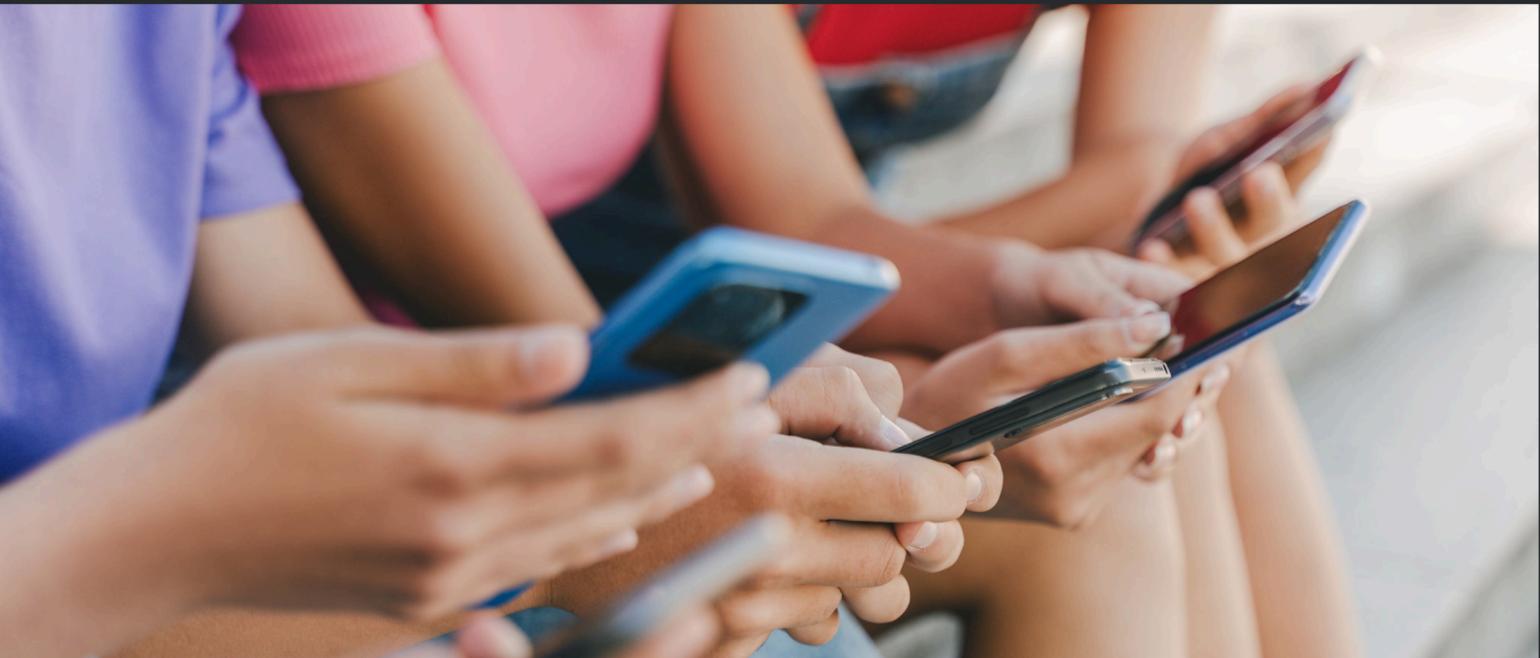


# What do families think about social media restrictions?



## Context

Following the Spanish Government's announcement to ban social media access for minors under 16, there was a need for a quick, data-driven assessment of family reactions. In an environment of high media exposure, understanding the social pulse in real-time was key to providing rigorous evidence to the public debate.

## Methodology and solution

**Representative sample:** 734 fathers and mothers with children under 16 in Spain.

Netquest, a Bilendi group company, conducted this study using its Flash Survey solution, a service designed to obtain real-time data from representative samples or high-quality specific targets.

The questionnaire was designed with the support of Artificial Intelligence and featured technical supervision from the Netquest team throughout the process. Fieldwork was completed in 2.5 days (from February 6 to 9, 2026), ensuring methodological quality, statistical precision, and rapid results delivery.

This combination of technology, proprietary panel, and expertise allowed for a rigorous assessment of the proposed measure's impact among parents of children under 16.

## Key results

**93%**

Of fathers and mothers are aware of the initiative.

**4.19/5**

Average level of concern regarding minors' access to social media.

**4.85/5**

Average degree of agreement with the proposed measure.

**64%**

Considers that the measure will help prevent mental health issues and cyberbullying.

**71%**

Does not perceive the measure as a significant intrusion into family education (average intrusion: 2.73 / 5).

## Digital snapshot of the household

**62%**

Of minors use their own devices.

**58%**

Uses social media or messaging apps.

### Among those who use them (n=427):

**50%**

always with parental supervision

**35%**

intermittent supervision

**15%**

without supervision

**4.03/7**

Average ideological positioning of the sample (center).

## Impact

The project demonstrates the capacity of Netquest / Bilendi to transform current debates into actionable knowledge within days. The Flash Survey solution allows for an agile response to emerging topics without compromising data quality, offering companies, institutions, and media an accurate snapshot of public opinion in real-time.

## Conclusion

The integration of a proprietary panel, Flash Survey technology, AI-assisted design, and expert supervision positions Netquest / Bilendi as a strategic partner for rapid opinion studies, especially in contexts where speed, representativeness, and reliability are critical factors.