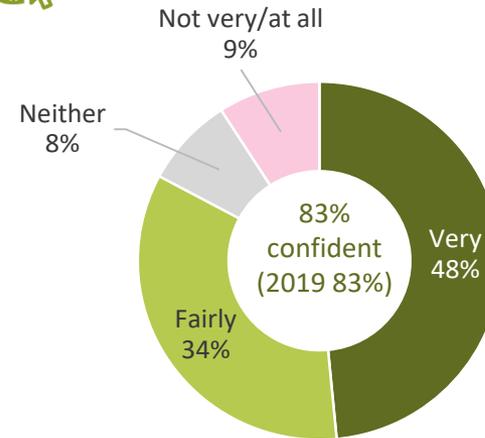


Males more likely than females to use streaming media player, games console, wearable technology. Females more likely than males to use smartphone, tablet

Most devices associated with younger profiles (<55), higher social grades (ABC1), the presence of children in the HH and being very confident online.



Confidence as Internet user



Very confident internet users are more likely to be male, younger, ABC1, with children in HH and not class themselves as having a disability.

They are more likely to have visited lots of new sites/apps and to have ever reported online harm

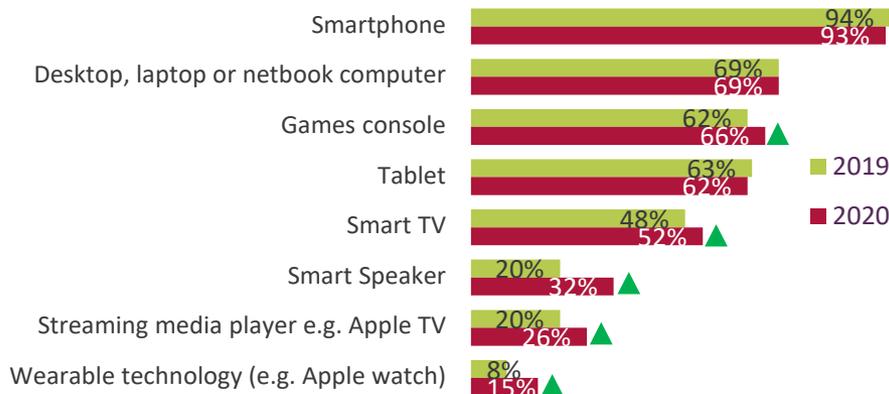
Significantly higher/lower than 2019 ▲ ▼



More than 9 in 10 (94%) of 12-15 year olds feel confident online (no change since 2019)

All children 12-15

Devices used personally



Boys more likely than girls to use game console (80% vs. 52%),

Girls more likely to have smartphone than boys (95% vs. 91%) or tablet (65% vs. 59%)

ABC1 more likely than C2DE to use:

Desktop/laptop (74% vs. 62%)

Tablet (65% vs. 57%)

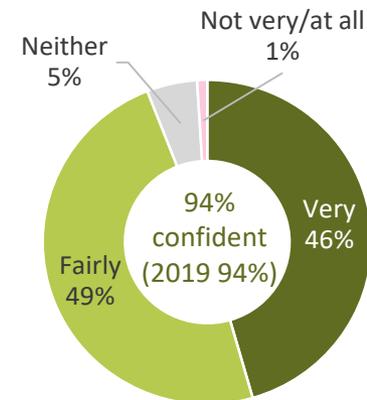
Smart TV (55% vs. 46%)

Smart speakers (35% vs. 28%)

Streaming media player (29% vs. 21%)

Smart watch (19% vs. 11%)

Confidence as Internet user



Boys more likely to describe themselves as VERY confident than girls (49% vs. 43%)

Confidence increases with age. 39% of 12 year olds VERY confident compared with 45% of 13, 47% of 14 and 51% of 15 year olds

Confidence also correlated with increasing time spent online:

- **Weekdays** – 36% of those spending 2 hours or less say they are VERY confident, rising to 59% of those spending 10+
- **Weekends** - 33% of those spending 2 hours or less say they are VERY confident, rising to 64% of those spending 10+

Significantly higher/lower than 2019 ▲ ▼

Source: Jigsaw Research "Potential online harms" February 2020

Question: B3) Do you use any of the following devices? B4) Overall, how confident are you as an internet user?

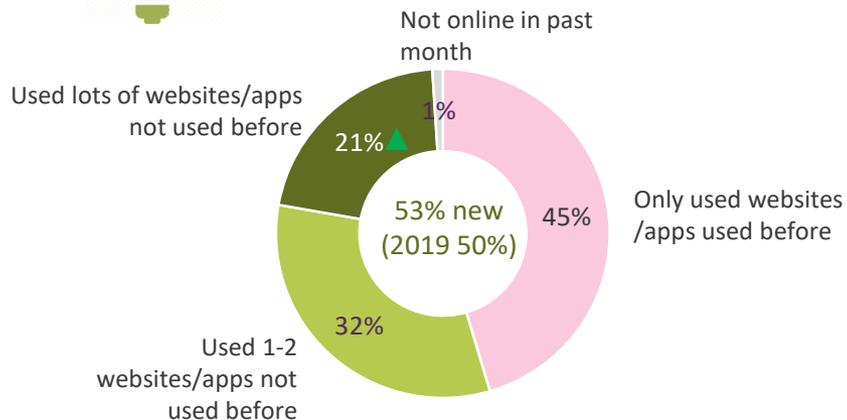
Base: All children 12-15 2020 (2001), 2019 (1001)



45% of UK adults only used websites they've previously used before in the last month. Two thirds are on Facebook



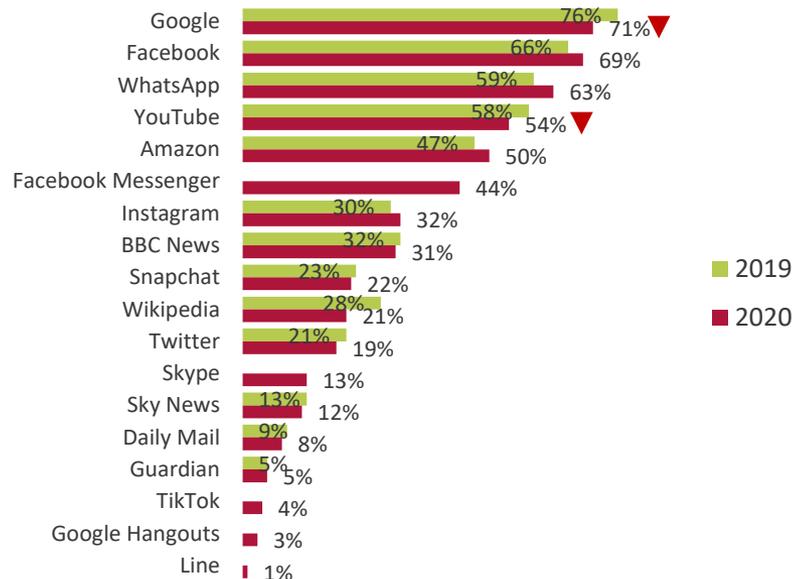
Use of new websites/apps



The 21% (up from 16% in 2019) who have used lots of new websites/apps are more likely than average to:

- Be aged <35 (40% vs. 28% total)
- Say they are VERY confident internet users (72% vs. 48%)
- Have come across any "harms" on the internet (71% vs. 62%)
- Agree that the "benefits of going online outweigh the risks" (77% vs. 66%)

Sites/apps used nowadays



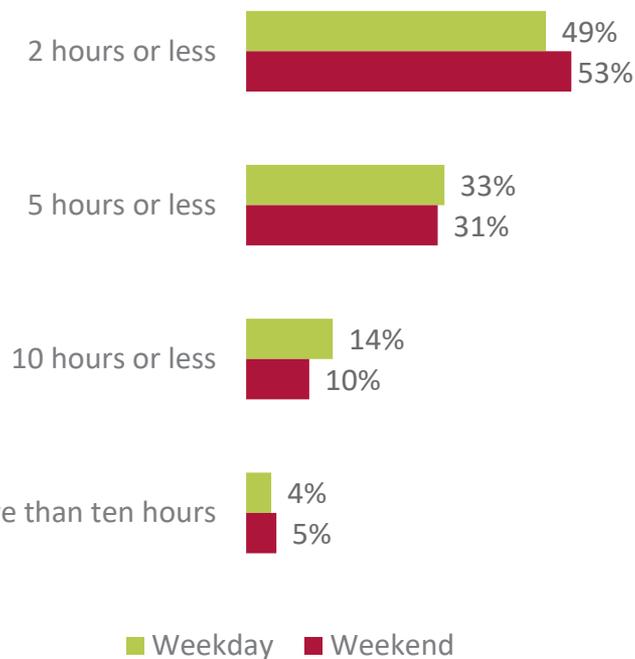
- Females more likely than males to use Facebook/Messenger, Instagram and Snapchat. Males more likely than females to use Sky News
- 55+ far less likely to use any social media and more likely to use BBC News. 16-24s are the highest users of social media
- ABC1 more likely than C2DE to use Google, WhatsApp, Amazon, Instagram, BBC, Wikipedia, Twitter, Skype and The Guardian

Significantly higher/lower than 2019 ▲ ▼

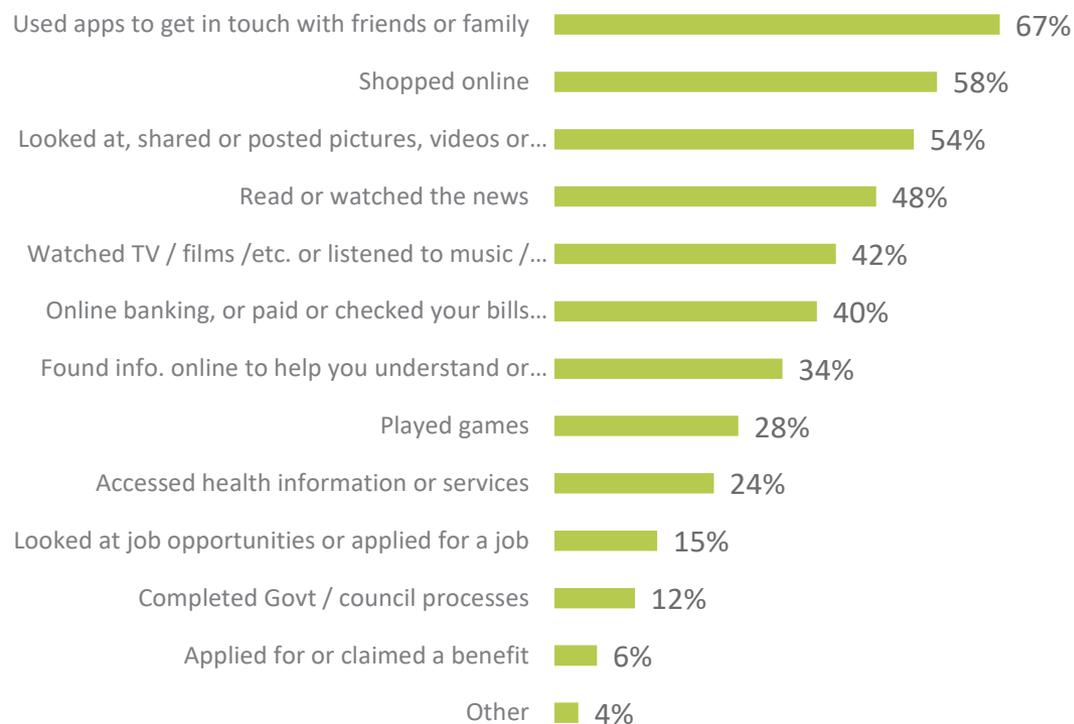


Half of adults spend more than two hours a day online on average. The most common activities are getting in touch with friends/family and online shopping

Average daily time spent online



Online activities in the last week



Source: Jigsaw Research "Potential online harms" February 2020

Question: B3b. On an average weekday, how long would you say you spend online? B3c. On an average day at the weekend, how long would you say you spend online? B3d. Which of these things have you done online in the last week?

Base: All adults 2020 (2080)



Frequent users tend to be aged 16-54 and ABC1

Who are frequent users?

	Total	M	F	16 - 34	35 - 54	55+	ABC1	C2DE	Children in HH	No children in HH	White	Minority	Disability	No Disability	Greater London	Urban	Rural/ Remote
<i>Base</i>	2080	982	1098	625	715	740	1103	977	691	1379	1894	179	358	1118	151	1775	305
WEEKDAY																	
2 hours or less	49%	47%	52%	28%	41%	72%	42%	57%	40%	54%	53%	27%	61%	47%	24%	48%	57%
5 hours or less	33%	33%	32%	45%	36%	20%	34%	30%	40%	29%	32%	38%	26%	33%	35%	33%	26%
10 hours or less	14%	16%	13%	20%	18%	7%	17%	11%	16%	13%	12%	28%	8%	16%	31%	14%	12%
More than 10 hours	4%	5%	3%	7%	5%	2%	6%	2%	5%	4%	4%	7%	5%	5%	10%	4%	5%
WEEKEND																	
2 hours or less	53%	51%	56%	28%	51%	75%	50%	57%	45%	57%	55%	43%	59%	49%	44%	52%	61%
5 hours or less	31%	34%	29%	42%	36%	19%	33%	29%	36%	30%	31%	32%	28%	33%	27%	32%	25%
10 hours or less	10%	11%	10%	21%	9%	4%	11%	10%	13%	9%	9%	16%	9%	11%	15%	10%	10%
More than 10 hours	5%	5%	5%	10%	4%	2%	6%	4%	6%	5%	4%	9%	5%	6%	14%	5%	4%

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: B3b. On an average weekday, how long would you say you spend online? B3c. On an average day at the weekend, how long would you say you spend online? Base: All adults 2020 (2080)



16-54s, ABC1 and with kids in HH tend to be more active online

Who does what online?

	Total	M	F	16 - 34	35 - 54	55+	ABC1	C2DE	Children in HH	No children in HH	White	Minority	Disability	No Disability	Greater London	Urban	Rural/ Remote
Base	2080	982	1098	625	715	740	1103	977	691	1379	1894	179	358	1118	151	1775	305
Read/watch news	48%	52%	45%	43%	49%	52%	56%	41%	47%	49%	49%	48%	44%	51%	52%	48%	51%
TV/films/videos/music	42%	47%	38%	64%	42%	27%	47%	38%	50%	39%	43%	39%	41%	46%	32%	42%	47%
Shopped online	58%	53%	62%	64%	62%	49%	63%	52%	66%	54%	58%	54%	51%	59%	51%	56%	69%
Played games	28%	31%	24%	48%	24%	15%	25%	31%	30%	27%	29%	20%	26%	28%	21%	28%	27%
Social media/messaging keep in touch	67%	64%	70%	82%	77%	46%	71%	63%	82%	60%	66%	74%	57%	73%	73%	68%	63%
Look/share/post	54%	51%	58%	70%	61%	37%	56%	53%	68%	48%	53%	63%	50%	59%	67%	55%	46%
Found info online	34%	35%	34%	41%	34%	30%	42%	26%	36%	34%	35%	28%	36%	39%	27%	34%	37%
Health info online	24%	21%	27%	18%	27%	25%	27%	20%	27%	23%	24%	24%	30%	25%	26%	23%	30%
Jobs online	15%	15%	16%	25%	18%	6%	16%	15%	17%	15%	15%	18%	13%	14%	17%	16%	15%
Benefits online	6%	6%	7%	10%	8%	2%	5%	8%	11%	4%	6%	10%	9%	5%	10%	7%	2%
Online banking	40%	38%	41%	41%	44%	35%	47%	31%	45%	37%	42%	26%	39%	47%	29%	38%	51%
Government processes	12%	15%	9%	11%	13%	12%	15%	9%	14%	11%	12%	14%	12%	13%	21%	12%	14%

Source: Jigsaw Research "Potential online harms" Feb 2020

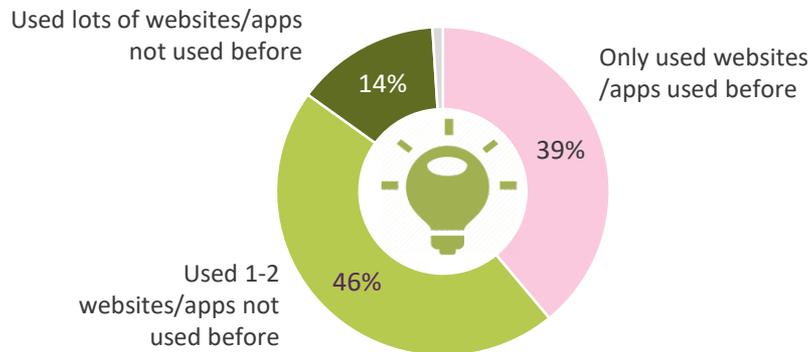
Question: B3d. Which of these things have you done online in the last week?

Base: All adults 2020 (2080)



City-dwelling AB children are more likely to have used websites/apps they've not used before.

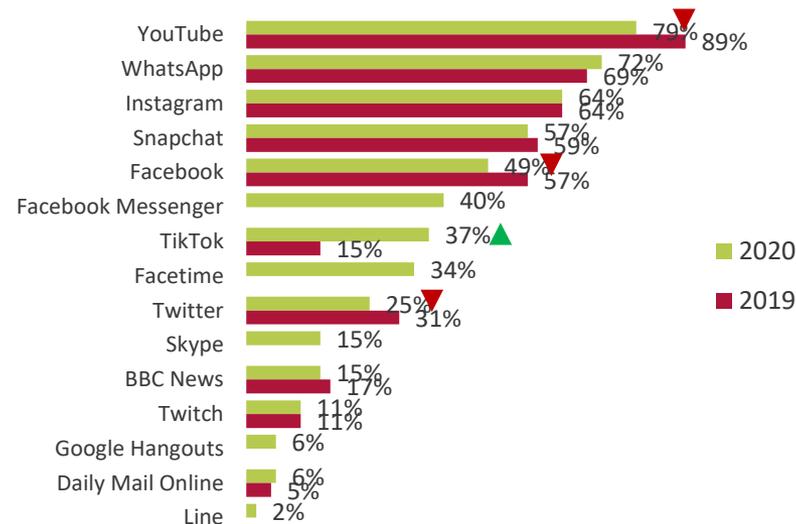
Use of new websites/apps



The 14% who have used lots of new websites/apps are more likely than average to:

- Be AB social grade (38% vs. 29% overall)
- Be in Greater London (21% vs. 14% overall) or other large cities (24% vs. 17% overall)
- Use lots of different devices (notably more likely than average to use games console, tablet, smart TV, smart speakers, streaming media player, smart watch)
- Be VERY confident internet users (67% vs. 46% overall)
- Spend 5+ hours on weekdays (29% vs. 19% overall) or weekends (54% vs. 41% overall)

Sites/apps used nowadays



- ABC1 more likely than C2DE to use WhatsApp, Skype, BBC
- C2DE more likely than ABC1 to use Snapchat, Facebook, Facebook Messenger, TikTok
- Scotland more likely to use Snapchat, Facebook, Facebook Messenger and Twitter
- London more likely to use Twitter, Skype, WhatsApp, BBC, Twitch, Google Hangouts, Daily Mail
- Girls more likely than boys to use WhatsApp, Instagram, Snapchat, TikTok, Facetime
- Generally an age correlation – greater usage of sites as get older

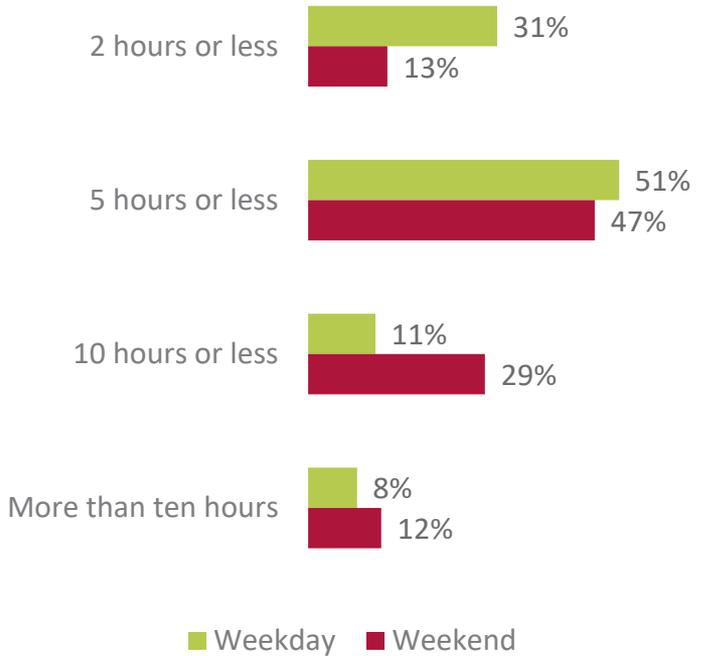
Significantly higher/lower than 2019 ▲ ▼



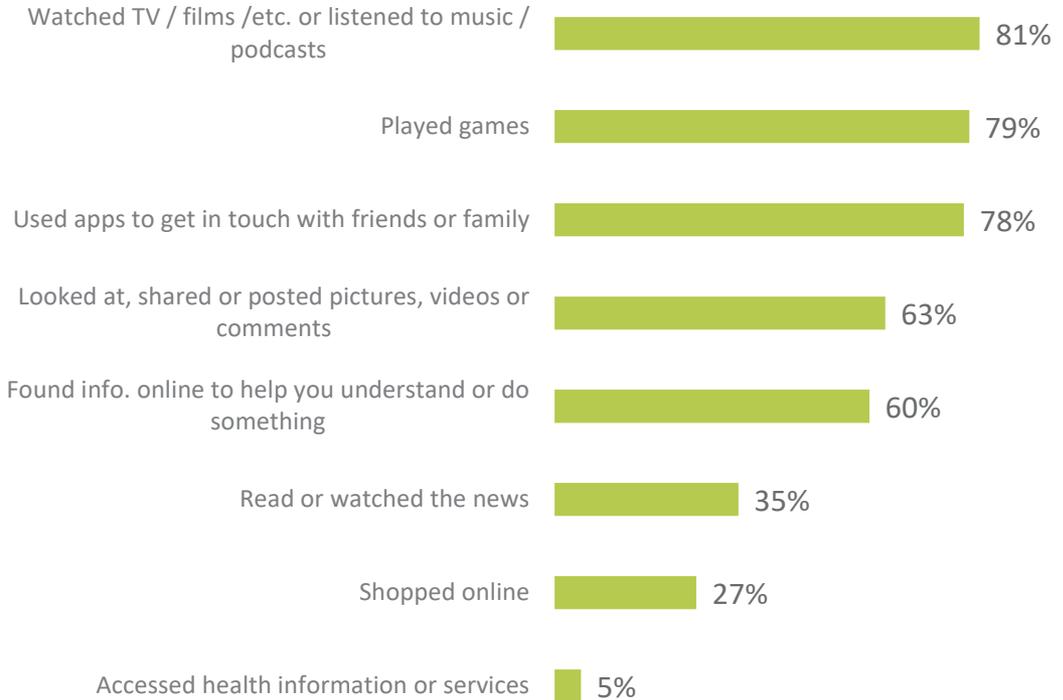
4 in 5 children (82%) spend five hours or less per weekday online. Their most common activities are watching video/ listening to music online, playing games online and using apps to get in touch with friends and family



Average daily time spent online



Online activities in the last week



Source: Jigsaw Research "Potential online harms" February 2020
 Question: B3b. On an average weekday, how long would you say you spend online? B3c. On an average day at the weekend, how long would you say you spend online? B3d. Which of these things have you done online in the last week?
 Base: All children 12-15 2020 (2001)



Frequent users tend to be aged 14 and 15 years of age

Who are frequent users?

	Total	ABC1	C2DE	12 years	13 years	14 years	15 years	Boys	Girls	Only used sites/apps used before	Visited 1-2 new sites/apps	Visited lots of new sites/apps	Taken action to report	Never taken action to report
<i>Base</i>	2001	1198	794	500	500	500	501	998	999	773	931	274	578	1340
WEEKDAY														
2 hours or less	31%	34%	27%	36%	32%	28%	27%	29%	32%	38%	28%	18%	23%	34%
5 hours or less	51%	50%	52%	50%	51%	52%	50%	51%	50%	47%	54%	53%	56%	49%
10 hours or less	11%	10%	12%	8%	11%	11%	14%	12%	10%	9%	10%	18%	14%	9%
More than 10 hours	8%	6%	9%	6%	7%	8%	9%	8%	7%	6%	7%	11%	7%	8%
WEEKEND														
2 hours or less	13%	14%	12%	16%	11%	12%	12%	12%	14%	18%	11%	4%	10%	15%
5 hours or less	47%	49%	43%	49%	49%	46%	42%	48%	46%	48%	47%	43%	44%	47%
10 hours or less	29%	28%	30%	27%	28%	27%	33%	30%	28%	26%	30%	34%	34%	27%
More than 10 hours	12%	10%	14%	8%	11%	15%	13%	10%	13%	8%	12%	20%	12%	11%

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: B3b. On an average weekday, how long would you say you spend online? B3c. On an average day at the weekend, how long would you say you spend online? Base: All children 2020 (2001)



14 and 15 year olds tend to be more active online.
Girls tend to be more likely to use social media and shop online,
whereas boys are more likely to game

Who does what online?

	Total	ABC1	C2DE	12 years	13 years	14 years	15 years	Boys	Girls	Only used sites/apps used before	Visited 1-2 new sites/apps	Visited lots of new sites/apps	Taken action to report	Never taken action to report
<i>Base</i>	2001	1198	794	500	500	500	501	998	999	773	931	274	578	1340
TV/films/videos/music	81%	82%	81%	83%	81%	84%	78%	80%	83%	77%	84%	86%	83%	81%
Played games	79%	79%	80%	83%	80%	78%	76%	85%	73%	72%	83%	88%	80%	79%
Social media/messaging keep in touch	78%	79%	78%	67%	82%	81%	83%	75%	82%	71%	83%	88%	79%	79%
Look/share/post	63%	64%	62%	52%	63%	69%	67%	58%	68%	51%	69%	77%	65%	63%
Found info online	60%	64%	55%	55%	57%	66%	61%	59%	61%	50%	64%	72%	65%	59%
Read/watch news	35%	37%	32%	29%	32%	42%	37%	35%	36%	31%	34%	52%	43%	32%
Shopped online	27%	28%	26%	18%	21%	33%	35%	22%	32%	20%	28%	47%	32%	25%
Health info online	5%	5%	5%	4%	4%	7%	6%	5%	5%	3%	4%	17%	8%	4%

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: B3d. Which of these things have you done online in the last week?

Base: All children 2020 (2001)

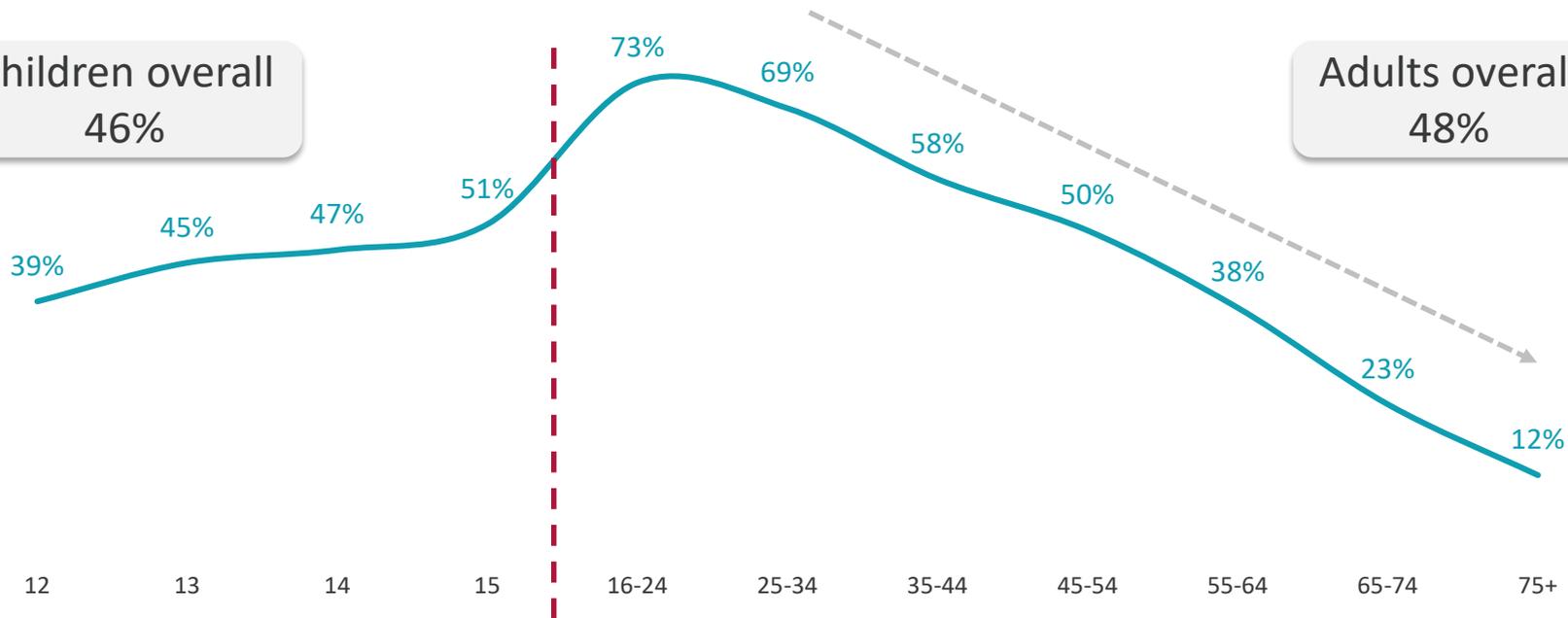


The most confident internet users tend to be aged between 16-34 (those likely to have been the first to grow up with the internet in home)

How confident are you as an internet user? – Very Confident

Children overall
46%

Adults overall
48%



Source: Jigsaw Research "Potential online harms" Feb 2020
 Base: All adult internet users (2080) Question: B2) Overall, how confident are you as an internet user?
 Base: All children 12-15 (2001) Question: B4) Overall, how confident are you as an internet user?



Very confident internet users are more likely 16-34's, ABC1s and those with children in their household. They are more likely to have visited lots of new sites/apps and to have reported more potential harms

Who is a confident user?

	Total	M	F	16 - 34	35 - 54	55+	ABC1	C2DE	children in HH	No children in HH	Disability	No disability	Have not gone online	Only used sites/apps used before	Visited 1-2 new sites/apps	Visited lots of new sites/apps	Taken action to report	Never taken action to report
Very confident	48%	52%	45%	71%	54%	26%	57%	39%	63%	42%	28%	54%	5%	38%	49%	72%	64%	45%
Fairly confident	34%	33%	36%	27%	33%	41%	34%	35%	29%	37%	38%	35%	3%	35%	41%	23%	30%	35%
Neither	8%	7%	9%	1%	7%	14%	5%	11%	4%	10%	13%	4%	10%	13%	5%	2%	3%	9%
Not confident	9%	8%	10%	2%	5%	19%	4%	15%	4%	12%	20%	6%	83%	14%	4%	2%	2%	11%

Source: Jigsaw Research "Potential online harms" Feb 2020

Question: B2) Overall, how confident are you as an internet user?

Base: All adult internet users (2080)



12-15 year olds who class themselves as 'very confident' are more likely to be older, boys, and those that have visited lots of new sites/apps in the last month



Who is a confident user?

	Total	ABC1	C2DE	12 years	13 years	14 years	15 years	Boys	Girls	Only used sites/apps used before	Visited 1-2 new sites/apps	Visited lots of new sites/apps	Taken action to report	Never taken action to report
Very confident	46%	46%	46%	39%	45%	47%	51%	49%	43%	40%	44%	67%	47%	46%
Fairly confident	49%	50%	47%	53%	50%	48%	44%	44%	53%	52%	51%	31%	47%	50%
Neither	5%	4%	5%	6%	4%	5%	4%	6%	3%	6%	4%	2%	5%	4%
Not confident	1%	1%	1%	2%	0%	0%	1%	0%	1%	1%	1%	0%	1%	1%

Source: Jigsaw Research "Potential online harms" February 2020
 Question: B4) Overall, how confident are you as an internet user?
 Base: All children 12-15 (2001)