

# ONLINE SAFETY SURVEY RESULTS

This report presents the findings of a survey, carried out by Our Kids Online, exploring New Zealand parents' and caregivers' awareness of children's potential exposure to online harms and solutions to minimise these harms.

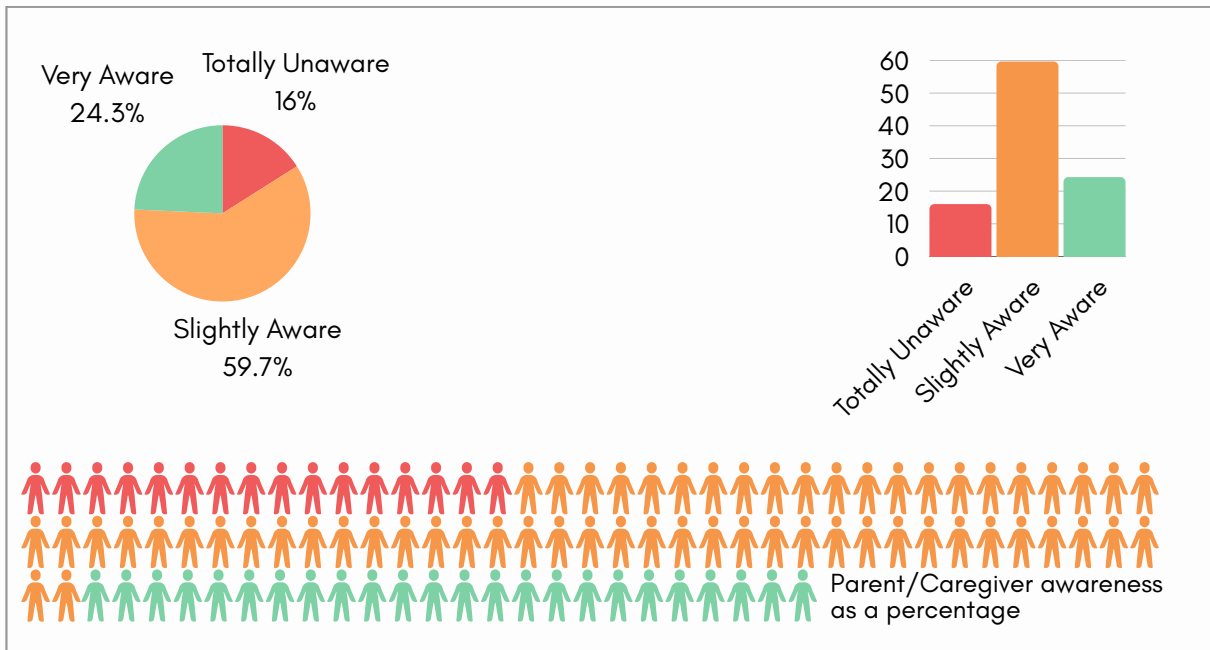
## PARTICIPANTS

Data was collected from 4,671 parents and caregivers throughout New Zealand, during the period June 2022 to February 2024, via surveys at in-person online safety information evenings. The survey asked attendees to rate their awareness of children's potential exposure to four different categories of harms and awareness of solutions to minimise these harms.

This is New Zealand's largest known study on parent/caregiver awareness of children's potential exposure to online harms and available solutions. The following infographics detail the results of this survey, published in March 2025.

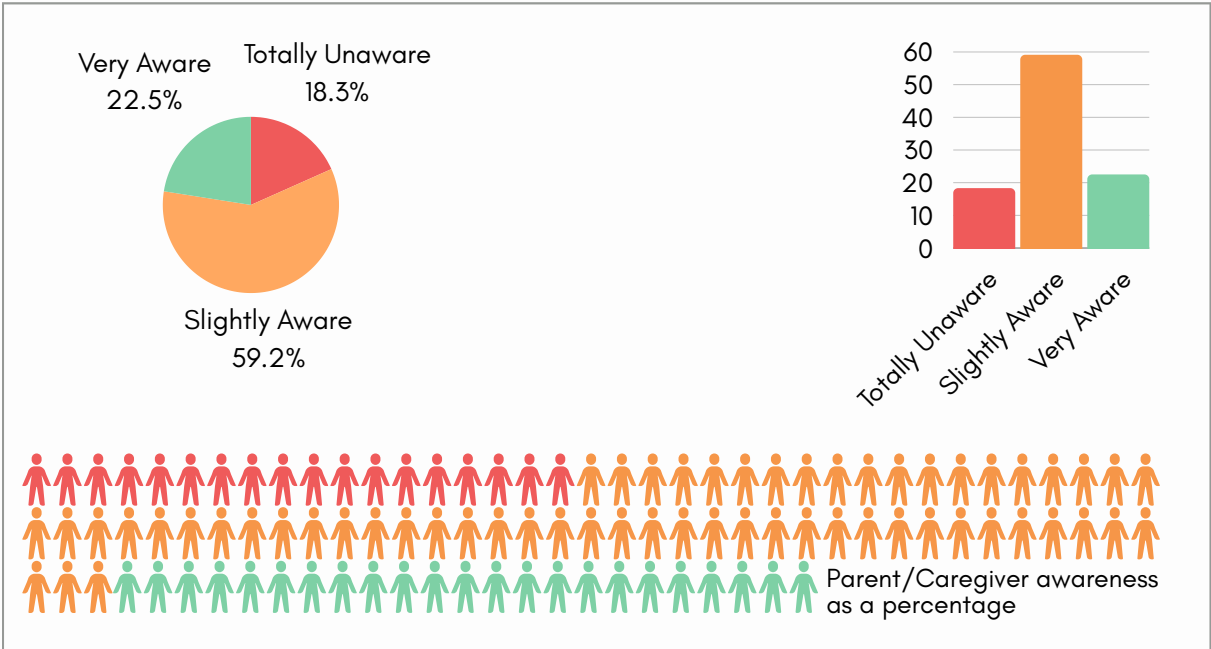
## PORNOGRAPHY

The following shows the self-reported awareness of parents and caregivers in relation to children's potential exposure to online pornography.



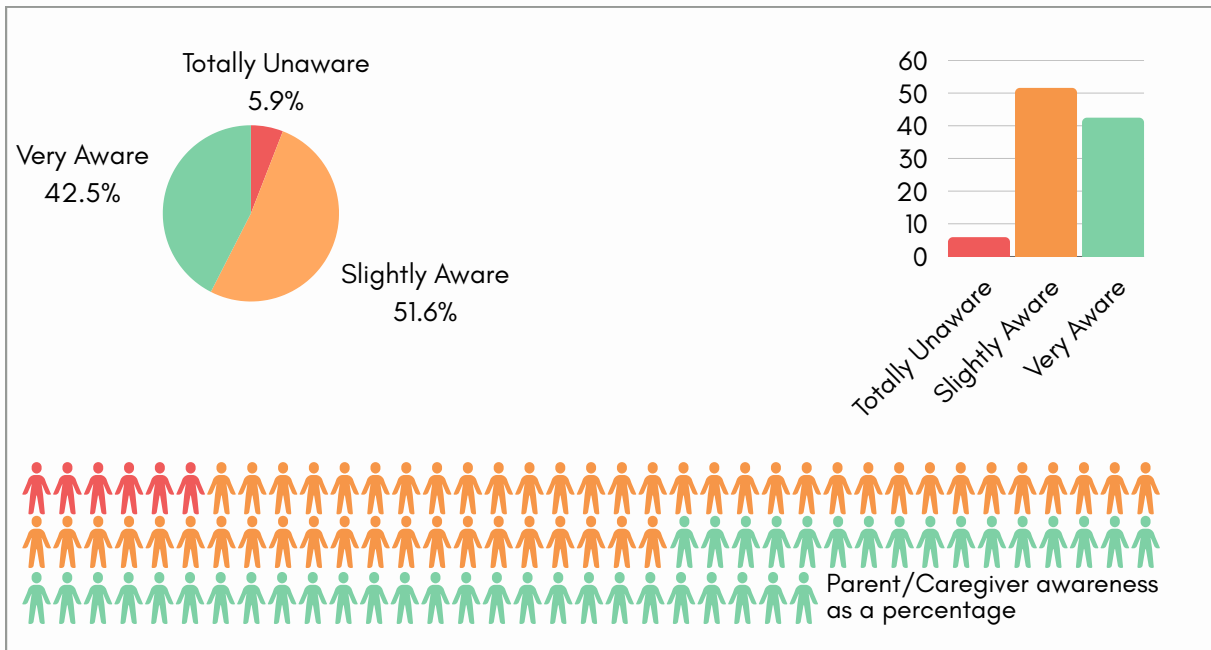
## PREDATORS

The following shows the self-reported awareness of parents and caregivers in relation to children's potential exposure to online predators.



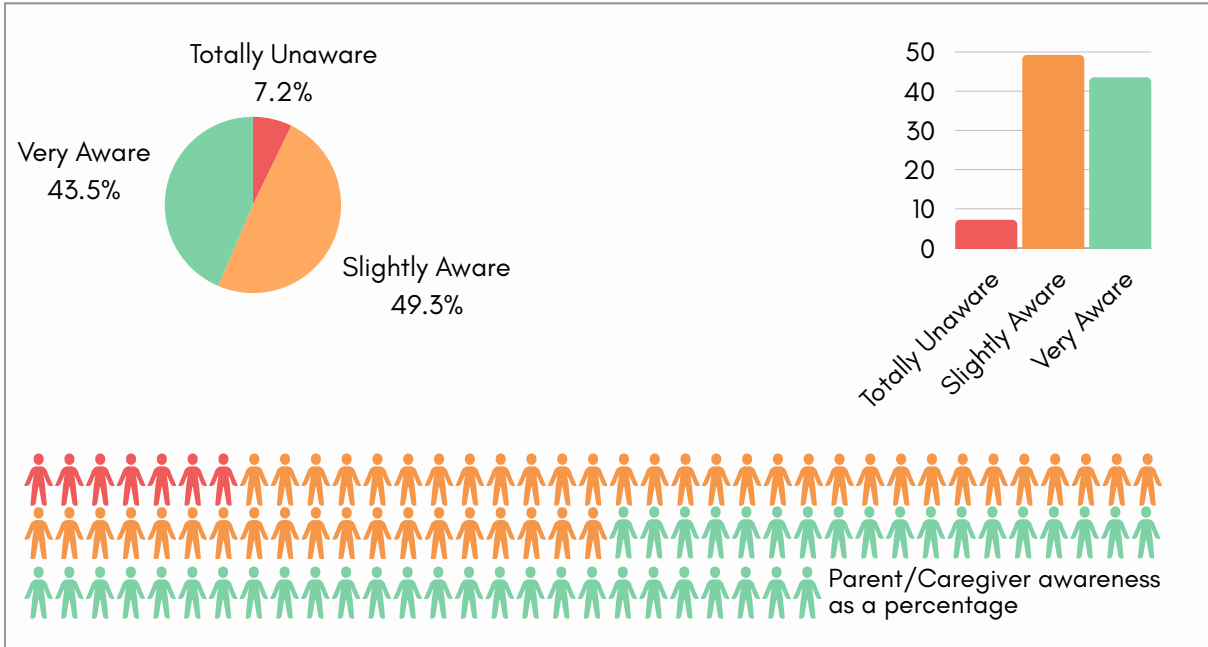
## CYBERBULLYING

The following shows the self-reported awareness of parents and caregivers in relation to children's potential exposure to online bullying.



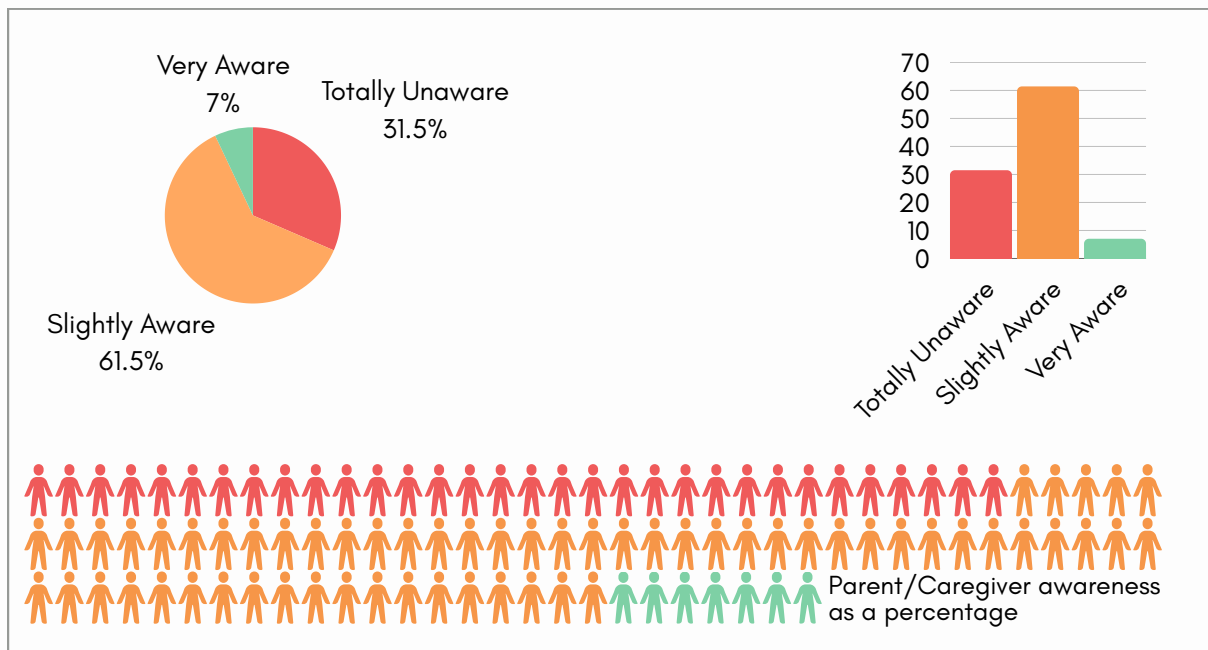
## SOCIAL MEDIA

The following shows the self-reported awareness of parents and caregivers in relation to children’s potential exposure to negative impacts during social media engagement.



## SOLUTIONS TO MINIMISE HARM

The following shows the self-reported awareness of parents and caregivers of solutions to minimise harms to children when online.



## CONCLUSION

The results of the survey, which involved 4,671 parents and caregivers, highlight concerning gaps in awareness regarding critical online safety concerns for children in New Zealand.

These findings from this survey strongly justify the need for legislation to protect children under 18 years of age, from online harm. A notable portion of participants were either slightly aware or totally unaware of key risks.

Specifically:

- **75.69%** were slightly aware or totally unaware of potential pornography exposure;
- **77.47%** were slightly aware or totally unaware of potential predator exposure;
- **57.5%** were slightly aware or totally unaware of potential cyberbullying;
- **56.45%** were slightly aware or totally unaware of the potential negative impacts of social media; and
- **92.94%** were slightly aware or totally unaware of solutions to minimise harm.

The data suggests, that despite some level of awareness, there remains a widespread lack of comprehensive understanding about the risks children face online, and the available tools to mitigate these threats.

The current level of understanding is not enough to keep children safe in an increasingly complex digital environment. With the growing prevalence of digital technologies and the increasing vulnerability of minors, proactive government intervention through legislation could significantly reduce the risks and ensure a safer online experience for children in New Zealand.

## REPORT INFORMATION

The survey results are presented as percentages, reflecting the proportion of respondents who selected each answer. Since all questions were multiple-choice with three response options, this approach provides a clear and comparable view of parental/caregiver awareness across the surveyed topics.

## CONTACT US

For any queries or to find out more, email us: [admin@ourkidsonline.info](mailto:admin@ourkidsonline.info) or visit our website: <https://www.ourkidsonline.info>