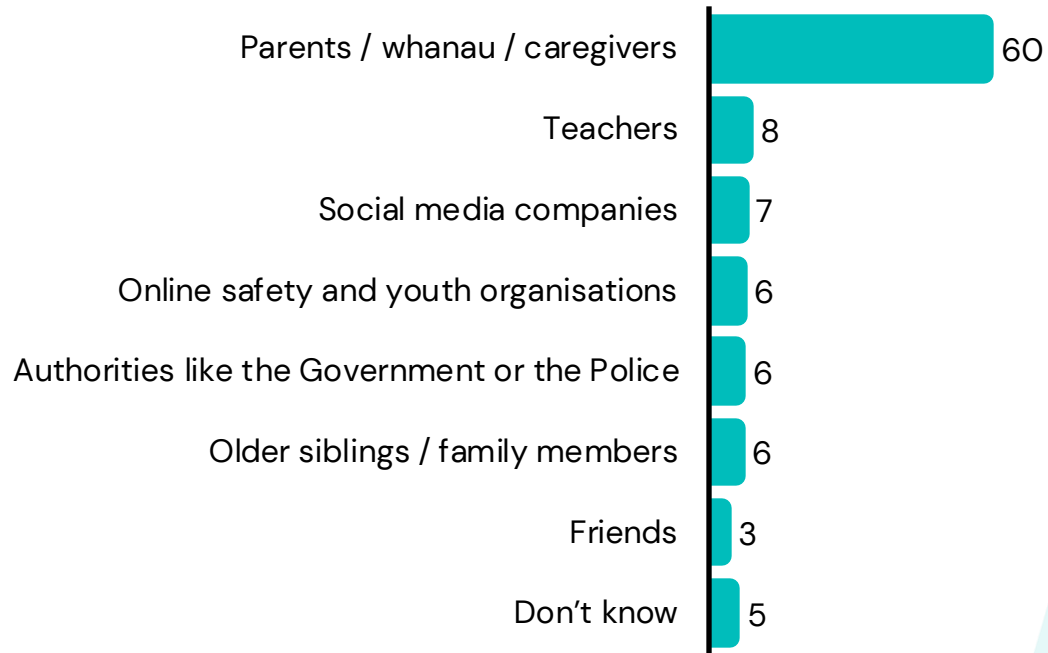


NZ digital safety survey

A hand holding a smartphone with a survey displayed on the screen, set against a background of glowing blue speech bubbles.

Responsibility for talking to young people about online safety

Who, if any, of the following do you think has the biggest responsibility to talk to young people about online safety? (%)

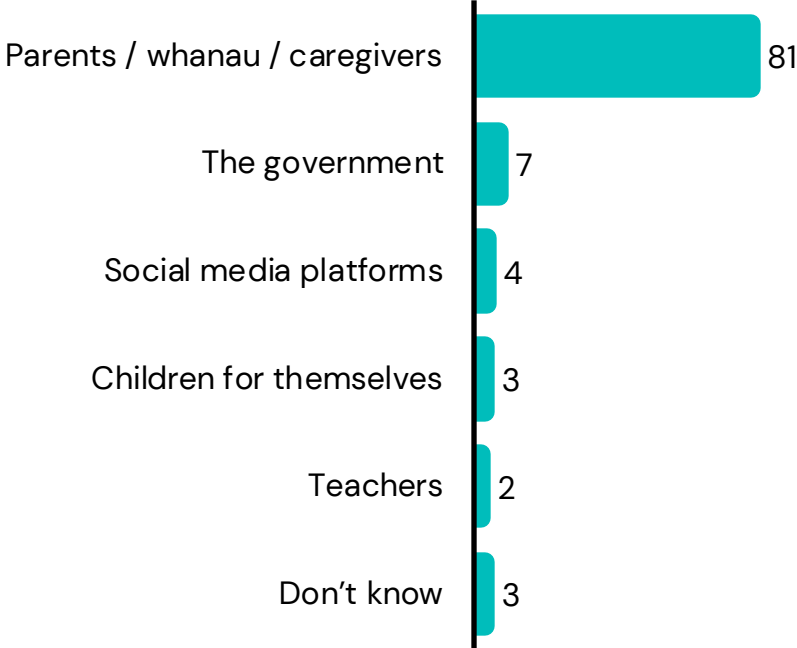


Respondents aged under 30 were less likely to say parents (45%) and slightly more likely to mention teachers (11%) and social media companies (10%).

Parents of children under 18 gave similar answers – 64% said parents have the biggest responsibility.

Responsibility for deciding when someone starts social media

Who do you think has the biggest responsibility in deciding when a young person should start social media? (%)



Older respondents were more likely to say parents:

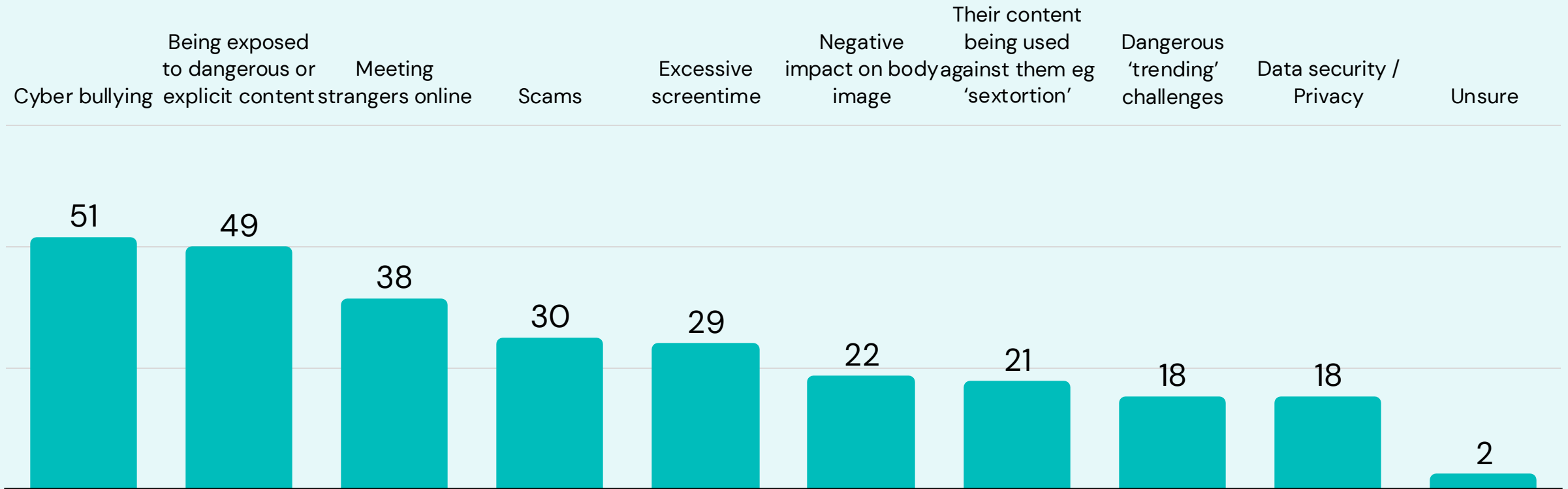
- Under 30 ... 71%
- 30-44 77%
- 45-59 83%
- 60+ 90%



Parents of children under 18 gave similar answers – 77% said parents have the biggest responsibility.

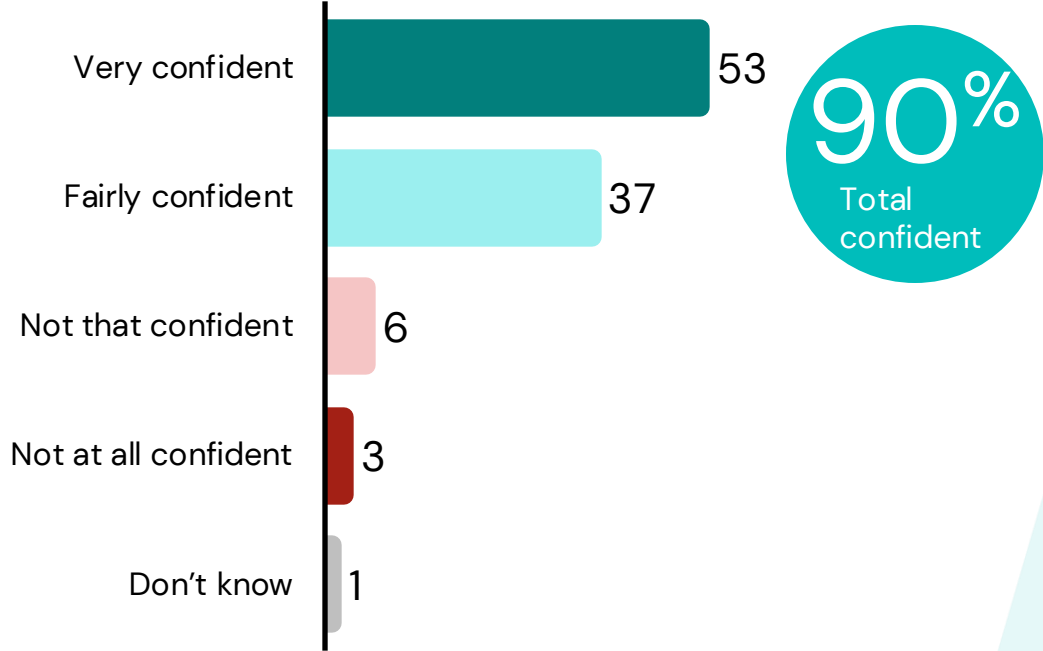
Top social media concerns for children

Which THREE of the following are you most concerned about for your child(ren) on social media? (%)

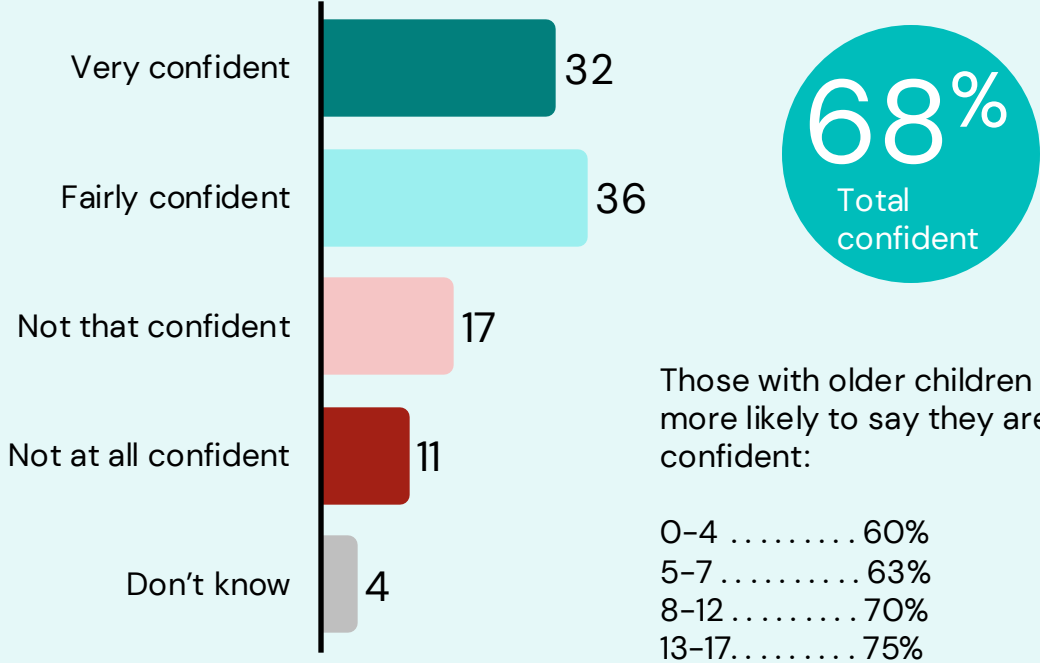


Parental confidence with children's social media

In general, how confident would you feel talking to your child(ren) about social media? (%)



In general, how confident would you feel about setting up a social media account for your child(ren)? (%)

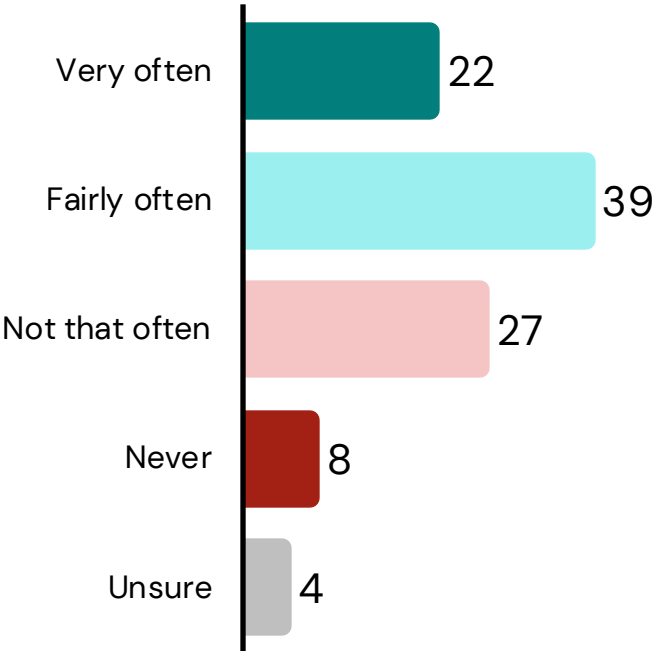


Those with older children were more likely to say they are confident:

- 0-4 60%
- 5-7 63%
- 8-12 70%
- 13-17 75%

Frequency of online safety conversations

How often do you talk to your child(ren) about online safety? (%)



61%
Total often

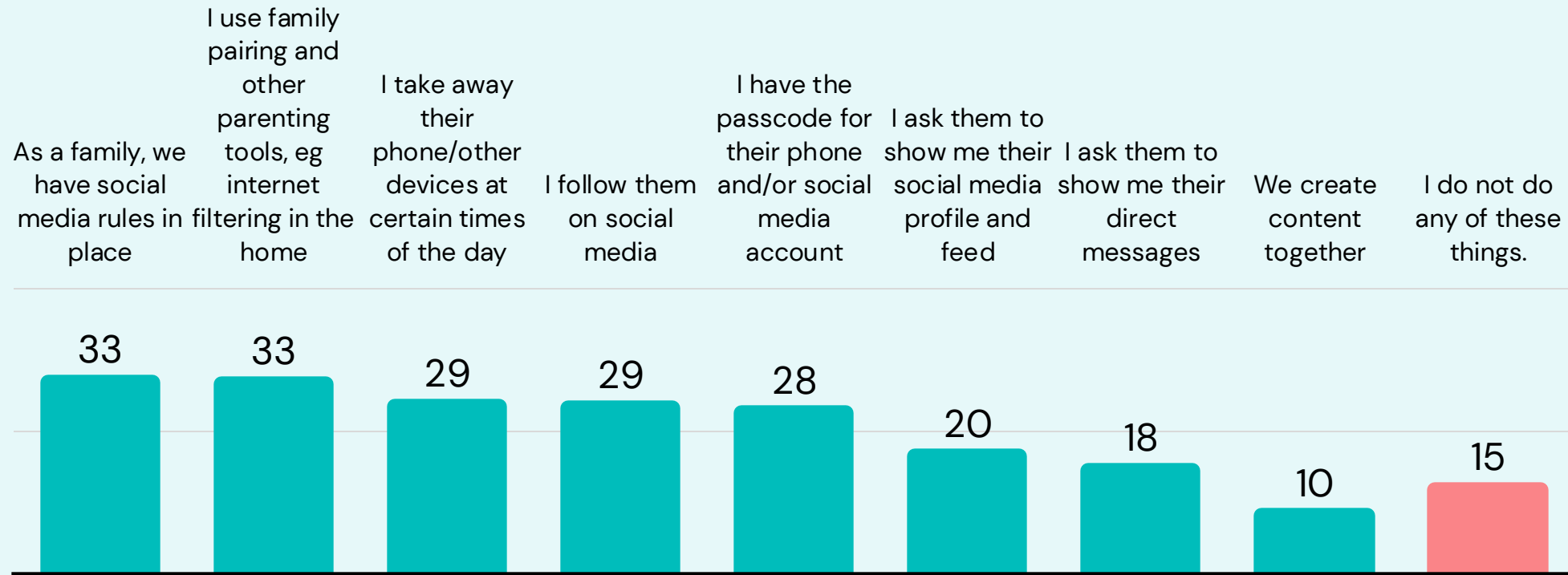
Those with older children were more likely to say very or fairly often:

0-4	47%
5-7	64%
8-12	71%
13-17	69%



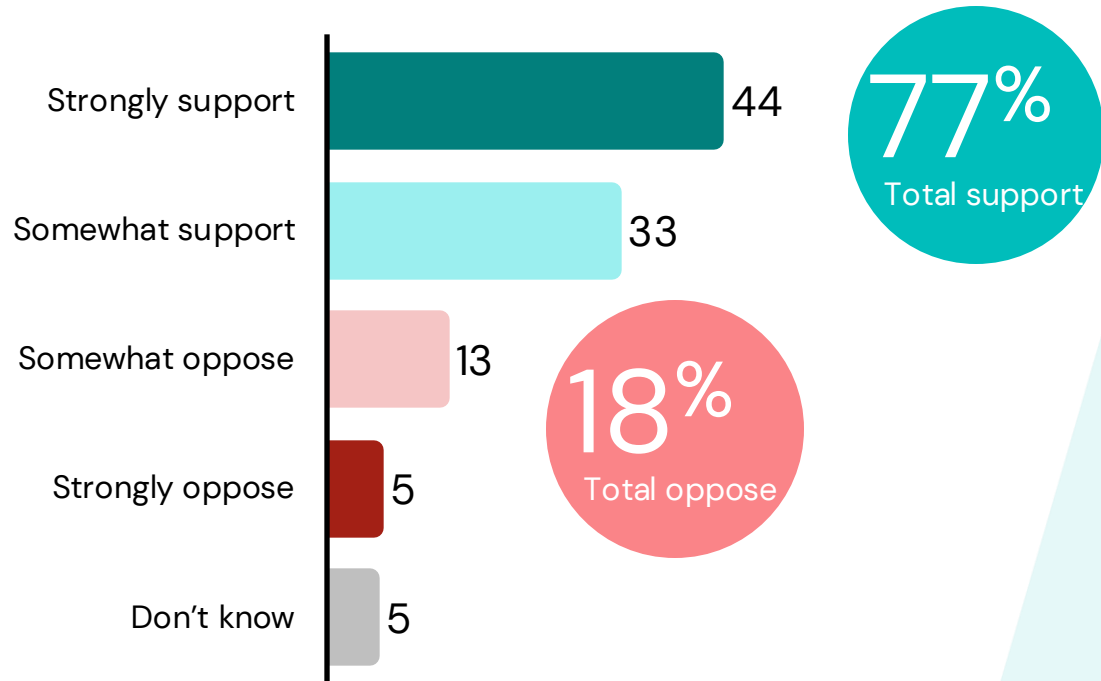
Actions taken by parents

Thinking about your child(ren), which, if any, of the following do you do? Please select all that apply. (%)



Support for banning phones at school

How strongly do you support or oppose the Government's rules banning students from using mobile phones at school? (%)



Older respondents were more likely to support the ban:

- Under 30 ... 60%
- 30-44 76%
- 45-59 78%
- 60+ 89%



Parents of children under 18 gave similar answers – 78% support the ban; 18% oppose.

Methodology

Nationwide survey



Results in this report are based upon questions asked in a Talbot Mills Research nation-wide online survey. The basis of the sample is n=1227 nationally representative respondents in New Zealand 18 years of age and over.

Many questions were just asked of respondents with children under 18 (n=450).



Representative sample

Interlocked age, gender and regional quotas were used during sampling. Weighting was further used to enhance how closely the results represent the adult population of New Zealand.

The maximum sampling error for a sample size of 1227 at the 95% confidence level is $\pm 2.9\%$.

The maximum sampling error for a sample size of 450 at the 95% confidence level is $\pm 4.6\%$.



Fieldwork dates

Fieldwork for the questions in this report was conducted between the 14th to the 25th March 2025



Reporting

All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%. (For example: $2.7 + 3.5 = 6.2$ would appear: $3 + 4 = 6$).