



Online Child Sexual Exploitation Public Awareness Campaign

Survey Findings Report

Prepared for Public Safety Canada

Supplier: EKOS RESEARCH ASSOCIATES INC.

Contract Number: CW2420584

Contract Value: \$89,730.50 including HST

Award Date: October 2, 2025

Delivery Date: February 9, 2026

Registration Number: POR 029-25

For more information on this report, please contact [Public](#) Safety Canada at: ps-marketing-marketing.sp@ps-sp.gc.ca

Ce rapport est aussi disponible en français

Online Child Sexual Exploitation Public Awareness Research

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This public opinion research report presents the results of an online survey conducted by EKOS Research Associates Inc. on behalf of Public Safety Canada. The research study was conducted with 1,084 members of the general public and 1,008 parents of children between the ages of 8 and 18, in November 2025.

Cette publication est aussi disponible en français sous le titre : Recherche sur la sensibilisation du public à l'exploitation sexuelle des enfants en ligne.

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Communications Branch
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Portage III Tower A
16A1-11 Laurier Street
Gatineau QC K1A 0S5

Catalogue Number: PS18-63/2026E-PDF

International Standard Book Number (ISBN): 978-0-660-97912-0

Related publications (registration number: POR 029-25)

Catalogue Number PS18-63/2026F-PDF (French Report)

ISBN 978-0-660-97913-7

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TABLE OF CONTENTS

List of Tables	4
List of Charts	4
Executive Summary	6
A. Background and Objectives	6
B. Methodology	7
C. Key Findings	7
D. Note to Readers	11
E. Political Neutrality Certification	11
Detailed Findings	12
A. Understanding of OCSE	12
B. Parents' Behaviour	21
C. Motivations and Barriers to Discussing OCSE	34
D. Personal Experience with OCSE	42
E. Information Needs	48
F. Familiarity with Cybertip.ca	51
G. Satisfaction with Efforts to Protect Children	53
Appendices	54
A. Methodology	54
B. Survey Questionnaire	58
C. Additional Tables	83

LIST OF TABLES

- Table 1: Meaning of OCSE
- Table 2: OCSE Issues
- Table 3: Source of OCSE Awareness
- Table 4: Safeguards at School (Parents)
- Table 5: Child's Social Media Sites (Parents)
- Table 6: Online Activity Discussion Topics
- Table 7: Reaction to Inappropriate Images (Parents)
- Table 8: Encountering OCSE (Parents)
- Table 9: Nature of Incident (Parents)
- Table 10: Action Taken (Parents)
- Table 11: Effects of OCSE Experience (Parents)
- Table 12: Information Needed
- Table 13: Response Rates
- Table 14: Sample Characteristics
- Table 15: Meaning of OCSE (repeat of Table 1 adding 2020 results)
- Table 16: OCSE Issues (repeat of Table 2 adding 2020 results)
- Table 17: Source of OCSE Awareness (repeat of Table 3 adding 2020 results)

LIST OF CHARTS

- Chart 1: Attitudes towards Internet Safety
- Chart 2: Aware of Something about OCSE
- Chart 3: Consideration of OCSE as an Issue Locally, and in the Rest of the World
- Chart 4: Access to Online
- Chart 5: Monitoring Activity
- Chart 6: Safeguards at Home
- Chart 7: Follow Child's Social Media
- Chart 8: Know Child's Password
- Chart 9: Who Child Interacts with Online
- Chart 10: Access to Cellphone
- Chart 11: Intensity of Use of Cellphone
- Chart 12: Type of Use of Cellphone
- Chart 13: Physical Content
- Chart 14: Social Content

- Chart 15: Psychological Ability
- Chart 16: Automatic Motivation
- Chart 17: Reflective Motivation
- Chart 18: Child Experiencing Online Sexual Exploitation
- Chart 19: Dissemination of Information
- Chart 20: Familiarity with Cybertip.ca
- Chart 21: Use of Cybertip.ca
- Chart 22: Satisfaction with Efforts to Protect Children from Sexual Exploitation

EXECUTIVE SUMMARY

A. BACKGROUND AND OBJECTIVES

The Government of Canada's National Strategy for the Protection of Children from Sexual Exploitation was launched in 2004 and expanded in 2009. In 2020, the Voluntary Principles to Counter Online Child Sexual Exploitation and Abuse were launched to provide a framework to combat online sexual crimes against children and coordinate action between governments and industry partners. Public Safety Canada (PS) launched a national awareness campaign in March 2021 that focused on changing the attitudes and behaviours of Canadians on the subject of online child sexual exploitation, a reprehensible crime causing life-long harm and suffering to victims. According to the PS website, online child sexual exploitation (OCSE) encompasses a number of sexually exploitative and harmful behaviours that occur or are facilitated online and through the use of digital technologies. OCSE is one of the most disturbing public safety issues facing society today. It continues to harm past and present generations of children in Canada and abroad¹. It includes:

- Child sexual abuse material - Actual, but also fictitious, written depictions of child sexual abuse, audio, video, and images, also known as child pornography;
- Self-generated materials and sexting – Youth-generated explicit images/videos on the Internet, which are often further distributed without consent;
- Sexual extortion – Use of coercion and threats to extort child sexual exploitation images/videos from youth (either by other youth or adult offenders), or “financial” sexual extortion where predators threaten to release the compromising material unless the victim sends payment;
- Grooming and luring – Use of applications and platforms to connect with children and youth for the purpose of sexually exploiting them;
- Live child sexual abuse streaming – Viewing of child sexual abuse in real-time often involves the offender directing the abuse; and
- Made-to-order content – Ordering videos/images to suit offenders' preferences.

The campaign was renewed to continue to increase awareness levels of OCSE, including increasing public and parental understanding that sexting poses a risk of OCSE for children (persons under 18). Canada's Criminal Code serves to protect children from all forms of child sexual abuse and exploitation material (per Bill C-291, which came into force in October 2025), the use of the Internet to lure children, from sexual contact or touching, and the procurement of

¹ <https://www.publicsafety.gc.ca/cnt/cntrng-crm/chld-sxl-xplttt-nttrnt/abt-nln-chld-sxl-xplttt-en.aspx>

children for illicit sexual activity. PS has been leading efforts to combat this crime through the National Strategy, in collaboration with the RCMP, Justice Canada and the Canadian Centre for Child Protection.

The objective of the current research is to track changes in awareness in the general public and among the target group of parents with children between the ages of 8 and 18 since the baseline established in early 2020 and the previous tracking surveys conducted in 2022 and 2023. It is also designed to measure changes in awareness and attitudes and behaviours related to online child sexual activity among parents, and through second-hand reporting, among children aged 8 to 18.

B. METHODOLOGY

The OCSE Public Awareness Research Survey was conducted online between November 3 and 19, 2025. The survey included 1,008 Canadians aged 18 and over with at least one child between the ages of 8 and 18 and is compared with 1,084 members of the general public aged 18 and over. Each randomly recruited probability sample carries with it a margin of error of +/-3.2%. The margin of error for key segments within each sample is between +/-5% and +/-10%. The sample source is an in-house *Probit* panel of randomly recruited Canadians. The survey instrument was delivered online as well as by telephone and available in both official languages. The average length of the survey was 13 minutes online and 21 minutes by telephone. The overall response rate for the survey was 16%. Appendix A presents further details on the methodology for the survey.

C. KEY FINDINGS

Online safety for children is a concern among both parents and the general public in Canada. About eight in 10 disagree that kids today live in a safe online environment. The majority agree that digital service providers should be able to proactively seek out child abuse material on their platforms, even if it means less online personal privacy for Canadians.

A clear majority of parents (68%) and the general public (62%) reported hearing, reading, or seeing at least something about OCSE, a four-point increase from 2023. Over eight in 10 believe OCSE is a significant problem outside of Canada. More than seven in 10 parents and six in 10 members of the general public feel OCSE is a problem in Canada, and only slightly fewer believe it to be a problem in their province. As jurisdictions narrow locally, relatively fewer perceive OCSE to be a problem (in your city; between four in 10 and half, or your neighbourhood; one in four).

Parents Behaviour

Parents outline the various ways their children are online; predominantly on a phone or tablet (90%), school computer (79%), home computer (75%), or gaming system (54%). Over half of children under 14 (55%) and nearly all children 14 and over (96%) have access to a cellphone. About four in 10 (41%) mostly or always monitor their child's online activity at home, although 30% rarely or never do. About half keep the computer in a common room (52%), or check browser history (50%), while 40% block sites. Seven in 10 (73%) parents feel their child spends too much time online.

Among parents with children on social media, about three-quarters follow their child's social media at least some of the time and 58% know at least some of their children's passwords. Monitoring is higher for younger children and decreases as they get older. A majority of parents (59%) report that their child interacts with friends and family only.

Parents more often talk about certain aspects of online activities with their child, including who they talk to or interact with, what they talk to others about, and what sites they are visiting. Other online activities are talked about less frequently, such as what to do if they are asked to do something that makes them uncomfortable, sending sexual images or videos online, grooming, privacy settings, and what to do if someone is being exploited online. Some OCSE topics are never talked about by a portion of parents, such as capping (when someone takes a screenshot, or captures an image or video without the person's knowledge), sexual extortion, and sexting, although parents of older children are more likely to talk about these.

Motivations and Barriers to Discussions

When thinking of their ability to address OCSE with their child, 92% of parents say they feel responsible for talking to their child about Internet safety, and 85% disagree that they don't have time to talk to their child about their online activities. About six in 10 (62%) feel they know how to talk about Internet safety with their child. On the other hand, only 19% say they keep resources about Internet safety handy. One in three (32%) also feel they cannot keep up with the technology, apps, and games their children are using and 44% feel they do not know where to seek help about Internet safety.

About half of parents agree that talking about online safety with their child makes them feel good (50%) and makes them feel safe (47%). A similar proportion (46%) say this is a habit, although this is more likely among those who have heard about OCSE, feel it is a problem locally, or have come across inappropriate behaviour.

Experience with Online Child Sexual Exploitation

Nearly half (46%) of parents report that their child has come to them to discuss questionable online activity that they have experienced or heard about from a friend or peer, on par with 2023 but a significant increase from 33% in 2020. Three in 10 (31%) parents have come across inappropriate behaviour geared towards their child or other youth online, a steady increase from 2020. Six percent report that their child has been a victim of OCSE. According to parents, inappropriate behaviour online has affected mental health, social relationships, and performance at school or work.

Information about Online Child Sexual Exploitation

More than one in three (36%) parents have looked for information about OCSE and how to protect their children, an increase from one in four reported in 2022. In terms of information needed, most parents would like information on how to recognize the signs and symptoms of OCSE (66%) and privacy and security measures (63%). About half (49%) want information on how to talk to their children about OCSE. Most parents would like to find information through a website (68%) or to receive information through their child's school (65%). About four in 10 prefer to receive information through social media (41%) or pamphlets and brochures in the mail (37%).

Cybertip.ca

Familiarity with cybertip.ca continues to be low, with only 14% of parents and 13% of members of the general public saying they are somewhat or very familiar with the website and/or the Canadian Centre for Child Protection. Awareness among the general public, however, has seen a modest increase from 8% in 2020. Among those who have some familiarity with cybertip.ca, 33% of parents and 21% of the general public have used it to access educational resources. Relatively few have signed up for alerts or filed a report.

Satisfaction with Efforts to Protect Children

Most parents are not satisfied with the efforts of either their electronic service providers or the justice system to protect children from sexual exploitation. They hold more mixed views on law enforcement, with roughly equal proportions saying they are satisfied and not satisfied. The vast majority are at least moderately satisfied with actions taken by the Government of Canada. Satisfaction with each of these four groups is lower among those who are more familiar with OCSE.

Key Takeaways

Key takeaways of this research include:

- Online safety for children is a concern among both parents and the general public in Canada.
- About 80% of parents agree that kids live in an unsafe online environment, and the majority agree that digital service providers should be able to proactively seek out, report and remove child abuse material on their platforms, even if it means less online personal privacy for Canadians.
- Over 70% of parents and 60% of the general public feel OCSE is a problem in Canada.
- Ninety percent of parents report that their children are online on a phone or tablet.
- Familiarity with cybertip.ca, Canada's tipline for reporting OCSE is low, with only 14% of parents saying they are somewhat or very familiar with the website and/or the Canadian Centre for Child Protection. Among those who have some familiarity with cybertip.ca, 33% of parents and 21% of the general public have used it to access educational resources. Relatively few have signed up for alerts or filed a report.
- Four in ten (41%) parents do not know what safeguards their child's school has in place for online activity.
- One in four (27%) parents do not know where to go to seek help about Internet safety, and one in three (32%) say they cannot keep up with technology.
- Most parents would like to find information about OCSE through a website (68%) or to receive information through their child's school (65%).
- Seventy percent of parents are not satisfied with the efforts of their electronic service providers to protect children from sexual exploitation online.

D. NOTE TO READERS

Detailed findings are presented in the sections that follow. Overall results are presented in the main portion of the narrative and are typically supported by graphic or tabular presentation of results. Bulleted text is also used to point out any statistically and substantively significant differences between sub-groups of respondents. If differences are not noted in the report, it can be assumed that they are either not statistically significant² in their variation from the overall result or that the difference was deemed to be substantively too small to be noteworthy.

Parents with children aged 8 to 18 are a key target group, therefore results for this segment of 1,008 are isolated throughout the report; and are referred to simply as “parents”. The report also presents results for 1,084 members of the “general public”³. Results are compared throughout the report with a similar sample collected between 2020, 2022, and 2023 .

Results for the proportion of respondents in the sample who either indicated they did not know or did not provide a response may not be indicated in the graphic representation of the results in all cases, particularly where they are not sizable (e.g., 10% or less). Results may also not total to 100% due to rounding. The programmed survey instrument can be found in Appendix B.

E. POLITICAL NEUTRALITY CERTIFICATION

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed by: 
Susan Galley (Vice President)

² Chi-square and standard t-tests were applied as applicable. Differences noted were significant at the 95% level.

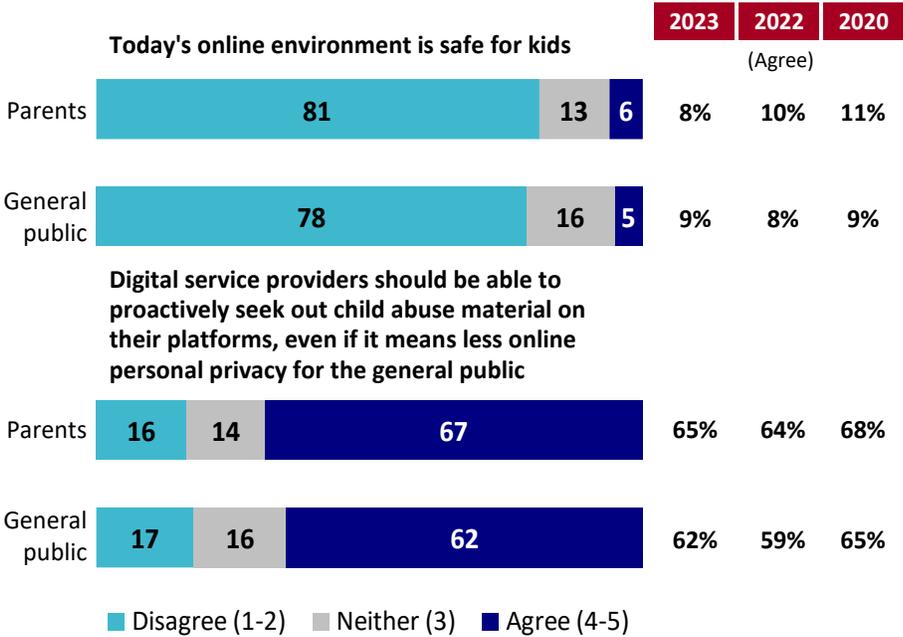
³ This pool of 1,204 respondents includes a subset of 120 parents of children aged 8 to 18 also found in the “parent” sample in order for it to represent all Canadians.

DETAILED FINDINGS

A. UNDERSTANDING OF OCSE

The survey began with questions designed to assess general views about online safety for children. About eight in ten parents (81%) and members of the general public (78%) do not agree that kids today live in a safe online environment. These results show a steady, upward trend in concerns about the online environment since 2020, when 63% of parents and 65% of the general public disagreed. Similarly, clear majorities believe digital service providers should proactively seek out child abuse material on their platforms, even at the expense of some personal online privacy for Canadians. In this case, 67% of parents and slightly fewer (62%) members of the general public agree. These results have remained relatively stable since 2020, when 68% of parents and 65% of the general public agreed.

Chart 1: Attitudes towards Internet Safety



QA. To begin, to what extent do you agree or disagree with the following statements?

Base: All respondents: Parents (n=1008); General public (n=1204)

- Among parents and the general public more broadly, women are more likely than men to disagree that kids live in a safe online environment, and agree that digital service providers should seek out child abuse material even if it means less privacy.
- Disagreement about children living in a safe online environment is lower among racialized parents.

Parents and the general public were asked to provide their own description of what online child sexual exploitation refers to, with no categories of responses provided for the question. Both groups most often described OCSE in terms of coercing or threatening children related to sexual content or acts (34% and 29%, respectively).⁴ This is similar to results in 2023, but higher than found in 2022.

Both parents and the general public more broadly also described online child exploitation in terms of luring (26% and 23%), pornography (22% each), distribution, sharing or profiting from sexual content featuring children (21% and 16%), and child abuse (17% each). Results reveal that comparatively higher proportions of respondents noted each of these themes in 2025 relative to previous years.

About one in seven respondents described it as exposure of sexual content to children (14% and 13%), while about one in ten described it as nude or explicit photos (11% and 11%), a significant increase over 2023. Fewer described it in other terms such as involving those under 18 or attempts to meet in-person. The description of OCSE as content exposing children in a sexual manner (6% and 3%) was used less frequently in 2025 than in 2023. As in previous years, relatively few (6% among parents and the general public) described it as trafficking or sex trade.

⁴ Original responses were captured in a verbatim (i.e., open) response, with no response categories provided for selection. These responses were subsequently classified into major themes following collection of the data, in 2020, 2022, 2023, and 2025, using the same themes. While the same coding team was used for this in 2022, 2023, and 2025, some caution should be used in interpreting differences in results over time.

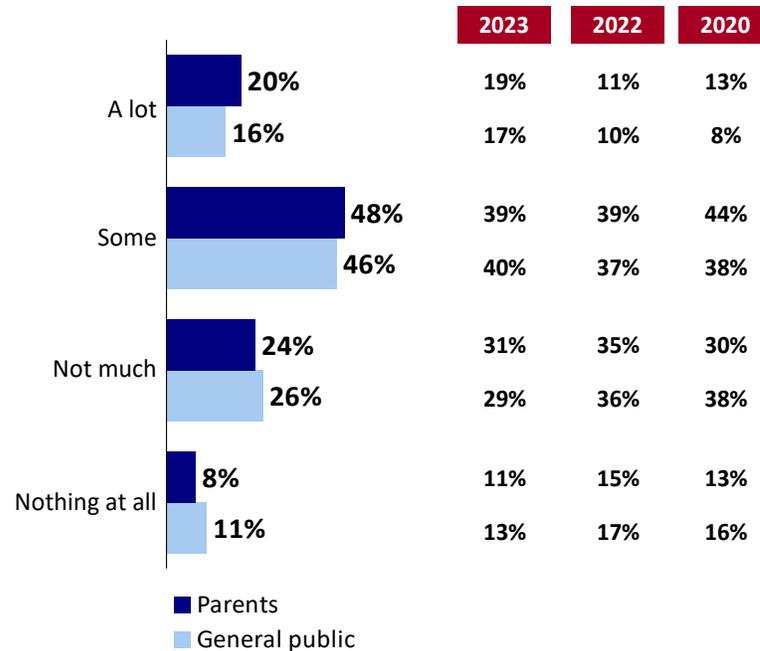
Table 1: Meaning of OCSE

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC
<i>Q1. To the best of your knowledge, what does online child sexual exploitation refer to?</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1000</i>	<i>n=1139</i>
Coercing/threatening children to provide sexual content	34%	29%	32%	31%	25%	23%
Luring/Grooming	26%	23%	20%	21%	20%	20%
Pornography/child pornography	22%	22%	16%	17%	25%	26%
Distribution/sharing/profit from sexual content featuring children	21%	16%	16%	18%	14%	12%
Abuse/child abuse/sexual abuse	17%	17%	12%	15%	16%	16%
Exposure of sexual content to children	14%	13%	18%	16%	16%	13%
Nude/explicit photos	11%	11%	4%	4%	16%	12%
Underage/18 and under	7%	6%	6%	6%	3%	3%
Attempts to meet in-person	7%	6%	7%	7%	5%	6%
Content exposing children in a sexual manner	6%	3%	12%	10%	9%	8%
Trafficking/sex trade	6%	6%	8%	8%	7%	7%
Predator/online predator	4%	3%	3%	3%	5%	4%
Pretending to be a child/false profile	4%	4%	6%	5%	5%	4%
Exploitation/taking advantage	3%	4%	4%	5%	9%	7%
Solicitation/paying for sex	2%	1%	2%	2%	2%	2%
Don't know/Prefer not to answer	9%	13%	14%	14%	13%	19%

- Among parents and the general public more broadly, women were more likely than men to note coercing/threatening and luring/ or grooming, and exposure to sexual content.

More than half of parents (68%) and the general public (62%) report hearing, reading or seeing something (48% and 46% respectively), or a lot (20% and 16%) about OCSE. This highlights a steady increase in awareness since 2022 when it was 50% among parents and 47% among the general public. About a quarter have not heard very much (24% of parents and 26% of the general public) and one in ten (8% and 11%) have heard nothing at all.

Chart 2: Aware of Something about OCSE



Q2a. How much have you seen, read or heard about online child sexual exploitation as an issue in the past three months?

Base: All respondents: Parents (n=1008); General public (n=1204)

- Among parents, women are more likely to report hearing, reading or seeing about OCSE. Among the general public it is those under 35 who are less apt to have noted something about OCSE compared with their older counterparts.

Both parents and members of the general public have most often heard about people being caught, arrested or charged (17% and 16%, respectively), that it's all over social media (11% and 11%), that it involves extortion, threats, bullying or stealing images (11% and 10%), or that it involves luring (11% and 9%). Some simply describe OCSE as something that is ongoing (10% and 11%, respectively), or the challenges in finding or prosecuting offenders (9% and 10%), with fewer than 10% describing a range of aspects they have heard about OCSE. Results are generally in line with previous years.

Table 2: OCSE Issues⁵

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC
<i>Q3. What have you heard about online child sexual exploitation as an issue? Please be as specific as possible.</i>	<i>n=672</i>	<i>n=746</i>	<i>n=578</i>	<i>n=686</i>	<i>n=504</i>	<i>n=531</i>
Criminals/people being caught/ arrested/charged	17%	16%	16%	14%	17%	17%
Luring/grooming	11%	9%	10%	12%	10%	8%
It's all over social media apps/ platforms	11%	11%	7%	6%	--	--
Extortion/threats/bullying for content/stealing images for use on websites	11%	10%	11%	10	6%	5%
It is happening/ existing/ ongoing concern	10%	11%	9%	10%	9%	9%
Challenges in finding/prosecuting offenders	9%	10%	4%	5%	5%	5%
Impact on victims mental health/ suicides	8%	9%	6%	6%	4%	5%
Seen/heard it in the media (e.g., TV, radio, news media)	7%	8%	13%	12%	7%	6%
It's increasing/ growing problem	7%	6%	7%	7%	8%	9%
Importance of being informed/ educated as a parent/family member	7%	4%	5%	3%	5%	4%
ISP's/tech companies do not do enough to protect children	6%	5%	3%	3%	2%	3%

⁵ Excludes themes noted by 2% or fewer respondents in 2025, where there is no comparison with previous data for 2020, or 2022, or 2023.

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC
Protecting children/freedom of expression dilemma, personal privacy concerns amended	5%	4%				
(Human/ sex) trafficking/sex trade	5%	4%	10%	9%	--	--
Child abuse, pedophiles, sexual assault	5%	5%	4%	4%	3%	4%
Assuming a false identity, pretending to be younger/peer	4%	4%	6%	4%	--	--
Messaging children for explicit photos/nudity/videos/sexual behaviour	4%	4%	8%	5%	9%	5%
Distributed for financial gain/profit	4%	5%				
A profitable industry established	4%	5%	3%	4%	2%	3%
Child pornography	3%	3%	6%	5%	6%	6%
Warnings/on-going efforts to fight it	3%	2%	4%	3%	3%	4%
Nude/explicit photos/ videos	3%	1%	0%	3%	3%	3%
Predators	3%	3%	3%	4%	2%	3%
Other	1%	1%	4%	4%	4%	4%
Don't know /Prefer not to answer	12%	12%	14%	14%	15%	18%

*Results shown for 2% or greater

Both parents and the general public have heard, seen or read about OCSE through a variety of sources, with the largest proportion noting social media (52% of parents and 53% in the general public, which represents a steady increase from 42% and 42% in 2022). This is followed by television (38% and 41%, respectively, which is fairly similar to 2023, but down significantly from 53% and 59% in 2020). Similarly, websites were noted by 36% of parents and 28% of the general public (on par with previous years). The radio was noted by 34% of parents and 28% of the general public (slightly higher among parents compared with 2022 and 2023), while newspapers were noted by 31% and 31%, respectively (on par with previous years). Fewer pointed to friends and family (27% and 21%), school (16% and 7%), or streaming television (15% and 13%), largely in line with previous years.

Table 3: Source of OCSE Awareness

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC
<i>Q3b. And, where did you hear this?</i>	<i>n=672</i>	<i>n=746</i>	<i>n=578</i>	<i>n=686</i>	<i>n=504</i>	<i>n=531</i>
Social media (Facebook, Twitter, YouTube, Instagram, LinkedIn, Snapchat, etc.)	52%	53%	43%	48%	42%	42%
Television	38%	41%	37%	43%	40%	46%
Website	36%	28%	30%	29%	38%	36%
Radio	34%	28%	26%	27%	29%	28%
Newspaper	31%	31%	29%	34%	34%	38%
Friends/family	27%	21%	27%	25%	24%	19%
School	16%	7%	15%	7%	15%	8%
Streaming television (Netflix, etc.)	15%	13%	12%	10%	10%	11%
Streaming radio (Spotify, etc.)	8%	7%	8%	9%	7%	9%
Magazines	6%	5%	3%	7%	7%	8%
Outdoor billboards	4%	3%	2%	4%	4%	2%
Public transit	4%	4%	3%	2%	--	--
Through work/professional experience	4%	2%	2%	2%	5%	3%
Online news sources	4%	4%	2%	2%	--	--
Doctor's office	3%	2%	2%	2%	--	--
Pamphlet or brochure in the mail	2%	1%	2%	1%	3%	2%
Other	6%	6%	6%	5%	6%	4%
Don't know / Prefer not to answer	2%	2%	1%	2%	1%	3%

*Results shown for 2% or greater

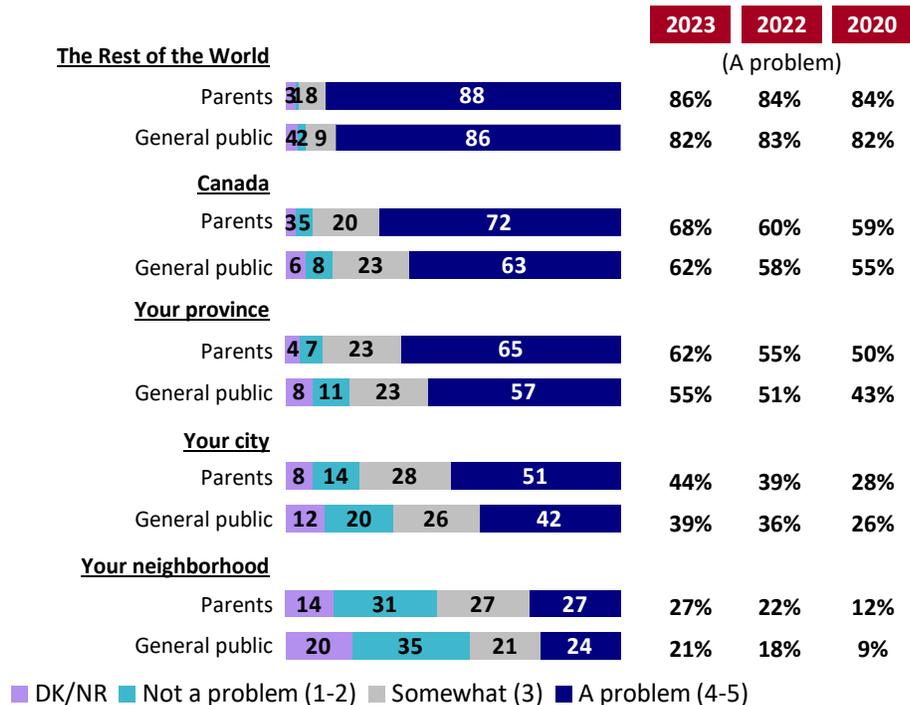
- Among parents, mothers are more likely than fathers to have heard about it through school.
- Parents in Quebec are less likely than others to note social media or family and friends as sources.
- Among members of the general public, social media is noted more often among Alberta residents (least often in Quebec) and those under 35, compared with older cohorts.

Television, newspapers, and radio are sources indicated more often among those 55 or older, compared with those who are younger.

- Television is also cited more often by members of the general public with a high school education than those with higher levels of education.
- Among members of the general public, those in racialized communities more often note friends and family, as well as school, while they are comparatively less likely to mention television.

A large proportion of parents and the general public see OCSE as a significant problem in the **rest of the world** (88% and 86%, respectively). Considerably fewer see this as a problem **in Canada** (72% and 63%) and in their province (65% and 57%). As the focus becomes more local, smaller proportions of parents and the general public see this as a problem (**your city** – 51% of parents and 42% of the public see this as an issue; and **your neighbourhood** – 27% and 24% respectively see this as a problem). The perception that OCSE is a problem increased steadily – but significantly – in each of these areas since 2020.

Chart 3: Consideration of OCSE as an Issue Locally, and in the Rest of the World



Q4. And, how big of an issue do you think online child sexual exploitation is in...?

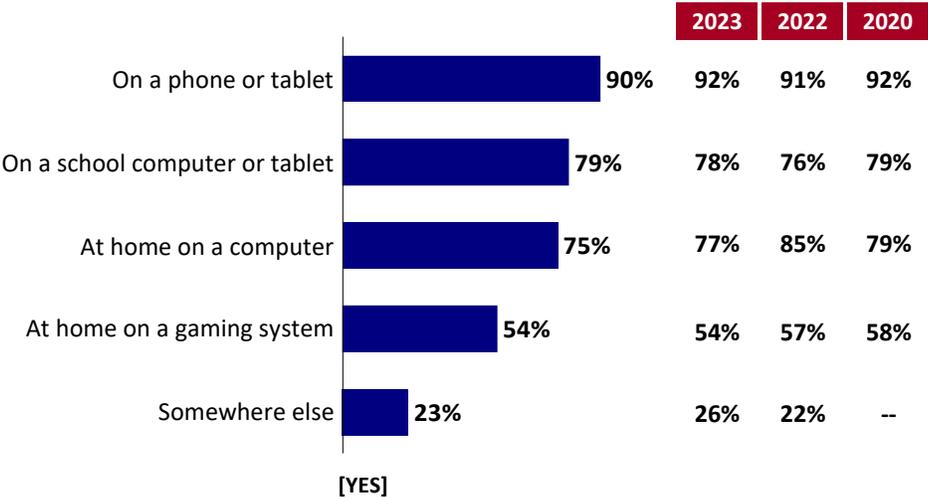
Base: All respondents: Parents (n=1008); General public (n=1204)

- Among both parents and the general public, women are more likely than men to indicate that OCSE is an issue in all regions measured. The disparity is largest in views about your city, province and Canada.
- Among residents of the general public, residents of Quebec are less likely to say OCSE is a problem in their province. Residents of Alberta, Manitoba and Saskatchewan are most likely to see it as a problem in their city.
- Members of the general public under 35 are also more likely than others to say that OCSE is not a problem in Canada, their province, city and neighbourhood, while parents under 45 are more likely to say OCSE is not a problem in their city and neighbourhood.
- Racialized members of the general public as well as those born outside of Canada are less likely than others to see OCSE as a problem in their province or in Canada.
- Among both parents and the general public, those who have heard a fair bit about OCSE are also more likely to see it as a problem in each of these areas.

B. PARENTS' BEHAVIOUR

Parents report that their children are online in various formats. Most say their child is online on a phone or tablet (90%). About three in four report that their child is online at school through a computer or tablet (79%) and at home on a computer (75%). About half (54%) are online at home on a gaming system. About one in four (23%) said their child goes online somewhere else, which is similar to results found in 2022 and 2024.

Chart 4: Access to Online



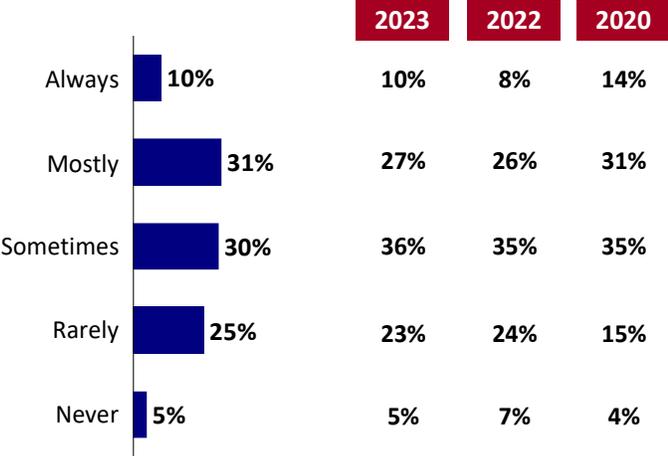
Q10. Does your child go online...?

Base: Parents (n=1003)

- Parents of children under the age of 14 are less likely to say their child goes online on a phone or tablet, at home on a computer, or somewhere else compared with parents of children 14 or older.
- Parents of boys are significantly more likely to say their child is online at home on a gaming system compared with parents of girls.
- Use of a gaming system is most often noted in Alberta, although least so in Ontario. Parents in Quebec are the most likely to indicate use somewhere else.
- Racialized parents are more likely than other parents to note online use at school.

One in ten (10%) parents say they always monitor their child’s activity when they are online at home, while another 31% say they mostly monitor their activity. Three in ten parents (30%) monitor “sometimes”. One in four (25%) rarely monitor their child’s online activity at home and 5% say they never do. Parents appear to be monitoring online activity to about the same extent as they were in 2023.

Chart 5: Monitoring Activity



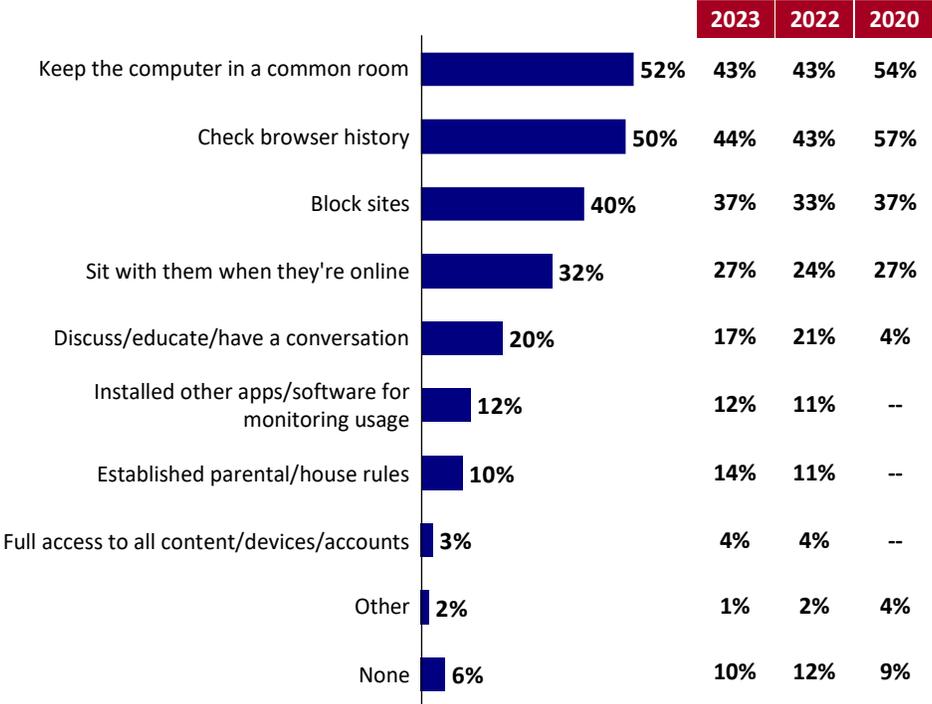
Q11. And, when your child is online at home, to what extent would you say you are monitoring their activity?

Base: Parents (n=857)

- Parents of younger children are more than twice as likely to say they always or mostly monitor their child’s activity online (58%, compared to 25% among parents of older children).

Parents were asked what safeguards, if any, they take to monitor their child’s online activities at home. About half say they keep the computer in a common room (52%) or check their browser history (50%). Both represent a slight increase from 2023 when 43% and 44% were reported, respectively, although the incidence of checking browser history is down from 2020 when 57% indicated this practice. Four in ten (40%) parents report that they block websites, while 32% say they sit with their child when they are online, up slightly from 27% in 2022. One in five (20%) educate or have discussions with their child. Other practices described (unprompted) by parents include installing monitoring software (12%) and establishing rules (10%).

Chart 6: Safeguards at Home



Q12. And, what safeguards, if any, do you take to monitor your child's online activities at home?

Base: Parents (n=818)

- Parents of children under 14 are more likely than parents of children who are older to report more of these safeguards, including keeping the computer in a common room, checking browser history, and blocking sites. Parents of older children are more likely to hold discussions.
- Parents in British Columbia are more likely to have discussions with their children or install monitoring software.

Four in ten (41%) parents are unsure of what safeguards are in place at their child’s school, though this figure has declined steadily since 2020, when 55% were unsure. Nearly four in ten (37%) report that there are website or WiFi blockers in place, while 19% indicate that there is limited access, age control, or parental controls over their child’s online activity while at school. Results for limited access or parental controls are consistent with those from 2023, but higher than reported in 2020.

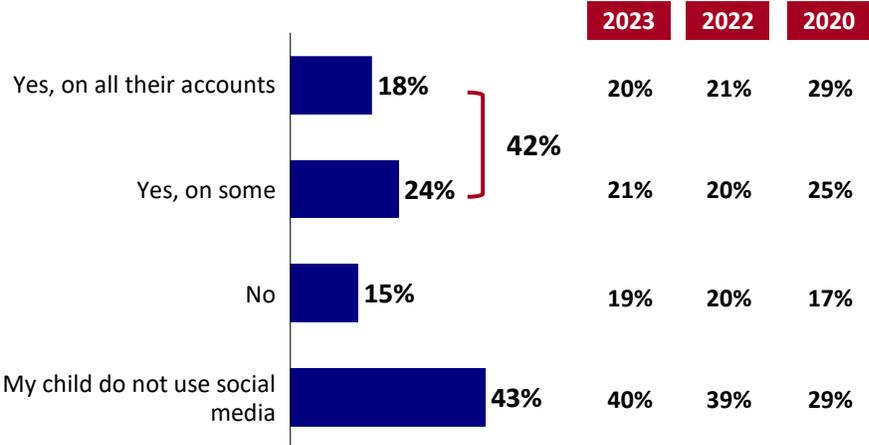
Table 4: Safeguards at School (Parents)

<i>Q13. And, to the best of your knowledge, what safeguards are in place at your child's school?</i>	2025 <i>n=800</i>	2023 <i>n=789</i>	2022 <i>n=772</i>	2020 <i>n=763</i>
Websites/WiFi blocker	37%	33%	37%	22%
Limited access/age control/parental controls	19%	18%	9%	8%
Supervision/monitoring	10%	9%	13%	6%
Teacher/adult supervision/monitoring	6%	5%	4%	6%
Code of conduct policy, ongoing courses/ awareness education	4%	5%	6%	--
Children/teens find a way to circumvent restrictions / security features	2%	1%	3%	--
Other	8%	4%	3%	4%
Don't know / Prefer not to answer	41%	46%	45%	55%

- Website or WiFi blockers are indicated more often among women and parents in Ontario compared with other parents. This is also true of women compared with men.
- Parents in Quebec are mostly likely across the country to say they limit access.

More than four in ten (42%) parents indicate that they follow their child on social media, either on some of their accounts (18%) or on all (24%). One in seven (15%) say they do not follow their child’s social media. Just over four in ten (43%) report that their child does not use social media, on par with 40% in 2022, but an increase from 29% in 2020.

Chart 7: Follow Child's Social Media

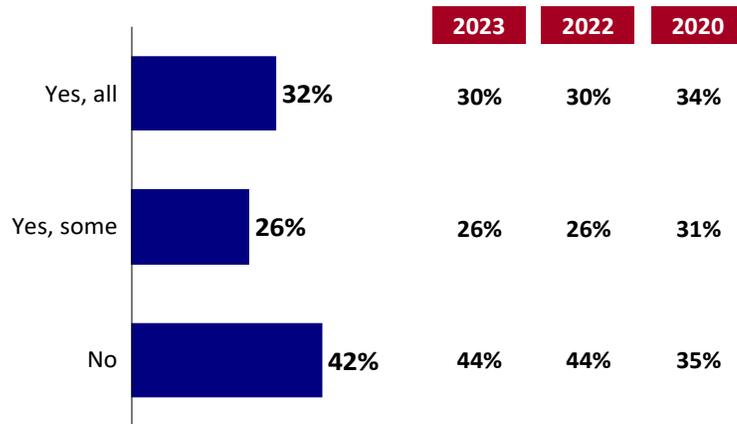


Q14a. Do you "follow" your child on social media?
Base: Parents (n=1008)

- Parents of children under the age of 14 are four times more likely to say their child does not use social media.
- Parents in Ontario are more likely to say their child does not use social media. Parents in Quebec are the last likely to say they follow their child on all social media accounts.

In line with earlier results, among parents of children who use social media, 32% say they know the passwords to all their accounts and another 26% know the passwords to some of the accounts. About four in ten (42%) parents report that they do not know the passwords for their child’s social media accounts, which is higher than the 35% reported in 2020.

Chart 8: Know Child's Password



Q14b. [IF YES] And, do you know the passwords for their accounts?

Base: Parents of children (8-18) who use social media (n=569)

- Parents of younger children are more apt to know the passwords for all accounts; parents of older children are more likely to say they do not know their child’s password.

Parents most often reported interaction on Snapchat (65%) and Instagram (57%), followed by TikTok (44%), YouTube (41%), Roblox (36%), and Minecraft (31%). Facebook (27%), Fortnite (26%), Discord (25%), and other video games (21%) were also reported quite often. About one in six indicated use of Facebook Messenger Kids (17%) and WhatsApp (16%). Compared with 2020, Snapchat has gained considerable popularity, while Facebook has declined steadily in usage. It should be noted that results for Roblox cannot reliably be compared with previous results since it was shown as one of the choices in 2025, but had previously only been indicated in “other”.

Table 5: Child’s Social Media Sites (Parents)

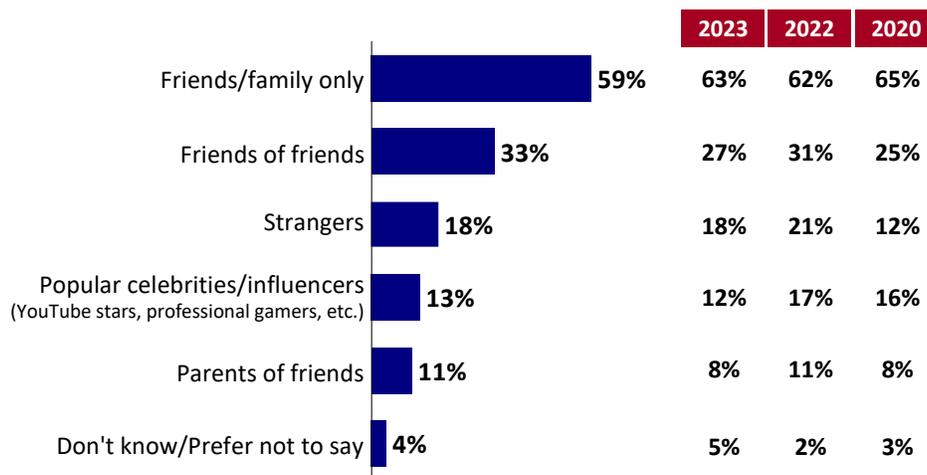
<i>Q15. To the best of your knowledge, on which site does your child interact with others through social media, gaming, or other websites?</i>	2025 <i>n=569</i>	2023 <i>n=591</i>	2022 <i>n=599</i>	2020 <i>n=953</i>
Snapchat	65%	60%	51%	40%
Instagram	57%	57%	60%	47%
TikTok	44%	48%	52%	26%
YouTube	41%	39%	43%	53%
Roblox	36%	4%	5%	2%
Minecraft	31%	28%	34%	27%
Facebook	27%	34%	36%	41%
Fortnite	26%	19%	23%	23%
Discord	25%	26%	8%	1%
Other video games	21%	23%	26%	16%
Facebook Messenger Kids	17%	--	--	--
WhatsApp	16%	17%	12%	15%
Grand Theft Auto	5%	6%	7%	8%
Twitch	5%	5%	7%	4%
Reddit	4%	5%	3%	3%
X (previously Twitter)	3%	7%	9%	12%
Overwatch	2%	3%	3%	2%
Other	5%	6%	23%	1%
Don't know / Prefer not to answer	1%	2%	1%	4%

*Results shown for 2% or greater

- Parents living in Quebec and Atlantic Canada are more likely than others to report use of Facebook.
- Children who are 14 or older are more likely to use Snapchat, Instagram, TikTok and Discord compared with younger children, who are more likely to use Roblox and Facebook Messenger Kids.
- Boys are much more likely to be using YouTube, Minecraft, Fortnite, Discord, and other video game platforms than girls, who are more likely to be using Facebook Messenger Kids.
- Women are more likely to say their children use Snapchat and TikTok, while men are more likely to say their children use YouTube.

Most (59%) parents of children who are online say that their child interacts only with friends and family. One-third (33%) indicate their child may interact with friends of friends online, and 18% report their child interacts with strangers. Fewer report their children interacting with other individuals online. The proportion of those interacting with friends of friends has increased slightly since 2023 (27%).

Chart 9: Who Child Interacts with Online



Q16. And, who does your child interact with online? Please remember your honest responses are very helpful and will remain anonymous. [Select all that apply]

Base: Parents whose children interact online (n=569)

- Boys are more likely to interact with strangers than girls.

Parents more often (daily or weekly) talk about certain aspects of online activities with their child, including who they talk to or interact with (39%), what sites they are visiting (36%), and what they talk to others about (34%). Other online activities discussed less frequently (a couple of times a month or less), such as what to do if they are asked to do something that makes them uncomfortable (68%), grooming (59%), sending sexual images or videos online (59%), privacy settings (58%), sexual extortion (55%), what to do if someone is being exploited online (53%), and sexting (52%). Capping is never talked about by more than half (57%) of parents. About three in ten (29%) have daily or weekly conversations about things to be aware of when outside of the home offline (29%). Results are generally comparable to 2023, though there is slightly less discussion than reported in 2025 about who they talk to or interact with, what they talk to others about, and what to do if they are asked to do something that makes them feel uncomfortable.

Table 6: Online Activity Discussion Topics

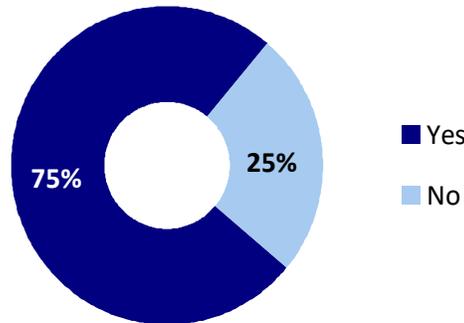
<i>How often do you discuss each of the following with your child?</i>	Never	A couple times a month or less	Daily or almost daily/ Weekly	2023 Daily or Weekly	2022 Daily or Weekly	2020 Daily or Weekly
Q17c. Who they talk to/interact with online	11%	49%	39%	46%	45%	48%
Q17d. What they talk to others about online	16%	49%	34%	40%	40%	43%
Q17a. What sites they are visiting online	11%	52%	36%	37%	38%	43%
Q17j. What to do if they are asked to do something online that makes them feel uncomfortable	15%	68%	15%	20%	18%	27%
Q17b. Privacy settings	26%	58%	15%	15%	15%	25%
Q17g. Sending sexual images or videos online	28%	59%	10%	13%	8%	17%
Q17h. Grooming online	28%	59%	10%	11%	9%	--
Q17e. Sexting	39%	52%	7%	9%	6%	14%
Q17K. What to do if they know someone being exploited	35%	53%	9%	9%	8%	18%
Q17f. Sexual extortion online (extorting money or sexual favours from someone by threatening to reveal evidence of their sexual activity)	37%	--	55%	7%	5%	13%

<i>How often do you discuss each of the following with your child?</i>	Never	A couple times a month or less	Daily or almost daily/ Weekly	2023 Daily or Weekly	2022 Daily or Weekly	2020 Daily or Weekly
Q17l. Things to be aware of when outside of the home offline (e.g., talking to strangers, not engaging in risky behaviour with friends)	4%	--	66%	--	--	--
Q17i. Capping	57%	--	34%	6%	4%	--

- Parents of younger children are more likely to report talking to their child frequently about what sites they are visiting. Parents of older children are more likely to have talked to their child, although infrequently, about sexting, sexual extortion, sending sexual images or videos online, grooming, and capping, as well as what to do if they are asked to do something that makes them uncomfortable, privacy settings and what to do if they know someone being exploited online.
- Male parents are consistently more likely to say they never talk about any of these issues with their children.
- Parents who have heard a lot about OCSE are more likely to have talked to their child about most online activities measured.

Three-quarters (75%) of parents say their child owns or has access to a cellphone.

Chart 10: Access to Cellphone



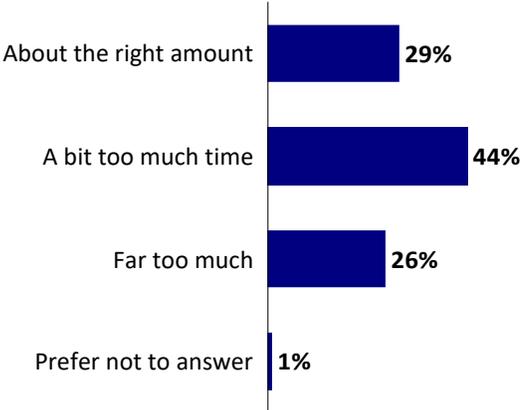
Q17m. Does your child own or have access to a cellphone?

Base: Parents of children (8-18) who use social media (n=976)

- Nearly all children 14 and older own or have access to a cellphone, compared to just over half of younger children.
- Parents born outside of Canada are less likely to indicate their child owns or has access to a cellphone compared to other parents.

Seven in ten parents say their child spends far too much time (26%) or a bit too much time (44%) online. Three in ten (29%) feel their child spends the right amount of time online.

Chart 11: Intensity of Time Spent Online



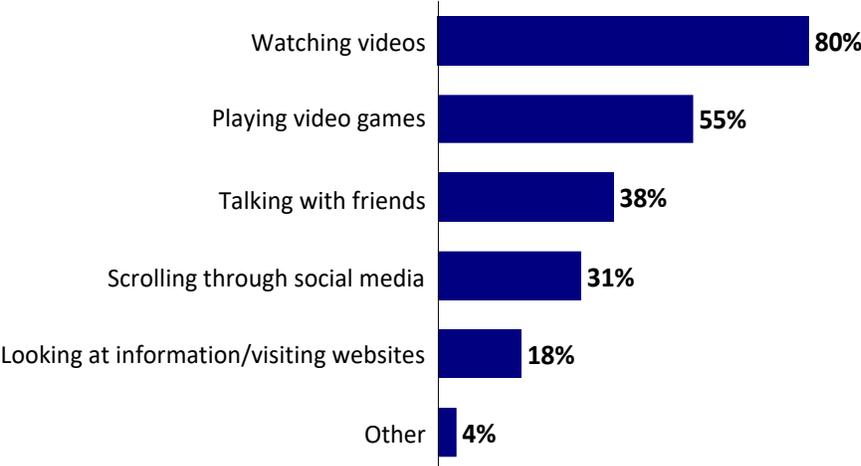
Q17n. Overall, how would you characterize the amount of time your child spends online?

Base: Parents (n=976)

- Parents with children 14 and over are more likely to say their child spends too much time online compared to parents of younger children.

Among parents who say their child spends too much time online, eight in ten (80%) say their child spends too much time watching videos, while more than half (55%) indicate they spend too much time playing video games. Other concerns include talking with friends (38%), scrolling through social media (31%), and visiting websites (18%).

Chart 12: Type of Use of Cellphone



Q17N2. Where do you think that your child spends a bit or far too much time online? [Select all that apply]

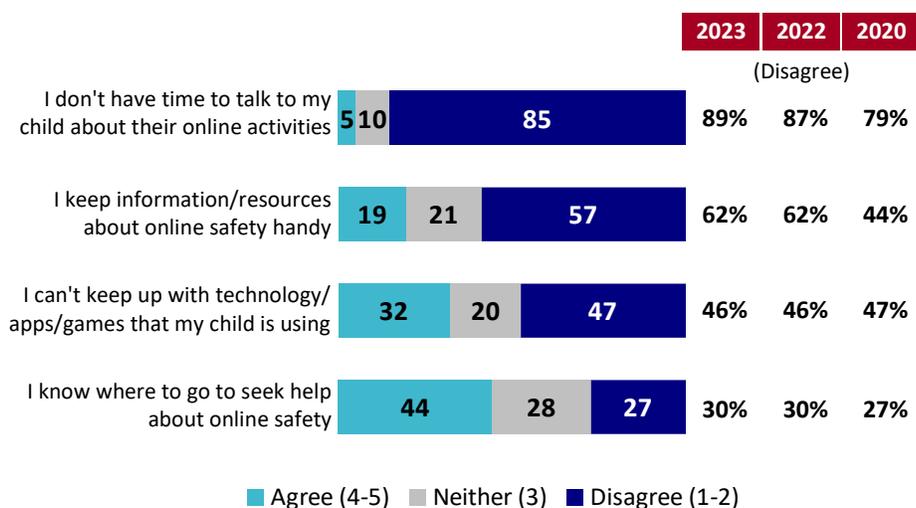
Base: Parents (n=673)

- Parents with children 14 and over are more likely to say their child spends too much time scrolling through social media, talking with friends, and visiting websites compared to parents of younger children, who are more concerned about the time their child spends playing video games.
- Boys are more likely to be seen as spending too much time playing video games than girls, who are more likely to be seen as spending too much time talking with friends or scrolling through social media.
- Parents in Quebec are more concerned about time spent talking with friends than parents from other provinces.
- Parents under 45 are less likely to indicate their child spends too much time visiting websites, while parents ages 45 to 54 are more likely to say their child spends too much time scrolling through social media compared to other age cohorts.

C. MOTIVATIONS AND BARRIERS TO DISCUSSING OCSE

Parents were asked whether they agree or disagree with a number of statements related to their ability to address OCSE. Results for the first set of statements suggest that time for discussions is not a barrier. Knowing where to look for help about online safety and keeping up with technology, however, pose a significant challenge for many parents and relatively few parents have relevant information about online safety on hand. The large majority of parents (85%) feel they have time to talk with their child about their online activities, which is marginally lower than 89% in 2024, but has increased from 79% in 2020. One in three (32%) feel they cannot keep up with technology including apps and games their child is using and another 20% are more neutral, which is similar to previous results. Less than half (44%) of parents feel they know where to go to seek help about online safety, whereas over half disagree (27%) or are neutral (28%). Nearly six in 10 (57%) do not keep information about online safety, which is similar to previous results.

Chart 13: Physical Content



Q17ba-d. Please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

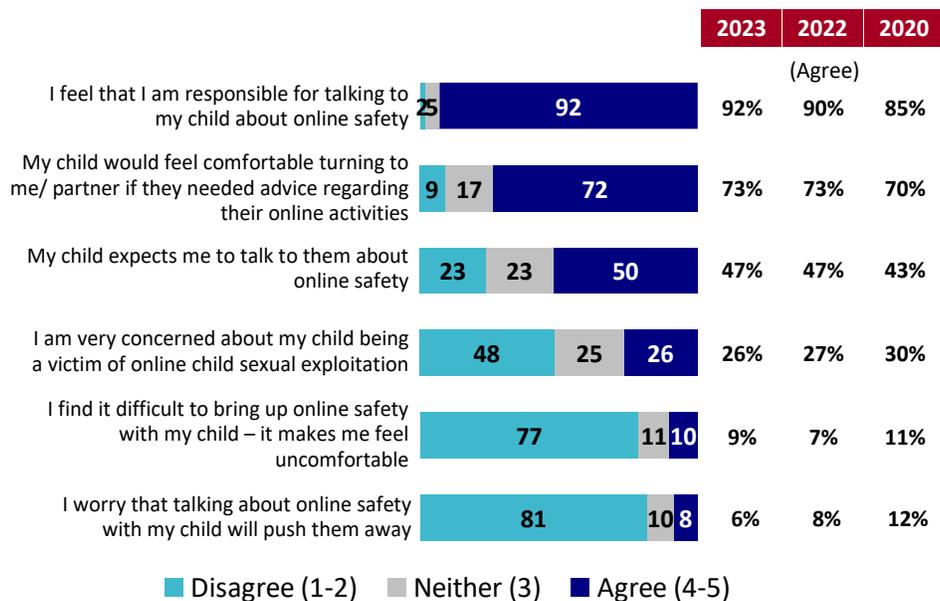
Base: Parents (n=1008)

- Parents born outside of Canada are more likely than other parents to say they keep information about online safety.
- Older parents, and parents of youth 14 or older are more likely to say they cannot keep up with technology, which is also the case among a higher proportion of women compared with men.

Almost all parents (92%) agree they are responsible for talking with their child about online safety, which is in line with previous results, if somewhat higher than 85% in 2020. More than seven in 10 (72%) also agree that their child would be comfortable turning to them for advice, which is also in line with previous years. On the other hand, only half of parents (50%) say their child expects to talk with them about this issue, although this has increased somewhat since 2020 (43%).

Only one in four (26%) say they are very concerned about their child becoming a victim, although half (48%) disagree. Roughly eight in 10 parents say they do not worry that speaking with their child on this issue will push them away (81%) or that it is difficult to bring up the subject (77%). Each of these results are generally in line with previous years.

Chart 14: Social Content



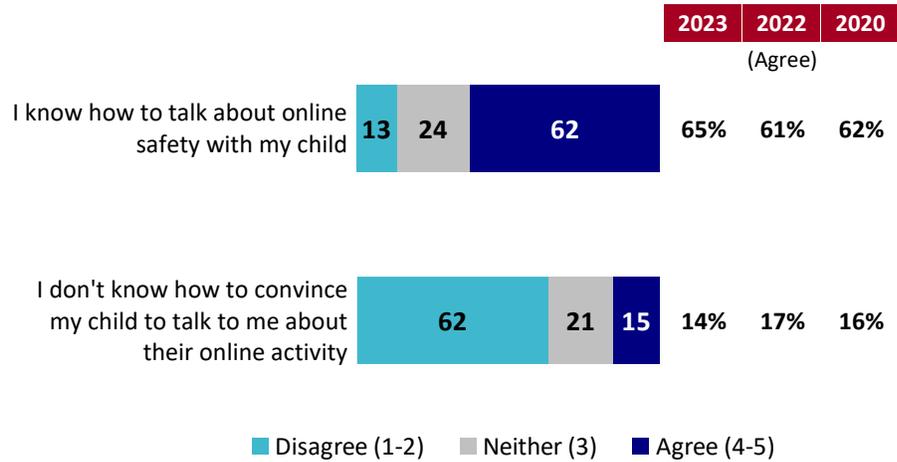
Q17be-j. Please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

Base: Parents (n=1008)

- Younger parents and parents of children under 14 are more likely to say they feel responsible for talking to the child about online safety. This is also more often true among women than men and residents of the Atlantic provinces compared with other parents.
- Younger parents (under 45) are more likely to agree that their child would feel comfortable turning to them for advice, although this does not translate to parents of younger or older children.
- Women and parents of children under 14 as well as parents who indicated OCSE to be a problem in their city are more likely to agree that their child expects them to talk about online safety. Men and parents of children 14 or older are more apt to disagree, suggesting greater discomfort.
- Racialized minorities as well as parents not born in Canada are more likely than other parents to agree that they are very concerned about their child being a victim. Parents of girls and younger children are also more likely to agree, while those with older children (14 or older) are more likely than those with younger children to disagree. Greater concern is also expressed by parents who believe their city to be a problem for OCSE.
- Racialized minorities are more likely than other parents to agree that they feel uncomfortable bringing this topic up with their child and that they feel their child will push these efforts away. This is also true more generally of parents of youth 14 or older, while parents of children under 14 are more apt to disagree, as are women compared with men.

More than one in three parents do not feel prepared to have discussions about OCSE (13% disagree and 24% are neutral). Six in 10 (62%) feel they know how to talk to their child about online safety. The same proportion (62%) say they know how to convince their child to talk with them about their online activity. Results are in line with those found in previous years.

Chart 15: Psychological Ability



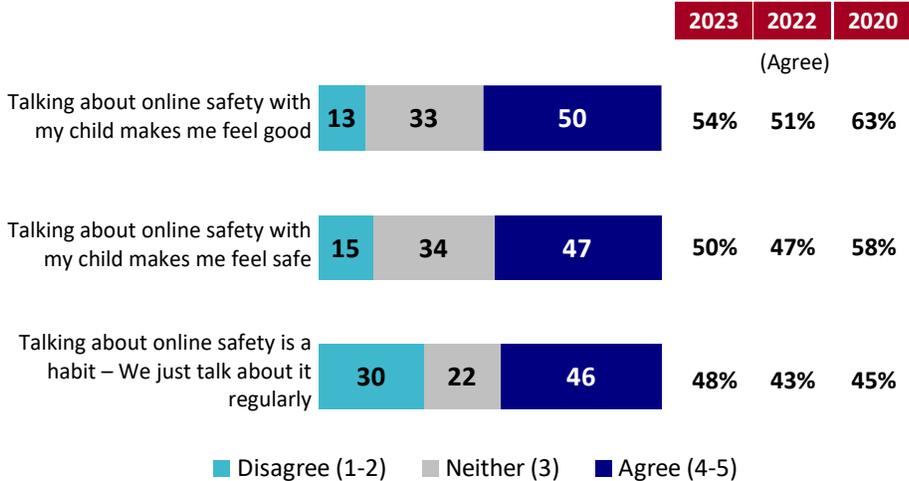
Q17bk-i. Please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

Base: Parents (n=1008)

- Racialized parents are more likely to agree that they do not know how to convince their children to speak with them about their online activity.

Similar barriers exist when it comes to parents’ own personal motivation. Half (50%) of parents agree that talking about online safety with their child makes them feel good. This is largely in line with results from 2022 and 2023 (51% and 54%), but a significant decrease from 63% in 2020. Nearly half (47%) report that it makes them feel safe, which is in line with results from 2022 and 2023 (47% to 50%), but again lower than in 2020 (58%). Slightly less than half (46%) say it is a regular habit to engage in these conversations, which is in line with previous years.

Chart 16: Automatic Motivation



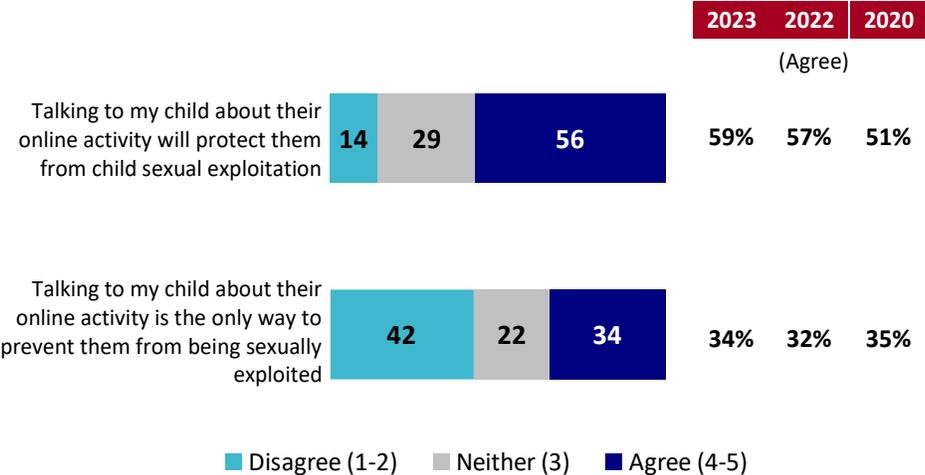
Q17bm-o. Please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

Base: Parents (n=1008)

- Women and parents not born in Canada as well as racialized minorities are more likely than other parents to say talking about online safety with their child makes them feel safe and makes them feel good. This is also true of parents of children under 14 compared with parents of older children.
- Parents who have heard about OCSE feel it is a problem in their city, or have come across inappropriate behaviour are more likely to agree that talking about online safety is a habit. This is also more common among women compared with men.

More than half of parents (56%) agree that talking to their child about their online activity will protect them from OCSE, although 14% disagree and 29% are neutral. Agreement is in line with the 57% to 59% found in 2022 and 2023, although slightly higher than in 2020 (51%). As in previous years, one in three parents (34%) agree it is the only form of prevention, although, a greater proportion of parents disagree (42%).

Chart 17: Reflective Motivation



Q17bp-q. Please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

Base: Parents (n=1008)

- Parents in Manitoba or Saskatchewan are the most likely across the country to agree that talking to their child about their online activity is the only way to prevent them from being sexually exploited.
- Conversely, parents with a university level of education compared with parents with a high school or college level of education are more apt to disagree.
- Racialized minority parents are more likely to agree with both statements.
- Parents who were not born in Canada are more apt to agree that talking to their child about their online activity is the only way to prevent them from being sexually exploited.
- Parents of a child under 14 are also more likely than parents of an older child to agree that talking to their child will protect them.

The vast majority of parents (91%) say they would talk to their child if they were to come across inappropriate images or videos linked to their child’s account. These results are on par with both 2022 and 2020. Eight in 10 (82%) would report it to the police, on par with 2024 but up from 77% in 2022 and 2020. Six in 10 (63%) would report it to the online platform (up from 56% and 38% in 2022 and 2020, respectively). Four in 10 (41%) would report it to the school, which is down somewhat from previous years when about half of parents said they would inform the school). More than half (56%) would seek counselling or therapy for their child, which has increased from 2020 and 2022 (33% and 46%, respectively). Reporting the incident to cybertip.ca is on par with seeking support from other adults or family; each anticipated reactions for just over one in three (36% and 37%, respectively), and a similar proportion said they would confront the person (33%). Each of these are generally in line with previous years.

Table 7: Reaction to Inappropriate Images (Parents)

<i>Q24. What would you do if you came across inappropriate images/videos linked to your child's account?</i>	2025 <i>n=953</i>	2023 <i>n=959</i>	2022 <i>n=948</i>	2020 <i>n=919</i>
Talk to my child	91%	89%	89%	88%
Report it to the police	82%	80%	77%	77%
Report it to the online platform (e.g. Instagram, YouTube, etc.)	63%	61%	56%	38%
Seek counselling/therapy for my child	56%	54%	46%	33%
Report it to the school	41%	49%	50%	46%
Seek support from other adults/family members	37%	43%	39%	--
Report it to www.cybertip.ca	36%	35%	27%	29%
Confront the person who interacted with my child	33%	38%	35%	30%
Seek counselling/therapy for myself	16%	18%	14%	10%
Depends on the severity of the situation, depends on who/ where/content that was involved	3%	0%	5%	--
Other	4%	8%	3%	1%
Nothing	0%	0%	0%	0%
Don't know / Prefer not to answer	1%	1%	1%	0%

- Women are more likely than men to report a number of actions including reporting the activity to the online platform, and to [cybertip.ca](https://www.cybertip.ca), as well as seeking counselling support for the child and support from family members or other adults.
- Parents in Ontario are more likely than others across the country to report it to the police or to school. Confronting the person is comparatively more often noted in British Columbia and Ontario. Reporting it to [cybertip.ca](https://www.cybertip.ca) is more often indicated by parents in Manitoba and Saskatchewan. Reporting the incident to the police or seeking support from family and other adults is more common in the Atlantic than it is elsewhere.
- Racialized minority parents are more likely to say they would talk to their child.
- Reporting it to the online platform or to the schools is more likely among parents of younger children (under 14).
- Parents reporting OCSE as a problem in their city are considerably more likely than others to say they would report it to the police, schools, and [cybertip.ca](https://www.cybertip.ca), as well as seek counselling for their child, and seek support from family and other adults.

D. PERSONAL EXPERIENCE WITH OCSE

Nearly half of parents (46%) report that their child has come to them to discuss questionable online activity that they have experienced or heard about from a friend or peer, which is on par with results from 2022 and 2023, but a significant increase from 33% in 2020. Close to one in three (31%) parents has come across inappropriate behaviour geared toward their child or other youth online, which has increased steadily over time from 23% in 2020. To the best of their knowledge, 26% of parents indicate that there have been cases of OCSE in their community which is similar to 25% and 22% in 2023 and 2022 although higher than the 17% found in 2020. Four in 10 (42%) say there have been no cases that they know of, and another 31% are not sure or prefer not to answer.

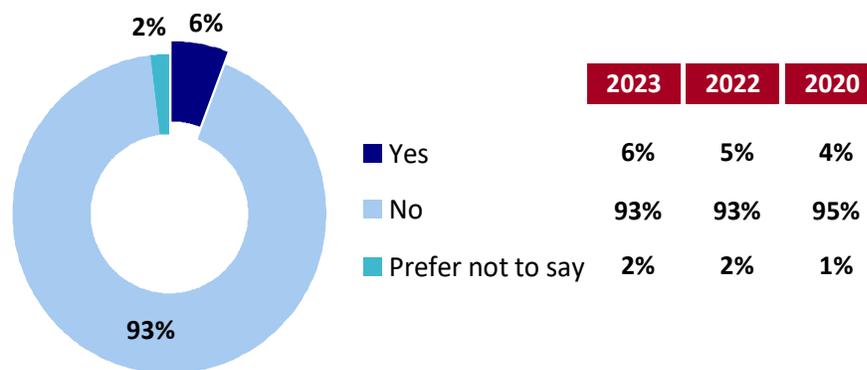
Table 8: Encountering OCSE (Parents)

-	2025	2023	2022	2020
<i>Q18. Has your child ever come to you to discuss questionable online activity that they have experienced or have heard about from a friend/peer?</i>	<i>n=1008</i>	<i>n=1008</i>	<i>n=1000</i>	<i>n=953</i>
Yes	46%	46%	47%	33%
No	53%	52%	53%	67%
Don't know / Prefer not to answer	1%	1%	1%	--
<i>Q19. Have you ever come across inappropriate behaviour geared towards your child or other youth online?</i>	<i>n=1008</i>	<i>n=1008</i>	<i>n=1000</i>	<i>n=953</i>
Yes	31%	29%	26%	23%
No	67%	69%	73%	77%
Don't know / Prefer not to answer	2%	2%	1%	--
<i>Q19b. To the best of your knowledge, have there been any cases of online sexual exploitation in your community?</i>	<i>n=678</i>	<i>n=704</i>	<i>n=726</i>	<i>n=737</i>
Yes	26%	25%	22%	17%
No	42%	50%	53%	41%
Don't know / Prefer not to answer	31%	25%	25%	42%

- Parents in Quebec are considerably less likely than other parents to report that their child has come to them to discuss questionable online activity. Men are also slightly less likely to report this compared with women. The incidence is much higher among youth 14 or older compared with those under 14 (53% compared with 39%).
- Women are more likely than men to have come across inappropriate behaviour geared towards their child or other youth online. Parents living in BC are also more likely to report this, as are parents of youth 14 or older compared with those under 14.
- As in 2020, parents in the Atlantic are twice as likely as other parents to have reported cases of OCSE in their community (50% compared with 26% nationally). It is lowest in Quebec (12%). Parents who are a racialized minority and/or born outside of Canada are somewhat more likely to say there have been cases in their community.

In their own household, 6% of parents report that their child has been a victim of OCSE which is similar to the 4% to 6% found in previous years.

Chart 18: Child Experiencing Online Sexual Exploitation



Q21. To the best of your knowledge, has your child ever been a victim of any form of online child sexual exploitation? That is, online luring/offering a reward in exchange for something, online child sexual abuse and sexual images or videos, forced into online prostitution, sexting or nonconsensual sharing of intimate images.

Base: Parents (n=1008)

Specifically, these parents share that their child watched, heard or received sexual or offensive material (20%), talked to or educated their child at the time (17%), were asked about or offered to engage in inappropriate (i.e., sexual) material (10%), or received a friend request from a stranger pretending to be the same age (10%). One in 10 parents (9%) said they reported inappropriate behaviour to the school or authorities or were a victim of cyberbullying (7%). Fewer described use of inappropriate language (8%) or needed to block someone from reaching out to their child (8%). Results are similar to those gathered in previous years, though the incidence of parents reporting that their children watched, heard or received offensive material is down from 2022, while the incidence of speaking with their child has increased substantially.

Table 9: Nature of Incident (Parents)

<i>Q21a. If you're comfortable doing so, can you please share with us more details about what happened?</i>	2025 <i>n=317</i>	2023 <i>n=297</i>	2022 <i>n=273</i>	2020 <i>n=225</i>
Watched/seen/received sexual/offensive/explicit videos/photos/messages	20%	18%	26%	15%
Talked and educated child at the time/child was informed at the time and knew what to do	17%	4%-	7%	4%
Asked/offered to engage in sexual/offensive/explicit videos/photos/messages/games	10%	11%	10%	10%
Friend request from stranger/adult/pretending to be the same age	10%	3%	5%	7%
Reported inappropriate behaviour to school/authorities	9%	7%	13%	8%
Use of inappropriate language	8%	5%	7%	5%
Blocked offender/site/inappropriate friend request/group chats	8%	5%	2%	6%
Child told parent about content	7%	5%	5%	--
Child shared content of themselves photos/video online, coerced into sharing content	6%	5%	--	--
Happened to a friend of their child/not their child/happens frequently	5%	7%-	4%-	--
Insulting/derogatory/racist content and/or memes shared on platform child(ren) were using	4%	9%	--	--
Threatened with violence/blackmailed for content	4%	8%	--	--

<i>Q21a. If you're comfortable doing so, can you please share with us more details about what happened?</i>	2025 <i>n=317</i>	2023 <i>n=297</i>	2022 <i>n=273</i>	2020 <i>n=225</i>
Other	9%	4%	11%	9%
Nothing, did not happen to their child/answered no to previous question	3%	8%	9%	5%
Don't know / Prefer not to answer	19%	24%	26%	43%

*Results presented for 4% or more of applicable parents.

Mostly, these parents talked to their child about the inappropriate behaviour (84%), which is considerably higher than found in 2022 and 2023 (67% and 66%). Some parents say they sought support from other adults (23%), reported it to the school (22%), reported it to the online platform (20%; higher than in previous years), confronted the person (18%, also higher than 10% and 9% in 2022 and 2023), reported it to the police (16%; higher than 11% in 2023), or sought counselling or therapy for their child (16%). Fewer parents indicate they talked to their child than reported in 2020 at 80%, though this number is largely unchanged from 2022. Few (4%) reported the incident to cybertip.ca.

Table 10: Action Taken (Parents)

<i>Q20. And which of the following best describes what you did?</i>	2025 <i>n=317</i>	2023 <i>n=297</i>	2022 <i>n=273</i>	2020 <i>n=225</i>
Talked to my child	84%	67%	66%	80%
Sought support from other adults/family members	23%	20%	16%	18%
Reported it to the school	22%	22%	23%	27%
Reported it to the online platform (e.g., Instagram, YouTube, etc.)	20%	15%	11%	14%
Confronted the person who interacted with my child	18%	10%	9%	16%
Reported it to the police	16%	11%	13%	18%
Sought counselling/therapy for my child	16%	13%	11%	11%
Spoke to other child's parents	5%	4%	5%	--
Reported it to www.cybertip.ca	4%	2%	1%	9%
Sought counselling/therapy for myself	4%	4%	3%	3%
Deleted app/site, blocked user/deleted account	4%	6%	4%	--
Other	3%	4%	6%	3%
I did not do anything	3%	8%	9%	8%

<i>Q20. And which of the following best describes what you did?</i>	2025 <i>n=317</i>	2023 <i>n=297</i>	2022 <i>n=273</i>	2020 <i>n=225</i>
Not applicable, answered no to their child being a victim	3%	10%	13%	0%

- Parents in Alberta are more likely to have talked to their child.
- Parents of children under 14 were somewhat more likely to report it to the online platform.
- Those in cities perceived to be a problem for OCSE were more likely to receive support from other family members and report it to the police.

Two in three of these parents (65%) said they were satisfied with the outcome, although 26% were not and 10% preferred not to answer. This is similar to previous years when 68% were satisfied (2023), 20% were not, and 15% preferred not to respond. In 2022, 64% satisfied (22% were not and 14% did not respond).

Although one in four parents (27%) reported no lasting effects, two in three reported some impact, with negative effect on the child’s mental health and self esteem, on their social relationships and on their school performance. The parent’s own mental health was also negative effected in some cases. Results are largely similar to those from previous years, however, there are a small number of cases and the comparison should be made with caution.

Table 11: Effects of OCSE Experience (Parents)

<i>Q23b. And, would you say that there have been any long-lasting effects on any of the following because of the incident?</i>	2025 <i>n=55</i>	2023 <i>n=55</i>	2022 <i>n=49</i>	2020 <i>n=44</i>
Your child's mental health or self esteem	40%	34%	49%	33%
Your child's social relationships/ friendships	33%	28%	37%	25%
Your mental health	31%	26%	36%	22%
Your child's performance at school or work	27%	19%	36%	17%
Your performance at school or work	19%	19%	13%	13%
Family relationships	18%	14%	18%	25%
Your child's physical health	13%	9%	13%	8%
Your social relationships/friendships	12%	16%	8%	14%
Your physical health	12%	12%	10%	6%

<i>Q23b. And, would you say that there have been any long-lasting effects on any of the following because of the incident?</i>	2025 <i>n=55</i>	2023 <i>n=55</i>	2022 <i>n=49</i>	2020 <i>n=44</i>
Positives on child (learned from the experience, child more prudent/aware of risks...)	10%	9%	--	--
Negative effects on mental health (stress, trust issues, dissociative behaviour)	0%	0%	11%	--
Other	1%	5%	4%	0%
None	27%	50%	33%	34%
Don't know / Prefer not to answer	5%	0%	2%	--

*Caution should be used in interpreting and comparing results from year to year given the relatively small sample sizes

E. INFORMATION NEEDS

One in three (36%) parents have looked for information about OCSE and how to protect their children. In terms of information of interest, the majority of parents would like information on how to recognize the signs and symptoms of online sexual exploitation (66% which is on par with previous results, although higher than found in 2022; 59%) or privacy and security measures to be taken (63%; similar to the 55% to 66% found in previous years). Just under half (49%) would like information on how to talk to their children about OCSE, which is roughly on par with 47% and 48% in 2022 and 2023 but down from 57% in 2020. About one in three parents would like information about laws (39%), resources and help lines (36%), or who is most at risk (28%). Results in each topic area are similar to previous years although demand was slightly higher in 2020.

Table 12: Information Needed

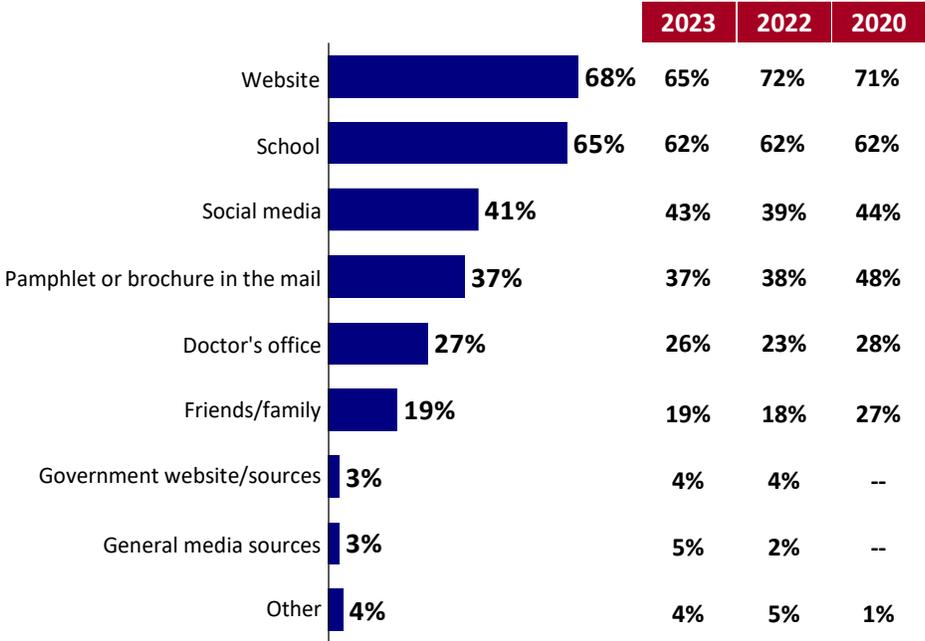
<i>Q17ab. What information would you like to have to help better protect your child from online sexual exploitation? [Select all that apply]</i>	2025 <i>n=1008</i>	2023 <i>n=1015</i>	2022 <i>n=1000</i>	2020 <i>n=1000</i>
How to recognize sign/symptoms	66%	63%	59%	71%
Privacy and security measures	63%	57%	55%	66%
How to talk to your kids	49%	48%	47%	57%
Laws	39%	39%	35%	48%
Resources and help lines	36%	41%	39%	46%
Who is most at risk	28%	32%	31%	39%
The effects on victims	21%	28%	22%	28%
Statistics/information on where/what is happening	2%	5%	4%	--
Other	2%	3%	2%	--
None	10%	9%	12%	1%
Don't know / Prefer not to answer	2%	2%	3%	--

Only items with 2% or more shown in this table

- Women are more likely than men to be interested in information about how to recognize the signs, privacy and security measures, laws, and resources and help lines.
- Parents in the Prairies are more likely to be interested in information about resources and help lines than other parents.
- Parents who were not born in Canada are more likely than those born in Canada to have an interest in information on who is at risk, resources and help lines, and how to talk to their children about the topic.
- Parents of younger children (under 14) are more likely than those with older children to want information about how to recognize the signs, how to talk to their children about the topic, and privacy and security measures.
- Those living in an area perceived to have a greater problem with OCSE are more likely than other parents to want information about laws, resources and help lines, who is most at risk, and how to recognize signs.

Most parents would like to find information through a website (68%) or to receive information through their child’s school (65%). About four in 10 would like information through social media (41%), or a pamphlet or brochure in the mail (37%). Other notable methods include receiving information at a doctor’s office (27%), or from friends and family (19%). Use of most information sources is comparable to previous years. There is also less interest in receiving information in the mail compared with 48% in 2020.

Chart 19: Dissemination of Information



Only items with 2% or more shown in chart

Q17ac. And where would you like to receive or find this information?

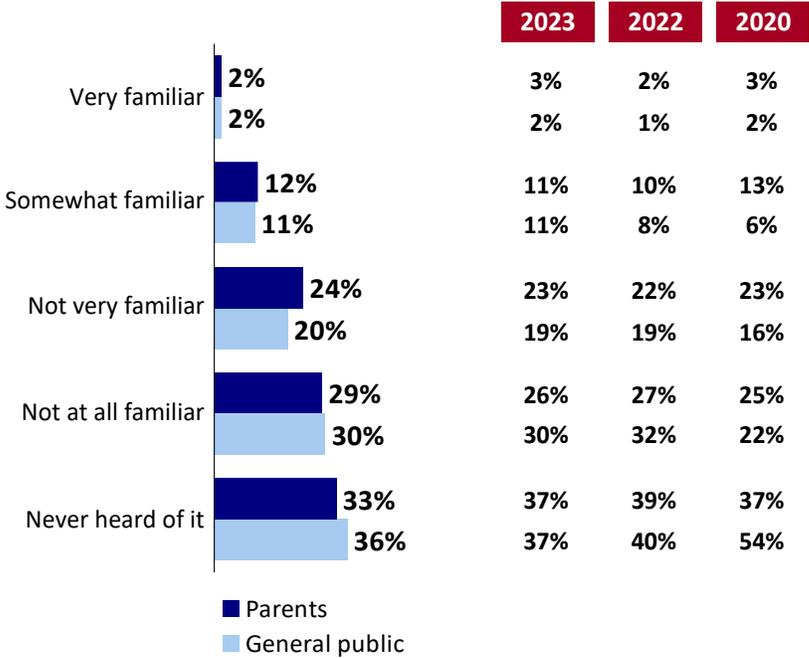
Base: Parents who have looked for information (n=888)

- Women are more interested than men in information from schools, social media, brochures in the mail and from health care providers.
- Parents living in Ontario more often expressed an interest in brochures in the mail compared with others across the country, while those living in the Prairies are slightly more likely than other parents to want information from friends and family.
- Parents of younger children are more likely than those of older children to prefer information through the school.
- Parents living in an area perceived to have a greater problem with OCSE are more likely than other parents to want information from the offices of health care providers and on social media.

F. FAMILIARITY WITH CYBERTIP.CA

Familiarity with cybertip.ca is low, with only 14% of parents and 13% of the general public saying they are somewhat or very familiar with it. The large majority (62% of parents and 66% of the general public), have no familiarity with it at all. Familiarity with Cybertip.ca has, however, experienced a modest increase over time, particularly among the general public.

Chart 20: Familiarity with cybertip.ca



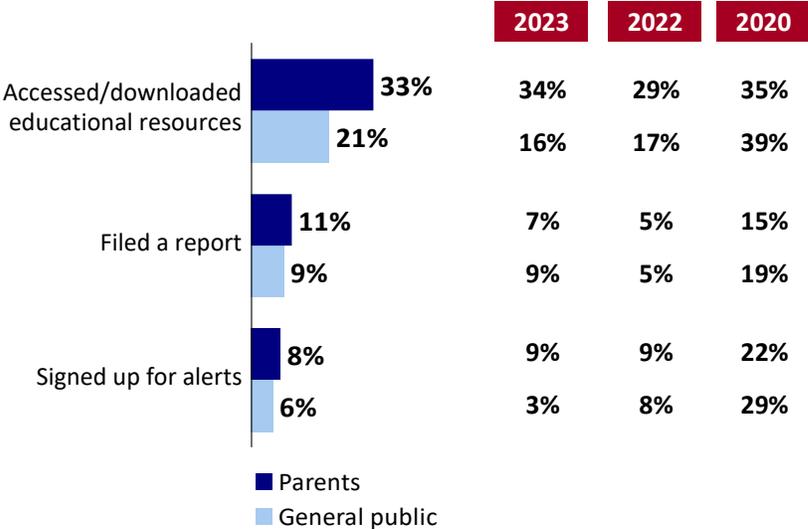
Q8. How familiar are you with www.cybertip.ca and/or the Canadian Centre for Child Protection?

Base: All respondents: Parents (n=1008); General public (n=1204)

- Parents living in Manitoba and Saskatchewan are much likely than other parents to be familiar or somewhat familiar with cybertip.ca (28%)
- Similarly, members of the general public living in Saskatchewan and Manitoba, followed by the Atlantic provinces, are more likely to say they are somewhat familiar. Residents of Quebec are apt to say they are not at all familiar.

Among the relatively few parents and members of the general public who have some familiarity with cybertip.ca, more have used it to access educational resources (33% of parents and 21% of the general public). Relatively few have filed a report (11% and 9%) or signed up for alerts (8% and 6%, respectively). Smaller sample sizes make it difficult to assess changes over time, although results seem similar.

Chart 21: Use of Cybertip.ca



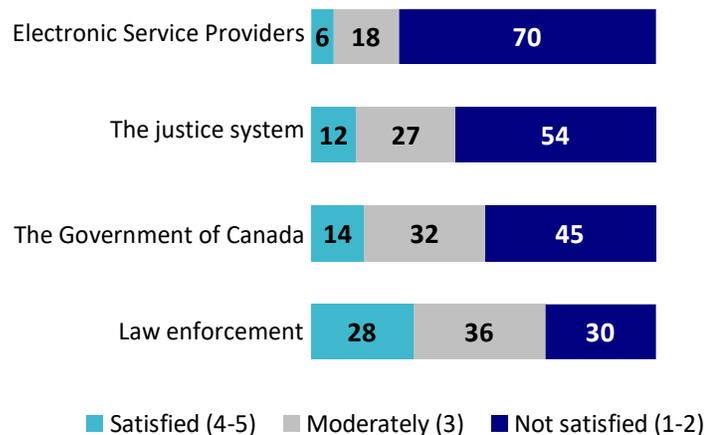
Q9a-c. On www.cybertip.ca, have you ever...?

Base: All Respondents: Parents (n=147); General public (n=172)

G. SATISFACTION WITH EFFORTS TO PROTECT CHILDREN

Seven in 10 (70%) parents are not satisfied with the efforts of their electronic service providers to protect children from sexual exploitation online, compared to just 6% who are satisfied. Slightly more than half (54%) are not satisfied with the actions of the justice system (versus 12% who are satisfied). When it comes to law enforcement, roughly equal proportions are satisfied (28%) and not satisfied (30%). One in seven (14%) express satisfaction with the efforts of the Government of Canada, with a higher proportion indicating moderate satisfaction (32%) and nearly half (45%) who are not satisfied.

Chart 22: Satisfaction with Efforts to Protect Children from Sexual Exploitation



Q9Aa-d. Finally, how satisfied are you with the efforts of the following groups when it comes to protecting children from sexual exploitation online? Would you say you are...? [Read list].

Base: Parents (n=1008)

- Women and parents with a university education are more likely than men to say they are not satisfied with the efforts of electronic service providers.
- Parents outside Quebec are more likely than those in Quebec to indicate they are not satisfied with the efforts of the Government of Canada and the justice system.
- Parents who have heard of OCSE, as well as those who believe it is a problem in their city, are more likely to say they are not satisfied across all four groups.

APPENDICES

A. METHODOLOGY

Sample Source

The survey sample was drawn from our randomly recruited panel *Probit*. *Probit* panellists were selected using a random-digit dial (RDD) landline-cell phone hybrid sample frame. This is the same sample frame and sampling process used to conduct telephone surveys, which are considered to be representative of the population⁶. Once selected, they are contacted and recruited by telephone and asked to complete a basic profile (i.e., base survey instrument) including a range of demographic information about themselves. They are also asked if they would prefer to complete surveys online or by telephone. All sample members are eligible to participate, including those with cell phones only, those with no Internet access and those who simply prefer to respond by telephone rather than online. This panel represents a fully representative sample of Canadians, from which we can draw random samples and collect data in a more cost conscious and timely manner than would otherwise be possible in a traditional telephone survey. This panel of more than 140,000 individuals can be considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied.

Testing and Administration

Prior to conducting the survey, the instrument was tested with 25 cases in English and 14 cases in French. Additional questions were placed on the pretest version of the questionnaire asking about length, flow, clarity of wording and so on to elicit feedback from respondents. Minimal changes were made as a result of the testing, although a few questions were removed in order to stay within the intended survey length.

The survey was administered between November 3rd and 19th, 2025, using a bilingual questionnaire, installed on a secure web-server controlled by EKOS. The email invitation included a description and purpose of the survey (in both languages) along with a link to the survey website. The survey database was mounted using a Personalized Identification Number (PIN), so only individuals with a PIN were allowed access to the survey (the PIN was included in the email

⁶ Canadian Internet Use, Statistics Canada.

invitation). The questionnaire was prefaced with a brief introduction to the study and rationale for the research. The voluntary and confidential nature of the survey was also emphasized. Survey data collection adhered to all applicable industry standards. All invited panel members were informed of their rights under current Privacy legislation, as well as how to obtain a copy of their response and results of the survey.

As shown below the average response rate overall across the 13,877 cases is 16.4%. It is 19.7% among Probit sample members who completed the survey online and 9.3% among those who completed the survey by telephone. For each this includes the cases completed or ineligible divided by the valid sample as noted in the table below.

Table 13: Response Rates

Outcome	Online	Telephone
Total	9,553	4,324
Invalid	869	197
Valid Sample	8,684	4,127
Non-responding	6,479	3,532
Refusal	36	162
Partial complete	459	42
Total non-response	6,974	3,736
Ineligible/quota filled	0	9
Complete	1710	382
Response rate	19.7%	9.3%

Respondents were informed in the invitation that all responses are completely confidential and no responses will be linked to individual names.

The database was reviewed following data collection for data quality, outliers, coding requirements, weighting and construction of independent variables, and was used to explore sub-group patterns (e.g., by age, gender and so on) in the analysis. Weighting of the sample was based on population parameters according to the 2016 Census on age, gender and region of the country for each of the general public and parents of children 8 to 18.

Sample Characteristics

The following table presents a sample profile for the survey (unweighted for age, region and gender, weighted for other characteristics).

Table 14: Sample Characteristics

Total	2025 Parents	2025 General Public	2023 Parents	2023 General Public	2022 Parents	2022 General Public	2022 Parents	2022 General Public
<i>Age (unweighted)</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1000</i>	<i>n=1139</i>	<i>n=953</i>	<i>n=1119</i>
Under 35	1%	28%	3%	25%	2%	25%	1%	25%
35-54	76%	34%	84%	36%	83%	37%	83%	40%
55 or older	22%	38%	13%	38%	15%	37%	16%	36%
<i>Education</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1000</i>	<i>n=1139</i>	<i>n=953</i>	<i>n=1119</i>
High school diploma, equivalent or less	8%	19%	9%	20%	8%	18%	14%	20%
College/CEGEP/other non- university certificate or diploma/registered apprenticeship or University certificate, diploma or Bachelor's degree	62%	58%	65%	60%	63%	62%	71%	68%
Post graduate degree above bachelor's level	32%	22%	25%	19%	28%	19%	15%	11%
Prefer not to answer	1%	1%	0%	1%	0%	1%	0%	--

Total	2025 Parents	2025 General Public	2023 Parents	2023 General Public	2022 Parents	2022 General Public	2022 Parents	2022 General Public
<i>Gender (unweighted)</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1000</i>	<i>n=1139</i>	<i>n=953</i>	<i>n=1119</i>
Man	46%	48%	51%	50%	49%	49%	36%	47%
Woman	54%	50%	48%	48%	50%	49%	64%	53%
Other	1%	1%	1%	1%	0%	2%	--	--
Prefer not to answer	0%	1%	1%	0%	1%	0%	--	--
<i>Region (unweighted)</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1000</i>	<i>n=1139</i>	<i>n=953</i>	<i>n=1119</i>
British Columbia	23%	13%	11%	13%	11%	13%	11%	13%
Alberta	22%	11%	13%	11%	15%	12%	12%	10%
Saskatchewan & Manitoba	7%	7%	8%	9%	9%	11%	8%	8%
Ontario	41%	38%	34%	36%	36%	34%	43%	40%
Quebec	23%	23%	25%	22%	21%	19%	20%	22%
Atlantic	6%	8%	9%	9%	9%	11%	7%	7%
<i>Income</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=</i>	<i>n=</i>	<i>n=</i>	<i>n=</i>
Less than \$20,000	1%	5%	1%	5%	--	--	--	--
\$20,000-\$39,999	3%	7%	5%	9%	--	--	--	--
\$40,000-\$59,999	5%	9%	6%	10%	--	--	--	--
\$60,000-\$79,999	7%	11%	7%	12%	--	--	--	--
\$80,000-\$99,999	11%	10%	11%	10%	--	--	--	--
\$100,000-\$149,999	23%	20%	26%	21%	--	--	--	--
\$150,000-\$199,999	16%	12%	14%	9%	--	--	--	--
\$200,000 or more	27%	15%	20%	10%	--	--	--	--
Don't know / No response	8%	12%	11%	11%	--	--	--	--

B. SURVEY QUESTIONNAIRE

WINTRO

Thank-you for participating in this survey. EKOS Research Associates, a Canadian public opinion research company is conducting the survey on behalf of Public Safety Canada about children's safety when online.

Si vous préférez répondre au sondage en français, veuillez cliquer sur français.

Your participation is optional and your responses will be kept entirely confidential and anonymous. The survey takes <[PARENT]20[ELSE]10> minutes to complete. It is being directed by EKOS Research, and is being administered according to the requirements of the *Privacy Act*. To view our privacy policy, click here.

If you require any technical assistance, please contact online@ekos.com.

PINTRO

Good morning/afternoon/evening, Bonjour, May I speak with _____?

My name is _____ and I am calling from EKOS Research Associates, a public opinion research company. We are conducting a study on behalf of Public Safety Canada on the topic of children's safety when involved in online activities.

Would you prefer to be interviewed in English or French?/Préférez-vous répondre en français ou en anglais?

Your participation is voluntary and your responses will be kept entirely confidential and anonymous. This survey is being directed by EKOS Research, and is being administered according to the requirements of the Privacy Act.

IF ASKED LENGTH: The survey will take about <[PARENT]20[ELSE]10> minutes to complete

IF ASKED CLIENT: I can tell you at the end who sponsored this survey

- Continue 1
- Refuse (THANK & TERMINATE) 9

PRIV

This call may be recorded for quality control or training purposes.

QSEX

The following questions will be used for statistical purposes only.

What is your gender?

- Man 1
- Woman 2
- Other (please specify) : 77
- Prefer not to answer 99

QAGEX

In what year were you born?

Year :	77
Prefer not to answer	99

QAGEY

May we place your age into one of the following general age categories?

18-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65 years or older	6
Prefer not to say	99

QAA

To begin, to what extent do you agree/disagree with the statements below? < [PHONE]
On a scale where 1 is strongly disagree, 3 is neither agree nor disagree and 5 is strongly agree.>

Today's online environment is safe for kids

Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

QAB

To begin, to what extent do you agree/disagree with the statements below? < [PHONE]
On a scale where 1 is strongly disagree, 3 is neither agree nor disagree and 5 is strongly agree.>

Digital service providers should be able to proactively seek out child abuse material on their platforms, even if it means less online personal privacy for Canadians

Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q1 [1,3]

This survey is about online child sexual exploitation.

For clarity, when we say "child", we're referring to anyone under the age of 18. We know this is a sensitive topic but an important one. We value your participation in this study to help increase awareness and prevention of online child sexual exploitation.

To the best of your knowledge, what does online child sexual exploitation refer to? Please be as specific as possible.

Please specify :	77
Don't know / Prefer not to answer	99

Q2A

In fact, online child sexual exploitation refers to any of the following:

Offering a reward to a child in exchange for an online sexual favour

Online child sexual abuse and sexual images or videos

Offering up or obtaining a child for sexual activity, including prostitution

Sexting (sending sexually explicit photographs or messages via a mobile phone)

Sexual extortion (Use of coercion and threats to extort money or more child sexual abuse and sexual images or videos)

Grooming (someone builds trust with a child, and sometimes the adults around them, to gain access to and control the child by normalizing certain behaviours and expectations)

Capping (someone, typically an adult, records or screenshots boys and girls they target on various video streaming platforms or applications getting naked or engaging in sexual activities — often without the victim knowing)

Sharing of intimate images without permission

Adults who travel and connect with kids through online platforms to get sexual favours

How much have you seen, read or heard about online child sexual exploitation as an issue in the past three months?

<[PHONE]Would you say a lot, some, not much or nothing at all?>

A lot	1
Some	2
Not much	3
Nothing at all	4
Don't know / Prefer not to answer	99

Q3 [1,3]

What have you heard about online child sexual exploitation as an issue? Please be as specific as possible.

Please specify :	77
Don't know / Prefer not to answer	99

Q3B [1,18]

And, where did you hear this?

<[PHONE]Prompt only if needed> Please select all that apply.

Doctor's office	1
School	2
Friends/family	3
Cinema	4
Social media (Facebook, X (previously Twitter), YouTube, Instagram, LinkedIn, Snapchat, etc.)	5
Website	6
Magazine	7
Newspaper	8
Outdoor billboard	9
Pamphlet or brochure in the mail	10
Public transit (bus or subway)	11
Radio	12
Streaming radio (Spotify etc.)	13
Television	14
Streaming television (Netflix etc.)	15
Other, specify :	77
Don't know / Prefer not to answer	99

Q4A

And, how big of an issue do you think online child sexual exploitation is in...? <[PHONE]

On a scale where 1 is no problem at all and 5 is a very big problem.>

Your neighbourhood	
Not a problem at all 1	1
2	2
3	3
4	4
Very big problem 5	5
Don't know / Prefer not to answer	9

Q4B

And, how big of an issue do you think online child sexual exploitation is in...? <[PHONE]

On a scale where 1 is no problem at all and 5 is a very big problem.>

Your city	
Not a problem at all 1	1
2	2
3	3
4	4
Very big problem 5	5
Don't know / Prefer not to answer	9

Q4C

And, how big of an issue do you think online child sexual exploitation is in...? <[PHONE]

On a scale where 1 is no problem at all and 5 is a very big problem.>

Your province

Not a problem at all	1
2	2
3	3
4	4
Very big problem	5
Don't know / Prefer not to answer	9

Q4D

And, how big of an issue do you think online child sexual exploitation is in...? <[PHONE]

On a scale where 1 is no problem at all and 5 is a very big problem.>

Canada

Not a problem at all	1
2	2
3	3
4	4
Very big problem	5
Don't know / Prefer not to answer	9

Q4E

And, how big of an issue do you think online child sexual exploitation is in...? <[PHONE]

On a scale where 1 is no problem at all and 5 is a very big problem.>

The rest of the world

Not a problem at all	1
2	2
3	3
4	4
Very big problem	5
Don't know / Prefer not to answer	9

QCHILD

Do you have any children aged 8 to 18 currently living in your household? If so, how many?

Yes, please specify :	1
No	2
Prefer not to answer	9

Q5A

The following questions are about discussions you may have had with **your child/children age 8-18**. <[AQCHILD >= 2]

For the rest of this survey, when we say "your child", please refer to just one of your **children age 8-18 – the one who's birthday comes next - and this same child throughout.**>

Child's age:	
Please specify	999
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
Prefer not to answer	99

Q5B

The following questions are about discussions you may have had with **your child/children age 8-18**. <[AQCHILD >= 2]

For the rest of this survey, when we say "your child", please refer to just one of your **children age 8-18 – the one who's birthday comes next - and this same child throughout.**>

Child's gender:	
Please specify	999
Male	1
Female	2
Other	3
Prefer not to answer	99

PQ10

Thank you again for taking the time to answer this very important survey to help ensure the safety of all Canadians. As a reminder, you can opt out of the survey at any time.

Q10A

Thank you again for taking the time to answer this very important survey to help ensure the safety of all Canadians. As a reminder, you can opt out of the survey at any time. Does your child go online...<[PHONE](Read each one and accept Yes/No for each)>

At home on a computer	
Yes	1
No	2

Don't know / Prefer not to answer 9

Q10B

Thank you again for taking the time to answer this very important survey to help ensure the safety of all Canadians. As a reminder, you can opt out of the survey at any time. Does your child go online...<[PHONE](Read each one and accept Yes/No for each)>

At home on a gaming system
Yes 1
No 2
Don't know / Prefer not to answer 9

Q10C

Thank you again for taking the time to answer this very important survey to help ensure the safety of all Canadians. As a reminder, you can opt out of the survey at any time. Does your child go online...<[PHONE](Read each one and accept Yes/No for each)>

On a phone or tablet
Yes 1
No 2
Don't know / Prefer not to answer 9

Q10D

Thank you again for taking the time to answer this very important survey to help ensure the safety of all Canadians. As a reminder, you can opt out of the survey at any time. Does your child go online...<[PHONE](Read each one and accept Yes/No for each)>

On a school computer or tablet
Yes 1
No 2
Don't know / Prefer not to answer 9

Q10E

Thank you again for taking the time to answer this very important survey to help ensure the safety of all Canadians. As a reminder, you can opt out of the survey at any time. Does your child go online...<[PHONE](Read each one and accept Yes/No for each)>

Somewhere else
Yes 1
No 2
Don't know / Prefer not to answer 9

Q11

And, when your child is online at home, to what extent would you say you are monitoring their activity? *Please remember your honest responses are very helpful and will remain anonymous.*

<[PHONE]Would you say always, mostly, sometimes, rarely or never?>

Always	1
Mostly	2
Sometimes	3
Rarely	4
Never	5
Prefer not to answer	9

Q12 [1,7]

And, what safeguards, if any, do you take to monitor your child's online activities at home?

<[PHONE]Read list.> Please select all that apply.

Block sites	1
Sit with them when they're online	2
Keep the computer in a common room	3
Check browser history	4
Other, specify :	77
None	98
Don't know / Prefer not to answer	99

Q13 [1,3]

And, to the best of your knowledge, what safeguards are in place at your child's school? *Please remember your honest responses are very helpful and will remain anonymous.* Please be as specific as possible.

Please specify :	77
Don't know / Prefer not to answer	99

Q14A

Do you "follow" your child on social media?

<[PHONE](If yes, clarify whether on **some** or **all** accounts)>

Yes on all of their accounts	1
Yes on some of their accounts	2
No	3
My child does not use social media	4
Prefer not to answer	9

Q14B

And, do you know the passwords for their account(s)?

Yes, all	1
Yes, some	2
No	3
Prefer not to answer	9

Q15 [1,22]

To the best of your knowledge, on which site does your child interact with others through social media, gaming, or other websites?

<[PHONE]Prompt if necessary.> Please select all that apply.

YouTube	1
Instagram	2
Snapchat	3
X (previously Twitter)	4
Facebook	5
Fortnite	6
KIK	7
Minecraft	8
Grand Theft Auto	9
League of Legends	10
Overwatch	11
Other video games	12
Reddit	13
TikTok	14
Twitch	15
Wattpad	16
Whatsapp	17
VSCO	18
Discord	19
Other, specify :	77
Don't know / Prefer not to answer	99

Q16 [1,5]

And, who does your child interact with online? Please remember your honest responses are very helpful and will remain anonymous.

<[PHONE]Read list and accept each one as you read.> Please select all that apply.

Friends/family only	1
Strangers	2
Popular celebrities/influencers (YouTube stars, professional gamers, etc.)	3
Friends of friends	4
Parents of friends	5
Don't know / Prefer not to answer	99

Q17A

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

What sites they are visiting online	
Daily or almost daily	1
Weekly	2
A couple times a month	3
Once a month or less	4

Never	5
Don't know / Prefer not to answer	9

Q17B

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

Privacy settings	
Daily or almost daily	1
Weekly	2
A couple times a month	3
Once a month or less	4
Never	5
Don't know / Prefer not to answer	9

Q17C

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

Who they talk to/interact with online	
Daily or almost daily	1
Weekly	2
A couple times a month	3
Once a month or less	4
Never	5
Don't know / Prefer not to answer	9

Q17D

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

What they talk to others about online	
Daily or almost daily	1
Weekly	2
A couple times a month	3
Once a month or less	4
Never	5
Don't know / Prefer not to answer	9

Q17E

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

Sexting	
Daily or almost daily	1
Weekly	2
A couple times a month	3
Once a month or less	4

Never	5
Don't know / Prefer not to answer	9

Q17F

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

Sexual extortion online (extorting money or sexual favors from someone by threatening to reveal evidence of their sexual activity)

Daily or almost daily	1
Weekly	2
A couple times a month	3
Once a month or less	4
Never	5
Don't know / Prefer not to answer	9

Q17G

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

Sending sexual images or videos online

Daily or almost daily	1
Weekly	2
A couple times a month	3
Once a month or less	4
Never	5
Don't know / Prefer not to answer	9

Q17H

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

Grooming online (someone builds trust with a child, and sometimes the adults around them, to gain access to and control the child by normalizing certain behaviours and expectations)

Daily or almost daily	1
Weekly	2
A couple times a month	3
Once a month or less	4
Never	5
Don't know / Prefer not to answer	9

Q17I

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

Capping (someone, typically an adult, records or screenshots boys and girls they target on various video streaming platforms or applications getting naked or engaging in sexual activities — often without the victim knowing)

- Daily or almost daily 1
- Weekly 2
- A couple times a month 3
- Once a month or less 4
- Never 5
- Don't know / Prefer not to answer 9

Q17J

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

What to do if they are asked to do something online that makes them feel uncomfortable

- Daily or almost daily 1
- Weekly 2
- A couple times a month 3
- Once a month or less 4
- Never 5
- Don't know / Prefer not to answer 9

Q17K

How often do you discuss each of the following with your child? <[PHONE]Would you say ... (read list)>

What to do if they know of someone being exploited online

- Daily or almost daily 1
- Weekly 2
- A couple times a month 3
- Once a month or less 4
- Never 5
- Don't know / Prefer not to answer 9

Q17L

How often do you discuss the following with your child? <[PHONE]Would you say ... (read list)>

Things to be aware of when outside of the home **offline** (e.g., talking to strangers, not engaging in risky behaviour with friends)

- A couple times a month or more 3
- Once a month or less 4
- Never 5
- Don't know / Prefer not to answer 9

Q17M

Does your child own or have access to a cellphone?

Yes	1
No	2
Prefer not to answer	9

Q17N

Overall, how would you characterize the amount of time child spends online?

About the right amount	1
A bit too much time	2
Far too much	3
Prefer not to answer	9

Q17N2 [1,10]

Where do you think that your child spends <[Q17N = 2]a bit[ELSE]far> too much time online?

<[PHONE]Prompt if necessary.> Please select all that apply.

Playing video games	1
Watching videos (e.g., Youtube/Tiktok)	2
Talking with friends	3
Scrolling through social media (e.g., Instagram/X)	4
Looking at information/visiting websites	5
Other, specify :	77
Prefer not to answer	99

Q17AA

Have you ever looked for information about online Child Sexual Exploitation and how to protect your kids?

Yes	1
No	2
Don't know / Prefer not to answer	9

Q17AB [1,10]

What information would you like to have to help better protect your child from online sexual exploitation?

<[PHONE]Prompt if necessary.> Please select all that apply.

Who is most at risk	1
How to recognize sign/symptoms	2
The effects on victims	3
Laws	4
Privacy and security measures	5
How to talk to your kids	6
Resources and help lines	7
Other, specify :	77
None	98

Don't know / Prefer not to answer 99

Q17AC [1,9]

And where would you like to receive or find this information?

<[PHONE]Prompt if necessary.> Please select all that apply.

Doctor's office	1
School	2
Friends/family	3
Social media (Facebook, X (previously Twitter), YouTube, Instagram, LinkedIn, Snapchat, etc.)	4
Website	5
Pamphlet or brochure in the mail	6
Other, specify :	77
Don't know / Prefer not to answer	99

Q17BA

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

I know where to go to seek help about Internet safety

Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BB

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

I don't have time to talk to my child about their online activities

Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BC

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

I keep information/resources about online safety handy

Strongly disagree 1	1
---------------------	---

2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BD

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

I can't keep up with technology/apps/games that my child is using	
Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BE

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

I worry that talking about online safety with my child will push them away	
Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BF

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

My child would feel comfortable turning to me/partner if they needed advice regarding their online activities	
Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BG

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

I feel that I am responsible for talking to my child about online safety

Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BH

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

My child expects me to talk to them about online safety

Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BI

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

I am very concerned about my child being a victim of online child sexual exploitation

Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BJ

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

I find it difficult to bring up online safety with my child – it makes me feel uncomfortable

Strongly disagree 1	1
2	2
3	3
4	4

Strongly agree	5
Don't know / Prefer not to answer	9

Q17BK

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

I know how to talk about online safety with my child	
Strongly disagree	1
2	2
3	3
4	4
Strongly agree	5
Don't know / Prefer not to answer	9

Q17BL

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

I don't know how to convince my child to talk to me about their online activity	
Strongly disagree	1
2	2
3	3
4	4
Strongly agree	5
Don't know / Prefer not to answer	9

Q17BM

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

Talking about online safety with my child makes me feel safe	
Strongly disagree	1
2	2
3	3
4	4
Strongly agree	5
Don't know / Prefer not to answer	9

Q17BN

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

Talking about online safety with my child makes me feel good	
Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BO

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

Talking about online safety is a habit – We just talk about it regularly	
Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BP

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

Talking to my child about their online activity will protect them from child sexual exploitation	
Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
Don't know / Prefer not to answer	9

Q17BQ

Using a scale from 1 to 5 where '1' is strongly disagree and '5' is strongly agree, please indicate the extent to which you agree or disagree with each of the following statements when it comes to talking to your child about online safety.

Talking to my child about their online activity is the only way to prevent them from being sexually exploited	
Strongly disagree 1	1
2	2
3	3
4	4

Strongly agree	5
Don't know / Prefer not to answer	9

Q18

Has your child ever come to you to discuss questionable online activity that they have experienced or have heard about from a friend/peer? Please remember your honest responses are very helpful and will remain anonymous.

Yes	1
No	2
Don't know / Prefer not to answer	9

Q19

Have you ever come across inappropriate behaviour geared towards your child or other youth online? Examples may include concerning comments written to a child or images being shared among peers.

Yes	1
No	2
Don't know / Prefer not to answer	9

Q21

To the best of your knowledge, has your child ever been a victim of any form of online child sexual exploitation? That is, online luring/offering a reward in exchange for something, online child sexual abuse and sexual images or videos, forced into online prostitution, sexting or nonconsensual sharing of intimate images.

Yes	1
No	2
Don't know / Prefer not to answer	9

Q21A [1,3]

If you're comfortable doing so, can you please share with us more details about what <[Q19 = 1 and Q21 = 2,9]happened when you came across inappropriate behaviour geared towards your child?[Q21 = 1]happened when your child was a victim of online child sexual exploitation?[ELSE]happened?>

Please specify :	77
Don't know / Prefer not to answer	99

Q20 [1,12]

And, which of the following best describes what you did?

<[PHONE]Read list and accept yes/no for each one> Please select all that apply.

Reported it to the police	1
Reported it to the school	2
Reported it to www.cybertip.ca	3
Reported it to the online platform (e.g. Instagram, YouTube, etc.)	4

Talked to my child	5
Confronted the person who interacted with my child	6
Sought support from other adults/family members	7
Sought counselling/therapy for my child	8
Sought counselling/therapy for myself	9
Other, specify :	77
I did not do anything	98

Q20A [1,12]

Can you please tell us why you didn't do anything? Please remember your honest responses are very helpful and will remain anonymous.

<[PHONE]Prompt if necessary.> Please select all that apply.

My child asked me not to	1
Religious reasons	2
Cultural reasons	3
I was too embarrassed	4
I didn't know it was illegal	5
I didn't want people to know	6
I didn't think anyone would believe us	7
I didn't want to make a big deal about it	8
I didn't think it would matter	9
Other, specify :	77
Don't know / Prefer not to answer	99

Q23 [1,3]

And, were you satisfied with the outcome?

Yes	1
No, why not :	77
Don't know / Prefer not to answer	99

Q23B [1,12]

And, would you say that there have been any long-lasting effects on any of the following because of the incident?

<[PHONE]Read list and accept yes/no for each one> Please select all that apply.

Family relationships	1
Your child's social relationships/friendships	2
Your social relationships/friendships	3
Your child's performance at school or work	4
Your performance at school or work	5
Your child's mental health or self esteem	6
Your mental health	7
Your child's physical health	8
Your physical health	9
Other, specify :	77
None	98
Don't know / Prefer not to answer	99

Q24 [1,12]

What would you do if you came across sexual images/videos linked to your child's account?

<[PHONE]Read list and accept yes/no for each one> Please select all that apply.

Report it to the police	1
Report it to the school	2
Report it to www.cybertip.ca	3
Report it to the online platform (e.g. Instagram, YouTube, etc.)	4
Talk to my child	5
Confront the person who interacted with my child	6
Seek support from other adults/family members	7
Seek counselling/therapy for my child	8
Seek counselling/therapy for myself	9
Other, specify :	77
Nothing	98
Don't know / Prefer not to answer	99

Q19B

To the best of your knowledge, have there been any cases of online sexual exploitation in your community?

Yes	1
No	2
Don't know / Prefer not to answer	9

Q8

How familiar are you with www.cybertip.ca and/or the Canadian Centre for Child Protection?
<[PHONE]Would you say you are ... (read list)>

Very familiar	1
Somewhat familiar	2
Not very familiar	3
Not at all familiar	4
Never heard of it	5

Q9A

On www.cybertip.ca, have you ever...

Filed a report	
Yes	1
No	2
Don't know / Prefer not to answer	9

Q9B

On www.cybertip.ca, have you ever...

Signed up for alerts	
Yes	1
No	2
Don't know / Prefer not to answer	9

Q9C

On www.cybertip.ca, have you ever...

Accessed/downloaded educational resources	
Yes	1
No	2
Don't know / Prefer not to answer	9

Q9AA

Finally, how satisfied are you with the efforts of the following groups when it comes to protecting children from sexual exploitation online? <[PHONE]Would you say you are ... (read list)>

The Government of Canada	
Not at all satisfied 1	1
2	2
Moderately satisfied 3	3
4	4
Very satisfied 5	5
Don't know / Prefer not to answer	9

Q9AB

Finally, how satisfied are you with the efforts of the following groups when it comes to protecting children from sexual exploitation online? <[PHONE]Would you say you are ... (read list)>

Electronic Service Providers (i.e., technology companies that offer Internet-based services)	
Not at all satisfied 1	1
2	2
Moderately satisfied 3	3
4	4
Very satisfied 5	5
Don't know / Prefer not to answer	9

Q9AC

Finally, how satisfied are you with the efforts of the following groups when it comes to protecting children from sexual exploitation online? <[PHONE]Would you say you are ... (read list)>

Law enforcement (e.g., the police)	
Not at all satisfied 1	1
2	2
Moderately satisfied 3	3
4	4

Very satisfied	5	5
Don't know / Prefer not to answer		9

Q9AD

Finally, how satisfied are you with the efforts of the following groups when it comes to protecting children from sexual exploitation online? <[PHONE]Would you say you are ... (read list)>

The justice system		
Not at all satisfied	1	1
2		2
Moderately satisfied	3	3
4		4
Very satisfied	5	5
Don't know / Prefer not to answer		9

D1 [1,6]

Our last few questions are to help group your responses.

Do you identify as any of the following...?

<[PHONE]Read list and accept yes/no for each one> Please select all that apply.

A racialized minority	1
Indigenous (First Nation, Inuit, or Metis)	2
A person with a learning disability (learning, memory or development impairment that limits daily activities)	3
A person with a mental illness that limits daily activities	4
A person with a physical disability (long-term or recurring impairment such as vision, hearing, mobility, memory that limits daily activities)	5
2SLGBTQI+ (two-spirited, lesbian, gay, bisexual, transgender, queer, intersex, and the + is inclusive of people who identify as part of sexual and gender diverse communities, who use additional terminologies)	6
None of the above	98
Prefer not to answer	99

D5 [1,6]

To the best of your knowledge, does your child identify as any of the following?

<[PHONE]Read list and accept yes/no for each one> Please select all that apply.

A racialized minority	1
Indigenous (First Nation, Inuit, or Metis)	2
A person with a learning disability (learning, memory or development impairment that limits daily activities)	3
A person with a mental illness that limits daily activities	4
A person with a physical disability (long-term or recurring impairment such as vision, hearing, mobility, memory that limits daily activities)	5
2SLGBTQI+ (two-spirited, lesbian, gay, bisexual, transgender, queer, intersex, and the + is inclusive of people who identify as part of sexual and gender diverse communities, who use additional terminologies)	6
None of the above	98
Prefer not to answer	99

QEDUC

What is the highest level of schooling that you have completed?

<[PHONE]Prompt if necessary.>

Less than High School diploma or equivalent	1
High School diploma or equivalent	2
Registered Apprenticeship or other trades certificate or diploma	3
College, CEGEP or other non-university certificate or diploma	4
University certificate or diploma below bachelor's level	5
Bachelor's degree	6
Post graduate degree above bachelor's level	7
Prefer not to answer	99

QINC

What is your annual household income from all sources before taxes?

Less than \$20,000	1
\$20,000-\$39,999	2
\$40,000-\$59,999	3
\$60,000-\$79,999	4
\$80,000-\$99,999	5
\$100,000-\$149,999	6
\$150,000-\$199,999	7
\$200,000 or more	8
Don't know / No response	99

D2

Where were you born?

<[PHONE]Prompt if necessary.>

Born in Canada	1
Born outside Canada:	77
Prefer not to answer	99

D3

In what year did you first move to Canada?

Please specify :	77
Prefer not to answer	99

D4 [1,2]

What is the language you first learned at home as a child and still understand?

Select up to two answers

English	1
French	2
Other language, specify :	77
Prefer not to answer	99

THNK

Thank you for your participation. These are all the questions we have for you today.

Please visit <http://www.canada.ca/child-exploitation>, <http://www.cybertip.ca>, <http://www.kidshelpphone.ca>, or <https://www.justice.gc.ca/eng/cj-jp/victims-victimes/vsd-rsv/index.html> at any time for additional resources or to report a crime.

THNK2

Thank you very much for your interest in completing this survey. Unfortunately, you are not eligible for this survey.

C. ADDITIONAL TABLES

The following tables are also included within the body of this report, however results for 2020 are not presented. These tables have been duplicated for the purpose of including the 2020 comparison.

Table 15: Meaning of OCSE Including 2020 Results (See Table 1)

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC	2020 PARENTS	2020 GENERAL PUBLIC
<i>Q1. To the best of your knowledge, what does online child sexual exploitation refer to?</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1008</i>	<i>n=1204</i>	<i>n=1000</i>	<i>n=1139</i>	<i>n=953</i>	<i>n=1119</i>
Coercing/threatening children to provide sexual content	34%	29%	32%	31%	25%	23%	--	--
Luring/Grooming	26%	23%	20%	21%	20%	20%	12%	10%
Pornography/child pornography	22%	22%	16%	17%	25%	26%	26%	30%
Distribution/sharing/profit from sexual content featuring children	21%	16%	16%	18%	14%	12%	--	--
Abuse/child abuse/sexual abuse	17%	17%	12%	15%	16%	16%	18%	15%
Exposure of sexual content to children	14%	13%	18%	16%	16%	13%	--	--
Nude/explicit photos	11%	11%	4%	4%	16%	12%	31%	30%
Underage/18 and under	7%	6%	6%	6%	3%	3%	9%	12%
Attempts to meet in-person	7%	6%	7%	7%	5%	6%	--	--
Content exposing children in a sexual manner	6%	3%	12%	10%	9%	8%	--	--
Trafficking/sex trade	6%	6%	8%	8%	7%	7%	5%	5%

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC	2020 PARENTS	2020 GENERAL PUBLIC
Predator/online predator	4%	3%	3%	3%	5%	4%	6%	6%
Pretending to be a child/false profile	4%	4%	6%	5%	5%	4%	5%	5%
Exploitation/taking advantage	3%	4%	4%	5%	9%	7%	21%	18%
Solicitation/paying for sex	2%	1%	2%	2%	2%	2%	5%	5%
Don't know/Prefer not to answer	9%	13%	14%	14%	13%	19%	6%	6%

Table 16: OCSE Issues⁷ Including 2020 Results (See Table 2)

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC	2020 PARENTS	2020 GENERAL PUBLIC
<i>Q3. What have you heard about online child sexual exploitation as an issue? Please be as specific as possible.</i>	<i>n=672</i>	<i>n=746</i>	<i>n=578</i>	<i>n=686</i>	<i>n=504</i>	<i>n=531</i>	<i>n=539</i>	<i>n=516</i>
Criminals/people being caught/arrested/charged	17%	16%	16%	14%	17%	17%	14%	13%
Luring/grooming	11%	9%	10%	12%	10%	8%	6%	8%
It's all over social media apps/ platforms	11%	11%	7%	6%	--	--	--	--
Extortion/threats/bullying for content/stealing images for use on websites	11%	10%	11%	10	6%	5%	--	--
It is happening/ existing/ ongoing concern	10%	11%	9%	10%	9%	9%	7%	6%
Challenges in finding/prosecuting offenders	9%	10%	4%	5%	5%	5%	--	--
Impact on victims mental health/ suicides	8%	9%	6%	6%	4%	5%	--	--
Seen/heard it in the media (e.g., TV, radio, news media)	7%	8%	13%	12%	7%	6%	10%	11%
It's increasing/ growing problem	7%	6%	7%	7%	8%	9%	10%	12%
Importance of being informed/ educated as a parent/family member	7%	4%	5%	3%	5%	4%	--	--
ISP's/tech companies do not do enough to protect children	6%	5%	3%	3%	2%	3%	--	--
Protecting children/freedom of expression dilemma, personal privacy concerns amended	5%	4%	--	--	--	--	--	--
(Human/ sex) trafficking/sex trade	5%	4%	10%	9%	--	--	9%	9%

⁷ Excludes themes noted by 2% or fewer respondents in 2025, where there is no comparison with data for previous years.

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC	2020 PARENTS	2020 GENERAL PUBLIC
Child abuse, pedophiles, sexual assault	5%	5%	4%	4%	3%	4%	--	--
Assuming a false identity, pretending to be younger/peer	4%	4%	6%	4%	--	--	--	--
Messaging children for explicit photos/nudity/videos/sexual behaviour	4%	4%	8%	5%	9%	5%	--	--
Distributed for financial gain/profit	4%	5%						
A profitable industry established	4%	5%	3%	4%	2%	3%	--	--
Child pornography	3%	3%	6%	5%	6%	6%	9%	9%
Warnings/on-going efforts to fight it	3%	2%	4%	3%	3%	4%	6%	4%
Nude/explicit photos/ videos	3%	1%	0%	3%	3%	3%	5%	5%
Predators	3%	3%	3%	4%	2%	3%	5%	4%
I work in law enforcement/ education/health services	2%	1%	2%	2%	--	--	--	--
Attempts to meet for sexual acts	2%	2%	2%	2%	--	--	--	--
Efforts to teach it in curriculum in schools/ courses and workshops for children needed	2%	0%	--	--	--	--	--	--
Experienced speaking with friend and family that it has happened to, talking to children about experiences/how to handle it	2%	0%	--	--	--	--	--	--
AI generating pornographic material/images	1%	3%	--	--	--	--	--	--
More content shown to children to oversexualize them, normalizing sexual imagery	1%	1%	2%	3%	--	--	--	--
Societal issues/ills/socio-cultural changes causing it	1%	0%	--	--	--	--	--	--

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC	2020 PARENTS	2020 GENERAL PUBLIC
Not enough information/education on this matter, real issues/problems not addressed by media/government	1%	1%	--	--	--	--	--	--
Online/ Internet	1%	1%						
Other	1%	1%	4%	4%	4%	4%	12%	13%
Don't know /Prefer not to answer	12%	12%	14%	14%	15%	18%	4%	5%

Table 17: Source of OCSE Awareness Including 2020 Results (See Table 3)

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC	2020 PARENTS	2020 GENERAL PUBLIC
<i>Q3b. And, where did you hear this?</i>	<i>n=672</i>	<i>n=746</i>	<i>n=578</i>	<i>n=686</i>	<i>n=504</i>	<i>n=531</i>	<i>n=540</i>	<i>n=502</i>
Social media (Facebook, Twitter, YouTube, Instagram, LinkedIn, Snapchat, etc.)	52%	53%	43%	48%	42%	42%	47%	45%
Television	38%	41%	37%	43%	40%	46%	53%	59%
Website	36%	28%	30%	29%	38%	36%	38%	29%
Radio	34%	28%	26%	27%	29%	28%	31%	24%
Newspaper	31%	31%	29%	34%	34%	38%	35%	33%
Friends/family	27%	21%	27%	25%	24%	19%	28%	22%
School	16%	7%	15%	7%	15%	8%	14%	4%
Streaming television (Netflix, etc.)	15%	13%	12%	10%	10%	11%	8%	7%
Streaming radio (Spotify, etc.)	8%	7%	8%	9%	7%	9%	4%	1%
Magazines	6%	5%	3%	7%	7%	8%	10%	5%
Outdoor billboards	4%	3%	2%	4%	4%	2%	3%	2%
Public transit	4%	4%	3%	2%	--	--	--	--
Through work/professional experience	4%	2%	2%	2%	5%	3%	--	--
Online news sources	4%	4%	2%	2%	--	--	--	--
Doctor's office	3%	2%	2%	2%	--	--	--	--
Pamphlet or brochure in the mail	2%	1%	2%	1%	3%	2%	3%	1%

	2025 PARENTS	2025 GENERAL PUBLIC	2023 PARENTS	2023 GENERAL PUBLIC	2022 PARENTS	2022 GENERAL PUBLIC	2020 PARENTS	2020 GENERAL PUBLIC
Cinema	1%	3%	5%	7%	--	--	--	--
Other	6%	6%	6%	5%	6%	4%	2%	2%
Don't know / Prefer not to answer	2%	2%	1%	2%	1%	3%	--	--

