



Publication date: 8th April 2026

Short Methodology Statement

Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	Dairy Farmers
Fieldwork dates	3 rd – 12 th Mar 2026
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians parents or guardians aged 18+ with children aged 6-17
Sample size	1017
Australian Polling Council compliant	Yes
URL of Long Methodology statement	https://au.yougov.com/about/panel-methodology/australian-polling-council
Is voting intention published?	No

Long Methodology Statement

Effective sample size after weighting applied	928
Margin of error associated with effective sample size	±3.2
Quotas and weighting	Age x Gender x State and are broadly representative of Australian parents or guardians of children aged 6 - 17
Weighting method used	Rim weighting
Full question text, responses categories and randomisation	See below
Source of online sample	Selected from previously recruited online panels of research participants using quotas based on weighting frame.
Positioning of voting intention questions in questionnaire?	NA
How were undecided voters handled?	NA
2PP calculation method	NA



Full Question Text of Published Questions

Question type: *Text*

For the following questions, please think specifically about your 6-17 year old child whose birthday is coming up next.

Question type: *Single*

[Varlabel - Age of child]

[S2] Thinking about your child aged 6–17 whose birthday is next, how old is that child?

- | | |
|--|---------|
| <1 if pdl.childage_new.has_any ([6,7,8,9,10])> | 6 - 10 |
| <2 if pdl.childage_new.has_any ([11,12,13,14,15])> | 11 - 15 |
| <3 if pdl.childage_new.has_any ([16,17])> | 16 - 17 |
-

Question type: *Single*

[Varlabel - Type of school of child]

[S3] Is that child in primary school or secondary school?

- | | |
|-----|--|
| <1> | Primary school |
| <2> | Secondary/ high school |
| <3> | Other (e.g. disabled, home schooled, in an open school system) |
-

Question type: *Single*

[Varlabel - Gender of child - selected]

[S4] And what is the gender of this 6-17 year old child whose birthday is coming up next?

- | | |
|-----|--------|
| <1> | Male |
| <2> | Female |
-



Base: All Australian parents or guardians 18+ with children aged 6-17

Question type: **Single**

[Varlabel - Q1. On a typical day, how many hours does your child spend on small screens of any type not including time spent on schoolwork?]

[Q1] On a typical day, how many hours does your child spend on small screens of any type not including time spent on schoolwork?

This includes time spent streaming, using social media, playing video games, or browsing the internet for fun. Please do not include time spent on schoolwork.

Please select one option only

- <1> No time
- <2> Less than 1 hour
- <3> 1-2 hours
- <4> 3-4 hours
- <5> 5-6 hours
- <6> Over 6 hours

Base: All Australian parents or guardians 18+ with children aged 6-17 who spend time on small screen

Question type: **Single**

#row order: reverse(\$sreverse)

[Varlabel - Q2. Do you believe your child spends too much time, about the right amount of time, or not enough time on small screens?]

[Q2] Do you believe your child spends too much time, about the right amount of time, or not enough time on small screens?

Please select the option that best applies

- <1> Too much time on small screens
- <2> Just about the right amount of time
- <3> Not enough time on small screens



Base: All Australian parents or guardians 18+ with children aged 6-17

Question type: *Dyngrid*

#row order: *randomize* #column order: *reverse(\$sreverse)*

[Varlabel - Q6. Year of cyber scam]

[Q3] To what extent, if at all, do you think small screen use has an impact on your child in each of the following areas?

Please select one option per row

- | | |
|-----------|--------------------------|
| -[Q3_1] | Sleep |
| -[Q3_2] | Mood/mental health |
| -[Q3_3] | Behaviour |
| -[Q3_4] | Social interaction |
| -[Q3_5] | Physical activity |
| <1> | Very negative impact |
| <2> | Somewhat negative impact |
| <3> | No impact at all |
| <4> | Somewhat positive impact |
| <5> | Very positive impact |
| <6 fixed> | Don't know |

Base: All Australian parents or guardians 18+ with children aged 6-17

Question type: *Single*

[Varlabel - Q4. On a typical day how much time does your child spend doing moderate to vigorous physical activity?]

[Q4] On a typical day how much time does your child spend doing moderate to vigorous physical activity?

Moderate to vigorous physical activity means activity that makes your child breathe faster and feel warmer — such as brisk walking, bike riding, running, sport or active play.

Please select one option only

- | | |
|-----|------------------------------|
| <1> | 0 to 15 minutes |
| <2> | Between 16 to 30 minutes |
| <3> | Between 31 minutes to 1 hour |
| <4> | Between 1 hour to 2 hours |
| <5> | More than 2 hours |



Base: All Australian parents or guardians 18+ with children aged 6-17

Question type: **Single**

#row order: reverse(\$sreverse)

[Varlabel - Q5. Do you think that your child's time spent on small screens impacts the amount of time they spend doing physical activity?]

[Q5] Do you think that your child's time spent on small screens impacts the amount of time they spend doing physical activity?

Please select the option that best applies

- <1> Yes
- <2> No

Base: All Australian parents or guardians 18+ with children aged 6-17

Question type: **Multiple**

#row order: reverse(\$sreverse)

[Varlabel - Q6. Views on child activity levels]

[Q6] Which statements best describes your view?

Please select all options that apply

- <1> I'm worried my child isn't active enough because of screen time and it's affecting their wellbeing
- <2> I wish they spent less time on screens and were more active but I don't know how to change it
- <3> I think they have a good balance between screens and physical activity
- <4> Physical activity isn't as important as it used to be in the digital age
- <5 fixed xor> None of these

Base: All Australian parents or guardians 18+ with children aged 6-17

Question type: **Open**

[Varlabel - Q7. When your child is on small screens for long periods, what do you notice about their energy levels and mood after?]

[Q7] When your child is on small screens for long periods, what do you notice about their energy levels and mood after?



Base: All Australian parents or guardians 18+ with children aged 6-15

Question type: **Single**

#row order: reverse(\$sreverse)

#Question display logic: **if S2 in ([1,2])**

[Varlabel - Q8. Since the social media ban came into effect in December 2025, what changes, if any, have you noticed in how your child spends time on small screens?]

[Q8] Since the social media ban came into effect in December 2025, what changes, if any, have you noticed in how your child spends time on small screens?

Please select the option that best applies

- | | |
|-----------|--------------------------------------|
| <1> | More time on small screens |
| <2> | Less time on small screens |
| <3 fixed> | Same amount of time on small screens |
-

Question type: **Text**

Before asking the following question we just wish to confirm, your responses are completely anonymous and will only be reported in combined, aggregated form.

Base: All Australian parents or guardians 18+ with children aged 6-15

Question type: **Single**

#Question display logic: **if S2 in ([1,2])**

[Varlabel - Q9. How long after the social media ban came into effect, if at all, did your child hack or get around the social media ban, with or without your support?]

[Q9] How long after the social media ban came into effect, if at all, did your child hack or get around the social media ban, with or without your support?

Please select one option only

- | | |
|-----------|---|
| <1> | Within 24 hours |
| <2> | In more than 24 hours but within a week |
| <3> | In more than a week but within a month |
| <4> | Longer than a month |
| <5 fixed> | My child has not tried/succeeded |
| <6 fixed> | My child did/does not use social media |
-



Base: All Australian parents or guardians 18+ with children aged 6-15

Question type: **Single**

#row order: reverse(\$sreverse)

#Question display logic: **if S2 in ([1,2])**

[Varlabel - Q10. Does your child spend MORE, LESS or the SAME time playing outside or doing physical activity since the social media ban?]

[Q10] Does your child spend MORE, LESS or the SAME time playing outside or doing physical activity since the social media ban?

Please select the option that best applies

- | | |
|-----------|--|
| <1> | More time playing outside/ doing physical activity |
| <2> | Same as before |
| <3> | Less time playing outside/ doing physical activity |
| <4 fixed> | Don't know |

