

# **ECPAT x NSPCC**

## **Online Safety Poll**

# Introduction & Methodology

## Context & Objectives

As leading child rights organisations, **ECPAT International** and the **NSPCC** are dedicated to safeguarding children. Collectively their work is focused on two primary goals; to protect children from abuse and neglect, and to prevent the sexual exploitation and trafficking of children.

For this work, ECPAT International and NSPCC have partnered up to make sure that the views of adults across the UK and the EU are heard and remain visible amid ongoing regulatory debates around online safety.










The aim of this project was to gather reliable and representative quantitative data from adults across the UK and the EU on their understanding and views on the balance between personal privacy and the protection of children from sexual abuse and exploitation on the internet.



# Methodology

**Savanta surveyed 25,151 people aged 18+ online across 16 European countries from 30<sup>th</sup> August to 28<sup>th</sup> September 2023**

- The length of survey was approximately 10 minutes
- Quotas were used during fieldwork to ensure a nationally representative sample in each country by age, gender and region
- Data was cleaned and then weighted in each country by these demographics.

															
UK	Austria	Bulgaria	Czechia	Estonia	Finland	France	Germany	Greece	Hungary	Italy	Netherlands	Poland	Portugal	Spain	Sweden
2061	1000	1001	1003	1004	1001	2015	2011	1006	2000	2028	1007	2007	2003	2000	2002
 <b>Total: 25,151</b>															



## Key findings

1. Adults across the UK and the EU **agree that children are increasingly at risk of sexual abuse and exploitation online** and that traditional tools like parental control are no longer enough to keep children safe online
2. At least 8 in 10 across the countries surveyed say that **online service providers should play a more active role in preventing, detecting, and responding to online child sexual abuse and exploitation**, and agree that they should be doing more to prevent such incidents
3. A large majority **support the use and development of automated tools** to detect child sexual abuse and exploitation across a variety of platforms, including end-to-end encrypted environments
4. Laws and regulations protecting children from online sexual abuse and exploitation are important to adults across all countries surveyed - at least three in five **support regulations that require online service providers to detect, remove, and report child sexual abuse material and/or grooming** that occur across direct messaging platforms, online hosting platforms, online public spaces, and end-to-end encrypted messaging
5. This is reflected in voting preferences - more than half of adults in the EU and the UK would be **more likely to vote for their representative if they supported a Bill to protect children from online child sexual abuse and exploitation**
6. Finally, the majority of adults recognise and understand the importance of balancing privacy and online safety – at least two thirds are **willing to compromise some degree of their privacy online** if it helps to protect children from potential sexual abuse and exploitation online

# Research findings



## UK and EU

**95%** say it is **important** that there are laws in place to regulate online service providers in order to prevent and combat online child sexual abuse and exploitation

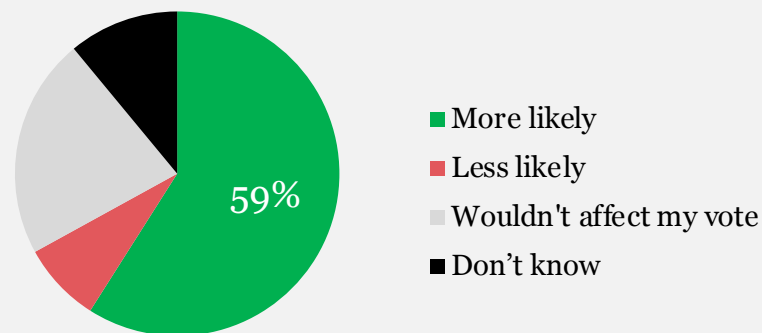
**91%** say online service providers should be required to design and adapt their services to prevent child sexual abuse and exploitation online

Online service providers are seen as one of the top 3 actors who should be doing **more** to detect and prevent child sexual abuse and exploitation online

% who **support** regulations that require online service providers to detect, remove and report child sexual abuse material and/or grooming on each platform type

Online public spaces	<b>77%</b>
Direct messaging platforms	<b>76%</b>
Online hosting platforms	<b>73%</b>
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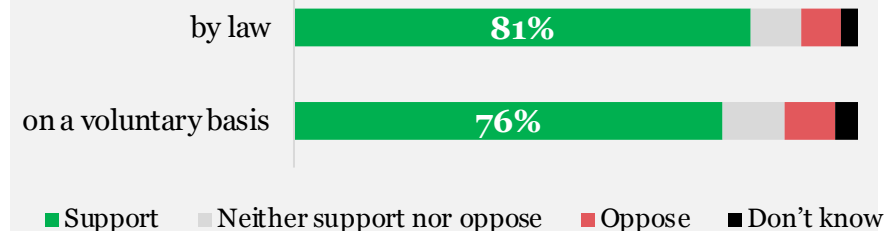
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**72%** say they would be willing to compromise some degree of their privacy online if it helps to protect children from potential sexual abuse and exploitation online



To what extent do you support or oppose online service providers using automated tools to detect, report, and remove child sexual abuse material and/or grooming on their platforms...







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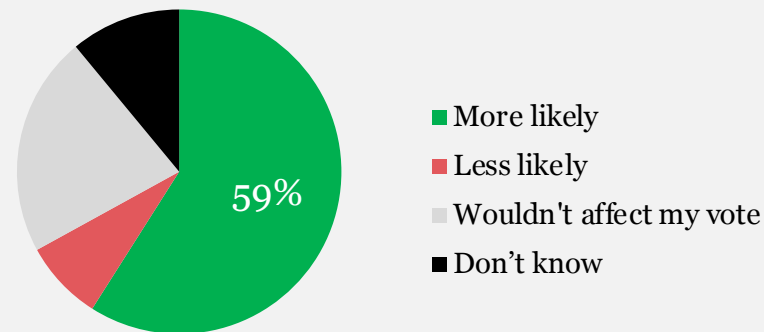
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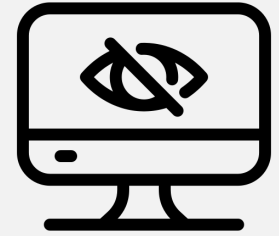
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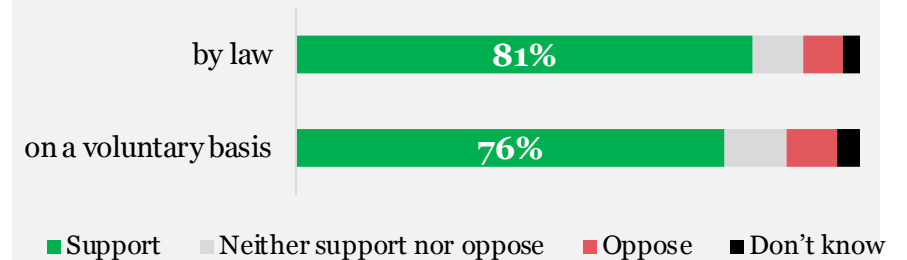
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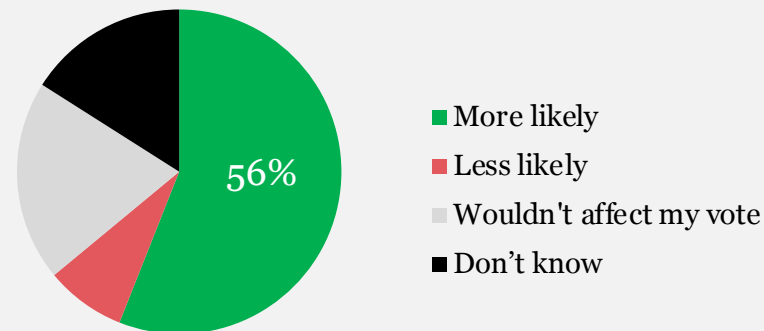
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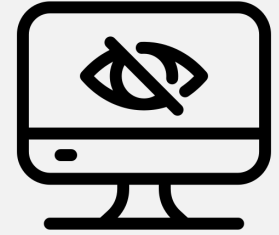
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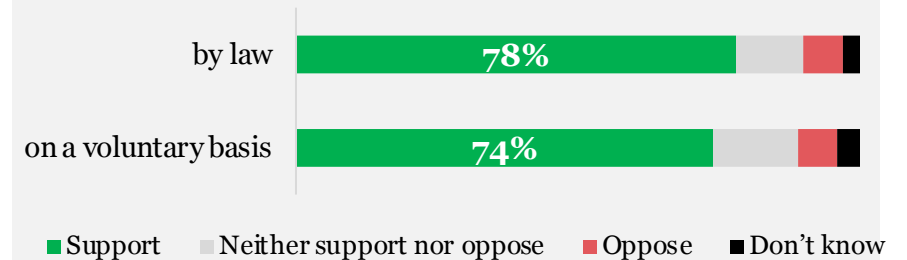
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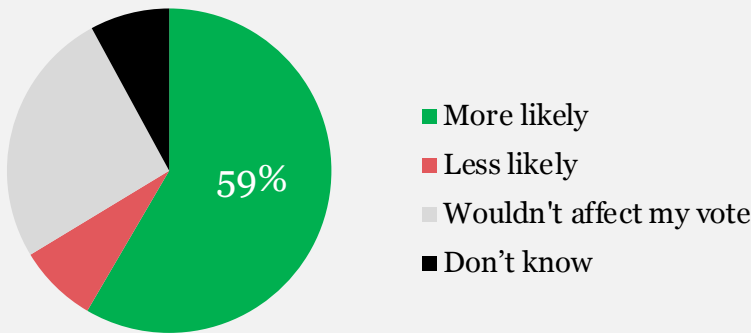
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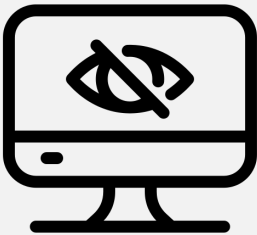
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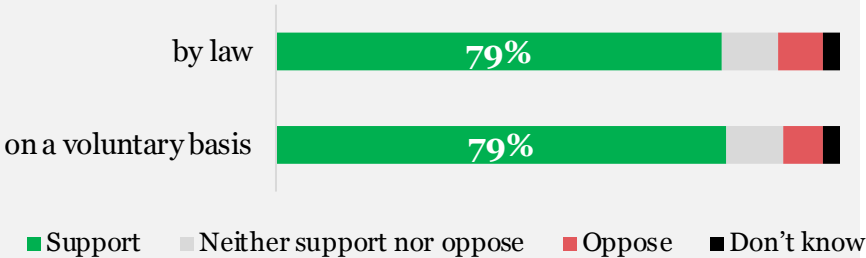
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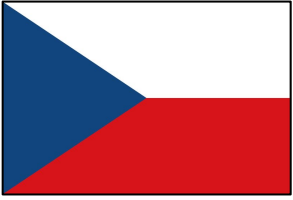


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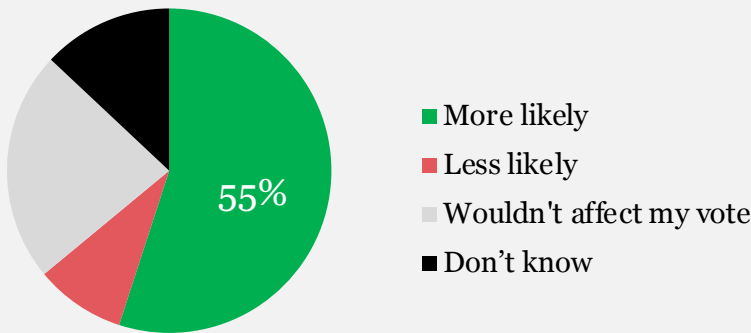
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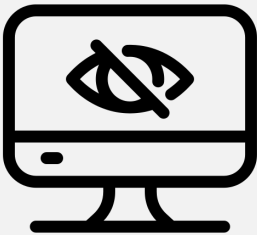
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Online hosting platforms	<b>61%</b>
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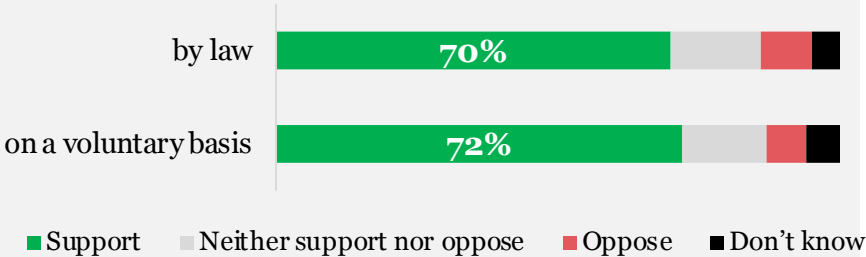
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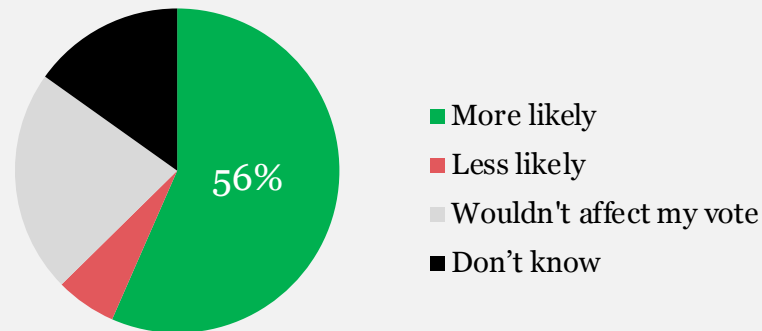
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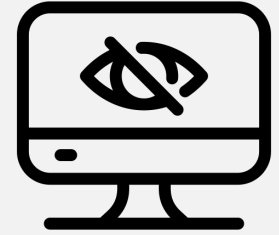
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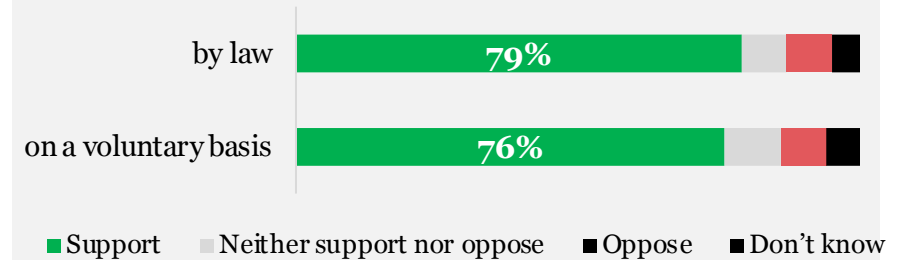
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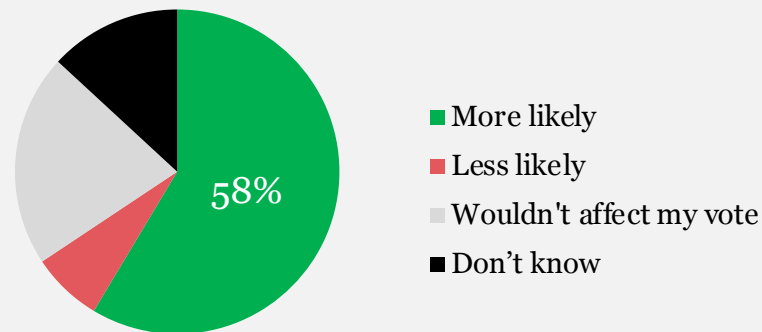
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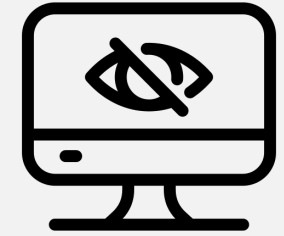
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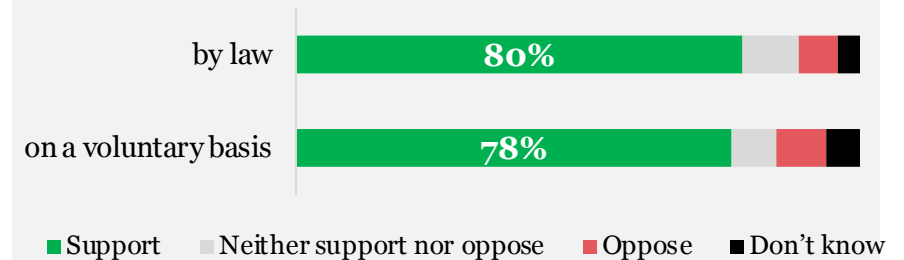
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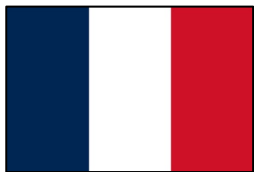


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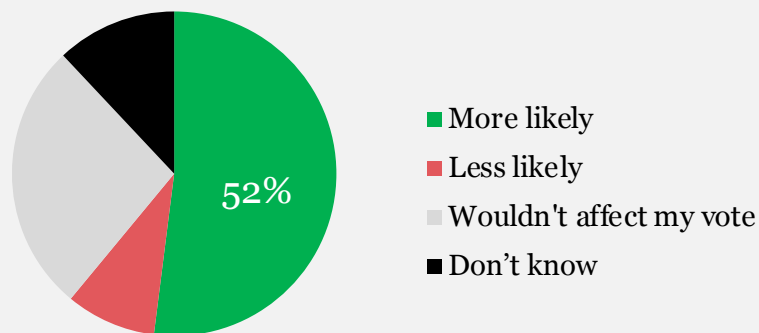
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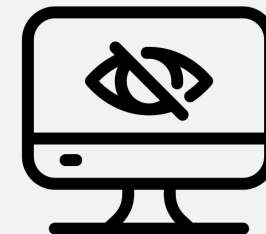
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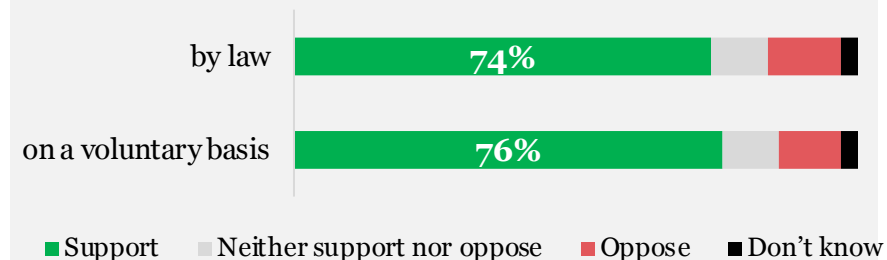
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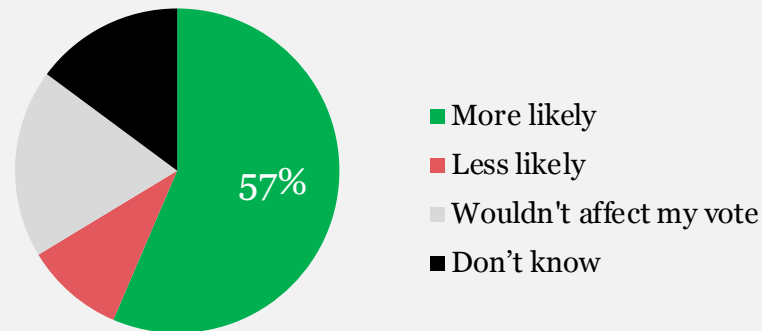
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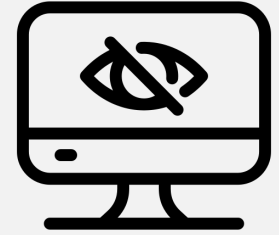
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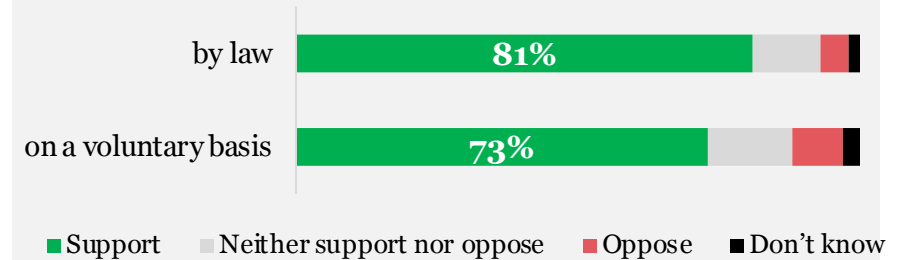
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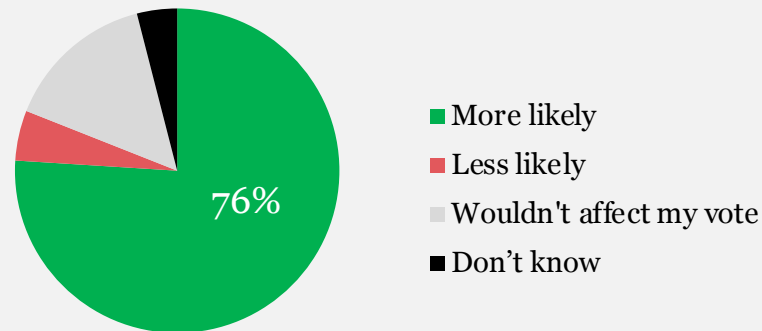
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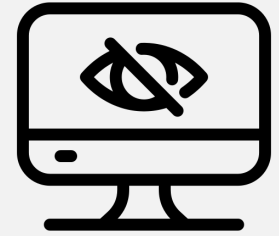
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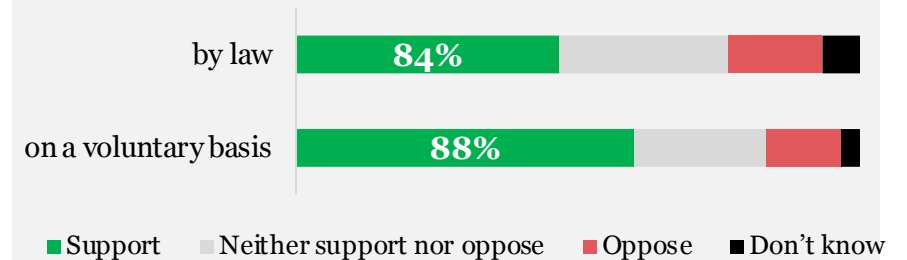
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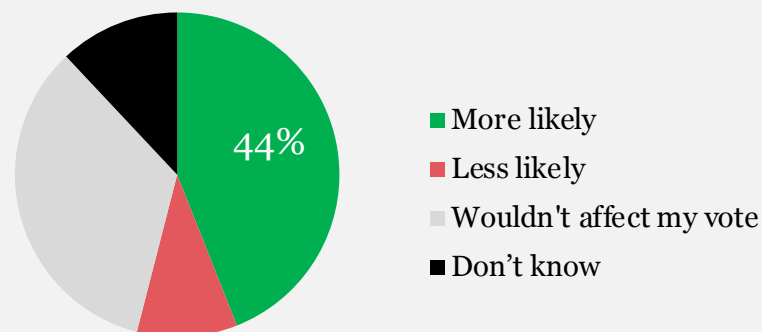
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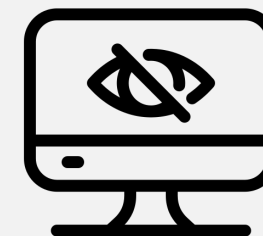
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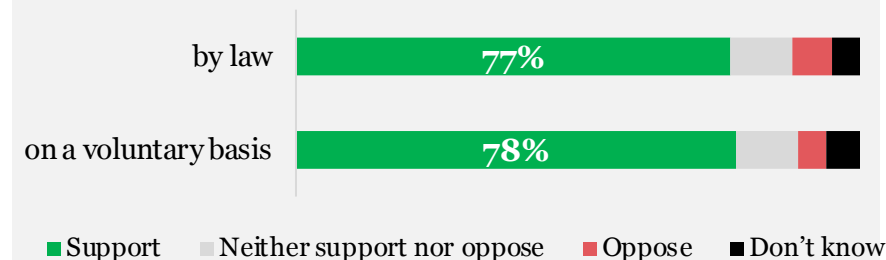
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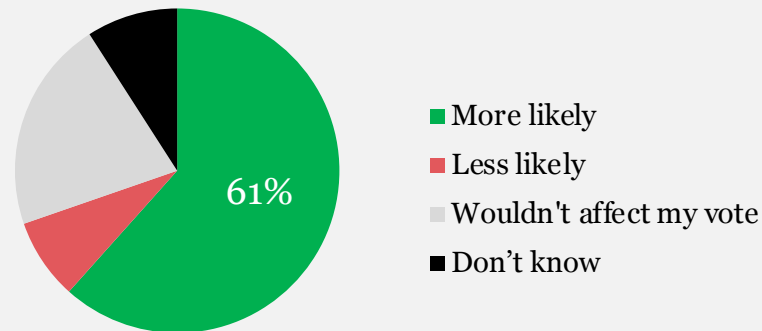
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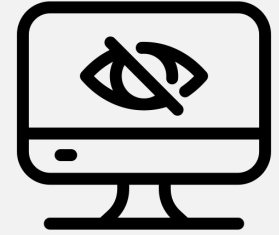
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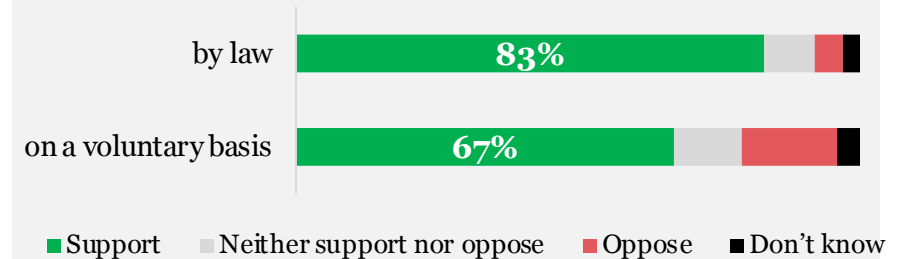
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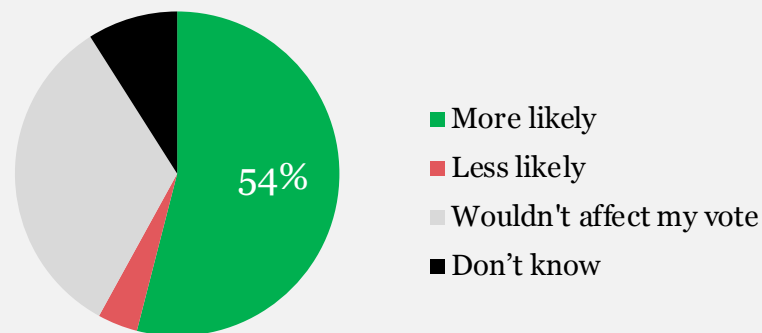
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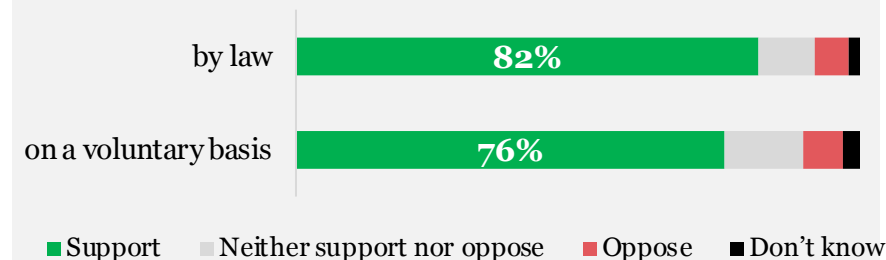
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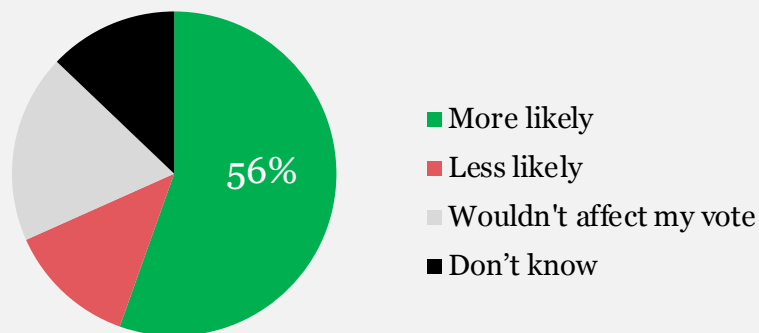
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End-to-end encrypted messaging	<b>67%</b>

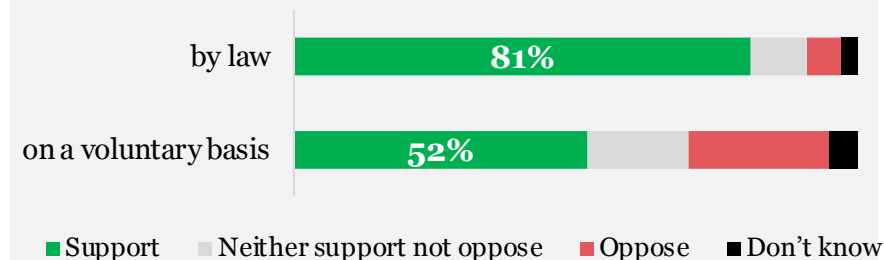
To what extent, if at all, would a decision taken by a member of your national parliament or Member of the European Parliament to support a Regulation to protect children from online child sexual abuse and exploitation affect your likelihood to vote for t



**71%** say they would be willing to compromise some degree of their privacy online if it helps to protect children from potential sexual abuse and exploitation online



To what extent do you support or oppose online service providers using automated tools to detect, report, and remove child sexual abuse material and/or grooming on their platforms...





# Portugal

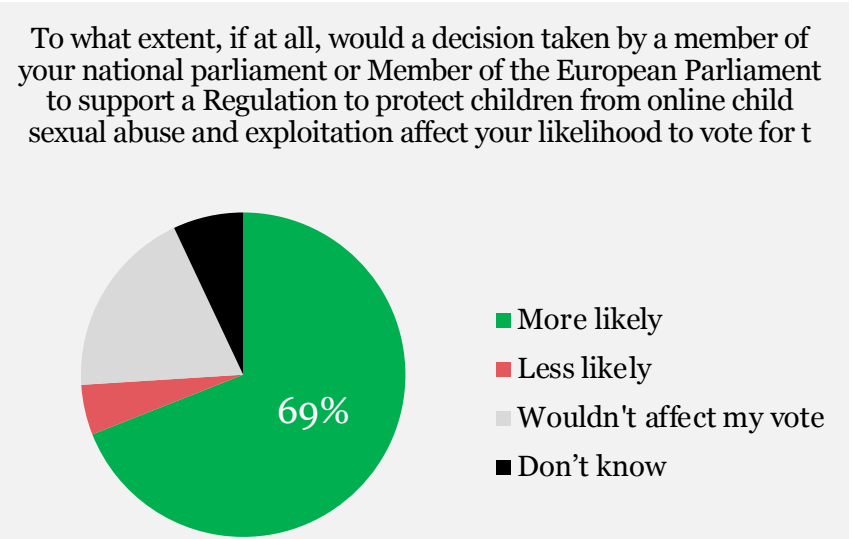
**98%** say it is **important** that there are laws in place to regulate online service providers in order to prevent and combat online child sexual abuse and exploitation

**96%** say online service providers should be required to design and adapt their services to prevent child sexual abuse and exploitation online

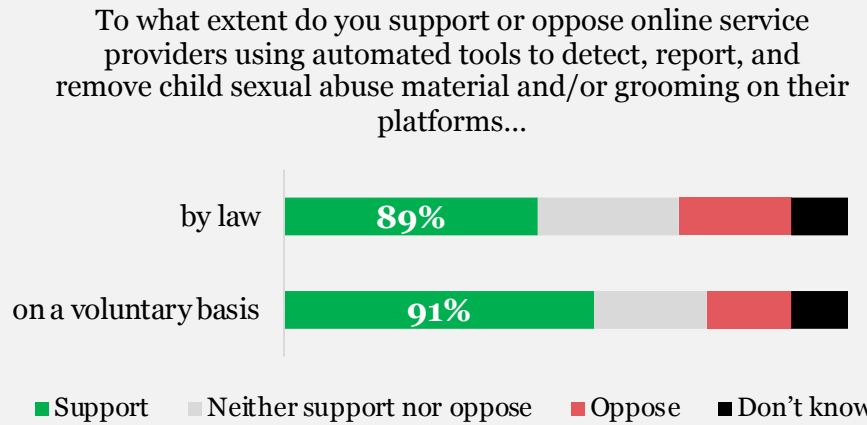
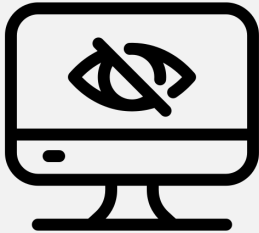
Online service providers are seen as one of the top 3 actors who should be doing **more** to detect and prevent child sexual abuse and exploitation online

% who **support** regulations that require online service providers to detect, remove and report child sexual abuse material and/or grooming on each platform type

Online public spaces	<b>83%</b>
Direct messaging platforms	<b>83%</b>
Online hosting platforms	<b>80%</b>
End-to-end encrypted messaging	<b>80%</b>



**82%** say they would be willing to compromise some degree of their privacy online if it helps to protect children from potential sexual abuse and exploitation online





# Spain

**96%** say it is **important** that there are laws in place to regulate online service providers in order to prevent and combat online child sexual abuse and exploitation

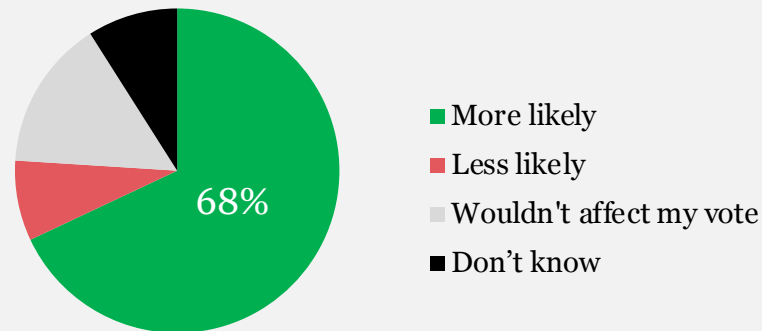
**94%** say online service providers should be required to design and adapt their services to prevent child sexual abuse and exploitation online

Online service providers are seen as one of the top 3 actors who should be doing **more** to detect and prevent child sexual abuse and exploitation online

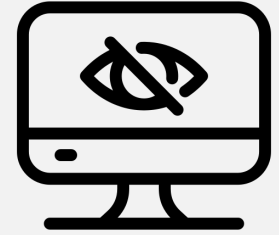
% who **support** regulations that require online service providers to detect, remove and report child sexual abuse material and/or grooming on each platform type

Online public spaces	<b>79%</b>
Direct messaging platforms	<b>80%</b>
Online hosting platforms	<b>77%</b>
End-to-end encrypted messaging	<b>79%</b>

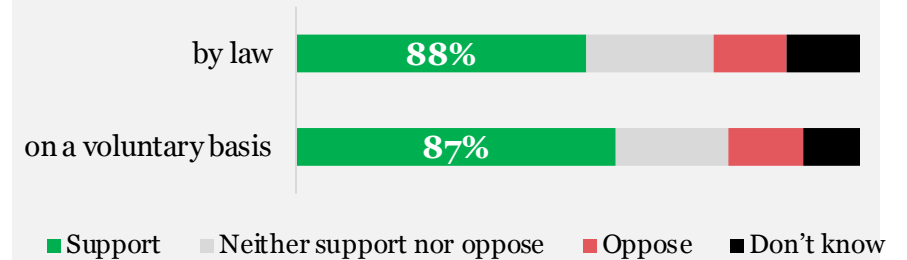
To what extent, if at all, would a decision taken by a member of your national parliament or Member of the European Parliament to support a Regulation to protect children from online child sexual abuse and exploitation affect your likelihood to vote for t



**64%** say they would be willing to compromise some degree of their privacy online if it helps to protect children from potential sexual abuse and exploitation online



To what extent do you support or oppose online service providers using automated tools to detect, report, and remove child sexual abuse material and/or grooming on their platforms...







# Sweden

**95%** say it is **important** that there are laws in place to regulate online service providers in order to prevent and combat online child sexual abuse and exploitation

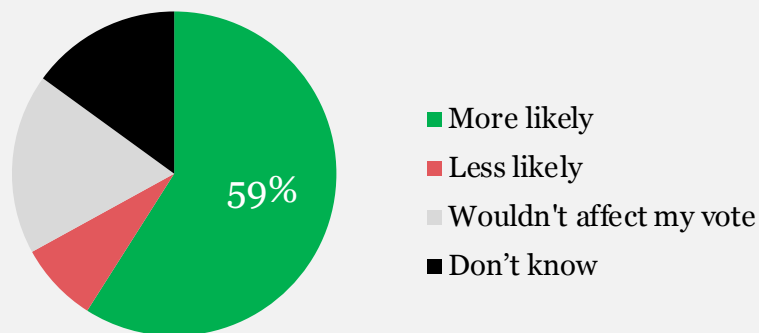
**90%** say online service providers should be required to design and adapt their services to prevent child sexual abuse and exploitation online

Online service providers are seen as one of the top 3 actors who should be doing **more** to detect and prevent child sexual abuse and exploitation online

% who **support** regulations that require online service providers to detect, remove and report child sexual abuse material and/or grooming on each platform type

Online public spaces	<b>75%</b>
Direct messaging platforms	<b>74%</b>
Online hosting platforms	<b>71%</b>
End-to-end encrypted messaging	<b>71%</b>

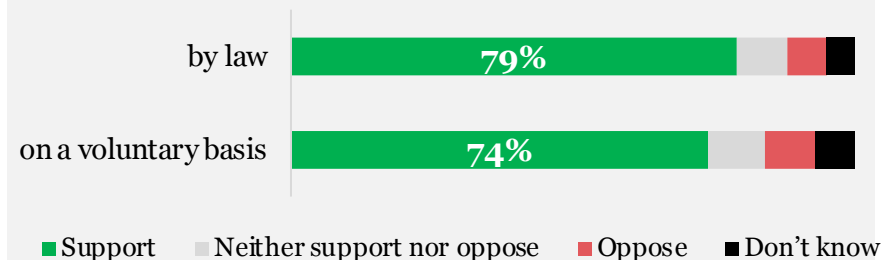
To what extent, if at all, would a decision taken by a member of your national parliament or Member of the European Parliament to support a Regulation to protect children from online child sexual abuse and exploitation affect your likelihood to vote for t



**76%** say they would be willing to compromise some degree of their privacy online if it helps to protect children from potential sexual abuse and exploitation online



To what extent do you support or oppose online service providers using automated tools to detect, report, and remove child sexual abuse material and/or grooming on their platforms...





UK

**97%** say it is **important** that there are laws in place to regulate online service providers in order to prevent and combat online child sexual abuse and exploitation

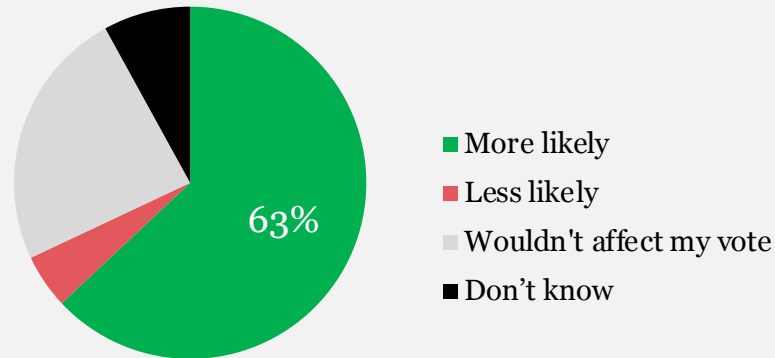
**92%** say online service providers should be required to design and adapt their services to prevent child sexual abuse and exploitation online

Online service providers are seen as one of the top 3 actors who should be doing **more** to detect and prevent child sexual abuse and exploitation online

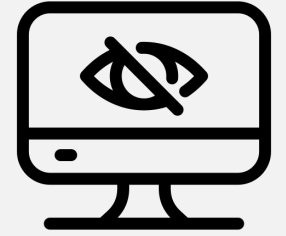
% who **support** regulations that require online service providers to detect, remove and report child sexual abuse material and/or grooming on each platform type

Online public spaces	<b>82%</b>
Direct messaging platforms	<b>82%</b>
Online hosting platforms	<b>79%</b>
End-to-end encrypted messaging	<b>78%</b>

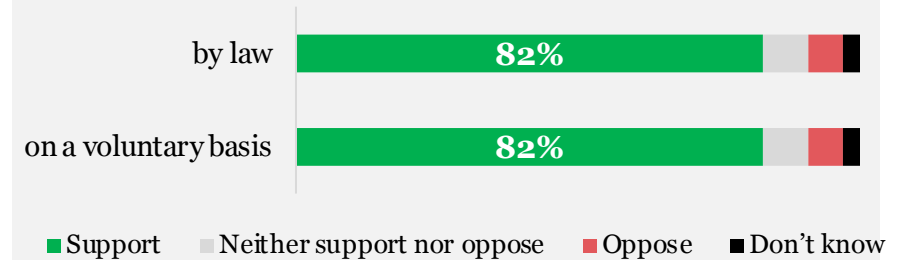
To what extent, if at all, would a decision taken by your MP to support a Regulation to protect children from online child sexual abuse and exploitation affect your likelihood to vote for them



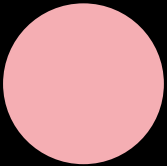
**78%** say they would be willing to compromise some degree of their privacy online if it helps to protect children from potential sexual abuse and exploitation online



To what extent do you support or oppose online service providers using automated tools to detect, report, and remove child sexual abuse material and/or grooming on their platforms...

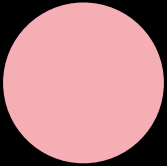


# Thank you



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