

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : Children aged 8-17 who go online	
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Base : Children aged 12-17 who go online	
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Base : All children aged 12-17	

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Base : All children aged 12-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Table 1

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 99%														
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
North East	76	30	34	12	43	33	25	49	16	13	18	16	8	4
	4%	4%	4%	3%	4%	3%	4%	4%	4%	3%	4%	4%	4%	2%
Yorkshire and Humberside	167	62	65	41	90	77	44	119	38	24	30	35	22	19
	8%	7%	8%	10%	9%	7%	6%	9%	9%	6%	7%	8%	11%	9%
North West	223	86	84	52	111	112	63	157	46	41	44	40	21	31
	11%	10%	10%	13%	11%	11%	9%	11%	11%	10%	11%	10%	10%	15%
West Midlands	186	70	79	37	101	85	59	124	38	31	44	36	18	19
	9%	8%	10%	9%	10%	8%	9%	9%	9%	7%	11%	9%	9%	9%
East Midlands	145	54	59	32	59	85	42	99	21	33	22	36	16	16
	7%	6%	7%	8%	6%	8%	6%	7%	5%	8%	5%	9%	8%	7%
East of England	192	83	68	41	101	91	69	119	42	41	38	30	21	20
	9%	10%	8%	10%	10%	9%	10%	9%	10%	10%	9%	7%	10%	10%
South West	159	75	54	29	73	86	61	94	33	42	26	28	13	16
	8%	9%	6%	7%	7%	8%	9%	7%	8%	10%	6%	7%	6%	8%
South East	283	121	121	40	122	160	104	178	56	66	51	70	16	24
	14%	15%	15%	10%	12%	15%	15%	13%	13%	16%	12%	17%	7%	12%
										e		e		
London	285	92	100	93	158	126	71	211	47	45	59	41	53	40
	14%	11%	12%	22%	15%	12%	10%	15%	11%	11%	14%	10%	25%	19%
				ab				a					abcd	d
SUMMARY														
England	1715	674	665	377	858	858	539	1150	337	337	332	332	189	188
	82%	81%	80%	90%	82%	82%	78%	84%	81%	81%	80%	80%	91%	90%
				ab				a					abcd	abcd
Wales	103	46	47	10	51	52	37	64	23	23	24	24	5	5
	5%	5%	6%	2%	5%	5%	5%	5%	5%	6%	6%	6%	2%	2%
Scotland	186	77	83	26	93	93	77	102	39	38	41	41	13	13
	9%	9%	10%	6%	9%	9%	11%	8%	9%	9%	10%	10%	6%	6%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

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All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Northern Ireland	83	38	40	4	41	41	33	48	19	19	20	20	2	2
	4%	5%	5%	1%	4%	4%	5%	4%	5%	5%	5%	5%	1%	1%
		c	c											

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
North East	76	76	-	-	-	70	7	12	15	19	30	27	49
	4%	4%	-%	-%	-%	4%	3%	2%	3%	4%	6%	2%	5%
		bcd									ae		ae
Yorkshire and Humberside	167	167	-	-	-	139	28	31	45	40	50	76	91
	8%	10%	-%	-%	-%	8%	10%	5%	9%	9%	9%	7%	9%
		bcd											
North West	223	223	-	-	-	203	20	62	55	35	70	117	106
	11%	13%	-%	-%	-%	11%	7%	11%	11%	8%	13%	11%	11%
		bcd											
West Midlands	186	186	-	-	-	172	14	50	46	34	55	96	89
	9%	11%	-%	-%	-%	9%	5%	9%	9%	8%	10%	9%	9%
		bcd											
East Midlands	145	145	-	-	-	119	25	29	31	41	43	60	84
	7%	8%	-%	-%	-%	7%	9%	5%	6%	9%	8%	5%	9%
		bcd											
East of England	192	192	-	-	-	144	48	53	54	28	58	106	86
	9%	11%	-%	-%	-%	8%	18%	9%	10%	6%	11%	10%	9%
		bcd					a						
South West	159	159	-	-	-	129	30	42	37	43	37	79	80
	8%	9%	-%	-%	-%	7%	11%	7%	7%	10%	7%	7%	8%
		bcd											
South East	283	283	-	-	-	244	39	96	72	55	60	168	115
	14%	16%	-%	-%	-%	13%	14%	16%	14%	13%	11%	15%	12%
		bcd											
London	285	285	-	-	-	281	3	111	69	52	52	180	104
	14%	17%	-%	-%	-%	15%	1%	19%	13%	12%	10%	16%	11%
		bcd				b		cdf				df	
SUMMARY													
England	1715	1715	-	-	-	1501	215	486	424	348	455	910	803
	82%	100%	-%	-%	-%	83%	79%	83%	82%	79%	84%	82%	82%
		bcd											

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Wales	103	-	-	103	-	86	17	29	26	22	26	54	49
	5%	-%	-%	100%	-%	5%	6%	5%	5%	5%	5%	5%	5%
				abd									
Scotland	186	-	186	-	-	158	27	47	49	47	43	96	90
	9%	-%	100%	-%	-%	9%	10%	8%	9%	11%	8%	9%	9%
			acd										
Northern Ireland	83	-	-	-	83	70	12	23	20	21	18	44	39
	4%	-%	-%	-%	100%	4%	4%	4%	4%	5%	3%	4%	4%
				abc									

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
North East	76 4%	19 4%	52 3%	23 4%	31 4%	11 3%
Yorkshire and Humberside	167 8%	30 7%	131 8%	61 10%	61 7%	28 6%
North West	223 11%	44 10%	171 11%	84 14%	81 10%	45 10%
West Midlands	186 9%	37 8%	141 9%	56 9%	72 9%	39 9%
East Midlands	145 7%	34 8%	107 7%	46 7%	58 7%	26 6%
East of England	192 9%	37 8%	145 9%	51 8%	71 9%	52 12%
South West	159 8%	32 7%	121 8%	35 6%	82 10%	28 6%
South East	283 14%	51 12%	227 14%	82 13%	109 13%	62 14%
London	285 14%	65 15%	205 13%	81 13%	96 12%	80 18%
					a	b
SUMMARY						
England	1715 82%	349 80%	1300 83%	519 84%	662 80%	371 83%
Wales	103 5%	21 5%	76 5%	25 4%	50 6%	20 4%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Scotland	186	50	133	52	79	41
	9%	11%	8%	8%	10%	9%
Northern Ireland	83	18	61	25	34	16
	4%	4%	4%	4%	4%	4%

Columns Tested: a,b - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

Table 2

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QF. URBANITY

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Large city	489	157	201	131	263	227	125	355	79	77	116	85	67	64
	23%	19%	24%	31%	25%	22%	18%	26%	19%	19%	28%	20%	32%	31%
				a				a			ab		abd	abd
Smaller city or large town	521	216	214	91	253	269	176	335	108	108	99	115	45	45
	25%	26%	26%	22%	24%	26%	26%	25%	26%	26%	24%	28%	22%	22%
Medium town	468	202	176	90	229	240	177	287	101	101	80	97	48	42
	22%	24%	21%	22%	22%	23%	26%	21%	24%	24%	19%	23%	23%	20%
Small town	337	148	126	63	169	168	120	209	75	73	63	63	31	31
	16%	18%	15%	15%	16%	16%	18%	15%	18%	18%	15%	15%	15%	15%
Rural area	271	112	118	42	131	140	88	180	54	58	60	57	17	25
	13%	13%	14%	10%	13%	13%	13%	13%	13%	14%	14%	14%	8%	12%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QF. URBANITY

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Large city	489	413	38	17	21	489	-	170	102	97	119	272	216
	23%	24%	21%	17%	25%	27%	-%	29%	20%	22%	22%	25%	22%
						b		bf					
Smaller city or large town	521	431	40	26	25	521	-	149	106	117	149	254	266
	25%	25%	22%	25%	30%	29%	-%	25%	20%	27%	27%	23%	27%
						b							b
Medium town	468	399	36	19	14	468	-	109	149	94	118	257	211
	22%	23%	19%	19%	17%	26%	-%	19%	29%	21%	22%	23%	22%
						b			af				
Small town	337	258	44	24	11	337	-	78	109	67	82	187	149
	16%	15%	24%	23%	13%	19%	-%	13%	21%	15%	15%	17%	15%
			ad	ad		b			a				
Rural area	271	215	27	17	12	-	271	79	53	63	76	133	139
	13%	13%	15%	16%	15%	-%	100%	14%	10%	14%	14%	12%	14%
							a						

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QF. URBANITY

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Large city	489 23%	100 23%	368 23%	161 26%	183 22%	102 23%
Smaller city or large town	521 25%	125 28%	372 24%	166 27%	202 24%	106 24%
Medium town	468 22%	82 19%	370 24%	142 23%	176 21%	102 23%
Small town	337 16%	68 15%	258 16%	94 15%	135 16%	78 17%
Rural area	271 13%	65 15%	201 13%	58 9%	129 16%	61 14%

Columns Tested: a,b - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

Table 3

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER						
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f	
Significance Level: 99%															
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200	
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174	
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209	
A	124 6%	35 4%	54 7%	35 8% a	77 7%	48 5%	28 4%	94 7%	20 5%	15 4%	34 8%	20 5%	22 11% b	13 6%	
B	460 22%	192 23%	185 22%	83 20%	244 23%	216 21%	169 25%	286 21%	111 27%	82 20%	96 23%	89 21%	37 18%	45 22%	
C1	519 25%	218 26%	197 24%	104 25%	245 23%	274 26%	175 26%	339 25%	110 26%	108 26%	84 20%	113 27%	51 25%	52 25%	
C2	438 21%	163 20%	184 22%	91 22%	208 20%	230 22%	130 19%	299 22%	75 18%	88 21%	92 22%	92 22%	41 20%	50 24%	
D	337 16%	140 17%	126 15%	71 17%	170 16%	167 16%	123 18%	205 15%	66 16%	74 18%	68 16%	59 14%	37 18%	35 17%	
E	205 10%	86 10%	86 10%	34 8%	98 9%	107 10%	61 9%	138 10%	36 9%	50 12%	43 10%	43 10%	20 10%	14 7%	
Don't know	3 *%	- -%	2 *%	1 *%	2 *%	1 *%	- -%	3 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	
SUMMARY															
AB	584 28%	228 27%	239 29%	117 28%	321 31%	264 25%	198 29%	380 28%	131 31%	96 23%	130 31%	109 26%	59 28%	58 28%	
DE	543 26%	226 27%	212 25%	105 25%	268 26%	275 26%	184 27%	344 25%	101 24%	124 30%	110 26%	102 24%	56 27%	49 23%	
ABC1	1103 53%	446 53%	437 52%	221 53%	565 54%	538 52%	373 54%	719 53%	241 58%	205 49%	214 51%	223 53%	111 53%	110 53%	
C2DE	981 47%	389 47%	396 47%	196 47%	476 46%	504 48%	314 46%	643 47%	177 42%	213 51%	203 49%	193 46%	97 47%	98 47%	

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

Table 3

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
A	124	103	8	8	5	113	11	124	-	-	-	124	-
	6%	6%	4%	7%	6%	6%	4%	21%	-%	-%	-%	11%	-%
								bcdef				bcdf	
B	460	383	39	21	18	392	68	460	-	-	-	460	-
	22%	22%	21%	20%	22%	22%	25%	79%	-%	-%	-%	42%	-%
								bcdef				bcdf	
C1	519	424	49	26	20	465	53	-	519	-	-	519	-
	25%	25%	26%	25%	25%	26%	20%	-%	100%	-%	-%	47%	-%
									acdef			acdf	
C2	438	348	47	22	21	375	63	-	-	438	-	-	438
	21%	20%	25%	22%	25%	21%	23%	-%	-%	100%	-%	-%	45%
										abdef			abde
D	337	286	25	17	9	294	44	-	-	-	337	-	337
	16%	17%	14%	16%	11%	16%	16%	-%	-%	-%	62%	-%	34%
											abcef		abce
E	205	169	18	10	9	173	32	-	-	-	205	-	205
	10%	10%	9%	9%	11%	10%	12%	-%	-%	-%	38%	-%	21%
											abcef		abce
Don't know	3	2	-	*	-	3	-	-	-	-	-	-	-
	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%
SUMMARY													
AB	584	486	47	29	23	505	79	584	-	-	-	584	-
	28%	28%	25%	28%	28%	28%	29%	100%	-%	-%	-%	53%	-%
								bcdef				bcdf	
DE	543	455	43	26	18	467	76	-	-	-	543	-	543
	26%	27%	23%	26%	22%	26%	28%	-%	-%	-%	100%	-%	55%
											abcef		abce
ABC1	1103	910	96	54	44	970	133	584	519	-	-	1103	-
	53%	53%	51%	52%	53%	53%	49%	100%	100%	-%	-%	100%	-%
								cdf	cdf			cdf	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
C2DE	981	803	90	49	39	842	139	-	-	438	543	-	981
	47%	47%	49%	47%	47%	46%	51%	-%	-%	100%	100%	-%	100%
										abe	abe		abe

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
A	124 6%	25 6%	89 6%	20 3%	30 4%	67 15% ab
B	460 22%	87 20%	365 23%	63 10%	146 18% a	207 46% ab
C1	519 25%	83 19%	417 27% a	111 18%	267 32% ac	107 24%
C2	438 21%	99 23%	320 20%	155 25% c	187 23% c	57 13%
D	337 16%	70 16%	254 16%	156 25% bc	132 16% c	10 2%
E	205 10%	76 17% b	123 8%	115 19% bc	63 8% c	1 *%
Don't know	3 *%	- -%	2 *%	2 *%	- -%	- -%
SUMMARY						
AB	584 28%	111 25%	454 29%	83 13%	176 21% a	273 61% ab
DE	543 26%	146 33% b	377 24%	271 44% bc	195 24% c	11 2%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
ABC1	1103	194	871	194	443	380
	53%	44%	55%	31%	54%	85%
			a		a	ab
C2DE	981	245	696	426	382	68
	47%	56%	44%	69%	46%	15%
		b		bc	c	

Columns Tested: a,b - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

Table 4

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Boy, aged 8-11	417	417	-	-	417	-	346	71	417	-	-	-	-	-
	20%	50%	-%	-%	40%	-%	50%	5%	100%	-%	-%	-%	-%	-%
		bc			b		b		bcdef					
Boy, aged 12-15	417	-	417	-	417	-	-	417	-	-	417	-	-	-
	20%	-%	50%	-%	40%	-%	-%	31%	-%	-%	100%	-%	-%	-%
			ac		b			a			abdef			
Boy, aged 16-17	209	-	-	209	209	-	-	188	-	-	-	-	209	-
	10%	-%	-%	50%	20%	-%	-%	14%	-%	-%	-%	-%	100%	-%
				ab	b			a					abcdf	
Girl, aged 8-11	417	417	-	-	-	417	341	77	-	417	-	-	-	-
	20%	50%	-%	-%	-%	40%	50%	6%	-%	100%	-%	-%	-%	-%
		bc				a	b			acdef				
Girl, aged 12-15	417	-	417	-	-	417	-	417	-	-	-	417	-	-
	20%	-%	50%	-%	-%	40%	-%	31%	-%	-%	-%	100%	-%	-%
			ac			a		a				abcef		
Girl, aged 16-17	209	-	-	209	-	209	-	194	-	-	-	-	-	209
	10%	-%	-%	50%	-%	20%	-%	14%	-%	-%	-%	-%	-%	100%
				ab		a		a						abcde

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

Table 4

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Boy, aged 8-11	417	337	39	23	19	363	54	131	110	75	101	241	177
	20%	20%	21%	22%	23%	20%	20%	22%	21%	17%	19%	22%	18%
Boy, aged 12-15	417	332	41	24	20	357	60	130	84	92	110	214	203
	20%	19%	22%	23%	24%	20%	22%	22%	16%	21%	20%	19%	21%
Boy, aged 16-17	209	189	13	5	2	192	17	59	51	41	56	111	97
	10%	11%	7%	5%	2%	11%	6%	10%	10%	9%	10%	10%	10%
		cd											
Girl, aged 8-11	417	337	38	23	19	360	58	96	108	88	124	205	213
	20%	20%	21%	22%	23%	20%	21%	16%	21%	20%	23%	19%	22%
Girl, aged 12-15	417	332	41	24	20	360	57	109	113	92	102	223	193
	20%	19%	22%	23%	24%	20%	21%	19%	22%	21%	19%	20%	20%
Girl, aged 16-17	209	188	13	5	2	183	25	58	52	50	49	110	98
	10%	11%	7%	5%	3%	10%	9%	10%	10%	11%	9%	10%	10%
		cd											

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Boy, aged 8-11	417	79	326	108	159	97
	20%	18%	21%	17%	19%	22%
Boy, aged 12-15	417	105	297	119	156	113
	20%	24%	19%	19%	19%	25%
Boy, aged 16-17	209	58	141	73	82	42
	10%	13%	9%	12%	10%	9%
Girl, aged 8-11	417	76	325	121	173	83
	20%	17%	21%	19%	21%	18%
Girl, aged 12-15	417	81	326	142	162	81
	20%	18%	21%	23%	20%	18%
Girl, aged 16-17	209	40	155	58	93	33
	10%	9%	10%	9%	11%	7%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Boy	1044	417	417	209	1044	-	346	677	417	-	417	-	209	-
	50%	50%	50%	50%	100%	-%	50%	50%	100%	-%	100%	-%	100%	-%
					b				bdf		bdf		bdf	
Girl	1044	417	417	209	-	1044	341	688	-	417	-	417	-	209
	50%	50%	50%	50%	-%	100%	50%	50%	-%	100%	-%	100%	-%	100%
						a				ace		ace		ace

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Boy	1044	858	93	51	41	912	131	321	245	208	268	565	476
	50%	50%	50%	50%	50%	50%	48%	55%	47%	48%	49%	51%	49%
Girl	1044	858	93	52	41	904	140	264	274	230	275	538	504
	50%	50%	50%	50%	50%	50%	52%	45%	53%	52%	51%	49%	51%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Boy	1044	242	763	300	397	252
	50%	55%	49%	48%	48%	56%
Girl	1044	197	806	322	428	196
	50%	45%	51%	52%	52%	44%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC11B. When you see or read things online, are you confident at recognising what is advertising and what is not? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1225	-	814	411	622	603	-	1189	-	-	410	404	212	199
Effective Weighted Sample	982	-	636	348	493	489	-	953	-	-	319	317	175	173
Total	1251	-	834	417	626	625	-	1216	-	-	417	417	209	208
Yes	1128	**	739	389	568	560	**	1094	**	**	369	369	198	190
	90%	**	89%	93%	91%	89%	**	90%	**	**	89%	88%	95%	92%
No	55	**	44	11	30	26	**	54	**	**	26	18	3	8
	4%	**	5%	3%	5%	4%	**	4%	**	**	6%	4%	2%	4%
Don't know	68	**	51	17	28	40	**	67	**	**	21	30	7	10
	5%	**	6%	4%	4%	6%	**	6%	**	**	5%	7%	3%	5%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC11B. When you see or read things online, are you confident at recognising what is advertising and what is not? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1225	847	143	122	113	1085	140	370	330	272	249	700	521
Effective Weighted Sample	982	747	126	108	102	874	111	291	261	219	216	552	432
Total	1251	1041	109	57	44	1091	160	355	301	275	317	656	592
Yes	1128	940	95	54	38	986	141	329	270	243	282	599	526
	90%	90%	88%	95%	86%	90%	88%	93%	90%	89%	89%	91%	89%
No	55	47	5	2	2	44	11	15	12	10	18	27	29
	4%	4%	4%	3%	5%	4%	7%	4%	4%	4%	6%	4%	5%
Don't know	68	54	9	1	4	60	8	11	19	21	16	30	37
	5%	5%	8%	3%	8%	6%	5%	3%	6%	8%	5%	5%	6%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC11B. When you see or read things online, are you confident at recognising what is advertising and what is not? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1225	274	902	358	493	279
Effective Weighted Sample	982	221	722	296	391	218
Total	1251	283	919	391	493	268
Yes	1128	255	826	359	440	237
	90%	90%	90%	92%	89%	88%
No	55	14	41	18	17	19
	4%	5%	4%	5%	3%	7%
Don't know	68	14	52	14	35	12
	5%	5%	6%	4%	7%	5%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC11D. Are you confident at judging whether what you see online is real or fake? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1225	-	814	411	622	603	-	1189	-	-	410	404	212	199
Effective Weighted Sample	982	-	636	348	493	489	-	953	-	-	319	317	175	173
Total	1251	-	834	417	626	625	-	1216	-	-	417	417	209	208
Yes	881	**	541	340	452	430	**	854	**	**	280	261	172	169
	70%	**	65%	82%	72%	69%	**	70%	**	**	67%	63%	82%	81%
				b									cd	cd
No	152	**	116	36	67	85	**	146	**	**	51	65	16	20
	12%	**	14%	9%	11%	14%	**	12%	**	**	12%	16%	8%	9%
Don't know	217	**	177	40	107	111	**	215	**	**	86	91	21	20
	17%	**	21%	10%	17%	18%	**	18%	**	**	21%	22%	10%	9%
			c								ef	ef		

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC11D. Are you confident at judging whether what you see online is real or fake? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1225	847	143	122	113	1085	140	370	330	272	249	700	521
Effective Weighted Sample	982	747	126	108	102	874	111	291	261	219	216	552	432
Total	1251	1041	109	57	44	1091	160	355	301	275	317	656	592
Yes	881	739	75	40	27	774	108	269	213	181	216	482	397
	70%	71%	69%	71%	61%	71%	67%	76%	71%	66%	68%	73%	67%
No	152	130	11	6	6	123	29	34	38	32	49	71	81
	12%	12%	10%	10%	13%	11%	18%	9%	12%	11%	16%	11%	14%
Don't know	217	172	23	11	12	194	24	53	50	63	51	103	114
	17%	17%	21%	19%	27%	18%	15%	15%	17%	23%	16%	16%	19%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC11D. Are you confident at judging whether what you see online is real or fake? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1225	274	902	358	493	279
Effective Weighted Sample	982	221	722	296	391	218
Total	1251	283	919	391	493	268
Yes	881 70%	205 73%	637 69%	284 72%	339 69%	189 70%
No	152 12%	35 12%	111 12%	35 9%	67 14%	34 13%
Don't know	217 17%	43 15%	170 19%	73 19%	87 18%	46 17%

Columns Tested: a,b - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	1225	-	814	411	622	603	-	1189	-	-	410	404	212	199
Effective Weighted Sample	982	-	636	348	493	489	-	953	-	-	319	317	175	173
Total	1251	-	834	417	626	625	-	1216	-	-	417	417	209	208
To help with my schoolwork/ homework	1011	**	695	316	481	530	**	995	**	**	335	360	146	170
	81%	**	83%	76%	77%	85%	**	82%	**	**	80%	86%	70%	82%
			c		a						e			
To build or maintain friendships	850	**	570	280	407	443	**	830	**	**	269	301	137	143
	68%	**	68%	67%	65%	71%	**	68%	**	**	65%	72%	66%	69%
To find useful information about any problems or issues I may have	750	**	483	267	370	380	**	732	**	**	237	246	133	134
	60%	**	58%	64%	59%	61%	**	60%	**	**	57%	59%	64%	64%
To learn a new skill	650	**	422	228	332	318	**	638	**	**	229	193	103	125
	52%	**	51%	55%	53%	51%	**	52%	**	**	55%	46%	50%	60%
														d
To find out about the news	604	**	364	240	304	300	**	585	**	**	193	171	111	129
	48%	**	44%	58%	49%	48%	**	48%	**	**	46%	41%	53%	62%
				b									d	cd
To develop creative skills	565	**	370	195	245	320	**	552	**	**	160	210	85	110
	45%	**	44%	47%	39%	51%	**	45%	**	**	38%	50%	41%	53%
					a							c		c
To understand what other people think and feel about things	498	**	311	187	240	259	**	485	**	**	155	156	85	103
	40%	**	37%	45%	38%	41%	**	40%	**	**	37%	37%	41%	49%
														c
To develop skills with reading and numbers	491	**	333	158	249	242	**	482	**	**	165	168	84	74
	39%	**	40%	38%	40%	39%	**	40%	**	**	40%	40%	40%	36%
To find out more about or to support causes or organisations	283	**	160	124	130	154	**	277	**	**	72	88	58	66
	23%	**	19%	30%	21%	25%	**	23%	**	**	17%	21%	28%	32%
				b									c	cd

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1225	-	814	411	622	603	-	1189	-	-	410	404	212	199
Effective Weighted Sample	982	-	636	348	493	489	-	953	-	-	319	317	175	173
Total	1251	-	834	417	626	625	-	1216	-	-	417	417	209	208
None of these apply to me	9	**	7	2	9	-	**	8	**	**	7	-	2	-
	1%	**	1%	*%	1%	-%	**	1%	**	**	2%	-%	1%	-%
Don't know	13	**	10	4	4	9	**	13	**	**	3	7	1	3
	1%	**	1%	1%	1%	1%	**	1%	**	**	1%	2%	1%	1%
SUMMARY														
ANY OF THESE BENEFITS	1229	**	818	411	613	616	**	1194	**	**	407	411	206	205
	98%	**	98%	99%	98%	99%	**	98%	**	**	98%	98%	99%	99%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	1225	847	143	122	113	1085	140	370	330	272	249	700	521
Effective Weighted Sample	982	747	126	108	102	874	111	291	261	219	216	552	432
Total	1251	1041	109	57	44	1091	160	355	301	275	317	656	592
To help with my schoolwork/ homework	1011	846	85	45	36	874	137	279	264	224	240	543	465
	81%	81%	78%	78%	80%	80%	86%	78%	88%	82%	76%	83%	79%
									adf				
To build or maintain friendships	850	707	80	36	28	740	110	240	222	179	208	462	388
	68%	68%	73%	63%	62%	68%	69%	67%	74%	65%	66%	70%	65%
To find useful information about any problems or issues I may have	750	625	68	32	25	652	97	221	187	158	182	408	340
	60%	60%	63%	57%	56%	60%	61%	62%	62%	57%	58%	62%	58%
To learn a new skill	650	549	53	29	19	558	92	202	160	135	151	362	286
	52%	53%	48%	51%	43%	51%	57%	57%	53%	49%	48%	55%	48%
To find out about the news	604	514	48	26	16	528	76	196	143	126	137	339	263
	48%	49%	45%	46%	35%	48%	47%	55%	48%	46%	43%	52%	44%
			d					df					
To develop creative skills	565	476	46	24	19	496	69	184	137	124	120	321	244
	45%	46%	43%	42%	42%	45%	43%	52%	46%	45%	38%	49%	41%
								df				d	
To understand what other people think and feel about things	498	417	42	21	19	444	54	154	127	106	111	281	217
	40%	40%	39%	37%	43%	41%	34%	43%	42%	38%	35%	43%	37%
To develop skills with reading and numbers	491	412	41	19	18	430	61	171	119	92	107	290	199
	39%	40%	38%	34%	41%	39%	38%	48%	40%	34%	34%	44%	34%
								cdf				cdf	
To find out more about or to support causes or organisations	283	233	28	13	9	258	26	95	65	62	59	161	121
	23%	22%	26%	23%	21%	24%	16%	27%	22%	23%	19%	24%	20%
None of these apply to me	9	6	2	-	1	8	1	-	4	2	3	4	4
	1%	1%	2%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

Total	NATION				AREA		SOCIAL GRADE						
	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%	a	b	c	d	a	b	a	b	c	d	e	f	
Unweighted total	1225	847	143	122	113	1085	140	370	330	272	249	700	521
Effective Weighted Sample	982	747	126	108	102	874	111	291	261	219	216	552	432
Total	1251	1041	109	57	44	1091	160	355	301	275	317	656	592
Don't know	13	11	2	-	*	8	5	1	-	7	5	1	12
	1%	1%	2%	-%	1%	1%	3%	*%	-%	2%	2%	*%	2%
										e			e
SUMMARY													
ANY OF THESE BENEFITS	1229	1024	105	57	43	1075	154	354	297	266	309	651	575
	98%	98%	97%	100%	98%	99%	96%	100%	99%	97%	97%	99%	97%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1225	274	902	358	493	279
Effective Weighted Sample	982	221	722	296	391	218
Total	1251	283	919	391	493	268
To help with my schoolwork/ homework	1011 81%	198 70%	775 84% a	313 80%	390 79%	233 87%
To build or maintain friendships	850 68%	172 61%	652 71% a	249 64%	331 67%	207 77% ab
To find useful information about any problems or issues I may have	750 60%	165 58%	558 61%	226 58%	311 63%	166 62%
To learn a new skill	650 52%	134 47%	482 53%	195 50%	259 53%	149 55%
To find out about the news	604 48%	109 38%	470 51% a	173 44%	241 49%	143 53%
To develop creative skills	565 45%	120 42%	423 46%	177 45%	219 44%	129 48%
To understand what other people think and feel about things	498 40%	107 38%	374 41%	151 39%	216 44%	107 40%
To develop skills with reading and numbers	491 39%	97 34%	381 41%	148 38%	196 40%	116 43%
To find out more about or to support causes or organisations	283 23%	60 21%	209 23%	85 22%	122 25%	56 21%
None of these apply to me	9 1%	7 3% b	1 *%	1 *%	4 1%	3 1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1225	274	902	358	493	279
Effective Weighted Sample	982	221	722	296	391	218
Total	1251	283	919	391	493	268
Don't know	13	1	11	6	4	-
	1%	*%	1%	1%	1%	-%

SUMMARY

ANY OF THESE BENEFITS	1229	275	906	385	485	265
	98%	97%	99%	98%	98%	99%

Columns Tested: a,b - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook, YouTube, etc.? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
Base for % (excluding non users)	1869	655	807	407	930	939	523	1312	329	326	399	409	203	204
All is true	175	66	68	41	85	91	55	119	27	39	32	36	27	15
	9%	10%	8%	10%	9%	10%	10%	9%	8%	12%	8%	9%	13%	7%
Most is true	431	181	158	92	224	207	140	281	96	86	80	77	48	44
	23%	28%	20%	23%	24%	22%	27%	21%	29%	26%	20%	19%	24%	22%
		b						cd						
Some is true	1221	387	565	269	601	620	312	887	198	190	276	289	127	142
	65%	59%	70%	66%	65%	66%	60%	68%	60%	58%	69%	71%	63%	70%
			a				a				b	ab		
Don't know	42	21	17	4	21	21	17	24	9	12	10	6	1	3
	2%	3%	2%	1%	2%	2%	3%	2%	3%	4%	3%	2%	1%	1%
No – I don't do this (excluded from Base for %)	213	176	27	10	110	103	160	52	86	90	18	9	6	4

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook, YouTube, etc.? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
Base for % (excluding non users)	1869	1536	165	94	74	1629	240	525	456	401	484	982	885
All is true	175 9%	147 10%	14 9%	8 8%	7 9%	161 10%	14 6%	63 12% b	27 6%	41 10%	44 9%	90 9%	85 10%
Most is true	431 23%	353 23%	40 24%	23 24%	15 21%	394 24% b	37 15%	135 26%	113 25%	90 22%	93 19%	248 25%	183 21%
Some is true	1221 65%	1000 65%	110 66%	61 66%	51 68%	1039 64%	182 76% a	318 61%	307 67%	261 65%	332 69%	625 64%	594 67%
Don't know	42 2%	37 2%	2 1%	2 2%	2 2%	35 2%	7 3%	9 2%	9 2%	9 2%	15 3%	18 2%	24 3%
No – I don't do this (excluded from Base for %)	213	176	20	9	8	182	31	58	62	35	58	120	93

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook, YouTube, etc.? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
Base for % (excluding non users)	1869	396	1400	567	747	397
All is true	175 9%	52 13% b	111 8%	60 11%	71 9%	33 8%
Most is true	431 23%	85 22%	317 23%	123 22%	189 25%	86 22%
Some is true	1221 65%	250 63%	942 67%	371 65%	475 64%	269 68%
Don't know	42 2%	9 2%	30 2%	14 2%	13 2%	8 2%
No – I don't do this (excluded from Base for %)	213	43	167	52	75	51

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15B. Do you use apps or sites for school work or homework – like BBC Bitesize or apps or sites suggested by your teachers? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
Base for % (excluding non users)	1952	774	785	393	974	979	636	1289	389	386	392	392	193	200
All is true	747	306	312	129	364	383	257	481	146	160	146	166	72	57
	38%	40%	40%	33%	37%	39%	40%	37%	38%	41%	37%	42%	37%	29%
										f		f		
Most is true	755	286	301	168	367	388	228	515	143	143	147	154	78	90
	39%	37%	38%	43%	38%	40%	36%	40%	37%	37%	37%	39%	40%	45%
Some is true	407	153	161	93	217	189	128	272	84	69	90	71	43	50
	21%	20%	20%	24%	22%	19%	20%	21%	22%	18%	23%	18%	22%	25%
Don't know	44	30	12	3	25	19	23	21	16	14	10	2	-	3
	2%	4%	1%	1%	3%	2%	4%	2%	4%	4%	2%	1%	-%	1%
		bc							de	d				
No – I don't do this (excluded from Base for %)	130	57	50	23	67	63	47	75	26	31	25	25	16	7

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15B. Do you use apps or sites for school work or homework – like BBC Bitesize or apps or sites suggested by your teachers? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
Base for % (excluding non users)	1952	1607	172	96	77	1711	242	565	488	414	482	1054	896
All is true	747 38%	621 39%	62 36%	34 35%	29 38%	672 39%	75 31%	211 37%	182 37%	174 42%	179 37%	394 37%	353 39%
Most is true	755 39%	610 38%	72 42%	38 40%	35 45%	641 37%	114 47%	224 40%	201 41%	147 36%	182 38%	425 40%	329 37%
Some is true	407 21%	339 21%	33 19%	22 23%	12 15%	364 21%	42 17%	122 22%	97 20%	81 20%	106 22%	219 21%	186 21%
Don't know	44 2%	37 2%	5 3%	2 2%	1 1%	33 2%	11 4%	8 1%	8 2%	12 3%	16 3%	16 2%	28 3%
No – I don't do this (excluded from Base for %)	130	105	13	7	6	101	30	18	30	23	60	48	83

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15B. Do you use apps or sites for school work or homework – like BBC Bitesize or apps or sites suggested by your teachers? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	a	b	c
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
Base for % (excluding non users)	1952	404	1475	579	764	429
All is true	747	142	586	215	301	176
	38%	35%	40%	37%	39%	41%
Most is true	755	168	552	210	308	167
	39%	42%	37%	36%	40%	39%
Some is true	407	82	305	144	142	76
	21%	20%	21%	25%	19%	18%
				b		
Don't know	44	11	32	10	14	10
	2%	3%	2%	2%	2%	2%
No – I don't do this (excluded from Base for %)	130	35	92	40	59	19

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15C. Do you use apps or sites about news and what is going on in the world – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like Buzzfeed? IF YOU DO – Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
Base for % (excluding non users)	1673	607	699	367	839	834	487	1157	297	310	361	337	181	187
All is true	350	163	118	69	177	172	140	206	75	88	63	54	39	30
	21%	27%	17%	19%	21%	21%	29%	18%	25%	28%	17%	16%	22%	16%
		bc					b		d	cdf				
Most is true	748	240	336	172	387	362	189	545	121	119	186	150	79	93
	45%	40%	48%	47%	46%	43%	39%	47%	41%	38%	51%	44%	44%	50%
			a				a				ab			
Some is true	493	163	213	117	234	259	127	357	75	88	100	113	59	58
	29%	27%	30%	32%	28%	31%	26%	31%	25%	28%	28%	34%	33%	31%
Don't know	82	41	32	9	41	41	31	50	25	15	13	20	3	6
	5%	7%	5%	3%	5%	5%	6%	4%	9%	5%	3%	6%	2%	3%
		c							ce					
No – I don't do this (excluded from Base for %)	409	224	136	49	201	208	197	206	118	107	55	80	28	21

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15C. Do you use apps or sites about news and what is going on in the world – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like Buzzfeed? IF YOU DO – Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
Base for % (excluding non users)	1673	1377	147	84	65	1452	221	494	425	346	406	919	752
All is true	350	290	31	16	13	308	42	119	83	82	66	202	148
	21%	21%	21%	19%	20%	21%	19%	24%	19%	24%	16%	22%	20%
								d					
Most is true	748	609	69	40	30	639	109	218	212	144	173	430	316
	45%	44%	47%	48%	47%	44%	49%	44%	50%	42%	42%	47%	42%
									f				
Some is true	493	409	43	25	17	433	60	146	107	102	137	253	239
	29%	30%	29%	29%	26%	30%	27%	30%	25%	30%	34%	28%	32%
											b		
Don't know	82	69	5	3	4	71	11	10	23	18	30	33	49
	5%	5%	3%	4%	7%	5%	5%	2%	5%	5%	7%	4%	6%
									a		ae		ae
No – I don't do this (excluded from Base for %)	409	335	38	19	18	359	50	89	93	90	136	183	226

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15C. Do you use apps or sites about news and what is going on in the world – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like Buzzfeed? IF YOU DO – Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	a	b	c
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
Base for % (excluding non users)	1673	343	1262	505	658	361
All is true	350	62	273	90	136	95
	21%	18%	22%	18%	21%	26%
						a
Most is true	748	154	561	218	317	164
	45%	45%	44%	43%	48%	45%
Some is true	493	103	377	168	177	91
	29%	30%	30%	33%	27%	25%
				c		
Don't know	82	24	51	28	28	12
	5%	7%	4%	6%	4%	3%
No – I don't do this (excluded from Base for %)	409	96	305	115	164	86

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59A. MISINFORMATION SCENARIO - NHS BOOSTER INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) was scrolling through (his/ her) social media, and saw this post (SCREENSHOT). Do you think that this social media post is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1225	-	814	411	622	603	-	1189	-	-	410	404	212	199
Effective Weighted Sample	982	-	636	348	493	489	-	953	-	-	319	317	175	173
Total	1251	-	834	417	626	625	-	1216	-	-	417	417	209	208
Yes	1005	**	680	326	498	508	**	979	**	**	340	339	158	168
	80%	**	81%	78%	80%	81%	**	81%	**	**	82%	81%	75%	81%
No	137	**	77	61	68	70	**	131	**	**	34	42	33	27
	11%	**	9%	15%	11%	11%	**	11%	**	**	8%	10%	16%	13%
				b									c	
Don't know	108	**	78	30	60	48	**	105	**	**	43	36	18	12
	9%	**	9%	7%	10%	8%	**	9%	**	**	10%	9%	9%	6%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59A. MISINFORMATION SCENARIO - NHS BOOSTER INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) was scrolling through (his/ her) social media, and saw this post (SCREENSHOT). Do you think that this social media post is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	1225	847	143	122	113	1085	140	370	330	272	249	700	521
Effective Weighted Sample	982	747	126	108	102	874	111	291	261	219	216	552	432
Total	1251	1041	109	57	44	1091	160	355	301	275	317	656	592
Yes	1005	839	85	47	34	877	128	291	244	209	259	535	468
	80%	81%	78%	82%	78%	80%	80%	82%	81%	76%	82%	82%	79%
No	137	110	16	5	6	116	22	41	31	40	25	72	64
	11%	11%	15%	9%	13%	11%	13%	11%	10%	14%	8%	11%	11%
Don't know	108	92	7	5	4	99	10	24	25	26	33	49	59
	9%	9%	7%	10%	9%	9%	6%	7%	8%	10%	10%	7%	10%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59A. MISINFORMATION SCENARIO - NHS BOOSTER INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) was scrolling through (his/ her) social media, and saw this post (SCREENSHOT). Do you think that this social media post is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1225	274	902	358	493	279
Effective Weighted Sample	982	221	722	296	391	218
Total	1251	283	919	391	493	268
Yes	1005	232	739	309	403	222
	80%	82%	80%	79%	82%	83%
No	137	30	97	45	52	29
	11%	10%	11%	12%	11%	11%
Don't know	108	21	83	37	38	17
	9%	8%	9%	9%	8%	6%

Columns Tested: a,b - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who think the post is genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	988	-	666	322	497	491	-	961	-	-	333	333	164	158
Effective Weighted Sample	795	-	523	274	396	399	-	773	-	-	261	261	136	138
Total	1005	-	680	326	498	508	-	979	-	-	340	339	158	168
NHS LOGO IN POST	615	**	430	185	291	324	**	598	**	**	202	228	89	96
	61%	**	63%	57%	59%	64%	**	61%	**	**	59%	67%	57%	57%
HM GOVERNMENT LOGO IN POST	394	**	285	109	182	212	**	388	**	**	131	154	50	59
	39%	**	42%	33%	36%	42%	**	40%	**	**	39%	45%	32%	35%
VERIFIED TICK	282	**	196	86	120	162	**	276	**	**	84	112	36	50
	28%	**	29%	26%	24%	32%	**	28%	**	**	25%	33%	23%	30%
NHS USERNAME	280	**	193	87	125	156	**	277	**	**	90	103	34	53
	28%	**	28%	27%	25%	31%	**	28%	**	**	26%	30%	22%	31%
NHS PROFILE LOGO	233	**	163	69	120	113	**	229	**	**	84	79	36	33
	23%	**	24%	21%	24%	22%	**	23%	**	**	25%	23%	23%	20%
HASHTAG 3 #NHS	209	**	138	70	90	119	**	201	**	**	59	80	31	39
	21%	**	20%	22%	18%	23%	**	21%	**	**	17%	23%	20%	23%
TEXT UNDER POST - 'GET A BOOSTER DOSE...'	182	**	120	63	90	93	**	176	**	**	59	61	31	32
	18%	**	18%	19%	18%	18%	**	18%	**	**	17%	18%	20%	19%
NHS.UK WEBLINK UNDER POST	163	**	109	54	85	78	**	158	**	**	58	51	27	27
	16%	**	16%	16%	17%	15%	**	16%	**	**	17%	15%	17%	16%
HASHTAG 2 #COVID19	155	**	98	56	66	88	**	148	**	**	41	57	25	31
	15%	**	14%	17%	13%	17%	**	15%	**	**	12%	17%	16%	19%
HASHTAG 1 #GETBOOSTEDNOW	131	**	84	47	66	65	**	124	**	**	44	40	22	25
	13%	**	12%	14%	13%	13%	**	13%	**	**	13%	12%	14%	15%
TEXT IN POST - 'JOIN US LET'S GET PROTECTED'	94	**	58	35	50	43	**	91	**	**	30	28	20	15
	9%	**	9%	11%	10%	9%	**	9%	**	**	9%	8%	13%	9%
PHOTO OF PEOPLE IN POST	79	**	40	39	47	32	**	75	**	**	19	21	28	11
	8%	**	6%	12%	9%	6%	**	8%	**	**	6%	6%	18%	6%

b

cdf

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who think the post is genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	988	-	666	322	497	491	-	961	-	-	333	333	164	158
Effective Weighted Sample	795	-	523	274	396	399	-	773	-	-	261	261	136	138
Total	1005	-	680	326	498	508	-	979	-	-	340	339	158	168
IEWS COUNT	70	**	49	21	26	44	**	69	**	**	18	31	9	12
	7%	**	7%	7%	5%	9%	**	7%	**	**	5%	9%	6%	7%
COMMENT BUTTON	6	**	3	3	5	2	**	6	**	**	2	2	3	-
	1%	**	*%	1%	1%	*%	**	1%	**	**	1%	*%	2%	-%
SEND BUTTON	6	**	3	3	4	2	**	6	**	**	1	2	3	-
	1%	**	*%	1%	1%	*%	**	1%	**	**	*%	*%	2%	-%
LIKE BUTTON	5	**	4	2	4	2	**	5	**	**	2	2	2	-
	1%	**	1%	1%	1%	*%	**	1%	**	**	1%	1%	1%	-%
BOOKMARK BUTTON	3	**	2	1	1	2	**	3	**	**	-	2	1	1
	*%	**	*%	*%	*%	*%	**	*%	**	**	-%	*%	*%	*%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

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QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who think the post is genuine

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	~c	~d	a	b	a	b	c	d	e	f
Unweighted total	988	689	112	99	88	878	110	300	271	208	206	571	414
Effective Weighted Sample	795	608	100	88	78	708	89	238	214	168	179	451	345
Total	1005	839	85	47	34	877	128	291	244	209	259	535	468
NHS LOGO IN POST	615	512	54	**	**	529	86	157	170	124	164	326	288
	61%	61%	63%	**	**	60%	67%	54%	70%	59%	64%	61%	62%
									a				
HM GOVERNMENT LOGO IN POST	394	325	41	**	**	321	73	126	102	74	90	228	165
	39%	39%	49%	**	**	37%	57%	43%	42%	36%	35%	43%	35%
							a						
VERIFIED TICK	282	232	26	**	**	242	40	97	69	56	60	166	116
	28%	28%	31%	**	**	28%	31%	33%	28%	27%	23%	31%	25%
NHS USERNAME	280	230	31	**	**	236	44	76	77	62	65	153	127
	28%	27%	36%	**	**	27%	35%	26%	32%	30%	25%	29%	27%
NHS PROFILE LOGO	233	197	19	**	**	202	31	73	61	43	53	135	97
	23%	23%	22%	**	**	23%	24%	25%	25%	21%	21%	25%	21%
HASHTAG 3 #NHS	209	185	10	**	**	174	35	54	57	39	58	112	97
	21%	22%	11%	**	**	20%	27%	19%	23%	19%	22%	21%	21%
TEXT UNDER POST - 'GET A BOOSTER DOSE...'	182	156	15	**	**	158	24	58	43	37	44	101	80
	18%	19%	18%	**	**	18%	19%	20%	18%	18%	17%	19%	17%
NHS.UK WEBLINK UNDER POST	163	137	13	**	**	130	33	53	39	27	44	92	71
	16%	16%	15%	**	**	15%	25%	18%	16%	13%	17%	17%	15%
HASHTAG 2 #COVID19	155	141	7	**	**	132	23	42	43	26	42	86	69
	15%	17%	8%	**	**	15%	18%	15%	18%	13%	16%	16%	15%
HASHTAG 1 #GETBOOSTEDNOW	131	117	6	**	**	110	21	29	37	23	41	67	64
	13%	14%	7%	**	**	13%	16%	10%	15%	11%	16%	12%	14%
TEXT IN POST - 'JOIN US LET'S GET PROTECTED'	94	80	6	**	**	85	8	33	17	22	21	50	43
	9%	10%	7%	**	**	10%	6%	11%	7%	10%	8%	9%	9%
PHOTO OF PEOPLE IN POST	79	70	5	**	**	74	5	31	10	25	13	42	37
	8%	8%	6%	**	**	8%	4%	11%	4%	12%	5%	8%	8%
								b		b			

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

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Base : Children aged 12-17 who go online who think the post is genuine

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	~c	~d	a	b	a	b	c	d	e	f
Unweighted total	988	689	112	99	88	878	110	300	271	208	206	571	414
Effective Weighted Sample	795	608	100	88	78	708	89	238	214	168	179	451	345
Total	1005	839	85	47	34	877	128	291	244	209	259	535	468
IEWS COUNT	70	62	3	**	**	62	8	23	20	17	11	43	27
	7%	7%	3%	**	**	7%	6%	8%	8%	8%	4%	8%	6%
COMMENT BUTTON	6	6	-	**	**	5	2	3	-	1	3	3	3
	1%	1%	-%	**	**	1%	1%	1%	-%	*%	1%	1%	1%
SEND BUTTON	6	4	1	**	**	4	2	3	-	1	2	3	2
	1%	1%	1%	**	**	*%	1%	1%	-%	*%	1%	1%	*%
LIKE BUTTON	5	5	-	**	**	4	2	2	*	1	3	2	3
	1%	1%	-%	**	**	*%	1%	1%	*%	*%	1%	*%	1%
BOOKMARK BUTTON	3	3	-	**	**	1	2	1	-	-	2	1	2
	*%	*%	-%	**	**	*%	1%	*%	-%	-%	1%	*%	1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

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QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	988	226	728	288	406	227
Effective Weighted Sample	795	182	585	240	323	176
Total	1005	232	739	309	403	222
NHS LOGO IN POST	615	133	469	176	258	141
	61%	57%	64%	57%	64%	64%
HM GOVERNMENT LOGO IN POST	394	90	298	107	149	109
	39%	39%	40%	34%	37%	49%
						ab
VERIFIED TICK	282	59	217	79	103	80
	28%	26%	29%	25%	25%	36%
NHS USERNAME	280	60	216	82	108	70
	28%	26%	29%	26%	27%	31%
NHS PROFILE LOGO	233	48	179	61	93	64
	23%	20%	24%	20%	23%	29%
HASHTAG 3 #NHS	209	56	149	66	76	57
	21%	24%	20%	21%	19%	26%
TEXT UNDER POST - 'GET A BOOSTER DOSE...'	182	48	126	66	69	40
	18%	21%	17%	21%	17%	18%
NHS.UK WEBLINK UNDER POST	163	49	110	49	61	44
	16%	21%	15%	16%	15%	20%
HASHTAG 2 #COVID19	155	41	110	52	58	38
	15%	18%	15%	17%	14%	17%
HASHTAG 1 #GETBOOSTEDNOW	131	41	88	43	51	31
	13%	18%	12%	14%	13%	14%
TEXT IN POST - 'JOIN US LET'S GET PROTECTED'	94	30	62	23	48	17
	9%	13%	8%	7%	12%	8%
PHOTO OF PEOPLE IN POST	79	28	43	29	26	18
	8%	12%	6%	9%	6%	8%
			b			

Columns Tested: a,b - a,b,c

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Base : Children aged 12-17 who go online who think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%		a	b	a	b	c
Unweighted total	988	226	728	288	406	227
Effective Weighted Sample	795	182	585	240	323	176
Total	1005	232	739	309	403	222
VIEWS COUNT	70	20	50	21	25	20
	7%	8%	7%	7%	6%	9%
COMMENT BUTTON	6	3	2	1	4	-
	1%	1%	*%	*%	1%	-%
SEND BUTTON	6	3	1	2	3	-
	1%	1%	*%	1%	1%	-%
LIKE BUTTON	5	2	2	2	4	-
	1%	1%	*%	*%	1%	-%
BOOKMARK BUTTON	3	2	1	1	2	-
	*%	1%	*%	*%	1%	-%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	~c	a	b	~a	b	~a	~b	~c	~d	~e	~f
Significance Level: 99%														
Unweighted total	237	-	148	89	125	112	-	228	-	-	77	71	48	41
Effective Weighted Sample	187	-	114	74	97	90	-	180	-	-	58	56	39	35
Total	246	-	155	91	128	118	-	236	-	-	77	78	51	40
TEXT UNDER POST - 'GET A BOOSTER DOSE...'	118	**	77	**	53	65	**	115	**	**	**	**	**	**
	48%	**	50%	**	42%	55%	**	48%	**	**	**	**	**	**
TEXT IN POST - 'JOIN US LET'S GET PROTECTED'	53	**	40	**	31	22	**	53	**	**	**	**	**	**
	22%	**	26%	**	25%	19%	**	23%	**	**	**	**	**	**
PHOTO OF PEOPLE IN POST	39	**	24	**	20	19	**	38	**	**	**	**	**	**
	16%	**	15%	**	16%	16%	**	16%	**	**	**	**	**	**
NHS.UK WEBLINK UNDER POST	28	**	17	**	19	9	**	27	**	**	**	**	**	**
	12%	**	11%	**	15%	8%	**	11%	**	**	**	**	**	**
VIEWS COUNT	21	**	15	**	14	7	**	20	**	**	**	**	**	**
	9%	**	9%	**	11%	6%	**	8%	**	**	**	**	**	**
NHS LOGO IN POST	18	**	8	**	10	9	**	16	**	**	**	**	**	**
	7%	**	5%	**	7%	7%	**	7%	**	**	**	**	**	**
HM GOVERNMENT LOGO IN POST	17	**	8	**	9	8	**	16	**	**	**	**	**	**
	7%	**	5%	**	7%	7%	**	7%	**	**	**	**	**	**
HASHTAG 1 #GETBOOSTEDNOW	15	**	11	**	8	8	**	15	**	**	**	**	**	**
	6%	**	7%	**	6%	7%	**	6%	**	**	**	**	**	**
HASHTAG 2 #COVID19	15	**	9	**	8	6	**	14	**	**	**	**	**	**
	6%	**	6%	**	7%	5%	**	6%	**	**	**	**	**	**
NHS USERNAME	14	**	8	**	6	8	**	14	**	**	**	**	**	**
	6%	**	5%	**	5%	7%	**	6%	**	**	**	**	**	**
HASHTAG 3 #NHS	14	**	8	**	7	7	**	13	**	**	**	**	**	**
	6%	**	5%	**	6%	6%	**	5%	**	**	**	**	**	**
NHS PROFILE LOGO	7	**	5	**	4	4	**	7	**	**	**	**	**	**
	3%	**	3%	**	3%	3%	**	3%	**	**	**	**	**	**
LIKE BUTTON	6	**	3	**	2	3	**	6	**	**	**	**	**	**
	2%	**	2%	**	2%	3%	**	2%	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

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QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	~c	a	b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	237	-	148	89	125	112	-	228	-	-	77	71	48	41
Effective Weighted Sample	187	-	114	74	97	90	-	180	-	-	58	56	39	35
Total	246	-	155	91	128	118	-	236	-	-	77	78	51	40
BOOKMARK BUTTON	4	**	1	**	2	2	**	1	**	**	**	**	**	**
	2%	**	1%	**	2%	2%	**	1%	**	**	**	**	**	**
SEND BUTTON	4	**	3	**	2	2	**	4	**	**	**	**	**	**
	2%	**	2%	**	2%	2%	**	2%	**	**	**	**	**	**
VERIFIED TICK	4	**	2	**	2	2	**	3	**	**	**	**	**	**
	2%	**	1%	**	2%	2%	**	1%	**	**	**	**	**	**
COMMENT BUTTON	4	**	3	**	2	1	**	4	**	**	**	**	**	**
	2%	**	2%	**	2%	1%	**	2%	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

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QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	~b	~c	~d	a	~b	~a	~b	~c	~d	e	f
Significance Level: 99%													
Unweighted total	237	158	31	23	25	207	30	70	59	64	43	129	107
Effective Weighted Sample	187	140	26	20	23	165	22	53	47	51	37	100	87
Total	246	202	24	10	10	214	32	64	57	66	58	121	124
TEXT UNDER POST - 'GET A BOOSTER DOSE...'	118	92	**	**	**	99	**	**	**	**	**	63	55
	48%	46%	**	**	**	46%	**	**	**	**	**	52%	44%
TEXT IN POST - 'JOIN US LET'S GET PROTECTED'	53	44	**	**	**	46	**	**	**	**	**	24	30
	22%	22%	**	**	**	22%	**	**	**	**	**	19%	24%
PHOTO OF PEOPLE IN POST	39	34	**	**	**	38	**	**	**	**	**	15	24
	16%	17%	**	**	**	18%	**	**	**	**	**	12%	19%
NHS.UK WEBLINK UNDER POST	28	21	**	**	**	24	**	**	**	**	**	19	9
	12%	10%	**	**	**	11%	**	**	**	**	**	16%	8%
VIEWS COUNT	21	18	**	**	**	18	**	**	**	**	**	10	11
	9%	9%	**	**	**	8%	**	**	**	**	**	8%	9%
NHS LOGO IN POST	18	15	**	**	**	17	**	**	**	**	**	8	10
	7%	7%	**	**	**	8%	**	**	**	**	**	7%	8%
HM GOVERNMENT LOGO IN POST	17	14	**	**	**	16	**	**	**	**	**	7	10
	7%	7%	**	**	**	7%	**	**	**	**	**	6%	8%
HASHTAG 1 #GETBOOSTEDNOW	15	12	**	**	**	12	**	**	**	**	**	4	11
	6%	6%	**	**	**	6%	**	**	**	**	**	4%	8%
HASHTAG 2 #COVID19	15	10	**	**	**	13	**	**	**	**	**	5	9
	6%	5%	**	**	**	6%	**	**	**	**	**	5%	7%
NHS USERNAME	14	12	**	**	**	13	**	**	**	**	**	8	6
	6%	6%	**	**	**	6%	**	**	**	**	**	7%	5%
HASHTAG 3 #NHS	14	11	**	**	**	12	**	**	**	**	**	2	11
	6%	5%	**	**	**	6%	**	**	**	**	**	2%	9%
NHS PROFILE LOGO	7	6	**	**	**	7	**	**	**	**	**	2	6
	3%	3%	**	**	**	3%	**	**	**	**	**	2%	4%
LIKE BUTTON	6	5	**	**	**	5	**	**	**	**	**	5	1
	2%	2%	**	**	**	2%	**	**	**	**	**	4%	*%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

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Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	~b	~c	~d	a	~b	~a	~b	~c	~d	e	f
Unweighted total	237	158	31	23	25	207	30	70	59	64	43	129	107
Effective Weighted Sample	187	140	26	20	23	165	22	53	47	51	37	100	87
Total	246	202	24	10	10	214	32	64	57	66	58	121	124
BOOKMARK BUTTON	4	3	**	**	**	4	**	**	**	**	**	1	4
	2%	1%	**	**	**	2%	**	**	**	**	**	1%	3%
SEND BUTTON	4	4	**	**	**	4	**	**	**	**	**	3	2
	2%	2%	**	**	**	2%	**	**	**	**	**	2%	1%
VERIFIED TICK	4	4	**	**	**	4	**	**	**	**	**	2	2
	2%	2%	**	**	**	2%	**	**	**	**	**	2%	2%
COMMENT BUTTON	4	3	**	**	**	4	**	**	**	**	**	3	1
	2%	2%	**	**	**	2%	**	**	**	**	**	3%	*%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY ~a	NONE b	MOST ~a	POTENTIALLY ~b	LEAST ~c
Significance Level: 99%						
Unweighted total	237	48	174	70	87	52
Effective Weighted Sample	187	39	137	57	68	42
Total	246	51	180	82	90	46
TEXT UNDER POST - 'GET A BOOSTER DOSE...'	118 48%	** **	78 44%	** **	** **	** **
TEXT IN POST - 'JOIN US LET'S GET PROTECTED'	53 22%	** **	38 21%	** **	** **	** **
PHOTO OF PEOPLE IN POST	39 16%	** **	24 13%	** **	** **	** **
NHS.UK WEBLINK UNDER POST	28 12%	** **	18 10%	** **	** **	** **
VIEWS COUNT	21 9%	** **	17 10%	** **	** **	** **
NHS LOGO IN POST	18 7%	** **	13 7%	** **	** **	** **
HM GOVERNMENT LOGO IN POST	17 7%	** **	12 7%	** **	** **	** **
HASHTAG 1 #GETBOOSTEDNOW	15 6%	** **	13 7%	** **	** **	** **
HASHTAG 2 #COVID19	15 6%	** **	13 7%	** **	** **	** **
NHS USERNAME	14 6%	** **	10 6%	** **	** **	** **
HASHTAG 3 #NHS	14 6%	** **	12 7%	** **	** **	** **
NHS PROFILE LOGO	7 3%	** **	5 3%	** **	** **	** **

Columns Tested: a,b - a,b,c

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Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY ~a	NONE b	MOST ~a	POTENTIALLY ~b	LEAST ~c
Significance Level: 99%						
Unweighted total	237	48	174	70	87	52
Effective Weighted Sample	187	39	137	57	68	42
Total	246	51	180	82	90	46
LIKE BUTTON	6 2%	**	3 2%	**	**	**
BOOKMARK BUTTON	4 2%	**	4 2%	**	**	**
SEND BUTTON	4 2%	**	3 2%	**	**	**
VERIFIED TICK	4 2%	**	4 2%	**	**	**
COMMENT BUTTON	4 2%	**	3 2%	**	**	**

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17. In a normal week when you go online, do you...? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
Only use websites or apps that you've used before	1185	551	437	197	603	582	479	685	290	261	215	222	98	99
	57%	66%	52%	47%	58%	56%	70%	50%	70%	63%	51%	53%	47%	48%
		bc					b		cdef	cef				
Use one or two websites or apps that you have not used before	735	236	312	186	356	379	169	551	99	137	163	150	94	92
	35%	28%	37%	45%	34%	36%	25%	40%	24%	33%	39%	36%	45%	44%
			a	a				a		a	a	a	ab	a
Use lots of websites or apps that you have not used before	126	30	66	30	66	60	23	103	19	11	31	35	15	14
	6%	4%	8%	7%	6%	6%	3%	8%	5%	3%	7%	8%	7%	7%
			a					a			b	b	b	
Don't know	37	14	19	4	16	21	13	24	7	7	9	11	1	3
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	*%	1%
SUMMARY														
ANY USE OF WEBSITES OR APPS NOT USED BEFORE	861	266	378	216	422	439	192	654	118	148	194	185	110	106
	41%	32%	45%	52%	41%	42%	28%	48%	29%	36%	46%	44%	53%	51%
			a	a				a			ab	a	ab	ab

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17. In a normal week when you go online, do you...? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
Only use websites or apps that you've used before	1185	980	105	53	47	1021	164	304	278	260	342	582	601
	57%	57%	57%	51%	57%	56%	60%	52%	54%	59%	63%	53%	61%
											abe		abe
Use one or two websites or apps that you have not used before	735	602	63	42	28	648	86	227	202	152	153	429	304
	35%	35%	34%	40%	34%	36%	32%	39%	39%	35%	28%	39%	31%
								df	df			df	
Use lots of websites or apps that you have not used before	126	101	13	6	5	114	12	44	31	17	34	75	51
	6%	6%	7%	6%	6%	6%	4%	8%	6%	4%	6%	7%	5%
Don't know	37	29	3	3	3	28	9	8	8	9	13	15	22
	2%	2%	2%	3%	3%	2%	3%	1%	1%	2%	2%	1%	2%
SUMMARY													
ANY USE OF WEBSITES OR APPS NOT USED BEFORE	861	703	77	47	33	762	98	271	233	168	187	504	355
	41%	41%	42%	46%	40%	42%	36%	47%	45%	39%	34%	46%	36%
								df	df			df	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17. In a normal week when you go online, do you...? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
Only use websites or apps that you've used before	1185 57%	251 57%	896 57%	362 58%	455 55%	240 54%
Use one or two websites or apps that you have not used before	735 35%	159 36%	546 35%	210 34%	311 38%	174 39%
Use lots of websites or apps that you have not used before	126 6%	25 6%	97 6%	42 7%	48 6%	27 6%
Don't know	37 2%	3 1%	28 2%	6 1%	8 1%	7 2%
SUMMARY						
ANY USE OF WEBSITES OR APPS NOT USED BEFORE	861 41%	185 42%	642 41%	252 41%	360 44%	201 45%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18. When you go to websites or apps that you have never used before to look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – might you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online and use websites or apps they have not used before in a normal week

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	592	-	375	217	307	285	-	576	-	-	193	182	114	103
Effective Weighted Sample	477	-	294	184	246	231	-	465	-	-	152	142	95	90
Total	594	-	378	216	303	291	-	579	-	-	194	185	110	106
Check the general look of the website/ app – for example the layout, colours or how professional it looks	284 48%	**	165 43%	120 56%	139 46%	145 50%	**	277 48%	**	**	80 41%	85 46%	60 54%	60 57%
Ask someone else if they have used the website/ app	267 45%	**	180 47%	87 40%	120 40%	146 50%	**	259 45%	**	**	82 42%	97 53%	38 35%	49 46%
See whether it's a company you have heard of	264 44%	**	166 44%	97 45%	128 42%	136 47%	**	260 45%	**	**	79 41%	88 47%	49 45%	48 46%
Check some types of information across a number of websites/ apps to be sure it's correct	227 38%	**	129 34%	97 45%	121 40%	106 36%	**	222 38%	**	**	68 35%	61 33%	53 48%	44 42%
Look at how up to date the information on the website/ app is	212 36%	**	123 33%	88 41%	112 37%	100 34%	**	209 36%	**	**	65 34%	58 31%	47 43%	42 39%
Something else	24 4%	**	21 6%	3 1%	9 3%	15 5%	**	24 4%	**	**	8 4%	13 7%	1 1%	2 2%
Don't know	24 4%	**	18 5%	6 3%	13 4%	11 4%	**	24 4%	**	**	9 5%	9 5%	4 4%	2 2%
No – I don't think about this	40 7%	**	33 9%	7 3%	23 8%	17 6%	**	40 7%	**	**	19 10%	14 8%	4 3%	3 3%

SUMMARY

CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED

530	**	327	203	267	263	**	515	**	**	166	161	102	102
89%	**	86%	94%	88%	90%	**	89%	**	**	85%	87%	93%	96%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18. When you go to websites or apps that you have never used before to look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – might you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online and use websites or apps they have not used before in a normal week

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	592	412	71	57	52	530	62	211	165	114	100	376	214
Effective Weighted Sample	477	363	64	51	47	430	48	167	133	91	87	300	177
Total	594	495	52	26	21	527	67	202	156	113	123	357	236
Check the general look of the website/ app – for example the layout, colours or how professional it looks	284 48%	232 47%	**	**	**	248 47%	**	105 52%	71 46%	56 50%	52 42%	176 49%	108 46%
Ask someone else if they have used the website/ app	267 45%	223 45%	**	**	**	228 43%	**	94 47%	67 43%	48 42%	57 46%	161 45%	105 45%
See whether it's a company you have heard of	264 44%	221 45%	**	**	**	225 43%	**	96 47%	71 46%	46 40%	51 41%	167 47%	96 41%
Check some types of information across a number of websites/ apps to be sure it's correct	227 38%	188 38%	**	**	**	197 37%	**	78 39%	53 34%	42 37%	54 44%	130 37%	96 41%
Look at how up to date the information on the website/ app is	212 36%	180 36%	**	**	**	185 35%	**	76 37%	59 38%	42 37%	35 29%	135 38%	77 33%
Something else	24 4%	22 4%	**	**	**	24 5%	**	10 5%	5 3%	1 1%	8 6%	15 4%	9 4%
Don't know	24 4%	19 4%	**	**	**	22 4%	**	7 3%	4 3%	7 6%	6 5%	11 3%	13 5%
No – I don't think about this	40 7%	33 7%	**	**	**	37 7%	**	17 9%	11 7%	7 7%	4 3%	28 8%	12 5%
SUMMARY													
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	530 89%	443 89%	**	**	**	468 89%	**	178 88%	140 90%	98 87%	113 92%	318 89%	211 90%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18. When you go to websites or apps that you have never used before to look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – might you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online and use websites or apps they have not used before in a normal week

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	592	131	436	159	248	152
Effective Weighted Sample	477	106	350	132	201	119
Total	594	133	437	166	253	146
Check the general look of the website/ app – for example the layout, colours or how professional it looks	284 48%	54 40%	218 50%	81 49%	107 42%	82 56%
Ask someone else if they have used the website/ app	267 45%	60 45%	196 45%	75 46%	120 47%	60 41%
See whether it's a company you have heard of	264 44%	50 37%	205 47%	71 43%	112 44%	67 46%
Check some types of information across a number of websites/ apps to be sure it's correct	227 38%	46 35%	174 40%	67 41%	99 39%	51 35%
Look at how up to date the information on the website/ app is	212 36%	49 37%	151 35%	60 36%	95 38%	50 34%
Something else	24 4%	8 6%	16 4%	5 3%	12 5%	6 4%
Don't know	24 4%	7 6%	15 3%	6 4%	12 5%	6 4%
No – I don't think about this	40 7%	8 6%	32 7%	6 3%	13 5%	17 11%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18. When you go to websites or apps that you have never used before to look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – might you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online and use websites or apps they have not used before in a normal week

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	592	131	436	159	248	152
Effective Weighted Sample	477	106	350	132	201	119
Total	594	133	437	166	253	146
SUMMARY						
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	530	118	390	154	228	124
	89%	89%	89%	93%	90%	85%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC25. Do you ever use sites or apps like Google, Bing or Yahoo to look for things online? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
Yes	1931	741	795	395	967	964	598	1302	372	368	394	401	200	195
	93%	89%	95%	95%	93%	92%	88%	95%	90%	88%	95%	96%	96%	94%
			a	a				a			b	ab	b	
No	130	78	33	19	68	63	73	53	41	37	19	14	8	12
	6%	9%	4%	5%	6%	6%	11%	4%	10%	9%	5%	3%	4%	6%
		bc					b		cd	d				
Don't know	21	12	6	3	6	15	12	9	1	11	4	3	1	1
	1%	1%	1%	1%	1%	1%	2%	1%	*%	3%	1%	1%	1%	1%
										a				

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC25. Do you ever use sites or apps like Google, Bing or Yahoo to look for things online? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
Yes	1931	1584	174	97	76	1680	251	542	484	406	496	1026	902
	93%	93%	94%	95%	91%	93%	92%	93%	93%	93%	91%	93%	92%
No	130	108	12	5	6	112	19	35	30	24	42	65	66
	6%	6%	6%	5%	7%	6%	7%	6%	6%	5%	8%	6%	7%
Don't know	21	20	-	*	1	19	2	6	4	7	4	10	11
	1%	1%	-%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC25. Do you ever use sites or apps like Google, Bing or Yahoo to look for things online? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
Yes	1931	399	1464	583	766	414
	93%	91%	93%	94%	93%	92%
No	130	38	87	31	53	30
	6%	9%	6%	5%	6%	7%
Don't know	21	1	16	6	3	4
	1%	*%	1%	1%	*%	1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1935	766	778	391	978	957	644	1260	386	380	388	390	204	187
Effective Weighted Sample	1542	607	608	330	772	770	504	1016	303	304	303	305	168	163
Total	1931	741	795	395	967	964	598	1302	372	368	394	401	200	195
I think that if they have been listed in the search results these websites can be trusted	467	203	180	84	228	239	174	287	96	107	89	91	43	41
	24%	27%	23%	21%	24%	25%	29%	22%	26%	29%	23%	23%	21%	21%
							b							
I think that some of these websites can be trusted and some can't	1278	422	564	292	643	635	322	932	211	210	282	283	150	142
	66%	57%	71%	74%	66%	66%	54%	72%	57%	57%	71%	70%	75%	73%
			a	a			a				ab	ab	ab	ab
I don't really think about whether the website can be trusted	152	96	40	16	77	74	84	67	53	43	18	22	6	10
	8%	13%	5%	4%	8%	8%	14%	5%	14%	12%	5%	5%	3%	5%
		bc					b		cdef	cde				
Don't know	35	20	11	4	19	16	18	16	12	8	5	6	2	2
	2%	3%	1%	1%	2%	2%	3%	1%	3%	2%	1%	2%	1%	1%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1935	1296	232	212	195	1709	226	592	543	405	391	1135	796
Effective Weighted Sample	1542	1147	210	183	171	1366	179	456	432	329	338	888	662
Total	1931	1584	174	97	76	1680	251	542	484	406	496	1026	902
I think that if they have been listed in the search results these websites can be trusted	467	386	36	27	18	421	45	159	99	97	112	257	209
	24%	24%	21%	28%	24%	25%	18%	29%	20%	24%	23%	25%	23%
								b					
I think that some of these websites can be trusted and some can't	1278	1054	111	63	51	1098	180	344	336	266	330	680	596
	66%	67%	64%	64%	67%	65%	72%	63%	69%	66%	67%	66%	66%
I don't really think about whether the website can be trusted	152	118	21	7	6	131	21	30	45	35	42	74	77
	8%	7%	12%	7%	8%	8%	8%	5%	9%	9%	8%	7%	9%
Don't know	35	27	6	1	1	30	5	10	5	8	12	15	20
	2%	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1935	395	1473	549	781	444
Effective Weighted Sample	1542	316	1171	449	621	344
Total	1931	399	1464	583	766	414
I think that if they have been listed in the search results these websites can be trusted	467 24%	97 24%	353 24%	142 24%	180 24%	106 26%
I think that some of these websites can be trusted and some can't	1278 66%	267 67%	969 66%	390 67%	513 67%	270 65%
I don't really think about whether the website can be trusted	152 8%	31 8%	113 8%	45 8%	61 8%	29 7%
Don't know	35 2%	5 1%	29 2%	7 1%	13 2%	8 2%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC28. GOOGLE SEARCH SCENARIO - SEARCH FOR 'CHILDREN'S TRAINERS'. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) used Google to search for 'children's trainers' - the search results looked like this (SCREENSHOT). Look at the top four results, do you know why these appear first? (MULTI CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1935	766	778	391	978	957	644	1260	386	380	388	390	204	187
Effective Weighted Sample	1542	607	608	330	772	770	504	1016	303	304	303	305	168	163
Total	1931	741	795	395	967	964	598	1302	372	368	394	401	200	195
These are adverts/ they have paid to be here	1044	300	488	256	503	541	227	795	142	158	238	251	124	132
	54%	41%	61%	65%	52%	56%	38%	61%	38%	43%	60%	63%	62%	68%
		a	a				a				ab	ab	ab	ab
These are the most popular results	732	273	312	147	375	357	214	507	139	134	158	155	78	69
	38%	37%	39%	37%	39%	37%	36%	39%	37%	36%	40%	39%	39%	35%
These are the best results	472	210	172	90	253	219	173	293	111	98	86	86	55	35
	24%	28%	22%	23%	26%	23%	29%	23%	30%	27%	22%	21%	28%	18%
		b					b		f					
Anything else	12	4	5	2	3	8	4	7	2	2	*	5	1	2
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%
Don't know	112	72	35	5	53	60	69	43	34	38	17	18	2	4
	6%	10%	4%	1%	5%	6%	12%	3%	9%	10%	4%	4%	1%	2%
		bc					b		ef	cdef				
SUMMARY														
ONLY GAVE THE CORRECT RESPONSE	791	246	348	196	377	414	184	588	117	129	168	181	93	104
	41%	33%	44%	50%	39%	43%	31%	45%	31%	35%	43%	45%	46%	53%
			a	a			a				a	a	a	ab

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC28. GOOGLE SEARCH SCENARIO - SEARCH FOR 'CHILDREN'S TRAINERS'. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) used Google to search for 'children's trainers' - the search results looked like this (SCREENSHOT). Look at the top four results, do you know why these appear first? (MULTI CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	1935	1296	232	212	195	1709	226	592	543	405	391	1135	796
Effective Weighted Sample	1542	1147	210	183	171	1366	179	456	432	329	338	888	662
Total	1931	1584	174	97	76	1680	251	542	484	406	496	1026	902
These are adverts/ they have paid to be here	1044 54%	851 54%	100 57%	51 52%	43 57%	897 53%	147 59%	329 61% cdf	287 59% df	203 50%	225 45%	616 60% cdf	428 47%
These are the most popular results	732 38%	606 38%	69 40%	33 33%	24 32%	663 39% b	69 27%	191 35%	167 35%	173 43%	198 40%	358 35%	371 41%
These are the best results	472 24%	382 24%	46 26%	27 28%	17 23%	419 25%	53 21%	148 27% b	89 18%	105 26%	129 26%	238 23%	234 26% b
Anything else	12 1%	11 1%	1 *%	* *%	- -%	10 1%	1 1%	2 *%	3 1%	2 1%	4 1%	5 1%	6 1%
Don't know	112 6%	92 6%	12 7%	4 4%	5 7%	95 6%	17 7%	18 3%	27 6%	34 8% ae	33 7%	45 4%	67 7% ae
SUMMARY													
ONLY GAVE THE CORRECT RESPONSE	791 41%	642 41%	72 41%	41 42%	36 48%	663 39%	128 51% a	248 46% cdf	227 47% cdf	142 35%	173 35%	475 46% cdf	316 35%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC28. GOOGLE SEARCH SCENARIO - SEARCH FOR 'CHILDREN'S TRAINERS'. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) used Google to search for 'children's trainers' - the search results looked like this (SCREENSHOT). Look at the top four results, do you know why these appear first? (MULTI CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1935	395	1473	549	781	444
Effective Weighted Sample	1542	316	1171	449	621	344
Total	1931	399	1464	583	766	414
These are adverts/ they have paid to be here	1044 54%	222 56%	792 54%	296 51%	424 55%	252 61%
These are the most popular results	732 38%	144 36%	558 38%	228 39%	286 37%	145 35%
These are the best results	472 24%	99 25%	356 24%	150 26%	193 25%	92 22%
Anything else	12 1%	* *%	11 1%	1 *%	4 *%	1 *%
Don't know	112 6%	26 7%	79 5%	34 6%	42 6%	15 4%
SUMMARY						
ONLY GAVE THE CORRECT RESPONSE	791 41%	165 41%	606 41%	224 38%	321 42%	200 48%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
I would always tell someone	1106	528	408	170	525	582	441	647	245	283	192	216	88	83
	53%	63%	49%	41%	50%	56%	65%	47%	59%	68%	46%	52%	42%	40%
		bc					b		cef	cdef				
I would sometimes tell someone	778	251	332	196	408	371	206	559	139	112	172	160	97	99
	37%	30%	40%	47%	39%	36%	30%	41%	33%	27%	41%	38%	46%	48%
			a	a				a			b	b	ab	ab
I would not tell someone	78	19	40	19	40	38	13	64	10	8	19	21	10	9
	4%	2%	5%	4%	4%	4%	2%	5%	2%	2%	5%	5%	5%	4%
								a						
Don't know	114	31	52	31	66	49	20	92	20	12	32	20	14	17
	5%	4%	6%	7%	6%	5%	3%	7%	5%	3%	8%	5%	7%	8%
								a			b			b
Prefer not to say	6	3	2	1	3	3	3	3	1	2	2	-	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	-%	*%
SUMMARY														
WOULD TELL SOMEONE	1885	778	740	366	932	952	648	1206	384	395	364	376	185	182
	91%	94%	89%	88%	90%	91%	95%	88%	92%	95%	87%	90%	88%	87%
		bc					b			cf				

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
I would always tell someone	1106	907	97	58	44	964	142	301	254	225	325	554	550
	53%	53%	52%	57%	53%	53%	52%	52%	49%	51%	60%	50%	56%
I would sometimes tell someone	778	639	71	35	33	675	103	234	214	170	160	449	330
	37%	37%	38%	34%	40%	37%	38%	40%	41%	39%	30%	41%	34%
I would not tell someone	78	63	6	6	2	72	6	24	27	11	16	51	27
	4%	4%	3%	6%	2%	4%	2%	4%	5%	3%	3%	5%	3%
Don't know	114	97	11	3	3	97	17	24	22	27	41	46	68
	5%	6%	6%	3%	4%	5%	6%	4%	4%	6%	8%	4%	7%
Prefer not to say	6	5	-	1	-	3	3	-	2	4	-	2	4
	*%	*%	-%	1%	-%	*%	1%	-%	*%	1%	-%	*%	*%
SUMMARY													
WOULD TELL SOMEONE	1885	1547	167	94	77	1639	246	535	468	394	485	1003	880
	91%	90%	90%	91%	93%	91%	91%	92%	90%	90%	90%	91%	90%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
I would always tell someone	1106 53%	237 54%	824 53%	365 59% b	407 50%	224 50%
I would sometimes tell someone	778 37%	162 37%	594 38%	195 32%	347 42% a	188 42% a
I would not tell someone	78 4%	17 4%	60 4%	28 5%	23 3%	19 4%
Don't know	114 5%	23 5%	85 5%	31 5%	41 5%	17 4%
Prefer not to say	6 *%	1 *%	5 *%	- -%	3 *%	1 *%
SUMMARY						
WOULD TELL SOMEONE	1885 91%	398 91%	1418 90%	560 90%	754 92%	412 92%

Columns Tested: a,b - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

Table 21

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1898	807	733	358	951	947	695	1171	401	406	365	368	185	173
Effective Weighted Sample	1514	640	571	304	753	761	545	944	316	324	284	288	154	150
Total	1885	778	740	366	932	952	648	1206	384	395	364	376	185	182
A parent	1633	707	633	293	803	830	590	1019	349	358	311	322	143	151
	87%	91%	86%	80%	86%	87%	91%	85%	91%	91%	85%	86%	77%	83%
		bc					b		e	e				
My friend	622	169	288	166	272	351	126	482	71	98	127	161	74	91
	33%	22%	39%	45%	29%	37%	19%	40%	18%	25%	35%	43%	40%	50%
			a	a		a		a			ab	ab	ab	abc
My brother/ sister	472	177	177	119	229	243	146	316	82	94	84	92	63	56
	25%	23%	24%	32%	25%	25%	23%	26%	21%	24%	23%	25%	34%	31%
				ab									a	
A teacher	462	242	156	64	222	239	215	243	119	123	76	79	27	37
	24%	31%	21%	17%	24%	25%	33%	20%	31%	31%	21%	21%	15%	20%
		bc					b		cde	cde				
Another member of my family	264	110	94	59	116	147	91	164	56	54	35	59	25	34
	14%	14%	13%	16%	12%	15%	14%	14%	15%	14%	10%	16%	14%	19%
														c
The police	127	51	40	36	59	68	43	82	25	26	17	23	17	19
	7%	7%	5%	10%	6%	7%	7%	7%	7%	7%	5%	6%	9%	10%
The websites/ apps where I saw it	109	17	47	45	45	63	14	88	10	7	19	29	17	28
	6%	2%	6%	12%	5%	7%	2%	7%	2%	2%	5%	8%	9%	15%
			a	ab				a				ab	ab	abc
Would tell someone else	7	3	1	3	5	1	2	3	3	-	-	1	3	-
	*%	*%	*%	1%	1%	*%	*%	*%	1%	-%	-%	*%	1%	-%
Unsure who I would tell	19	6	11	1	8	11	3	16	2	4	5	7	1	-
	1%	1%	2%	*%	1%	1%	*%	1%	1%	1%	1%	2%	1%	-%
Don't know	3	3	*	-	2	1	3	*	2	1	*	-	-	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%
Prefer not to say	4	2	2	-	2	2	2	2	-	2	2	-	-	-
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	1%	-%	-%	-%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1898	807	733	358	951	947	695	1171	401	406	365	368	185	173
Effective Weighted Sample	1514	640	571	304	753	761	545	944	316	324	284	288	154	150
Total	1885	778	740	366	932	952	648	1206	384	395	364	376	185	182
SUMMARY														
ANY FAMILY MEMBER	1754	740	681	332	859	895	619	1107	364	376	332	349	163	169
	93%	95%	92%	91%	92%	94%	96%	92%	95%	95%	91%	93%	88%	93%
		c					b		e	e				
ONLY A FAMILY MEMBER	850	405	316	130	436	413	335	503	203	201	160	155	73	57
	45%	52%	43%	35%	47%	43%	52%	42%	53%	51%	44%	41%	39%	31%
		bc					b		def	f				
ANYONE OUTSIDE OF FAMILY	1011	364	411	236	485	525	307	684	178	187	196	214	111	125
	54%	47%	55%	64%	52%	55%	47%	57%	46%	47%	54%	57%	60%	69%
			a	a				a				a	ab	abc

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	1898	1267	225	206	200	1675	223	582	531	397	385	1113	782
Effective Weighted Sample	1514	1124	207	178	175	1339	178	450	422	322	333	871	650
Total	1885	1547	167	94	77	1639	246	535	468	394	485	1003	880
A parent	1633	1339	147	79	68	1417	216	432	418	338	443	850	781
	87%	87%	88%	85%	88%	86%	88%	81%	89%	86%	91%	85%	89%
									a		ae		a
My friend	622	509	59	28	25	533	90	203	168	144	107	371	251
	33%	33%	35%	30%	33%	32%	37%	38%	36%	36%	22%	37%	29%
								df	d	d		df	
My brother/ sister	472	399	38	20	16	410	62	142	103	93	134	245	226
	25%	26%	23%	21%	20%	25%	25%	27%	22%	23%	28%	24%	26%
A teacher	462	386	38	21	16	392	70	127	124	88	122	251	210
	24%	25%	23%	23%	20%	24%	28%	24%	27%	22%	25%	25%	24%
Another member of my family	264	222	21	10	11	231	33	71	61	54	77	132	131
	14%	14%	12%	10%	14%	14%	13%	13%	13%	14%	16%	13%	15%
The police	127	108	8	8	4	109	18	39	23	30	34	62	65
	7%	7%	5%	8%	5%	7%	7%	7%	5%	8%	7%	6%	7%
The websites/ apps where I saw it	109	89	9	7	3	97	11	37	23	23	24	61	48
	6%	6%	6%	7%	4%	6%	5%	7%	5%	6%	5%	6%	5%
Would tell someone else	7	5	1	-	*	5	1	2	2	2	-	5	2
	%	%	1%	-%	%	%	1%	%	1%	1%	-%	%	%
Unsure who I would tell	19	13	4	1	1	14	4	8	1	4	5	10	9
	1%	1%	2%	1%	1%	1%	2%	2%	%	1%	1%	1%	1%
Don't know	3	3	-	*	-	1	2	-	*	1	2	*	3
	%	%	-%	1%	-%	%	1%	-%	%	%	%	%	%
							a						
Prefer not to say	4	4	-	-	-	4	-	1	1	2	-	2	2
	%	%	-%	-%	-%	%	-%	%	%	%	-%	%	%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1898	1267	225	206	200	1675	223	582	531	397	385	1113	782
Effective Weighted Sample	1514	1124	207	178	175	1339	178	450	422	322	333	871	650
Total	1885	1547	167	94	77	1639	246	535	468	394	485	1003	880
SUMMARY													
ANY FAMILY MEMBER	1754	1441	155	85	73	1526	228	483	439	365	465	922	830
	93%	93%	93%	91%	94%	93%	93%	90%	94%	92%	96%	92%	94%
											a		
ONLY A FAMILY MEMBER	850	695	72	44	38	751	99	219	199	175	254	418	430
	45%	45%	43%	47%	50%	46%	40%	41%	43%	44%	52%	42%	49%
											abe		e
ANYONE OUTSIDE OF FAMILY	1011	832	93	48	38	871	140	306	268	212	224	574	436
	54%	54%	55%	51%	50%	53%	57%	57%	57%	54%	46%	57%	50%
								d	d			df	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1898	395	1432	530	775	440
Effective Weighted Sample	1514	317	1138	433	615	343
Total	1885	398	1418	560	754	412
A parent	1633 87%	327 82%	1256 89% a	498 89%	647 86%	352 85%
My friend	622 33%	118 30%	476 34%	166 30%	247 33%	160 39% a
My brother/ sister	472 25%	123 31% b	323 23%	188 33% b	143 19%	103 25%
A teacher	462 24%	100 25%	346 24%	140 25%	169 22%	104 25%
Another member of my family	264 14%	57 14%	194 14%	90 16%	91 12%	51 12%
The police	127 7%	31 8%	85 6%	42 8%	37 5%	30 7%
The websites/ apps where I saw it	109 6%	24 6%	74 5%	32 6%	41 5%	24 6%
Would tell someone else	7 *%	2 *%	5 *%	2 *%	1 *%	1 *%
Unsure who I would tell	19 1%	7 2%	12 1%	1 *%	9 1%	6 2%
Don't know	3 *%	1 *%	2 *%	1 *%	- -%	2 1%
Prefer not to say	4 *%	- -%	4 *%	- -%	- -%	1 *%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1898	395	1432	530	775	440
Effective Weighted Sample	1514	317	1138	433	615	343
Total	1885	398	1418	560	754	412
SUMMARY						
ANY FAMILY MEMBER	1754	363	1328	534	698	380
	93%	91%	94%	95%	93%	92%
ONLY A FAMILY MEMBER	850	175	647	273	356	158
	45%	44%	46%	49%	47%	38%
				c	c	
ANYONE OUTSIDE OF FAMILY	1011	215	753	286	389	245
	54%	54%	53%	51%	52%	60%

Columns Tested: a,b - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

Table 22

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
A parent	1633	707	633	293	803	830	590	1019	349	358	311	322	143	151
	78%	85%	76%	70%	77%	80%	86%	75%	84%	86%	75%	77%	68%	73%
		bc					b		cef	cdef				
My friend	622	169	288	166	272	351	126	482	71	98	127	161	74	91
	30%	20%	34%	40%	26%	34%	18%	35%	17%	24%	30%	39%	36%	44%
			a	a		a		a			a	ab	ab	abc
My brother/ sister	472	177	177	119	229	243	146	316	82	94	84	92	63	56
	23%	21%	21%	29%	22%	23%	21%	23%	20%	23%	20%	22%	30%	27%
				ab									a	
A teacher	462	242	156	64	222	239	215	243	119	123	76	79	27	37
	22%	29%	19%	15%	21%	23%	31%	18%	29%	30%	18%	19%	13%	18%
		bc					b		cdef	cdef				
Another member of my family	264	110	94	59	116	147	91	164	56	54	35	59	25	34
	13%	13%	11%	14%	11%	14%	13%	12%	13%	13%	8%	14%	12%	16%
														c
The police	127	51	40	36	59	68	43	82	25	26	17	23	17	19
	6%	6%	5%	9%	6%	7%	6%	6%	6%	6%	4%	6%	8%	9%
The websites/ apps where I saw it	109	17	47	45	45	63	14	88	10	7	19	29	17	28
	5%	2%	6%	11%	4%	6%	2%	6%	2%	2%	5%	7%	8%	13%
			a	ab				a				ab	ab	abc
Would tell someone else	7	3	1	3	5	1	2	3	3	-	-	1	3	-
	*%	*%	*%	1%	1%	*%	*%	*%	1%	-%	-%	*%	1%	-%
Unsure who I would tell	19	6	11	1	8	11	3	16	2	4	5	7	1	-
	1%	1%	1%	*%	1%	1%	*%	1%	*%	1%	1%	2%	*%	-%
Don't know	3	3	*	-	2	1	3	*	2	1	*	-	-	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%
Prefer not to say	4	2	2	-	2	2	2	2	-	2	2	-	-	-
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	1%	-%	-%	-%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
SUMMARY														
ANY FAMILY MEMBER	1754	740	681	332	859	895	619	1107	364	376	332	349	163	169
	84%	89%	82%	80%	83%	86%	91%	81%	88%	90%	80%	84%	78%	81%
		bc					b		ce	cef				
ONLY A FAMILY MEMBER	850	405	316	130	436	413	335	503	203	201	160	155	73	57
	41%	49%	38%	31%	42%	40%	49%	37%	49%	48%	38%	37%	35%	27%
		bc					b		cdef	def				
ANYONE OUTSIDE OF FAMILY	1011	364	411	236	485	525	307	684	178	187	196	214	111	125
	49%	44%	49%	57%	47%	50%	45%	50%	43%	45%	47%	51%	53%	60%
				a										abc
WOULD NOT TELL SOMEONE	198	53	94	50	108	90	35	158	31	22	53	41	24	26
	9%	6%	11%	12%	10%	9%	5%	12%	8%	5%	13%	10%	12%	13%
			a	a				a			b			b

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
A parent	1633	1339	147	79	68	1417	216	432	418	338	443	850	781
	78%	78%	79%	77%	82%	78%	80%	74%	81%	78%	82%	77%	80%
											a		
My friend	622	509	59	28	25	533	90	203	168	144	107	371	251
	30%	30%	32%	28%	31%	29%	33%	35%	33%	33%	20%	34%	26%
								df	d	d		df	
My brother/ sister	472	399	38	20	16	410	62	142	103	93	134	245	226
	23%	23%	20%	19%	19%	23%	23%	24%	20%	21%	25%	22%	23%
A teacher	462	386	38	21	16	392	70	127	124	88	122	251	210
	22%	23%	21%	21%	19%	22%	26%	22%	24%	20%	23%	23%	21%
Another member of my family	264	222	21	10	11	231	33	71	61	54	77	132	131
	13%	13%	11%	10%	13%	13%	12%	12%	12%	12%	14%	12%	13%
The police	127	108	8	8	4	109	18	39	23	30	34	62	65
	6%	6%	4%	7%	5%	6%	7%	7%	4%	7%	6%	6%	7%
The websites/ apps where I saw it	109	89	9	7	3	97	11	37	23	23	24	61	48
	5%	5%	5%	7%	4%	5%	4%	6%	5%	5%	5%	6%	5%
Would tell someone else	7	5	1	-	*	5	1	2	2	2	-	5	2
	%	%	1%	-%	%	%	%	%	%	%	-%	%	%
Unsure who I would tell	19	13	4	1	1	14	4	8	1	4	5	10	9
	1%	1%	2%	1%	1%	1%	2%	1%	%	1%	1%	1%	1%
Don't know	3	3	-	*	-	1	2	-	*	1	2	*	3
	%	%	-%	%	-%	%	1%	-%	%	%	%	%	%
							a						
Prefer not to say	4	4	-	-	-	4	-	1	1	2	-	2	2
	%	%	-%	-%	-%	%	-%	%	%	%	-%	%	%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
SUMMARY													
ANY FAMILY MEMBER	1754	1441	155	85	73	1526	228	483	439	365	465	922	830
	84%	84%	84%	82%	88%	84%	84%	83%	85%	84%	86%	84%	85%
ONLY A FAMILY MEMBER	850	695	72	44	38	751	99	219	199	175	254	418	430
	41%	41%	39%	43%	47%	41%	37%	38%	38%	40%	47%	38%	44%
											ae		
ANYONE OUTSIDE OF FAMILY	1011	832	93	48	38	871	140	306	268	212	224	574	436
	49%	49%	50%	47%	46%	48%	52%	52%	52%	49%	41%	52%	45%
								df	d			df	
WOULD NOT TELL SOMEONE	198	165	18	9	5	172	26	48	50	42	57	98	99
	9%	10%	10%	9%	7%	9%	9%	8%	10%	10%	10%	9%	10%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
A parent	1633 78%	327 74%	1256 80%	498 80%	647 79%	352 79%
My friend	622 30%	118 27%	476 30%	166 27%	247 30%	160 36% a
My brother/ sister	472 23%	123 28% b	323 21%	188 30% b	143 17%	103 23%
A teacher	462 22%	100 23%	346 22%	140 23%	169 20%	104 23%
Another member of my family	264 13%	57 13%	194 12%	90 15%	91 11%	51 11%
The police	127 6%	31 7%	85 5%	42 7%	37 5%	30 7%
The websites/ apps where I saw it	109 5%	24 6%	74 5%	32 5%	41 5%	24 5%
Would tell someone else	7 *%	2 *%	5 *%	2 *%	1 *%	1 *%
Unsure who I would tell	19 1%	7 2%	12 1%	1 *%	9 1%	6 1%
Don't know	3 *%	1 *%	2 *%	1 *%	- -%	2 1%
Prefer not to say	4 *%	- -%	4 *%	- -%	- -%	1 *%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
SUMMARY						
ANY FAMILY MEMBER	1754 84%	363 83%	1328 85%	534 86%	698 85%	380 85%
ONLY A FAMILY MEMBER	850 41%	175 40%	647 41%	273 44%	356 43%	158 35%
ANYONE OUTSIDE OF FAMILY	1011 49%	215 49%	753 48%	286 46%	389 47%	245 55%
WOULD NOT TELL SOMEONE	198 9%	41 9%	149 10%	59 10%	68 8%	36 8%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31. And, in the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
Yes	614	212	259	143	304	310	170	435	107	105	123	137	74	69
	29%	25%	31%	34%	29%	30%	25%	32%	26%	25%	29%	33%	35%	33%
				a				a						
No	1287	550	495	242	651	637	457	810	274	276	254	241	123	119
	62%	66%	59%	58%	63%	61%	67%	59%	66%	66%	61%	58%	59%	57%
							b							
Don't know	160	64	70	25	74	86	51	103	31	33	34	37	9	16
	8%	8%	8%	6%	7%	8%	7%	8%	8%	8%	8%	9%	5%	8%
Prefer not to say	21	6	9	6	12	10	6	16	2	3	7	2	2	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31. And, in the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
Yes	614 29%	489 29%	60 32%	36 35%	29 35%	540 30%	73 27%	192 33%	151 29%	136 31%	136 25%	342 31%	271 28%
No	1287 62%	1076 63%	109 59%	59 58%	43 52%	1121 62%	166 61%	353 60%	319 62%	255 59%	358 66%	672 61%	613 63%
Don't know	160 8%	131 8%	14 7%	6 6%	8 10%	131 7%	29 11%	31 5%	41 8%	39 9%	47 9%	72 7%	87 9%
Prefer not to say	21 1%	15 1%	3 1%	2 2%	2 2%	19 1%	2 1%	8 1%	7 1%	6 1%	1 *%	15 1%	7 1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31. And, in the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
Yes	614 29%	194 44% b	393 25%	204 33%	256 31%	123 27%
No	1287 62%	206 47%	1043 67% a	373 60%	496 60%	287 64%
Don't know	160 8%	37 9%	116 7%	39 6%	66 8%	33 7%
Prefer not to say	21 1%	2 *%	14 1%	4 1%	5 1%	5 1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31A. And did you tell someone about it? Don't worry - we won't be asking who it was. (SINGLE CODE)

Base : Children aged 8-17 who go online who have seen something online they found worrying or nasty in the past 12 months

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	~e	~f
Unweighted total	640	229	275	136	329	311	191	440	115	114	142	133	72	64
Effective Weighted Sample	505	181	208	117	258	248	149	349	90	90	107	102	61	56
Total	614	212	259	143	304	310	170	435	107	105	123	137	74	69
Yes	518	192	213	114	253	264	155	354	94	97	97	115	**	**
	84%	91%	82%	79%	83%	85%	91%	81%	88%	93%	79%	84%	**	**
		c					b			c				
No	85	19	42	24	45	40	13	72	12	7	22	20	**	**
	14%	9%	16%	17%	15%	13%	8%	16%	11%	7%	18%	15%	**	**
Don't know	7	1	5	1	4	3	1	6	1	-	3	2	**	**
	1%	1%	2%	1%	1%	1%	1%	1%	1%	-%	2%	1%	**	**
Prefer not to say	4	-	-	4	1	3	-	4	-	-	-	-	**	**
	1%	-%	-%	3%	*%	1%	-%	1%	-%	-%	-%	-%	**	**

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31A. And did you tell someone about it? Don't worry - we won't be asking who it was. (SINGLE CODE)

Base : Children aged 8-17 who go online who have seen something online they found worrying or nasty in the past 12 months

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	~b	~c	~d	a	~b	a	b	c	d	e	f
Unweighted total	640	405	83	78	74	576	64	215	176	140	109	391	249
Effective Weighted Sample	505	359	75	68	65	456	51	166	140	113	93	305	203
Total	614	489	60	36	29	540	73	192	151	136	136	342	271
Yes	518	412	**	**	**	455	**	159	125	116	118	284	234
	84%	84%	**	**	**	84%	**	83%	83%	85%	87%	83%	86%
No	85	67	**	**	**	76	**	31	24	16	14	55	30
	14%	14%	**	**	**	14%	**	16%	16%	12%	10%	16%	11%
Don't know	7	6	**	**	**	5	**	1	2	2	2	3	4
	1%	1%	**	**	**	1%	**	1%	1%	2%	1%	1%	2%
Prefer not to say	4	4	**	**	**	4	**	-	1	1	2	1	3
	1%	1%	**	**	**	1%	**	-%	1%	1%	1%	*%	1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC31A. And did you tell someone about it? Don't worry - we won't be asking who it was. (SINGLE CODE)

Base : Children aged 8-17 who go online who have seen something online they found worrying or nasty in the past 12 months

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	640	190	424	196	280	133
Effective Weighted Sample	505	150	334	159	218	105
Total	614	194	393	204	256	123
Yes	518 84%	169 87%	329 84%	181 89%	214 84%	100 81%
No	85 14%	22 11%	59 15%	21 11%	36 14%	21 17%
Don't know	7 1%	3 1%	5 1%	- -%	4 2%	1 1%
Prefer not to say	4 1%	- -%	1 *%	1 1%	2 1%	1 1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
Yes	1886	760	767	359	933	954	627	1231	375	385	376	390	181	178
	91%	91%	92%	86%	90%	92%	92%	90%	90%	92%	90%	94%	87%	86%
			c									f		
No	146	50	47	49	81	65	38	102	29	21	29	18	23	26
	7%	6%	6%	12%	8%	6%	6%	7%	7%	5%	7%	4%	11%	12%
				ab									d	bd
Don't know	50	22	20	8	27	23	18	31	11	10	11	9	4	4
	2%	3%	2%	2%	3%	2%	3%	2%	3%	3%	3%	2%	2%	2%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
Yes	1886 91%	1551 91%	170 92%	89 87%	77 93%	1638 90%	248 91%	526 90%	475 92%	399 91%	484 89%	1000 91%	883 90%
No	146 7%	119 7%	11 6%	12 11%	4 5%	128 7%	18 7%	47 8%	31 6%	30 7%	38 7%	78 7%	68 7%
Don't know	50 2%	42 2%	4 2%	2 2%	2 2%	45 3%	5 2%	10 2%	13 2%	8 2%	20 4%	23 2%	27 3%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
Yes	1886	399	1424	573	729	414
	91%	91%	91%	93%	89%	93%
No	146	26	110	35	70	28
	7%	6%	7%	6%	9%	6%
Don't know	50	13	33	11	24	5
	2%	3%	2%	2%	3%	1%

Columns Tested: a,b - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

Table 26

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1888	785	744	359	943	945	672	1186	387	398	368	376	188	171
Effective Weighted Sample	1506	622	582	305	745	761	526	958	305	317	286	296	156	149
Total	1886	760	767	359	933	954	627	1231	375	385	376	390	181	178
A parent	1627	670	651	306	812	815	554	1050	329	341	326	325	157	149
	86%	88%	85%	85%	87%	85%	88%	85%	88%	88%	87%	83%	87%	84%
A teacher at school	1438	597	572	269	691	747	496	925	291	306	273	299	127	142
	76%	79%	75%	75%	74%	78%	79%	75%	78%	79%	73%	76%	70%	80%
The police coming in to school to talk to us	306	97	139	70	145	160	75	225	41	55	71	68	33	37
	16%	13%	18%	19%	16%	17%	12%	18%	11%	14%	19%	17%	18%	21%
				a				a			a			a
Another member of my family	207	72	87	47	104	102	57	142	36	36	44	44	25	23
	11%	9%	11%	13%	11%	11%	9%	12%	10%	9%	12%	11%	14%	13%
Friends	114	27	47	40	49	66	20	90	11	16	19	29	18	21
	6%	4%	6%	11%	5%	7%	3%	7%	3%	4%	5%	7%	10%	12%
				a				a					ab	abc
Websites or apps	109	30	41	38	53	56	22	84	13	17	22	19	17	21
	6%	4%	5%	10%	6%	6%	4%	7%	4%	4%	6%	5%	9%	12%
				ab				a					a	abd
Television/ radio programmes	101	29	42	30	39	61	22	77	12	16	15	27	12	18
	5%	4%	5%	8%	4%	6%	3%	6%	3%	4%	4%	7%	6%	10%
				a										abc
Other	7	4	3	1	4	3	4	3	3	1	1	2	-	1
	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	-%	*%
Don't know	2	-	1	1	2	-	-	2	-	-	1	-	1	-
	*%	-%	*%	*%	*%	-%	-%	*%	-%	-%	*%	-%	1%	-%

SUMMARY

ANY FAMILY MEMBER	1660	676	666	318	831	829	561	1073	333	343	335	331	163	155
	88%	89%	87%	88%	89%	87%	89%	87%	89%	89%	89%	85%	90%	87%
ONLY A FAMILY MEMBER	375	146	157	72	203	173	116	249	77	69	84	73	42	30
	20%	19%	20%	20%	22%	18%	19%	20%	21%	18%	22%	19%	23%	17%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1888	785	744	359	943	945	672	1186	387	398	368	376	188	171
Effective Weighted Sample	1506	622	582	305	745	761	526	958	305	317	286	296	156	149
Total	1886	760	767	359	933	954	627	1231	375	385	376	390	181	178
ANYONE OUTSIDE OF FAMILY	1509	614	609	286	728	781	511	979	298	316	292	317	138	148
	80%	81%	79%	80%	78%	82%	81%	80%	79%	82%	78%	81%	76%	83%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	1888	1267	228	194	199	1665	223	569	538	393	384	1107	777
Effective Weighted Sample	1506	1122	206	171	174	1332	177	439	428	320	331	866	647
Total	1886	1551	170	89	77	1638	248	526	475	399	484	1000	883
A parent	1627	1331	149	77	70	1421	206	441	410	340	433	851	773
	86%	86%	88%	87%	91%	87%	83%	84%	86%	85%	89%	85%	88%
A teacher at school	1438	1186	135	60	57	1229	209	388	384	316	348	772	664
	76%	77%	79%	67%	74%	75%	84%	74%	81%	79%	72%	77%	75%
		c	c				a		d				
The police coming in to school to talk to us	306	234	32	23	17	250	56	77	71	80	78	148	158
	16%	15%	19%	26%	22%	15%	23%	15%	15%	20%	16%	15%	18%
				a									
Another member of my family	207	170	18	9	9	192	14	64	38	44	60	103	104
	11%	11%	11%	10%	12%	12%	6%	12%	8%	11%	12%	10%	12%
Friends	114	99	11	3	2	104	11	36	24	29	25	60	55
	6%	6%	6%	3%	3%	6%	4%	7%	5%	7%	5%	6%	6%
Websites or apps	109	89	12	4	4	101	8	37	18	25	29	55	54
	6%	6%	7%	4%	6%	6%	3%	7%	4%	6%	6%	5%	6%
Television/ radio programmes	101	82	9	6	3	88	12	39	17	22	22	57	44
	5%	5%	5%	7%	4%	5%	5%	7%	4%	6%	4%	6%	5%
Other	7	6	1	*	-	7	*	2	3	-	2	5	2
	*%	*%	*%	1%	-%	*%	*%	*%	1%	-%	*%	*%	*%
Don't know	2	2	-	-	-	2	-	1	1	-	-	2	-
	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%
SUMMARY													
ANY FAMILY MEMBER	1660	1358	151	80	71	1451	209	454	417	348	438	872	786
	88%	88%	89%	90%	93%	89%	84%	86%	88%	87%	90%	87%	89%
ONLY A FAMILY MEMBER	375	303	29	26	18	343	32	105	77	70	123	182	193
	20%	20%	17%	29%	23%	21%	13%	20%	16%	18%	25%	18%	22%
				ab							be		

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	1888	1267	228	194	199	1665	223	569	538	393	384	1107	777
Effective Weighted Sample	1506	1122	206	171	174	1332	177	439	428	320	331	866	647
Total	1886	1551	170	89	77	1638	248	526	475	399	484	1000	883
ANYONE OUTSIDE OF FAMILY	1509	1246	141	63	59	1293	216	420	397	329	361	817	690
	80%	80%	83%	71%	77%	79%	87%	80%	84%	82%	75%	82%	78%
		c	c						d			d	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1888	395	1430	539	751	438
Effective Weighted Sample	1506	317	1135	440	595	342
Total	1886	399	1424	573	729	414
A parent	1627 86%	340 85%	1232 87%	511 89%	619 85%	358 86%
A teacher at school	1438 76%	288 72%	1116 78%	412 72%	533 73%	348 84% ab
The police coming in to school to talk to us	306 16%	79 20%	220 15%	102 18%	105 14%	76 18%
Another member of my family	207 11%	50 12%	144 10%	71 12%	75 10%	40 10%
Friends	114 6%	27 7%	80 6%	41 7%	37 5%	25 6%
Websites or apps	109 6%	33 8%	74 5%	43 7%	36 5%	19 5%
Television/ radio programmes	101 5%	30 8%	67 5%	31 5%	35 5%	26 6%
Other	7 *%	1 *%	6 *%	2 *%	4 1%	1 *%
Don't know	2 *%	1 *%	1 *%	- -%	1 *%	- -%
SUMMARY						
ANY FAMILY MEMBER	1660 88%	354 89%	1249 88%	521 91%	637 87%	362 87%
ONLY A FAMILY MEMBER	375 20%	88 22%	264 19%	138 24% c	163 22% c	55 13%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1888	395	1430	539	751	438
Effective Weighted Sample	1506	317	1135	440	595	342
Total	1886	399	1424	573	729	414
ANYONE OUTSIDE OF FAMILY	1509	311	1159	435	565	360
	80%	78%	81%	76%	78%	87%
						ab

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 99%														
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
A parent	1627	670	651	306	812	815	554	1050	329	341	326	325	157	149
	78%	81%	78%	74%	78%	78%	81%	77%	79%	82%	78%	78%	75%	72%
A teacher at school	1438	597	572	269	691	747	496	925	291	306	273	299	127	142
	69%	72%	69%	65%	66%	72%	73%	68%	70%	73%	66%	72%	61%	68%
The police coming in to school to talk to us	306	97	139	70	145	160	75	225	41	55	71	68	33	37
	15%	12%	17%	17%	14%	15%	11%	16%	10%	13%	17%	16%	16%	18%
Another member of my family	207	72	87	47	104	102	57	142	36	36	44	44	25	23
	10%	9%	10%	11%	10%	10%	8%	10%	9%	9%	10%	10%	12%	11%
Friends	114	27	47	40	49	66	20	90	11	16	19	29	18	21
	5%	3%	6%	10%	5%	6%	3%	7%	3%	4%	4%	7%	9%	10%
Websites or apps	109	30	41	38	53	56	22	84	13	17	22	19	17	21
	5%	4%	5%	9%	5%	5%	3%	6%	3%	4%	5%	4%	8%	10%
Television/ radio programmes	101	29	42	30	39	61	22	77	12	16	15	27	12	18
	5%	3%	5%	7%	4%	6%	3%	6%	3%	4%	4%	6%	6%	9%
Other	7	4	3	1	4	3	4	3	3	1	1	2	-	1
	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	-%	*%
Don't know	2	-	1	1	2	-	-	2	-	-	1	-	1	-
	*%	-%	*%	*%	*%	-%	-%	*%	-%	-%	*%	-%	1%	-%

SUMMARY

ANY FAMILY MEMBER	1660	676	666	318	831	829	561	1073	333	343	335	331	163	155
	80%	81%	80%	76%	80%	80%	82%	79%	80%	82%	80%	79%	78%	75%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2082	857	814	411	1050	1032	730	1316	428	429	410	404	212	199
Effective Weighted Sample	1660	679	636	348	830	830	571	1062	337	342	319	317	175	173
Total	2082	832	834	417	1040	1042	683	1364	415	417	417	417	209	208
ONLY A FAMILY MEMBER	375	146	157	72	203	173	116	249	77	69	84	73	42	30
	18%	18%	19%	17%	19%	17%	17%	18%	19%	17%	20%	18%	20%	15%
ANYONE OUTSIDE OF FAMILY	1509	614	609	286	728	781	511	979	298	316	292	317	138	148
	72%	74%	73%	69%	70%	75%	75%	72%	72%	76%	70%	76%	66%	71%
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	196	72	67	57	108	88	56	133	40	32	41	27	27	30
	9%	9%	8%	14%	10%	8%	8%	10%	10%	8%	10%	6%	13%	14%
				b										d

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
A parent	1627	1331	149	77	70	1421	206	441	410	340	433	851	773
	78%	78%	81%	75%	84%	78%	76%	76%	79%	78%	80%	77%	79%
A teacher at school	1438	1186	135	60	57	1229	209	388	384	316	348	772	664
	69%	69%	73%	58%	68%	68%	77%	66%	74%	72%	64%	70%	68%
		c	c						d				
The police coming in to school to talk to us	306	234	32	23	17	250	56	77	71	80	78	148	158
	15%	14%	17%	23%	20%	14%	21%	13%	14%	18%	14%	13%	16%
				a									
Another member of my family	207	170	18	9	9	192	14	64	38	44	60	103	104
	10%	10%	10%	9%	11%	11%	5%	11%	7%	10%	11%	9%	11%
Friends	114	99	11	3	2	104	11	36	24	29	25	60	55
	5%	6%	6%	2%	3%	6%	4%	6%	5%	7%	5%	5%	6%
Websites or apps	109	89	12	4	4	101	8	37	18	25	29	55	54
	5%	5%	6%	4%	5%	6%	3%	6%	3%	6%	5%	5%	6%
Television/ radio programmes	101	82	9	6	3	88	12	39	17	22	22	57	44
	5%	5%	5%	6%	4%	5%	5%	7%	3%	5%	4%	5%	4%
Other	7	6	1	*	-	7	*	2	3	-	2	5	2
	*%	*%	*%	*%	-%	*%	*%	*%	1%	-%	*%	*%	*%
Don't know	2	2	-	-	-	2	-	1	1	-	-	2	-
	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%
SUMMARY													
ANY FAMILY MEMBER	1660	1358	151	80	71	1451	209	454	417	348	438	872	786
	80%	79%	81%	78%	86%	80%	77%	78%	80%	80%	81%	79%	80%
ONLY A FAMILY MEMBER	375	303	29	26	18	343	32	105	77	70	123	182	193
	18%	18%	16%	25%	22%	19%	12%	18%	15%	16%	23%	17%	20%
											be		

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2082	1395	247	225	215	1837	245	634	580	436	428	1214	864
Effective Weighted Sample	1660	1237	224	194	188	1469	194	488	462	354	370	949	719
Total	2082	1712	185	103	83	1811	271	583	518	436	542	1101	978
ANYONE OUTSIDE OF FAMILY	1509	1246	141	63	59	1293	216	420	397	329	361	817	690
	72%	73%	76%	61%	71%	71%	80%	72%	77%	75%	67%	74%	71%
		c	c						d	d		d	
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	196	161	15	14	6	173	23	57	44	38	58	101	95
	9%	9%	8%	13%	7%	10%	9%	10%	8%	9%	11%	9%	10%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
A parent	1627 78%	340 78%	1232 79%	511 82% b	619 75%	358 80%
A teacher at school	1438 69%	288 66%	1116 71%	412 66%	533 65%	348 78% ab
The police coming in to school to talk to us	306 15%	79 18%	220 14%	102 16%	105 13%	76 17%
Another member of my family	207 10%	50 11%	144 9%	71 11%	75 9%	40 9%
Friends	114 5%	27 6%	80 5%	41 7%	37 5%	25 6%
Websites or apps	109 5%	33 8%	74 5%	43 7%	36 4%	19 4%
Television/ radio programmes	101 5%	30 7%	67 4%	31 5%	35 4%	26 6%
Other	7 *%	1 *%	6 *%	2 *%	4 1%	1 *%
Don't know	2 *%	1 *%	1 *%	- -%	1 *%	- -%
SUMMARY						
ANY FAMILY MEMBER	1660 80%	354 81%	1249 80%	521 84% b	637 77%	362 81%
ONLY A FAMILY MEMBER	375 18%	88 20%	264 17%	138 22% c	163 20% c	55 12%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2082	431	1574	580	843	477
Effective Weighted Sample	1660	347	1250	475	668	371
Total	2082	439	1567	619	823	448
ANYONE OUTSIDE OF FAMILY	1509	311	1159	435	565	360
	72%	71%	74%	70%	69%	80%
						ab
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	196	40	143	46	94	33
	9%	9%	9%	7%	11%	7%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37. INFLUENCER SCENARIO - MILLIE BOBBY BROWN INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Millie Bobby Brown on social media. Here is a recent post from Millie Bobby Brown that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Millie Bobby Brown might share a post about the product shown? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1225	-	814	411	622	603	-	1189	-	-	410	404	212	199
Effective Weighted Sample	982	-	636	348	493	489	-	953	-	-	319	317	175	173
Total	1251	-	834	417	626	625	-	1216	-	-	417	417	209	208
She is being paid with money or being given gifts by the company or brand to share this	959 77%	** **	641 77%	318 76%	472 75%	487 78%	** **	940 77%	** **	** **	319 76%	322 77%	153 73%	165 80%
She thinks this product or brand is cool/ good to use	379 30%	** **	245 29%	134 32%	194 31%	185 30%	** **	364 30%	** **	** **	123 30%	122 29%	71 34%	63 30%
She wants to share this information with her followers	344 27%	** **	228 27%	116 28%	154 25%	189 30%	** **	329 27%	** **	** **	102 25%	125 30%	52 25%	64 31%
Something else	5 *%	** **	2 *%	3 1%	5 1%	1 *%	** **	5 *%	** **	** **	2 1%	- -%	2 1%	1 *%
Don't know	40 3%	** **	24 3%	15 4%	21 3%	19 3%	** **	40 3%	** **	** **	14 3%	11 3%	7 3%	9 4%
SUMMARY														
ONLY BEING PAID RESPONSE	648 52%	** **	438 53%	209 50%	329 53%	318 51%	** **	637 52%	** **	** **	223 53%	216 52%	107 51%	103 49%
ONLY RESPONSE OTHER THAN BEING PAID	252 20%	** **	169 20%	83 20%	133 21%	119 19%	** **	236 19%	** **	** **	84 20%	85 20%	49 23%	34 16%
BEING PAID AND ANY OTHER RESPONSE	311 25%	** **	203 24%	109 26%	143 23%	169 27%	** **	303 25%	** **	** **	96 23%	106 25%	46 22%	62 30%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37. INFLUENCER SCENARIO - MILLIE BOBBY BROWN INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Millie Bobby Brown on social media. Here is a recent post from Millie Bobby Brown that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Millie Bobby Brown might share a post about the product shown? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	1225	847	143	122	113	1085	140	370	330	272	249	700	521
Effective Weighted Sample	982	747	126	108	102	874	111	291	261	219	216	552	432
Total	1251	1041	109	57	44	1091	160	355	301	275	317	656	592
She is being paid with money or being given gifts by the company or brand to share this	959 77%	789 76%	91 84%	44 78%	35 79%	829 76%	130 81%	270 76%	262 87%	202 73%	224 71%	532 81%	425 72%
									acdf			df	
She thinks this product or brand is cool/ good to use	379 30%	326 31%	27 25%	13 23%	12 28%	342 31%	37 23%	128 36%	77 26%	91 33%	82 26%	205 31%	173 29%
She wants to share this information with her followers	344 27%	290 28%	32 29%	12 20%	10 24%	307 28%	36 23%	107 30%	60 20%	87 32%	88 28%	166 25%	175 30%
								b		b		b	b
Something else	5 *%	5 *%	1 1%	- -%	- -%	3 *%	2 1%	2 1%	- -%	3 1%	- -%	2 *%	3 *%
Don't know	40 3%	38 4%	- -%	1 2%	* 1%	37 3%	3 2%	10 3%	7 2%	4 1%	19 6%	17 3%	23 4%
SUMMARY													
ONLY BEING PAID RESPONSE	648 52%	523 50%	65 59%	34 60%	26 58%	551 51%	96 60%	165 47%	190 63%	127 46%	165 52%	355 54%	292 49%
									acf				
ONLY RESPONSE OTHER THAN BEING PAID	252 20%	214 21%	18 16%	11 20%	9 20%	225 21%	27 17%	75 21%	32 11%	69 25%	75 24%	107 16%	144 24%
								b	be	b		be	be
BEING PAID AND ANY OTHER RESPONSE	311 25%	265 25%	26 24%	10 18%	10 22%	278 25%	34 21%	105 29%	72 24%	75 27%	58 18%	177 27%	133 23%
								d					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37. INFLUENCER SCENARIO - MILLIE BOBBY BROWN INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Millie Bobby Brown on social media. Here is a recent post from Millie Bobby Brown that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Millie Bobby Brown might share a post about the product shown? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%		a	b	a	b	c
Unweighted total	1225	274	902	358	493	279
Effective Weighted Sample	982	221	722	296	391	218
Total	1251	283	919	391	493	268
She is being paid with money or being given gifts by the company or brand to share this	959 77%	205 72%	717 78%	273 70%	381 77%	230 86%
						a
She thinks this product or brand is cool/ good to use	379 30%	104 37%	256 28%	114 29%	139 28%	86 32%
She wants to share this information with her followers	344 27%	65 23%	266 29%	119 30%	118 24%	72 27%
Something else	5 *%	1 *%	4 *%	- -%	3 1%	2 1%
Don't know	40 3%	9 3%	26 3%	12 3%	18 4%	6 2%
SUMMARY						
ONLY BEING PAID RESPONSE	648 52%	137 48%	491 53%	192 49%	267 54%	151 56%
ONLY RESPONSE OTHER THAN BEING PAID	252 20%	69 24%	176 19%	106 27%	94 19%	32 12%
				c		
BEING PAID AND ANY OTHER RESPONSE	311 25%	68 24%	225 25%	81 21%	114 23%	79 29%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52. Sometimes when you want to download a new app or use a new website you are asked to share your personal information. This could mean entering details like your name, age, email address, and so on. Which one of these answers matches how you feel about sharing personal information to get access to a new app or use a new site? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1225	-	814	411	622	603	-	1189	-	-	410	404	212	199
Effective Weighted Sample	982	-	636	348	493	489	-	953	-	-	319	317	175	173
Total	1251	-	834	417	626	625	-	1216	-	-	417	417	209	208
I'm comfortable about sharing personal information on apps/ sites, so I always do	105 8%	** **	59 7%	46 11%	50 8%	55 9%	** **	103 8%	** **	** **	28 7%	31 7%	22 10%	25 12%
I always share personal information, even though I'm not always comfortable about it	157 13%	** **	98 12%	59 14%	94 15%	63 10%	** **	154 13%	** **	** **	60 14%	38 9%	34 17%	25 12%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	701 56%	** **	467 56%	234 56%	344 55%	357 57%	** **	680 56%	** **	** **	229 55%	238 57%	115 55%	119 57%
I'm never comfortable about sharing personal information online	252 20%	** **	182 22%	70 17%	115 18%	137 22%	** **	243 20%	** **	** **	82 20%	100 24%	33 16%	37 18%
Don't know	36 3%	** **	28 3%	8 2%	22 4%	14 2%	** **	36 3%	** **	** **	18 4%	11 3%	5 2%	3 1%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52. Sometimes when you want to download a new app or use a new website you are asked to share your personal information. This could mean entering details like your name, age, email address, and so on. Which one of these answers matches how you feel about sharing personal information to get access to a new app or use a new site? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	1225	847	143	122	113	1085	140	370	330	272	249	700	521
Effective Weighted Sample	982	747	126	108	102	874	111	291	261	219	216	552	432
Total	1251	1041	109	57	44	1091	160	355	301	275	317	656	592
I'm comfortable about sharing personal information on apps/sites, so I always do	105	90	9	4	3	93	13	44	19	27	15	63	42
	8%	9%	8%	7%	6%	8%	8%	12%	6%	10%	5%	10%	7%
								d					
I always share personal information, even though I'm not always comfortable about it	157	131	10	10	5	140	17	54	29	46	28	83	74
	13%	13%	9%	18%	12%	13%	10%	15%	10%	17%	9%	13%	12%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	701	581	65	29	27	610	91	184	188	141	187	372	328
	56%	56%	60%	50%	62%	56%	57%	52%	62%	51%	59%	57%	55%
I'm never comfortable about sharing personal information online	252	211	21	13	7	218	34	66	59	55	71	124	126
	20%	20%	19%	22%	17%	20%	21%	18%	19%	20%	22%	19%	21%
Don't know	36	28	5	1	2	30	6	8	6	6	16	14	22
	3%	3%	4%	2%	3%	3%	4%	2%	2%	2%	5%	2%	4%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52. Sometimes when you want to download a new app or use a new website you are asked to share your personal information. This could mean entering details like your name, age, email address, and so on. Which one of these answers matches how you feel about sharing personal information to get access to a new app or use a new site? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1225	274	902	358	493	279
Effective Weighted Sample	982	221	722	296	391	218
Total	1251	283	919	391	493	268
I'm comfortable about sharing personal information on apps/ sites, so I always do	105 8%	39 14% b	61 7%	29 7%	40 8%	31 12%
I always share personal information, even though I'm not always comfortable about it	157 13%	44 16%	104 11%	53 14%	70 14%	23 9%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	701 56%	138 49%	539 59% a	223 57%	274 56%	164 61%
I'm never comfortable about sharing personal information online	252 20%	54 19%	189 21%	79 20%	93 19%	44 16%
Don't know	36 3%	8 3%	25 3%	8 2%	15 3%	6 2%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO Here is a social media profile (SCREENSHOT). Do you think that this social media profile is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1225	-	814	411	622	603	-	1189	-	-	410	404	212	199
Effective Weighted Sample	982	-	636	348	493	489	-	953	-	-	319	317	175	173
Total	1251	-	834	417	626	625	-	1216	-	-	417	417	209	208
Yes	228	**	148	81	133	95	**	224	**	**	87	60	46	35
	18%	**	18%	19%	21%	15%	**	18%	**	**	21%	14%	22%	17%
No	829	**	548	281	384	445	**	803	**	**	247	300	136	145
	66%	**	66%	67%	61%	71%	**	66%	**	**	59%	72%	65%	70%
					a						c			
Don't know	194	**	139	55	109	85	**	189	**	**	82	57	26	28
	15%	**	17%	13%	17%	14%	**	16%	**	**	20%	14%	13%	14%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO Here is a social media profile (SCREENSHOT). Do you think that this social media profile is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1225	847	143	122	113	1085	140	370	330	272	249	700	521
Effective Weighted Sample	982	747	126	108	102	874	111	291	261	219	216	552	432
Total	1251	1041	109	57	44	1091	160	355	301	275	317	656	592
Yes	228	191	17	10	10	205	23	78	39	46	65	117	111
	18%	18%	16%	17%	23%	19%	15%	22%	13%	17%	21%	18%	19%
No	829	678	78	43	30	722	107	231	212	181	204	443	385
	66%	65%	72%	75%	67%	66%	67%	65%	70%	66%	64%	67%	65%
Don't know	194	171	13	5	4	164	30	47	50	49	47	97	96
	15%	16%	12%	8%	10%	15%	19%	13%	17%	18%	15%	15%	16%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO Here is a social media profile (SCREENSHOT). Do you think that this social media profile is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1225	274	902	358	493	279
Effective Weighted Sample	982	221	722	296	391	218
Total	1251	283	919	391	493	268
Yes	228 18%	71 25% b	144 16%	82 21%	93 19%	39 15%
No	829 66%	186 66%	614 67%	259 66%	322 65%	192 72%
Don't know	194 15%	26 9%	161 18% a	50 13%	78 16%	36 14%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	~c	a	~b	~a	b	~a	~b	~c	~d	~e	~f
Significance Level: 99%														
Unweighted total	217	-	146	71	130	87	-	213	-	-	88	58	42	29
Effective Weighted Sample	174	-	115	59	103	71	-	171	-	-	70	45	34	26
Total	228	-	148	81	133	95	-	224	-	-	87	60	46	35
PROFILE PICTURE	70	**	44	**	39	**	**	69	**	**	**	**	**	**
	31%	**	30%	**	29%	**	**	31%	**	**	**	**	**	**
NUMBER FOLLOWING	54	**	36	**	26	**	**	54	**	**	**	**	**	**
	24%	**	25%	**	19%	**	**	24%	**	**	**	**	**	**
POSTED PHOTO 2	51	**	39	**	28	**	**	51	**	**	**	**	**	**
	22%	**	27%	**	21%	**	**	23%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	42	**	31	**	20	**	**	42	**	**	**	**	**	**
	18%	**	21%	**	15%	**	**	19%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	40	**	24	**	25	**	**	40	**	**	**	**	**	**
	17%	**	17%	**	19%	**	**	18%	**	**	**	**	**	**
NAME IN BIOGRAPHY	35	**	27	**	21	**	**	35	**	**	**	**	**	**
	15%	**	18%	**	16%	**	**	16%	**	**	**	**	**	**
DESCRIPTION UNDER BIOGRAPHY	32	**	19	**	17	**	**	32	**	**	**	**	**	**
	14%	**	13%	**	13%	**	**	14%	**	**	**	**	**	**
POSTED PHOTO 3	26	**	19	**	20	**	**	26	**	**	**	**	**	**
	11%	**	13%	**	15%	**	**	12%	**	**	**	**	**	**
POSTED PHOTO 1	20	**	13	**	17	**	**	19	**	**	**	**	**	**
	9%	**	9%	**	12%	**	**	8%	**	**	**	**	**	**
LINK IN DESCRIPTION	17	**	12	**	10	**	**	15	**	**	**	**	**	**
	8%	**	8%	**	8%	**	**	7%	**	**	**	**	**	**
PROFILE USERNAME	15	**	14	**	7	**	**	15	**	**	**	**	**	**
	7%	**	9%	**	5%	**	**	7%	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	14	**	12	**	6	**	**	14	**	**	**	**	**	**
	6%	**	8%	**	5%	**	**	6%	**	**	**	**	**	**
NUMBER OF POSTS	14	**	9	**	6	**	**	14	**	**	**	**	**	**
	6%	**	6%	**	4%	**	**	6%	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	~c	a	~b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	217	-	146	71	130	87	-	213	-	-	88	58	42	29
Effective Weighted Sample	174	-	115	59	103	71	-	171	-	-	70	45	34	26
Total	228	-	148	81	133	95	-	224	-	-	87	60	46	35
CLICK TO MESSAGE BUTTON	5	**	5	**	2	**	**	5	**	**	**	**	**	**
	2%	**	3%	**	2%	**	**	2%	**	**	**	**	**	**
CLICK TO VIEW GRID BUTTON	1	**	-	**	-	**	**	1	**	**	**	**	**	**
	*%	**	-%	**	-%	**	**	*%	**	**	**	**	**	**
Mean number of features chosen	1.9	**	2.1	**	1.8	**	**	1.9	**	**	**	**	**	**
Standard deviation	1.56	**	1.71	**	1.49	**	**	1.57	**	**	**	**	**	**
Standard error	.11	**	.14	**	.13	**	**	.11	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	~b	~c	~d	a	~b	~a	~b	~c	~d	e	~f
Significance Level: 99%													
Unweighted total	217	149	24	19	25	201	16	79	44	43	50	123	93
Effective Weighted Sample	174	133	21	16	23	161	14	63	34	34	43	97	77
Total	228	191	17	10	10	205	23	78	39	46	65	117	111
PROFILE PICTURE	70	60	**	**	**	63	**	**	**	**	**	29	**
	31%	32%	**	**	**	31%	**	**	**	**	**	25%	**
NUMBER FOLLOWING	54	44	**	**	**	51	**	**	**	**	**	27	**
	24%	23%	**	**	**	25%	**	**	**	**	**	23%	**
POSTED PHOTO 2	51	39	**	**	**	45	**	**	**	**	**	30	**
	22%	21%	**	**	**	22%	**	**	**	**	**	25%	**
DETAIL IN BIOGRAPHY	42	37	**	**	**	36	**	**	**	**	**	21	**
	18%	19%	**	**	**	18%	**	**	**	**	**	18%	**
NUMBER OF FOLLOWERS	40	34	**	**	**	32	**	**	**	**	**	18	**
	17%	18%	**	**	**	16%	**	**	**	**	**	15%	**
NAME IN BIOGRAPHY	35	29	**	**	**	35	**	**	**	**	**	15	**
	15%	15%	**	**	**	17%	**	**	**	**	**	13%	**
DESCRIPTION UNDER BIOGRAPHY	32	24	**	**	**	30	**	**	**	**	**	19	**
	14%	13%	**	**	**	14%	**	**	**	**	**	16%	**
POSTED PHOTO 3	26	22	**	**	**	22	**	**	**	**	**	14	**
	11%	12%	**	**	**	11%	**	**	**	**	**	12%	**
POSTED PHOTO 1	20	15	**	**	**	17	**	**	**	**	**	11	**
	9%	8%	**	**	**	8%	**	**	**	**	**	9%	**
LINK IN DESCRIPTION	17	16	**	**	**	17	**	**	**	**	**	7	**
	8%	8%	**	**	**	8%	**	**	**	**	**	6%	**
PROFILE USERNAME	15	14	**	**	**	14	**	**	**	**	**	5	**
	7%	7%	**	**	**	7%	**	**	**	**	**	5%	**
CLICK TO FOLLOW BUTTON	14	12	**	**	**	13	**	**	**	**	**	10	**
	6%	6%	**	**	**	6%	**	**	**	**	**	8%	**
NUMBER OF POSTS	14	11	**	**	**	11	**	**	**	**	**	6	**
	6%	6%	**	**	**	5%	**	**	**	**	**	5%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	~b	~c	~d	a	~b	~a	~b	~c	~d	e	~f
Unweighted total	217	149	24	19	25	201	16	79	44	43	50	123	93
Effective Weighted Sample	174	133	21	16	23	161	14	63	34	34	43	97	77
Total	228	191	17	10	10	205	23	78	39	46	65	117	111
CLICK TO MESSAGE BUTTON	5	4	**	**	**	2	**	**	**	**	**	2	**
	2%	2%	**	**	**	1%	**	**	**	**	**	1%	**
CLICK TO VIEW GRID BUTTON	1	1	**	**	**	1	**	**	**	**	**	1	**
	*%	*%	**	**	**	*%	**	**	**	**	**	1%	**
Mean number of features chosen	1.9	1.9	**	**	**	1.9	**	**	**	**	**	1.8	**
Standard deviation	1.56	1.55	**	**	**	1.53	**	**	**	**	**	1.48	**
Standard error	.11	.13	**	**	**	.11	**	**	**	**	**	.13	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY ~a	NONE b	MOST ~a	POTENTIALLY ~b	LEAST ~c
Significance Level: 99%						
Unweighted total	217	62	141	76	90	40
Effective Weighted Sample	174	52	111	63	71	31
Total	228	71	144	82	93	39
PROFILE PICTURE	70	**	38	**	**	**
	31%	**	26%	**	**	**
NUMBER FOLLOWING	54	**	39	**	**	**
	24%	**	27%	**	**	**
POSTED PHOTO 2	51	**	26	**	**	**
	22%	**	18%	**	**	**
DETAIL IN BIOGRAPHY	42	**	31	**	**	**
	18%	**	21%	**	**	**
NUMBER OF FOLLOWERS	40	**	22	**	**	**
	17%	**	15%	**	**	**
NAME IN BIOGRAPHY	35	**	24	**	**	**
	15%	**	16%	**	**	**
DESCRIPTION UNDER BIOGRAPHY	32	**	17	**	**	**
	14%	**	12%	**	**	**
POSTED PHOTO 3	26	**	16	**	**	**
	11%	**	11%	**	**	**
POSTED PHOTO 1	20	**	13	**	**	**
	9%	**	9%	**	**	**
LINK IN DESCRIPTION	17	**	15	**	**	**
	8%	**	11%	**	**	**
PROFILE USERNAME	15	**	12	**	**	**
	7%	**	8%	**	**	**
CLICK TO FOLLOW BUTTON	14	**	7	**	**	**
	6%	**	5%	**	**	**
NUMBER OF POSTS	14	**	10	**	**	**
	6%	**	7%	**	**	**

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY ~a	NONE b	MOST ~a	POTENTIALLY ~b	LEAST ~c
Significance Level: 99%						
Unweighted total	217	62	141	76	90	40
Effective Weighted Sample	174	52	111	63	71	31
Total	228	71	144	82	93	39
CLICK TO MESSAGE BUTTON	5 2%	**	1 1%	**	**	**
CLICK TO VIEW GRID BUTTON	1 *%	**	1 1%	**	**	**
Mean number of features chosen	1.9	**	1.9	**	**	**
Standard deviation	1.56	**	1.56	**	**	**
Standard error	.11	**	.13	**	**	**
Columns Tested: a,b - a,b,c						

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	828	-	545	283	391	437	-	802	-	-	250	295	141	142
Effective Weighted Sample	660	-	422	240	310	351	-	639	-	-	193	229	118	123
Total	829	-	548	281	384	445	-	803	-	-	247	300	136	145
DESCRIPTION UNDER BIOGRAPHY	647	**	437	210	304	344	**	633	**	**	198	239	106	104
	78%	**	80%	75%	79%	77%	**	79%	**	**	80%	80%	78%	72%
LINK IN DESCRIPTION	392	**	257	135	170	221	**	376	**	**	108	149	62	72
	47%	**	47%	48%	44%	50%	**	47%	**	**	44%	50%	46%	50%
NUMBER OF FOLLOWERS	280	**	194	86	118	162	**	272	**	**	79	115	38	47
	34%	**	35%	30%	31%	36%	**	34%	**	**	32%	38%	28%	33%
PROFILE USERNAME	223	**	144	80	96	127	**	220	**	**	61	82	35	45
	27%	**	26%	28%	25%	29%	**	27%	**	**	25%	27%	26%	31%
NUMBER FOLLOWING	199	**	134	65	81	118	**	194	**	**	55	79	26	39
	24%	**	25%	23%	21%	26%	**	24%	**	**	22%	26%	19%	27%
POSTED PHOTO 3	103	**	68	35	47	56	**	98	**	**	30	38	17	18
	12%	**	12%	13%	12%	13%	**	12%	**	**	12%	13%	12%	13%
POSTED PHOTO 1	100	**	69	31	49	51	**	96	**	**	33	36	16	15
	12%	**	13%	11%	13%	11%	**	12%	**	**	13%	12%	12%	10%
DETAIL IN BIOGRAPHY	93	**	61	33	37	57	**	93	**	**	20	41	17	16
	11%	**	11%	12%	10%	13%	**	12%	**	**	8%	14%	13%	11%
POSTED PHOTO 2	90	**	61	29	45	45	**	88	**	**	30	31	15	14
	11%	**	11%	10%	12%	10%	**	11%	**	**	12%	10%	11%	10%
PROFILE PICTURE	66	**	42	24	33	33	**	65	**	**	21	21	12	12
	8%	**	8%	8%	9%	7%	**	8%	**	**	9%	7%	9%	8%
NUMBER OF POSTS	41	**	30	11	17	24	**	40	**	**	10	20	7	4
	5%	**	5%	4%	4%	5%	**	5%	**	**	4%	7%	5%	3%
NAME IN BIOGRAPHY	23	**	15	7	4	19	**	22	**	**	2	13	1	6
	3%	**	3%	3%	1%	4%	**	3%	**	**	1%	4%	1%	4%
						a								
CLICK TO FOLLOW BUTTON	7	**	4	4	6	2	**	7	**	**	4	-	2	2
	1%	**	1%	1%	1%	%	**	1%	**	**	2%	-%	1%	1%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	828	-	545	283	391	437	-	802	-	-	250	295	141	142
Effective Weighted Sample	660	-	422	240	310	351	-	639	-	-	193	229	118	123
Total	829	-	548	281	384	445	-	803	-	-	247	300	136	145
CLICK TO MESSAGE BUTTON	5	**	5	-	5	1	**	5	**	**	5	1	-	-
	1%	**	1%	-%	1%	*%	**	1%	**	**	2%	*%	-%	-%
CLICK TO VIEW GRID BUTTON	1	**	-	1	-	1	**	1	**	**	-	-	-	1
	*%	**	-%	*%	-%	*%	**	*%	**	**	-%	-%	-%	*%
TAGS	*	**	*	-	-	*	**	*	**	**	-	*	-	-
	*%	**	*%	-%	-%	*%	**	*%	**	**	-%	*%	-%	-%
Mean number of features chosen	2.7	**	2.8	2.7	2.6	2.8	**	2.8	**	**	2.7	2.9	2.6	2.7
Standard deviation	1.90	**	1.87	1.95	1.86	1.93	**	1.90	**	**	1.81	1.92	1.95	1.95
Standard error	.07	**	.08	.12	.09	.09	**	.07	**	**	.11	.11	.16	.16

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	~c	~d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	828	558	101	93	76	727	101	247	234	183	162	481	345
Effective Weighted Sample	660	491	88	84	69	584	77	191	185	148	140	376	286
Total	829	678	78	43	30	722	107	231	212	181	204	443	385
DESCRIPTION UNDER BIOGRAPHY	647	526	65	**	**	559	88	166	173	140	169	338	309
	78%	78%	84%	**	**	77%	83%	72%	81%	77%	83%	76%	80%
LINK IN DESCRIPTION	392	312	44	**	**	336	56	128	99	84	80	228	163
	47%	46%	56%	**	**	47%	52%	56%	47%	46%	39%	51%	42%
								df					
NUMBER OF FOLLOWERS	280	220	34	**	**	237	43	70	85	71	54	155	125
	34%	32%	44%	**	**	33%	41%	30%	40%	39%	27%	35%	33%
PROFILE USERNAME	223	175	27	**	**	191	32	88	60	40	36	147	76
	27%	26%	34%	**	**	26%	30%	38%	28%	22%	18%	33%	20%
								cdf				df	
NUMBER FOLLOWING	199	165	17	**	**	173	26	68	51	38	42	118	81
	24%	24%	22%	**	**	24%	25%	29%	24%	21%	21%	27%	21%
POSTED PHOTO 3	103	82	14	**	**	87	17	30	28	15	29	58	45
	12%	12%	18%	**	**	12%	16%	13%	13%	9%	14%	13%	12%
POSTED PHOTO 1	100	78	15	**	**	83	17	28	26	16	29	55	45
	12%	12%	19%	**	**	11%	16%	12%	12%	9%	14%	12%	12%
DETAIL IN BIOGRAPHY	93	74	11	**	**	78	15	31	21	21	22	51	42
	11%	11%	14%	**	**	11%	14%	13%	10%	11%	11%	12%	11%
POSTED PHOTO 2	90	69	15	**	**	79	11	30	24	16	20	53	36
	11%	10%	19%	**	**	11%	10%	13%	11%	9%	10%	12%	9%
PROFILE PICTURE	66	52	8	**	**	58	8	19	19	13	15	38	27
	8%	8%	10%	**	**	8%	7%	8%	9%	7%	7%	9%	7%
NUMBER OF POSTS	41	30	9	**	**	34	7	10	8	9	12	18	22
	5%	4%	11%	**	**	5%	6%	4%	4%	5%	6%	4%	6%
NAME IN BIOGRAPHY	23	19	2	**	**	17	6	7	4	6	6	11	12
	3%	3%	2%	**	**	2%	6%	3%	2%	3%	3%	3%	3%
CLICK TO FOLLOW BUTTON	7	7	-	**	**	6	2	4	2	-	2	6	2
	1%	1%	-%	**	**	1%	2%	2%	1%	-%	1%	1%	*%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	~c	~d	a	b	a	b	c	d	e	f
Unweighted total	828	558	101	93	76	727	101	247	234	183	162	481	345
Effective Weighted Sample	660	491	88	84	69	584	77	191	185	148	140	376	286
Total	829	678	78	43	30	722	107	231	212	181	204	443	385
CLICK TO MESSAGE BUTTON	5	4	-	**	**	5	-	4	-	-	1	4	1
	1%	1%	-%	**	**	1%	-%	2%	-%	-%	*%	1%	*%
CLICK TO VIEW GRID BUTTON	1	-	1	**	**	1	-	-	1	-	-	1	-
	*%	-%	1%	**	**	*%	-%	-%	*%	-%	-%	*%	-%
TAGS	*	-	-	**	**	*	-	-	-	*	-	-	*
	*%	-%	-%	**	**	*%	-%	-%	-%	*%	-%	-%	*%
Mean number of features chosen	2.7	2.7	3.3	**	**	2.7	3.1	3.0	2.8	2.6	2.5	2.9	2.6
			a										
Standard deviation	1.90	1.87	2.05	**	**	1.86	2.12	1.83	1.96	1.72	2.03	1.89	1.89
Standard error	.07	.08	.20	**	**	.07	.21	.12	.13	.13	.16	.09	.10

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	828	185	615	237	328	205
Effective Weighted Sample	660	148	489	196	261	158
Total	829	186	614	259	322	192
DESCRIPTION UNDER BIOGRAPHY	647 78%	145 78%	479 78%	208 80%	246 76%	153 80%
LINK IN DESCRIPTION	392 47%	90 49%	291 47%	119 46%	142 44%	110 57% b
NUMBER OF FOLLOWERS	280 34%	72 39%	201 33%	89 34%	103 32%	71 37%
PROFILE USERNAME	223 27%	45 24%	175 29%	42 16%	98 30% a	71 37% a
NUMBER FOLLOWING	199 24%	49 27%	143 23%	60 23%	79 25%	51 26%
POSTED PHOTO 3	103 12%	34 18%	67 11%	35 13%	35 11%	27 14%
POSTED PHOTO 1	100 12%	33 18%	64 10%	31 12%	34 11%	29 15%
DETAIL IN BIOGRAPHY	93 11%	22 12%	68 11%	33 13%	32 10%	21 11%
POSTED PHOTO 2	90 11%	24 13%	63 10%	26 10%	37 11%	22 11%
PROFILE PICTURE	66 8%	16 8%	47 8%	13 5%	31 10%	18 9%
NUMBER OF POSTS	41 5%	14 7%	25 4%	13 5%	18 6%	8 4%
NAME IN BIOGRAPHY	23 3%	3 1%	20 3%	6 2%	12 4%	2 1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	828	185	615	237	328	205
Effective Weighted Sample	660	148	489	196	261	158
Total	829	186	614	259	322	192
CLICK TO FOLLOW BUTTON	7 1%	1 1%	6 1%	3 1%	3 1%	2 1%
CLICK TO MESSAGE BUTTON	5 1%	3 2%	2 *%	5 2%	- -%	- -%
CLICK TO VIEW GRID BUTTON	1 *%	- -%	1 *%	1 *%	- -%	- -%
TAGS	* *%	* *%	- -%	- -%	* *%	- -%
Mean number of features chosen	2.7	3.0	2.7	2.6	2.7	3.0
Standard deviation	1.90	2.01	1.86	1.83	1.94	1.98
Standard error	.07	.15	.08	.12	.11	.14

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	~c	a	~b	~a	b	~a	~b	~c	~d	~e	~f
Significance Level: 99%														
Unweighted total	180	-	123	57	101	79	-	174	-	-	72	51	29	28
Effective Weighted Sample	148	-	100	50	81	67	-	144	-	-	58	43	25	25
Total	194	-	139	55	109	85	-	189	-	-	82	57	26	28
DESCRIPTION UNDER BIOGRAPHY	106	**	80	**	60	**	**	103	**	**	**	**	**	**
	55%	**	57%	**	55%	**	**	54%	**	**	**	**	**	**
LINK IN DESCRIPTION	60	**	41	**	33	**	**	58	**	**	**	**	**	**
	31%	**	30%	**	30%	**	**	31%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	32	**	23	**	17	**	**	31	**	**	**	**	**	**
	17%	**	17%	**	16%	**	**	16%	**	**	**	**	**	**
PROFILE USERNAME	22	**	16	**	16	**	**	22	**	**	**	**	**	**
	11%	**	11%	**	14%	**	**	12%	**	**	**	**	**	**
POSTED PHOTO 3	22	**	18	**	11	**	**	21	**	**	**	**	**	**
	11%	**	13%	**	10%	**	**	11%	**	**	**	**	**	**
POSTED PHOTO 2	19	**	12	**	10	**	**	18	**	**	**	**	**	**
	10%	**	8%	**	10%	**	**	9%	**	**	**	**	**	**
POSTED PHOTO 1	16	**	11	**	6	**	**	15	**	**	**	**	**	**
	8%	**	8%	**	6%	**	**	8%	**	**	**	**	**	**
NUMBER FOLLOWING	14	**	11	**	6	**	**	13	**	**	**	**	**	**
	7%	**	8%	**	5%	**	**	7%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	12	**	11	**	9	**	**	11	**	**	**	**	**	**
	6%	**	8%	**	8%	**	**	6%	**	**	**	**	**	**
PROFILE PICTURE	11	**	6	**	5	**	**	10	**	**	**	**	**	**
	6%	**	4%	**	5%	**	**	6%	**	**	**	**	**	**
NUMBER OF POSTS	6	**	5	**	2	**	**	5	**	**	**	**	**	**
	3%	**	4%	**	2%	**	**	3%	**	**	**	**	**	**
NAME IN BIOGRAPHY	5	**	5	**	5	**	**	5	**	**	**	**	**	**
	3%	**	4%	**	5%	**	**	3%	**	**	**	**	**	**
CLICK TO MESSAGE BUTTON	3	**	1	**	1	**	**	3	**	**	**	**	**	**
	1%	**	1%	**	1%	**	**	1%	**	**	**	**	**	**
Mean number of features chosen	1.7	**	1.7	**	1.7	**	**	1.7	**	**	**	**	**	**
Standard deviation	1.03	**	1.07	**	.90	**	**	.99	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER						
	Total	8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	~c	a	~b	~a	b	~a	~b	~c	~d	~e	~f
Standard error	.08	**	.10	**	.09	**	**	.08	**	**	**	**	**	**
Columns Tested:	a,b,c - a,b - a,b - a,b,c,d,e,f													

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	~b	~c	~d	a	~b	~a	~b	~c	~d	~e	~f
Significance Level: 99%		a	~b	~c	~d	a	~b	~a	~b	~c	~d	~e	~f
Unweighted total	180	140	18	10	12	157	23	44	52	46	37	96	83
Effective Weighted Sample	148	123	16	10	10	129	20	37	42	37	32	79	69
Total	194	171	13	5	4	164	30	47	50	49	47	97	96
DESCRIPTION UNDER BIOGRAPHY	106	97	**	**	**	88	**	**	**	**	**	**	**
	55%	56%	**	**	**	54%	**	**	**	**	**	**	**
LINK IN DESCRIPTION	60	47	**	**	**	50	**	**	**	**	**	**	**
	31%	28%	**	**	**	31%	**	**	**	**	**	**	**
NUMBER OF FOLLOWERS	32	26	**	**	**	29	**	**	**	**	**	**	**
	17%	15%	**	**	**	17%	**	**	**	**	**	**	**
PROFILE USERNAME	22	20	**	**	**	16	**	**	**	**	**	**	**
	11%	12%	**	**	**	10%	**	**	**	**	**	**	**
POSTED PHOTO 3	22	20	**	**	**	16	**	**	**	**	**	**	**
	11%	12%	**	**	**	10%	**	**	**	**	**	**	**
POSTED PHOTO 2	19	17	**	**	**	15	**	**	**	**	**	**	**
	10%	10%	**	**	**	9%	**	**	**	**	**	**	**
POSTED PHOTO 1	16	14	**	**	**	12	**	**	**	**	**	**	**
	8%	8%	**	**	**	8%	**	**	**	**	**	**	**
NUMBER FOLLOWING	14	10	**	**	**	12	**	**	**	**	**	**	**
	7%	6%	**	**	**	7%	**	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	12	11	**	**	**	10	**	**	**	**	**	**	**
	6%	6%	**	**	**	6%	**	**	**	**	**	**	**
PROFILE PICTURE	11	10	**	**	**	10	**	**	**	**	**	**	**
	6%	6%	**	**	**	6%	**	**	**	**	**	**	**
NUMBER OF POSTS	6	4	**	**	**	4	**	**	**	**	**	**	**
	3%	3%	**	**	**	3%	**	**	**	**	**	**	**
NAME IN BIOGRAPHY	5	5	**	**	**	5	**	**	**	**	**	**	**
	3%	3%	**	**	**	3%	**	**	**	**	**	**	**
CLICK TO MESSAGE BUTTON	3	2	**	**	**	3	**	**	**	**	**	**	**
	1%	1%	**	**	**	2%	**	**	**	**	**	**	**
Mean number of features chosen	1.7	1.7	**	**	**	1.7	**	**	**	**	**	**	**
Standard deviation	1.03	.98	**	**	**	.97	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	NATION				AREA		SOCIAL GRADE					
	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%	a	~b	~c	~d	a	~b	~a	~b	~c	~d	~e	~f
Standard error	.08	**	**	**	.08	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY ~a	NONE b	MOST ~a	POTENTIALLY ~b	LEAST ~c
Significance Level: 99%						
Unweighted total	180	27	146	45	75	34
Effective Weighted Sample	148	21	122	38	60	28
Total	194	26	161	50	78	36
DESCRIPTION UNDER BIOGRAPHY	106	**	88	**	**	**
	55%	**	54%	**	**	**
LINK IN DESCRIPTION	60	**	50	**	**	**
	31%	**	31%	**	**	**
NUMBER OF FOLLOWERS	32	**	29	**	**	**
	17%	**	18%	**	**	**
PROFILE USERNAME	22	**	17	**	**	**
	11%	**	10%	**	**	**
POSTED PHOTO 3	22	**	16	**	**	**
	11%	**	10%	**	**	**
POSTED PHOTO 2	19	**	16	**	**	**
	10%	**	10%	**	**	**
POSTED PHOTO 1	16	**	11	**	**	**
	8%	**	7%	**	**	**
NUMBER FOLLOWING	14	**	13	**	**	**
	7%	**	8%	**	**	**
DETAIL IN BIOGRAPHY	12	**	10	**	**	**
	6%	**	6%	**	**	**
PROFILE PICTURE	11	**	10	**	**	**
	6%	**	6%	**	**	**
NUMBER OF POSTS	6	**	6	**	**	**
	3%	**	4%	**	**	**
NAME IN BIOGRAPHY	5	**	3	**	**	**
	3%	**	2%	**	**	**
CLICK TO MESSAGE BUTTON	3	**	1	**	**	**
	1%	**	1%	**	**	**

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 99%		~a	b	~a	~b	~c
Mean number of features chosen	1.7	**	1.7	**	**	**
Standard deviation	1.03	**	1.01	**	**	**
Standard error	.08	**	.08	**	**	**

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5A. Where do you think the BBC mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1227	-	815	412	623	604	-	1191	-	-	411	404	212	200
Effective Weighted Sample	984	-	637	349	494	490	-	955	-	-	320	317	175	174
Total	1252	-	835	417	626	626	-	1217	-	-	417	417	209	209
People pay to use the service	771	**	510	261	395	375	**	747	**	**	264	245	131	130
	62%	**	61%	63%	63%	60%	**	61%	**	**	63%	59%	63%	62%
The government gives money to the service	464	**	287	177	227	237	**	453	**	**	140	147	86	91
	37%	**	34%	42%	36%	38%	**	37%	**	**	34%	35%	41%	44%
Companies pay the service to show their advertising	373	**	247	126	185	188	**	365	**	**	124	123	61	64
	30%	**	30%	30%	30%	30%	**	30%	**	**	30%	30%	29%	31%
Don't know	103	**	78	25	45	58	**	102	**	**	33	45	12	13
	8%	**	9%	6%	7%	9%	**	8%	**	**	8%	11%	6%	6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	450	**	308	142	234	216	**	434	**	**	161	147	73	69
	36%	**	37%	34%	37%	34%	**	36%	**	**	38%	35%	35%	33%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5A. Where do you think the BBC mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	1227	848	143	123	113	1087	140	372	330	272	249	702	521
Effective Weighted Sample	984	748	126	109	102	875	111	292	261	219	216	553	432
Total	1252	1042	109	57	44	1092	160	357	301	275	317	658	592
People pay to use the service	771	630	72	38	32	662	109	209	176	173	212	384	385
	62%	60%	66%	66%	71%	61%	68%	58%	58%	63%	67%	58%	65%
The government gives money to the service	464	378	50	22	14	413	51	156	114	98	93	271	191
	37%	36%	46%	38%	32%	38%	32%	44%	38%	36%	29%	41%	32%
								df				df	
Companies pay the service to show their advertising	373	321	27	15	9	330	42	119	75	74	104	193	178
	30%	31%	25%	26%	20%	30%	27%	33%	25%	27%	33%	29%	30%
Don't know	103	90	9	2	2	91	13	28	21	23	31	49	54
	8%	9%	8%	4%	5%	8%	8%	8%	7%	8%	10%	7%	9%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	450	369	37	23	21	382	68	108	114	111	117	221	228
	36%	35%	34%	40%	48%	35%	43%	30%	38%	41%	37%	34%	39%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5A. Where do you think the BBC mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1227	275	902	360	493	279
Effective Weighted Sample	984	221	722	298	391	218
Total	1252	284	919	393	493	268
People pay to use the service	771 62%	189 67%	556 61%	247 63%	309 63%	156 58%
The government gives money to the service	464 37%	114 40%	329 36%	134 34%	173 35%	116 43%
Companies pay the service to show their advertising	373 30%	79 28%	269 29%	128 33%	141 29%	72 27%
Don't know	103 8%	21 8%	77 8%	28 7%	33 7%	26 10%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	450 36%	107 38%	331 36%	144 37%	195 40%	85 32%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5B. Where do you think ITV or Channel 4 mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1227	-	815	412	623	604	-	1191	-	-	411	404	212	200
Effective Weighted Sample	984	-	637	349	494	490	-	955	-	-	320	317	175	174
Total	1252	-	835	417	626	626	-	1217	-	-	417	417	209	209
Companies pay the service to show their advertising	923	**	610	313	463	460	**	896	**	**	309	301	154	160
	74%	**	73%	75%	74%	74%	**	74%	**	**	74%	72%	74%	77%
People pay to use the service	388	**	259	129	193	194	**	379	**	**	128	131	66	63
	31%	**	31%	31%	31%	31%	**	31%	**	**	31%	31%	31%	30%
The government gives money to the service	209	**	122	87	116	92	**	205	**	**	70	52	47	40
	17%	**	15%	21%	19%	15%	**	17%	**	**	17%	12%	22%	19%
													d	
Don't know	84	**	66	19	36	48	**	83	**	**	28	38	9	10
	7%	**	8%	4%	6%	8%	**	7%	**	**	7%	9%	4%	5%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	642	**	431	211	314	329	**	620	**	**	213	218	100	110
	51%	**	52%	51%	50%	52%	**	51%	**	**	51%	52%	48%	53%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5B. Where do you think ITV or Channel 4 mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1227	848	143	123	113	1087	140	372	330	272	249	702	521
Effective Weighted Sample	984	748	126	109	102	875	111	292	261	219	216	553	432
Total	1252	1042	109	57	44	1092	160	357	301	275	317	658	592
Companies pay the service to show their advertising	923 74%	768 74%	80 73%	43 75%	32 73%	784 72%	139 87% a	252 71%	240 80%	198 72%	232 73%	492 75%	430 73%
People pay to use the service	388 31%	321 31%	37 34%	17 29%	13 29%	352 32%	36 22%	101 28%	82 27%	104 38% e	99 31%	183 28%	204 34%
The government gives money to the service	209 17%	179 17%	14 13%	9 16%	6 14%	189 17%	19 12%	85 24% bcdf	40 13%	38 14%	43 13%	125 19%	81 14%
Don't know	84 7%	73 7%	8 7%	3 5%	1 3%	77 7%	8 5%	35 10%	13 4%	15 5%	21 7%	48 7%	36 6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	642 51%	531 51%	54 49%	32 56%	25 57%	539 49%	103 64% a	172 48%	178 59% c	128 47%	164 52%	350 53%	292 49%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5B. Where do you think ITV or Channel 4 mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1227	275	902	360	493	279
Effective Weighted Sample	984	221	722	298	391	218
Total	1252	284	919	393	493	268
Companies pay the service to show their advertising	923 74%	199 70%	696 76%	285 73%	369 75%	208 78%
People pay to use the service	388 31%	92 33%	274 30%	133 34%	145 29%	75 28%
The government gives money to the service	209 17%	57 20%	135 15%	73 19%	69 14%	44 16%
Don't know	84 7%	14 5%	66 7%	16 4%	30 6%	20 7%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	642 51%	136 48%	490 53%	193 49%	270 55%	146 54%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5C. Where do you think Google mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	1227	-	815	412	623	604	-	1191	-	-	411	404	212	200
Effective Weighted Sample	984	-	637	349	494	490	-	955	-	-	320	317	175	174
Total	1252	-	835	417	626	626	-	1217	-	-	417	417	209	209
Companies pay the service to show their advertising	991	**	662	329	500	491	**	966	**	**	337	325	164	166
	79%	**	79%	79%	80%	78%	**	79%	**	**	81%	78%	78%	79%
People pay to use the service	368	**	236	132	171	196	**	358	**	**	115	121	57	75
	29%	**	28%	32%	27%	31%	**	29%	**	**	27%	29%	27%	36%
The government gives money to the service	171	**	102	69	85	87	**	168	**	**	49	53	36	34
	14%	**	12%	17%	14%	14%	**	14%	**	**	12%	13%	17%	16%
Don't know	104	**	73	31	44	59	**	102	**	**	31	42	13	18
	8%	**	9%	7%	7%	10%	**	8%	**	**	7%	10%	6%	9%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	677	**	464	213	351	327	**	657	**	**	237	227	113	100
	54%	**	56%	51%	56%	52%	**	54%	**	**	57%	54%	54%	48%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5C. Where do you think Google mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1227	848	143	123	113	1087	140	372	330	272	249	702	521
Effective Weighted Sample	984	748	126	109	102	875	111	292	261	219	216	553	432
Total	1252	1042	109	57	44	1092	160	357	301	275	317	658	592
Companies pay the service to show their advertising	991	821	91	46	33	848	143	276	248	215	250	524	465
	79%	79%	84%	80%	74%	78%	90%	77%	82%	78%	79%	80%	79%
							a						
People pay to use the service	368	305	34	16	12	329	39	117	71	87	91	188	178
	29%	29%	31%	28%	27%	30%	24%	33%	24%	32%	29%	29%	30%
The government gives money to the service	171	147	14	6	4	150	21	61	30	35	45	91	80
	14%	14%	13%	10%	9%	14%	13%	17%	10%	13%	14%	14%	14%
Don't know	104	89	6	3	5	96	7	26	24	24	29	50	53
	8%	9%	6%	5%	12%	9%	4%	7%	8%	9%	9%	8%	9%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	677	557	60	36	24	579	98	182	187	140	168	369	308
	54%	53%	55%	63%	54%	53%	61%	51%	62%	51%	53%	56%	52%
									af				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5C. Where do you think Google mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1227	275	902	360	493	279
Effective Weighted Sample	984	221	722	298	391	218
Total	1252	284	919	393	493	268
Companies pay the service to show their advertising	991 79%	216 76%	747 81%	307 78%	390 79%	226 84%
People pay to use the service	368 29%	79 28%	268 29%	120 31%	149 30%	74 28%
The government gives money to the service	171 14%	62 22%	101 11%	57 14%	68 14%	32 12%
Don't know	104 8%	20 7%	78 8%	34 9%	36 7%	17 6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	677 54%	142 50%	517 56%	203 52%	268 54%	158 59%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5D. Where do you think Instagram or Facebook mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1227	-	815	412	623	604	-	1191	-	-	411	404	212	200
Effective Weighted Sample	984	-	637	349	494	490	-	955	-	-	320	317	175	174
Total	1252	-	835	417	626	626	-	1217	-	-	417	417	209	209
Companies pay the service to show their advertising	1027	**	685	342	506	521	**	1000	**	**	342	342	163	179
	82%	**	82%	82%	81%	83%	**	82%	**	**	82%	82%	78%	86%
People pay to use the service	322	**	200	122	163	159	**	313	**	**	102	98	60	62
	26%	**	24%	29%	26%	25%	**	26%	**	**	25%	23%	29%	29%
The government gives money to the service	99	**	51	48	55	44	**	96	**	**	29	22	26	22
	8%	**	6%	12%	9%	7%	**	8%	**	**	7%	5%	12%	11%
				b									d	
Don't know	95	**	77	18	48	47	**	93	**	**	36	41	12	6
	8%	**	9%	4%	8%	7%	**	8%	**	**	9%	10%	6%	3%
			c									f		
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	773	**	522	251	379	393	**	752	**	**	258	264	121	129
	62%	**	63%	60%	61%	63%	**	62%	**	**	62%	63%	58%	62%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5D. Where do you think Instagram or Facebook mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1227	848	143	123	113	1087	140	372	330	272	249	702	521
Effective Weighted Sample	984	748	126	109	102	875	111	292	261	219	216	553	432
Total	1252	1042	109	57	44	1092	160	357	301	275	317	658	592
Companies pay the service to show their advertising	1027	847	95	48	37	894	133	285	263	220	255	548	475
	82%	81%	87%	83%	83%	82%	83%	80%	87%	80%	80%	83%	80%
People pay to use the service	322	269	32	10	10	294	29	105	69	71	76	175	146
	26%	26%	30%	18%	23%	27%	18%	30%	23%	26%	24%	27%	25%
The government gives money to the service	99	83	7	6	3	91	8	54	12	17	15	66	32
	8%	8%	6%	11%	7%	8%	5%	15%	4%	6%	5%	10%	5%
								bcdf				bf	
Don't know	95	85	6	2	3	81	14	22	20	20	32	42	53
	8%	8%	5%	3%	6%	7%	9%	6%	7%	7%	10%	6%	9%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	773	638	66	40	29	662	111	201	202	171	197	403	368
	62%	61%	60%	70%	65%	61%	69%	56%	67%	62%	62%	61%	62%
									a				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5D. Where do you think Instagram or Facebook mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1227	275	902	360	493	279
Effective Weighted Sample	984	221	722	298	391	218
Total	1252	284	919	393	493	268
Companies pay the service to show their advertising	1027 82%	221 78%	770 84%	310 79%	407 83%	233 87%
People pay to use the service	322 26%	81 29%	218 24%	125 32% b	113 23%	64 24%
The government gives money to the service	99 8%	37 13% b	53 6%	39 10%	35 7%	17 6%
Don't know	95 8%	18 6%	77 8%	31 8%	40 8%	11 4%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	773 62%	163 57%	590 64%	211 54%	317 64% a	183 68% a

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5E. Where do you think Netflix mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	1227	-	815	412	623	604	-	1191	-	-	411	404	212	200
Effective Weighted Sample	984	-	637	349	494	490	-	955	-	-	320	317	175	174
Total	1252	-	835	417	626	626	-	1217	-	-	417	417	209	209
People pay to use the service	1071	**	720	351	518	553	**	1040	**	**	347	373	171	180
	85%	**	86%	84%	83%	88%	**	85%	**	**	83%	89%	82%	86%
Companies pay the service to show their advertising	436	**	274	162	226	210	**	418	**	**	142	133	84	77
	35%	**	33%	39%	36%	34%	**	34%	**	**	34%	32%	40%	37%
The government gives money to the service	73	**	40	33	43	30	**	72	**	**	25	16	18	15
	6%	**	5%	8%	7%	5%	**	6%	**	**	6%	4%	9%	7%
Don't know	28	**	21	7	11	17	**	28	**	**	8	13	3	4
	2%	**	3%	2%	2%	3%	**	2%	**	**	2%	3%	1%	2%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	744	**	513	231	362	381	**	727	**	**	253	260	110	121
	59%	**	61%	55%	58%	61%	**	60%	**	**	61%	62%	53%	58%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5E. Where do you think Netflix mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1227	848	143	123	113	1087	140	372	330	272	249	702	521
Effective Weighted Sample	984	748	126	109	102	875	111	292	261	219	216	553	432
Total	1252	1042	109	57	44	1092	160	357	301	275	317	658	592
People pay to use the service	1071	884	99	49	39	926	144	294	263	237	274	557	511
	85%	85%	91%	85%	87%	85%	90%	82%	87%	86%	86%	85%	86%
Companies pay the service to show their advertising	436	373	39	12	12	385	51	143	99	80	113	242	193
	35%	36%	35%	21%	28%	35%	32%	40%	33%	29%	36%	37%	33%
		c						c					
The government gives money to the service	73	67	4	2	1	67	6	43	10	11	10	52	21
	6%	6%	3%	3%	2%	6%	4%	12%	3%	4%	3%	8%	4%
								bcd				bf	
Don't know	28	24	2	2	1	28	*	9	6	5	8	15	13
	2%	2%	2%	3%	1%	3%	*%	2%	2%	2%	3%	2%	2%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	744	605	66	42	30	641	102	186	187	180	188	373	368
	59%	58%	61%	73%	69%	59%	64%	52%	62%	66%	59%	57%	62%
				a						a			a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5E. Where do you think Netflix mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1227	275	902	360	493	279
Effective Weighted Sample	984	221	722	298	391	218
Total	1252	284	919	393	493	268
People pay to use the service	1071 85%	234 82%	801 87%	339 86%	416 84%	228 85%
Companies pay the service to show their advertising	436 35%	114 40%	299 33%	145 37%	159 32%	101 38%
The government gives money to the service	73 6%	28 10%	35 4%	22 6%	27 5%	18 7%
Don't know	28 2%	5 2%	20 2%	8 2%	7 1%	6 2%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	744 59%	147 52%	578 63%	227 58%	307 62%	152 57%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5F. Where do you think YouTube mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1227	-	815	412	623	604	-	1191	-	-	411	404	212	200
Effective Weighted Sample	984	-	637	349	494	490	-	955	-	-	320	317	175	174
Total	1252	-	835	417	626	626	-	1217	-	-	417	417	209	209
Companies pay the service to show their advertising	990	**	650	340	486	504	**	964	**	**	320	330	166	174
	79%	**	78%	81%	78%	80%	**	79%	**	**	77%	79%	80%	83%
People pay to use the service	621	**	399	222	312	309	**	599	**	**	197	202	115	107
	50%	**	48%	53%	50%	49%	**	49%	**	**	47%	48%	55%	51%
The government gives money to the service	95	**	56	39	53	42	**	94	**	**	32	24	21	18
	8%	**	7%	9%	8%	7%	**	8%	**	**	8%	6%	10%	9%
Don't know	74	**	52	22	25	48	**	72	**	**	16	35	9	13
	6%	**	6%	5%	4%	8%	**	6%	**	**	4%	8%	4%	6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	500	**	347	153	256	243	**	489	**	**	182	165	74	78
	40%	**	42%	37%	41%	39%	**	40%	**	**	44%	39%	36%	38%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5F. Where do you think YouTube mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1227	848	143	123	113	1087	140	372	330	272	249	702	521
Effective Weighted Sample	984	748	126	109	102	875	111	292	261	219	216	553	432
Total	1252	1042	109	57	44	1092	160	357	301	275	317	658	592
Companies pay the service to show their advertising	990	820	93	42	34	856	133	281	248	220	240	529	459
	79%	79%	85%	74%	78%	78%	83%	79%	82%	80%	76%	80%	78%
People pay to use the service	621	521	54	26	20	547	74	167	154	128	170	321	298
	50%	50%	50%	46%	44%	50%	46%	47%	51%	47%	54%	49%	50%
The government gives money to the service	95	83	6	4	2	85	10	44	11	20	19	55	39
	8%	8%	5%	7%	5%	8%	6%	12%	4%	7%	6%	8%	7%
Don't know	74	64	5	4	*	71	2	21	17	13	22	38	36
	6%	6%	5%	7%	1%	7%	1%	6%	6%	5%	7%	6%	6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	500	406	46	24	23	425	75	142	127	117	114	268	231
	40%	39%	42%	42%	51%	39%	47%	40%	42%	43%	36%	41%	39%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC5F. Where do you think YouTube mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1227	275	902	360	493	279
Effective Weighted Sample	984	221	722	298	391	218
Total	1252	284	919	393	493	268
Companies pay the service to show their advertising	990 79%	227 80%	728 79%	316 81%	383 78%	220 82%
People pay to use the service	621 50%	136 48%	459 50%	199 51%	250 51%	129 48%
The government gives money to the service	95 8%	36 13%	49 5%	39 10%	29 6%	18 7%
Don't know	74 6%	15 5%	57 6%	18 5%	29 6%	15 6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	500 40%	110 39%	375 41%	152 39%	193 39%	115 43%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f
Significance Level: 99%														
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Yes, I will answer these questions	1815	740	714	361	886	929	602	1182	358	382	354	360	174	187
	87%	89%	86%	86%	85%	89%	88%	87%	86%	92%	85%	86%	83%	90%
No, I would prefer not to answer these questions	272	95	121	56	158	114	84	184	60	35	64	57	35	22
	13%	11%	14%	14%	15%	11%	12%	13%	14%	8%	15%	14%	17%	10%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Yes, I will answer these questions	1815	1485	166	93	71	1579	236	504	454	370	485	958	855
	87%	87%	90%	90%	86%	87%	87%	86%	88%	84%	89%	87%	87%
No, I would prefer not to answer these questions	272	230	19	10	12	237	35	81	65	68	57	146	126
	13%	13%	10%	10%	14%	13%	13%	14%	12%	16%	11%	13%	13%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Yes, I will answer these questions	1815 87%	395 90%	1355 86%	557 90%	723 88%	387 86%
No, I would prefer not to answer these questions	272 13%	44 10%	215 14%	64 10%	102 12%	61 14%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : All children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1823	762	707	354	895	928	647	1143	367	395	354	353	174	180
Effective Weighted Sample	1453	603	551	300	707	746	505	922	289	315	275	277	144	156
Total	1815	740	714	361	886	929	602	1182	358	382	354	360	174	187
Yes	1032	358	454	221	462	570	281	730	158	199	196	258	108	113
	57%	48%	64%	61%	52%	61%	47%	62%	44%	52%	55%	72%	62%	60%
			a	a		a		a			a	abc	a	a
No	666	325	221	121	362	304	273	387	169	156	134	86	59	62
	37%	44%	31%	33%	41%	33%	45%	33%	47%	41%	38%	24%	34%	33%
		bc			b		b		def	d	d			
Don't know	105	55	37	13	58	48	48	55	31	25	22	15	5	8
	6%	7%	5%	4%	7%	5%	8%	5%	9%	7%	6%	4%	3%	4%
Prefer not to say	11	1	3	6	3	8	1	10	-	1	2	1	1	5
	1%	*%	*%	2%	*%	1%	*%	1%	-%	*%	1%	*%	1%	3%
				a										a

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : All children aged 8-17 opting to answer these questions

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1823	1211	225	202	185	1606	217	548	511	376	385	1059	761
Effective Weighted Sample	1453	1074	206	175	162	1285	171	423	406	305	332	829	631
Total	1815	1485	166	93	71	1579	236	504	454	370	485	958	855
Yes	1032	829	104	56	43	888	144	281	270	230	250	551	480
	57%	56%	63%	61%	60%	56%	61%	56%	59%	62%	51%	58%	56%
No	666	559	54	30	23	591	75	192	159	115	199	351	314
	37%	38%	33%	33%	32%	37%	32%	38%	35%	31%	41%	37%	37%
Don't know	105	87	8	6	5	90	16	30	22	20	33	52	53
	6%	6%	5%	6%	7%	6%	7%	6%	5%	5%	7%	5%	6%
Prefer not to say	11	10	-	*	*	9	2	*	3	4	3	4	8
	1%	1%	-%	*%	1%	1%	1%	*%	1%	1%	1%	*%	1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : All children aged 8-17 opting to answer these questions

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1823	389	1370	526	751	409
Effective Weighted Sample	1453	312	1088	431	592	319
Total	1815	395	1355	557	723	387
Yes	1032 57%	270 68% b	728 54%	316 57%	439 61%	217 56%
No	666 37%	99 25%	542 40% a	211 38%	244 34%	148 38%
Don't know	105 6%	23 6%	79 6%	29 5%	36 5%	20 5%
Prefer not to say	11 1%	3 1%	6 *%	1 *%	4 1%	2 1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : All children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1823	762	707	354	895	928	647	1143	367	395	354	353	174	180
Effective Weighted Sample	1453	603	551	300	707	746	505	922	289	315	275	277	144	156
Total	1815	740	714	361	886	929	602	1182	358	382	354	360	174	187
Yes	631	211	277	143	290	341	162	454	93	117	125	152	72	72
	35%	28%	39%	40%	33%	37%	27%	38%	26%	31%	35%	42%	41%	38%
			a	a				a				ab	a	a
No	1123	501	419	203	568	555	420	689	248	252	221	197	98	105
	62%	68%	59%	56%	64%	60%	70%	58%	69%	66%	62%	55%	56%	56%
		bc					b		def	d				
Don't know	44	22	12	10	21	23	16	26	14	8	4	9	4	6
	2%	3%	2%	3%	2%	2%	3%	2%	4%	2%	1%	2%	2%	3%
Prefer not to say	17	7	6	4	7	10	4	13	2	4	4	2	*	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	2%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : All children aged 8-17 opting to answer these questions

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	1823	1211	225	202	185	1606	217	548	511	376	385	1059	761
Effective Weighted Sample	1453	1074	206	175	162	1285	171	423	406	305	332	829	631
Total	1815	1485	166	93	71	1579	236	504	454	370	485	958	855
Yes	631 35%	509 34%	65 39%	32 34%	25 35%	532 34%	100 42%	159 32%	168 37%	141 38%	163 34%	328 34%	304 35%
No	1123 62%	928 62%	96 57%	56 60%	44 62%	999 63%	123 52%	330 66%	268 59%	217 59%	306 63%	598 62%	523 61%
Don't know	44 2%	34 2%	5 3%	4 4%	1 1%	34 2%	10 4%	9 2%	13 3%	9 3%	13 3%	22 2%	22 3%
Prefer not to say	17 1%	13 1%	1 *%	2 2%	1 2%	13 1%	4 2%	5 1%	5 1%	3 1%	4 1%	10 1%	7 1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : All children aged 8-17 opting to answer these questions

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%		a	b	a	b	c
Unweighted total	1823	389	1370	526	751	409
Effective Weighted Sample	1453	312	1088	431	592	319
Total	1815	395	1355	557	723	387
Yes	631 35%	204 52% b	406 30%	209 37% c	281 39% c	109 28%
No	1123 62%	182 46%	902 67% a	328 59%	425 59%	267 69% ab
Don't know	44 2%	9 2%	32 2%	17 3%	16 2%	4 1%
Prefer not to say	17 1%	1 *%	15 1%	3 1%	1 *%	6 2% b

Columns Tested: a,b - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	~e	~f
Unweighted total	650	227	276	147	306	344	188	445	102	125	128	148	76	71
Effective Weighted Sample	518	179	217	123	242	276	147	358	79	100	101	117	62	60
Total	631	211	277	143	290	341	162	454	93	117	125	152	72	72
Face to face	359	134	150	75	172	187	106	245	63	71	71	79	**	**
	57%	64%	54%	52%	59%	55%	65%	54%	68%	60%	56%	52%	**	**
By text or messaging apps (like WhatsApp)	357	75	180	102	142	215	44	301	27	47	69	112	**	**
	57%	35%	65%	71%	49%	63%	27%	66%	29%	40%	55%	73%	**	**
			a	a		a		a			a	abc		
On social media sites or apps (like TikTok, Instagram, Snapchat)	280	42	150	87	109	171	27	244	14	28	57	93	**	**
	44%	20%	54%	61%	38%	50%	16%	54%	15%	24%	45%	62%	**	**
			a	a		a		a			ab	ab		
In online games	203	77	78	48	126	76	61	139	43	33	52	26	**	**
	32%	36%	28%	33%	43%	22%	38%	31%	46%	28%	41%	17%	**	**
				b					d		d			
Through phone calls	70	11	31	28	30	40	8	61	4	7	15	16	**	**
	11%	5%	11%	20%	10%	12%	5%	13%	4%	6%	12%	11%	**	**
			a					a						
Through other websites or apps	58	21	21	16	31	27	14	43	9	13	14	7	**	**
	9%	10%	8%	11%	11%	8%	9%	10%	9%	11%	11%	5%	**	**
Through video calls (like FaceTime or Zoom)	36	9	15	12	14	22	6	28	2	7	7	8	**	**
	6%	4%	5%	8%	5%	7%	4%	6%	2%	6%	5%	6%	**	**
Through some other way	4	2	2	-	3	1	*	3	1	*	1	1	**	**
	1%	1%	1%	-%	1%	%	%	1%	2%	%	1%	%	**	**
Don't know	1	1	-	-	1	-	1	-	1	-	-	-	**	**
	%	1%	-%	-%	%	-%	1%	-%	1%	-%	-%	-%	**	**
Prefer not to say	1	1	-	-	-	1	1	-	-	1	-	-	**	**
	%	%	-%	-%	-%	%	%	-%	-%	1%	-%	-%	**	**
SUMMARY - ANY COMMS TECHNOLOGY	530	146	251	132	234	296	106	411	63	83	110	141	**	**
	84%	69%	91%	92%	81%	87%	66%	90%	67%	71%	88%	93%	**	**
			a	a				a			ab	ab		

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	~b	~c	~d	a	~b	a	b	c	d	e	f
Unweighted total	650	429	89	71	61	559	91	180	188	149	133	368	282
Effective Weighted Sample	518	377	80	63	55	449	71	140	152	119	112	292	229
Total	631	509	65	32	25	532	100	159	168	141	163	328	304
Face to face	359	288	**	**	**	299	**	97	86	87	88	184	175
	57%	57%	**	**	**	56%	**	61%	51%	62%	54%	56%	58%
By text or messaging apps (like WhatsApp)	357	295	**	**	**	304	**	97	93	72	95	190	167
	57%	58%	**	**	**	57%	**	61%	55%	51%	58%	58%	55%
On social media sites or apps (like TikTok, Instagram, Snapchat)	280	218	**	**	**	243	**	66	76	61	76	143	137
	44%	43%	**	**	**	46%	**	42%	45%	44%	47%	43%	45%
In online games	203	161	**	**	**	168	**	50	57	41	54	108	95
	32%	32%	**	**	**	32%	**	31%	34%	29%	33%	33%	31%
Through phone calls	70	59	**	**	**	65	**	22	12	14	22	35	36
	11%	12%	**	**	**	12%	**	14%	7%	10%	13%	11%	12%
Through other websites or apps	58	47	**	**	**	46	**	21	8	10	19	30	29
	9%	9%	**	**	**	9%	**	13%	5%	7%	12%	9%	9%
Through video calls (like FaceTime or Zoom)	36	28	**	**	**	33	**	10	6	11	10	16	21
	6%	5%	**	**	**	6%	**	6%	3%	8%	6%	5%	7%
Through some other way	4	3	**	**	**	3	**	-	-	4	-	-	4
	1%	1%	**	**	**	*%	**	-%	-%	3%	-%	-%	1%
Don't know	1	1	**	**	**	1	**	-	1	-	-	1	-
	*%	*%	**	**	**	*%	**	-%	1%	-%	-%	*%	-%
Prefer not to say	1	1	**	**	**	1	**	-	-	-	1	-	1
	*%	*%	**	**	**	*%	**	-%	-%	-%	*%	-%	*%
SUMMARY - ANY COMMS TECHNOLOGY	530	424	**	**	**	451	**	134	146	111	139	280	250
	84%	83%	**	**	**	85%	**	84%	87%	79%	85%	85%	82%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	650	205	427	208	288	122
Effective Weighted Sample	518	163	340	170	226	98
Total	631	204	406	209	281	109
Face to face	359 57%	118 58%	225 55%	109 52%	164 58%	65 59%
By text or messaging apps (like WhatsApp)	357 57%	115 56%	228 56%	125 60%	153 54%	62 57%
On social media sites or apps (like TikTok, Instagram, Snapchat)	280 44%	92 45%	182 45%	103 49%	118 42%	44 40%
In online games	203 32%	77 38%	121 30%	65 31%	89 32%	33 31%
Through phone calls	70 11%	32 16%	32 8%	30 14%	24 9%	10 9%
Through other websites or apps	58 9%	20 10%	35 9%	17 8%	27 10%	9 8%
Through video calls (like FaceTime or Zoom)	36 6%	16 8%	18 4%	14 7%	15 5%	5 5%
Through some other way	4 1%	2 1%	2 1%	2 1%	2 1%	- -%
Don't know	1 *%	- -%	- -%	- -%	1 *%	- -%
Prefer not to say	1 *%	- -%	1 *%	- -%	1 *%	- -%
SUMMARY - ANY COMMS TECHNOLOGY	530 84%	172 85%	339 84%	184 88%	231 82%	89 81%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	1060	-	707	353	528	532	-	1027	-	-	354	353	174	179
Effective Weighted Sample	849	-	551	299	418	431	-	822	-	-	275	277	144	155
Total	1074	-	714	360	528	546	-	1043	-	-	354	360	174	186
Block people on social media if you don't want to hear from them	897 84%	** **	583 82%	314 87%	427 81%	470 86%	** **	872 84%	** **	** **	281 80%	302 84%	146 84%	168 90%
														c
Block people when you play online games	720 67%	** **	476 67%	245 68%	420 80%	301 55%	** **	701 67%	** **	** **	278 79%	198 55%	142 81%	103 55%
					b						df		df	
Change the settings so fewer people can view your social media profile	600 56%	** **	377 53%	223 62%	263 50%	337 62%	** **	584 56%	** **	** **	169 48%	208 58%	94 54%	129 69%
					a									ce
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	493 46%	** **	305 43%	188 52%	243 46%	250 46%	** **	477 46%	** **	** **	150 42%	155 43%	93 53%	95 51%
				b										
Delete the 'history' records of which websites you have visited	447 42%	** **	266 37%	181 50%	241 46%	207 38%	** **	433 42%	** **	** **	150 42%	117 32%	91 52%	90 48%
				b									d	d
Use a reporting or flagging function on an app or site to report inappropriate content	380 35%	** **	243 34%	137 38%	183 35%	197 36%	** **	367 35%	** **	** **	115 32%	128 36%	68 39%	69 37%
Get around controls that are there to stop you visiting certain sites or apps	226 21%	** **	131 18%	95 26%	123 23%	103 19%	** **	221 21%	** **	** **	65 18%	66 18%	58 33%	37 20%
				b									cd	

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1060	-	707	353	528	532	-	1027	-	-	354	353	174	179
Effective Weighted Sample	849	-	551	299	418	431	-	822	-	-	275	277	144	155
Total	1074	-	714	360	528	546	-	1043	-	-	354	360	174	186
Use a proxy server to access particular sites or apps	117	**	63	54	78	40	**	112	**	**	43	20	34	20
	11%	**	9%	15%	15%	7%	**	11%	**	**	12%	5%	20%	11%
			b	b	b						d	d	d	
Don't know how to do any of these	24	**	18	6	12	12	**	23	**	**	9	9	2	3
	2%	**	3%	2%	2%	2%	**	2%	**	**	3%	3%	1%	2%
Don't know	13	**	9	3	4	8	**	13	**	**	4	5	-	3
	1%	**	1%	1%	1%	2%	**	1%	**	**	1%	1%	-%	2%
Prefer not to say	5	**	3	2	2	3	**	5	**	**	1	2	1	1
	1%	**	-%	1%	-%	1%	**	1%	**	**	-%	1%	1%	1%
SUMMARY														
KNOW HOW TO DO ANY OF THESE	1032	**	684	349	509	523	**	1002	**	**	339	344	170	179
	96%	**	96%	97%	97%	96%	**	96%	**	**	96%	96%	98%	96%
KNOW ANY OF THE SAFETY MEASURES	1014	**	669	345	496	517	**	985	**	**	328	340	168	177
	94%	**	94%	96%	94%	95%	**	94%	**	**	93%	94%	97%	95%
KNOW ANY OF THE 'RISKY' MEASURES	658	**	415	243	334	324	**	637	**	**	214	200	120	124
	61%	**	58%	68%	63%	59%	**	61%	**	**	61%	56%	69%	66%
				b									d	

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	~d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	1060	724	128	110	98	937	123	319	290	232	216	609	448
Effective Weighted Sample	849	640	114	97	88	755	96	252	229	187	187	480	370
Total	1074	889	95	52	38	938	137	309	262	227	274	571	501
Block people on social media if you don't want to hear from them	897	744	81	43	**	782	116	256	227	178	234	483	412
	84%	84%	85%	84%	**	83%	85%	83%	87%	78%	85%	85%	82%
Block people when you play online games	720	596	63	36	**	635	85	203	165	147	205	367	352
	67%	67%	67%	69%	**	68%	62%	66%	63%	65%	75% be	64%	70%
Change the settings so fewer people can view your social media profile	600	498	57	28	**	522	77	162	165	121	152	326	273
	56%	56%	59%	54%	**	56%	57%	52%	63%	53%	56%	57%	54%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	493	410	43	26	**	420	72	147	113	98	134	260	232
	46%	46%	45%	51%	**	45%	53%	48%	43%	43%	49%	45%	46%
Delete the 'history' records of which websites you have visited	447	377	38	22	**	390	58	125	97	96	128	222	224
	42%	42%	40%	43%	**	42%	42%	40%	37%	42%	47%	39%	45%
Use a reporting or flagging function on an app or site to report inappropriate content	380	319	34	18	**	327	53	120	79	80	99	200	180
	35%	36%	35%	36%	**	35%	39%	39%	30%	35%	36%	35%	36%
Get around controls that are there to stop you visiting certain sites or apps	226	196	15	9	**	203	23	78	52	46	50	130	96
	21%	22%	16%	18%	**	22%	17%	25%	20%	20%	18%	23%	19%
Use a proxy server to access particular sites or apps	117	101	6	6	**	107	10	42	20	21	34	62	55
	11%	11%	7%	12%	**	11%	7%	13%	8%	9%	12%	11%	11%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	~d	a	b	a	b	c	d	e	f
Unweighted total	1060	724	128	110	98	937	123	319	290	232	216	609	448
Effective Weighted Sample	849	640	114	97	88	755	96	252	229	187	187	480	370
Total	1074	889	95	52	38	938	137	309	262	227	274	571	501
Don't know how to do any of these	24	19	2	1	**	20	3	7	8	6	2	15	8
	2%	2%	2%	3%	**	2%	2%	2%	3%	3%	1%	3%	2%
Don't know	13	11	-	1	**	10	2	2	2	3	6	4	9
	1%	1%	-%	2%	**	1%	2%	1%	1%	1%	2%	1%	2%
Prefer not to say	5	5	-	-	**	5	-	3	-	-	2	3	2
	1%	1%	-%	-%	**	1%	-%	1%	-%	-%	1%	1%	*%
SUMMARY													
KNOW HOW TO DO ANY OF THESE	1032	853	93	49	**	901	131	296	252	219	263	548	482
	96%	96%	98%	96%	**	96%	96%	96%	96%	96%	96%	96%	96%
KNOW ANY OF THE SAFETY MEASURES	1014	836	92	49	**	885	129	290	247	214	260	537	475
	94%	94%	97%	95%	**	94%	94%	94%	94%	94%	95%	94%	95%
KNOW ANY OF THE 'RISKY' MEASURES	658	551	57	32	**	569	89	189	151	146	172	340	317
	61%	62%	60%	63%	**	61%	65%	61%	58%	64%	63%	60%	63%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1060	243	777	319	433	237
Effective Weighted Sample	849	196	621	265	341	185
Total	1074	252	781	345	423	231
Block people on social media if you don't want to hear from them	897 84%	212 84%	655 84%	303 88%	343 81%	185 80%
Block people when you play online games	720 67%	186 74%	509 65%	241 70%	284 67%	150 65%
Change the settings so fewer people can view your social media profile	600 56%	127 50%	452 58%	197 57%	227 54%	130 56%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	493 46%	108 43%	361 46%	167 48%	182 43%	109 47%
Delete the 'history' records of which websites you have visited	447 42%	99 39%	336 43%	144 42%	170 40%	96 41%
Use a reporting or flagging function on an app or site to report inappropriate content	380 35%	90 36%	280 36%	129 37%	139 33%	83 36%
Get around controls that are there to stop you visiting certain sites or apps	226 21%	38 15%	181 23%	67 19%	86 20%	49 21%
Use a proxy server to access particular sites or apps	117 11%	29 12%	82 11%	39 11%	44 10%	21 9%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1060	243	777	319	433	237
Effective Weighted Sample	849	196	621	265	341	185
Total	1074	252	781	345	423	231
Don't know how to do any of these	24 2%	3 1%	21 3%	5 1%	9 2%	7 3%
Don't know	13 1%	1 1%	11 1%	2 1%	7 2%	1 *%
Prefer not to say	5 1%	1 *%	2 *%	- -%	1 *%	1 1%
SUMMARY						
KNOW HOW TO DO ANY OF THESE	1032 96%	247 98%	746 96%	338 98%	405 96%	222 96%
KNOW ANY OF THE SAFETY MEASURES	1014 94%	245 97%	729 93%	334 97%	400 95%	213 92%
KNOW ANY OF THE 'RISKY' MEASURES	658 61%	145 58%	486 62%	224 65%	240 57%	145 63%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1060	-	707	353	528	532	-	1027	-	-	354	353	174	179
Effective Weighted Sample	849	-	551	299	418	431	-	822	-	-	275	277	144	155
Total	1074	-	714	360	528	546	-	1043	-	-	354	360	174	186
Block people on social media if you don't want to hear from them	718 67%	**	463 65%	255 71%	327 62%	391 72%	**	694 67%	**	**	213 60%	249 69%	113 65%	142 76%
					a									c
Block people when you play online games	480 45%	**	333 47%	147 41%	302 57%	178 33%	**	466 45%	**	**	209 59%	124 34%	93 53%	54 29%
					b						df			df
Change the settings so fewer people can view your social media profile	353 33%	**	216 30%	137 38%	126 24%	227 42%	**	343 33%	**	**	78 22%	138 38%	47 27%	89 48%
					a							c		ce
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	233 22%	**	141 20%	93 26%	101 19%	132 24%	**	223 21%	**	**	58 16%	83 23%	44 25%	49 26%
Delete the 'history' records of which websites you have visited	217 20%	**	120 17%	97 27%	119 23%	97 18%	**	208 20%	**	**	70 20%	50 14%	49 28%	48 26%
				b									d	d
Use a reporting or flagging function on an app or site to report inappropriate content	149 14%	**	98 14%	51 14%	63 12%	86 16%	**	145 14%	**	**	38 11%	61 17%	26 15%	25 13%
Get around controls that are there to stop you visiting certain sites or apps	63 6%	**	36 5%	27 8%	32 6%	31 6%	**	60 6%	**	**	16 4%	20 6%	17 10%	11 6%
Use a proxy server to access particular sites or apps	42 4%	**	20 3%	22 6%	25 5%	17 3%	**	37 4%	**	**	11 3%	9 3%	14 8%	7 4%
														d

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1060	-	707	353	528	532	-	1027	-	-	354	353	174	179
Effective Weighted Sample	849	-	551	299	418	431	-	822	-	-	275	277	144	155
Total	1074	-	714	360	528	546	-	1043	-	-	354	360	174	186
Don't know how to do any of these	24 2%	** **	18 3%	6 2%	12 2%	12 2%	** **	23 2%	** **	** **	9 3%	9 3%	2 1%	3 2%
Don't know	29 3%	** **	18 3%	11 3%	16 3%	14 2%	** **	28 3%	** **	** **	9 3%	9 2%	6 4%	5 3%
Prefer not to say	13 1%	** **	10 1%	3 1%	7 1%	6 1%	** **	13 1%	** **	** **	4 1%	5 1%	2 1%	1 1%
None of these	56 5%	** **	44 6%	12 3%	27 5%	29 5%	** **	56 5%	** **	** **	20 6%	24 7%	7 4%	5 3%
SUMMARY														
HAVE DONE ANY OF THESE	952 89%	** **	624 87%	328 91%	467 88%	486 89%	** **	922 88%	** **	** **	311 88%	313 87%	156 90%	172 93%
HAVE DONE ANY OF THE SAFETY MEASURES	898 84%	** **	590 83%	308 86%	437 83%	461 84%	** **	871 83%	** **	** **	293 83%	297 82%	144 83%	164 88%
HAVE DONE ANY OF THE 'RISKY' MEASURES	381 35%	** **	234 33%	147 41%	185 35%	196 36%	** **	365 35%	** **	** **	113 32%	121 34%	72 42%	75 40%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	~d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	1060	724	128	110	98	937	123	319	290	232	216	609	448
Effective Weighted Sample	849	640	114	97	88	755	96	252	229	187	187	480	370
Total	1074	889	95	52	38	938	137	309	262	227	274	571	501
Block people on social media if you don't want to hear from them	718 67%	589 66%	72 75%	33 63%	** **	620 66%	98 72%	197 64%	183 70%	141 62%	195 71%	380 66%	336 67%
Block people when you play online games	480 45%	396 45%	41 43%	23 45%	** **	424 45%	56 41%	136 44%	106 40%	101 44%	137 50%	242 42%	238 47%
Change the settings so fewer people can view your social media profile	353 33%	289 33%	38 39%	17 34%	** **	308 33%	45 33%	99 32%	103 39%	73 32%	77 28%	202 35%	150 30%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	233 22%	195 22%	20 21%	12 23%	** **	203 22%	30 22%	84 27%	52 20%	41 18%	55 20%	137 24%	97 19%
Delete the 'history' records of which websites you have visited	217 20%	181 20%	20 21%	10 20%	** **	194 21%	23 17%	70 23%	48 18%	39 17%	58 21%	118 21%	97 19%
Use a reporting or flagging function on an app or site to report inappropriate content	149 14%	118 13%	18 19%	9 18%	** **	125 13%	24 18%	43 14%	35 14%	36 16%	34 12%	79 14%	70 14%
Get around controls that are there to stop you visiting certain sites or apps	63 6%	51 6%	7 7%	4 7%	** **	59 6%	4 3%	24 8%	13 5%	15 7%	11 4%	37 7%	25 5%
Use a proxy server to access particular sites or apps	42 4%	33 4%	6 6%	2 5%	** **	39 4%	3 2%	18 6%	8 3%	7 3%	9 3%	25 4%	16 3%
Don't know how to do any of these	24 2%	19 2%	2 2%	1 3%	** **	20 2%	3 2%	7 2%	8 3%	6 3%	2 1%	15 3%	8 2%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	~d	a	b	a	b	c	d	e	f
Unweighted total	1060	724	128	110	98	937	123	319	290	232	216	609	448
Effective Weighted Sample	849	640	114	97	88	755	96	252	229	187	187	480	370
Total	1074	889	95	52	38	938	137	309	262	227	274	571	501
Don't know	29	26	1	1	**	27	2	7	2	10	10	9	20
	3%	3%	1%	2%	**	3%	2%	2%	1%	5%	4%	2%	4%
Prefer not to say	13	11	1	*	**	12	1	6	1	3	3	7	6
	1%	1%	1%	1%	**	1%	1%	2%	*%	1%	1%	1%	1%
None of these	56	51	2	2	**	53	3	16	18	10	13	34	23
	5%	6%	2%	4%	**	6%	2%	5%	7%	4%	5%	6%	4%
SUMMARY													
HAVE DONE ANY OF THESE	952	782	90	47	**	826	127	272	234	198	245	506	444
	89%	88%	94%	91%	**	88%	93%	88%	89%	87%	90%	89%	89%
HAVE DONE ANY OF THE SAFETY MEASURES	898	736	86	43	**	777	121	255	227	185	229	481	414
	84%	83%	91%	83%	**	83%	88%	83%	86%	81%	84%	84%	83%
HAVE DONE ANY OF THE 'RISKY' MEASURES	381	319	35	17	**	336	45	128	88	70	95	215	165
	35%	36%	37%	32%	**	36%	33%	41%	33%	31%	35%	38%	33%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1060	243	777	319	433	237
Effective Weighted Sample	849	196	621	265	341	185
Total	1074	252	781	345	423	231
Block people on social media if you don't want to hear from them	718 67%	172 68%	524 67%	247 72%	279 66%	145 63%
Block people when you play online games	480 45%	132 52%	331 42%	161 47%	192 46%	101 44%
Change the settings so fewer people can view your social media profile	353 33%	81 32%	261 33%	108 31%	137 32%	81 35%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	233 22%	60 24%	164 21%	65 19%	89 21%	62 27%
Delete the 'history' records of which websites you have visited	217 20%	56 22%	155 20%	61 18%	80 19%	57 25%
Use a reporting or flagging function on an app or site to report inappropriate content	149 14%	44 17%	99 13%	48 14%	58 14%	30 13%
Get around controls that are there to stop you visiting certain sites or apps	63 6%	12 5%	48 6%	15 4%	25 6%	18 8%
Use a proxy server to access particular sites or apps	42 4%	11 4%	28 4%	10 3%	15 3%	9 4%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 opting to answer these questions who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1060	243	777	319	433	237
Effective Weighted Sample	849	196	621	265	341	185
Total	1074	252	781	345	423	231
Don't know how to do any of these	24 2%	3 1%	21 3%	5 1%	9 2%	7 3%
Don't know	29 3%	10 4%	17 2%	10 3%	13 3%	2 1%
Prefer not to say	13 1%	2 1%	8 1%	2 1%	4 1%	2 1%
None of these	56 5%	9 3%	48 6%	14 4%	19 4%	20 9%
SUMMARY						
HAVE DONE ANY OF THESE	952 89%	229 91%	687 88%	313 91%	378 89%	200 87%
HAVE DONE ANY OF THE SAFETY MEASURES	898 84%	217 86%	647 83%	296 86%	354 84%	187 81%
HAVE DONE ANY OF THE 'RISKY' MEASURES	381 35%	95 38%	272 35%	112 32%	145 34%	98 42%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
PRIMARY	687	687	-	-	346	341	687	-	346	341	-	-	-	-
	33%	82%	-%	-%	33%	33%	100%	-%	83%	82%	-%	-%	-%	-%
		bc					b		cdef	cdef				
SECONDARY	1365	148	835	382	677	688	-	1365	71	77	417	417	188	194
	65%	18%	100%	92%	65%	66%	-%	100%	17%	18%	100%	100%	90%	93%
			ac	a				a			abef	abef	ab	ab
POST-SCHOOL	35	-	-	35	21	15	-	-	-	-	-	-	21	15
	2%	-%	-%	8%	2%	1%	-%	-%	-%	-%	-%	-%	10%	7%
				ab									abcd	abcd

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
PRIMARY	687	539	77	37	33	598	88	198	175	130	184	373	314
	33%	31%	42%	36%	40%	33%	32%	34%	34%	30%	34%	34%	32%
			a										
SECONDARY	1365	1150	102	64	48	1185	180	380	339	299	344	719	643
	65%	67%	55%	62%	58%	65%	66%	65%	65%	68%	63%	65%	66%
		b											
POST-SCHOOL	35	26	6	2	1	32	3	7	5	9	15	11	24
	2%	2%	3%	1%	1%	2%	1%	1%	1%	2%	3%	1%	2%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
PRIMARY	687	128	533	179	265	161
	33%	29%	34%	29%	32%	36%
SECONDARY	1365	297	1017	427	545	285
	65%	68%	65%	69%	66%	64%
POST-SCHOOL	35	14	20	16	14	3
	2%	3%	1%	3%	2%	1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Yes	1974	789	803	382	985	988	652	1289	394	395	404	399	188	194
	95%	94%	96% c	92%	94%	95%	95%	94%	94%	95%	97% e	96%	90%	93%
No	33	13	10	10	18	16	10	22	7	5	3	7	7	3
	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	3%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	73	31	18	23	37	35	25	47	17	14	9	10	12	11
	3%	4%	2%	6% b	4%	3%	4%	3%	4%	3%	2%	2%	6%	5%
Prefer not to say	7	2	4	2	3	4	1	7	-	2	1	2	2	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	1%	-%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Yes	1974	1619	179	95	80	1708	265	553	480	413	525	1033	938
	95%	94%	96%	92%	97%	94%	98%	95%	92%	94%	97%	94%	96%
No	33	27	1	5	-	32	1	5	14	10	4	19	14
	2%	2%	1%	5%	-%	2%	*%	1%	3%	2%	1%	2%	1%
				abd							b		
Child is bilingual/ trilingual – using English equally with one or more other languages	73	62	5	3	2	69	3	24	24	15	10	48	25
	3%	4%	3%	3%	3%	4%	1%	4%	5%	4%	2%	4%	3%
Prefer not to say	7	7	1	-	-	6	1	3	1	-	3	4	3
	*%	*%	*%	-%	-%	*%	1%	1%	*%	-%	1%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Yes	1974	410	1495	589	793	426
	95%	93%	95%	95%	96%	95%
No	33	10	22	8	14	6
	2%	2%	1%	1%	2%	1%
Child is bilingual/ trilingual – using English equally with one or more other languages	73	20	49	25	18	16
	3%	4%	3%	4%	2%	4%
Prefer not to say	7	-	4	-	-	-
	*%	-%	*%	-%	-%	-%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER						
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f	
Significance Level: 99%															
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200	
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174	
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209	
Bangladeshi	31 1%	13 2%	11 1%	8 2%	16 2%	15 1%	9 1%	21 2%	8 2%	5 1%	6 1%	5 1%	2 1%	5 3%	
Chinese	12 1%	8 1%	2 *%	3 1%	6 1%	6 1%	4 1%	8 1%	6 1%	2 *%	- -%	2 *%	- -%	3 1%	
Any other Asian background	14 1%	6 1%	3 *%	5 1%	12 1%	2 *%	3 *%	11 1%	5 1%	2 *%	2 1%	1 *%	5 2%	- -%	
BLACK AND BLACK BRITISH															
Caribbean	9 *%	- -%	4 *%	4 1%	6 1%	2 *%	- -%	9 1%	- -%	- -%	4 1%	- -%	2 1%	2 1%	
African	42 2%	19 2%	9 1%	13 3%	21 2%	20 2%	14 2%	28 2%	7 2%	13 3%	6 1%	3 1%	9 4%	4 2%	
Any other Black/ African/ Caribbean background	6 *%	2 *%	1 *%	3 1%	3 *%	3 *%	2 *%	5 *%	- -%	2 *%	- -%	1 *%	3 2%	- -%	
OTHER ETHNIC GROUPS															
Arab	14 1%	5 1%	5 1%	4 1%	9 1%	5 1%	4 1%	10 1%	1 *%	4 1%	3 1%	2 *%	4 2%	- -%	
Any other ethnic background	9 *%	5 1%	2 *%	1 *%	5 *%	4 *%	5 1%	4 *%	5 1%	- -%	- -%	2 1%	- -%	1 1%	
Prefer not to say	12 1%	4 1%	2 *%	6 1%	3 *%	10 1%	3 *%	9 1%	2 1%	2 1%	1 *%	2 *%	- -%	6 3%	

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
WHITE													
English/ Welsh/ Scottish/ Northern Irish/ British	1657	1332	169	89	66	1402	255	430	403	372	451	834	823
	79%	78%	91%	87%	81%	77%	94%	74%	78%	85%	83%	76%	84%
			ad	a			a			ae	ae		abe
Irish	13	2	-	*	10	11	2	6	3	2	3	9	4
	1%	*%	-%	*%	12%	1%	1%	1%	1%	*%	*%	1%	*%
				abc									
Gypsy, Traveller or Irish Traveller	3	2	1	*	-	3	*	1	1	1	-	2	1
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%
Any other white background	48	43	2	1	1	42	5	14	10	10	13	24	23
	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
MIXED OR MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	37	32	3	1	1	34	4	12	6	7	13	17	20
	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	2%	2%
White and Black African	25	24	1	*	-	25	-	10	5	3	7	15	10
	1%	1%	*%	*%	-%	1%	-%	2%	1%	1%	1%	1%	1%
White and Asian	39	35	1	2	1	38	1	11	12	9	6	23	15
	2%	2%	*%	2%	1%	2%	*%	2%	2%	2%	1%	2%	2%
Any other mixed/ multiple ethnic background	27	25	1	1	1	27	-	9	12	1	6	21	7
	1%	1%	1%	1%	1%	2%	-%	1%	2%	*%	1%	2%	1%
									c				
ASIAN AND BRITISH ASIAN													
Indian	31	31	-	-	-	31	-	15	9	5	3	24	7
	2%	2%	-%	-%	-%	2%	-%	3%	2%	1%	1%	2%	1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Pakistani	57 3%	53 3%	2 1%	1 1%	* *%	57 3%	- -%	16 3%	16 3%	7 2%	18 3%	31 3%	25 3%
Bangladeshi	31 1%	31 2%	- -%	- -%	- -%	31 2%	- -%	11 2%	6 1%	6 1%	8 1%	17 2%	14 1%
Chinese	12 1%	12 1%	- -%	* *%	- -%	12 1%	- -%	5 1%	5 1%	- -%	2 *%	10 1%	2 *%
Any other Asian background	14 1%	12 1%	1 1%	1 1%	- -%	14 1%	- -%	4 1%	4 1%	2 *%	4 1%	8 1%	6 1%
BLACK AND BLACK BRITISH													
Caribbean	9 *%	9 *%	- -%	- -%	- -%	9 *%	- -%	1 *%	6 1%	- -%	2 *%	7 1%	2 *%
African	42 2%	36 2%	1 1%	4 4%	* *%	42 2%	- -%	23 4% df	11 2%	6 1%	1 *%	34 3% df	8 1%
Any other Black/ African/ Caribbean background	6 *%	6 *%	- -%	- -%	- -%	6 *%	- -%	3 *%	2 *%	2 *%	- -%	5 *%	2 *%
OTHER ETHNIC GROUPS													
Arab	14 1%	10 1%	3 2%	- -%	- -%	14 1%	- -%	6 1%	4 1%	4 1%	- -%	9 1%	4 *%
Any other ethnic background	9 *%	8 *%	- -%	* *%	- -%	7 *%	2 1%	5 1%	- -%	1 *%	2 *%	5 *%	3 *%
Prefer not to say	12 1%	11 1%	1 *%	- -%	1 1%	11 1%	1 1%	3 1%	4 1%	* *%	4 1%	8 1%	5 *%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
WHITE						
English/ Welsh/ Scottish/ Northern Irish/ British	1657 79%	367 83%	1241 79%	478 77%	693 84% a	361 81%
Irish	13 1%	3 1%	10 1%	3 *%	5 1%	3 1%
Gypsy, Traveller or Irish Traveller	3 *%	2 *%	1 *%	- -%	1 *%	2 *%
Any other white background	48 2%	4 1%	39 2%	15 2%	13 2%	9 2%
MIXED OR MULTIPLE ETHNIC GROUPS						
White and Black Caribbean	37 2%	11 3%	22 1%	12 2%	12 2%	6 1%
White and Black African	25 1%	7 2%	16 1%	7 1%	14 2%	4 1%
White and Asian	39 2%	7 2%	31 2%	14 2%	12 1%	8 2%
Any other mixed/ multiple ethnic background	27 1%	3 1%	25 2%	6 1%	11 1%	8 2%
ASIAN AND BRITISH ASIAN						
Indian	31 2%	3 1%	25 2%	7 1%	9 1%	9 2%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%		a	b	a	b	c
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Pakistani	57 3%	6 1%	50 3%	33 5% bc	9 1%	7 2%
Bangladeshi	31 1%	5 1%	24 2%	19 3% b	4 *%	4 1%
Chinese	12 1%	- -%	11 1%	4 1%	7 1%	2 *%
Any other Asian background	14 1%	2 *%	11 1%	4 1%	6 1%	3 1%
BLACK AND BLACK BRITISH						
Caribbean	9 *%	- -%	7 *%	3 *%	3 *%	3 1%
African	42 2%	4 1%	36 2%	6 1%	19 2%	14 3%
Any other Black/ African/ Caribbean background	6 *%	3 1%	1 *%	2 *%	3 *%	- -%
OTHER ETHNIC GROUPS						
Arab	14 1%	6 1%	7 *%	6 1%	2 *%	2 *%
Any other ethnic background	9 *%	3 1%	5 *%	3 *%	- -%	6 1% b
Prefer not to say	12 1%	4 1%	7 *%	- -%	4 *%	- -%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER						
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f	
Significance Level: 99%															
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200	
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174	
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209	
Hearing? Poor hearing, partial hearing, or are deaf	40 2%	9 1%	21 2%	10 2%	19 2%	21 2%	9 1%	29 2%	4 1%	5 1%	8 2%	12 3%	6 3%	4 2%	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	89 4%	34 4%	37 4%	18 4%	53 5%	36 3%	24 4%	63 5%	17 4%	16 4%	23 6%	14 3%	12 6%	6 3%	
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	30 1%	11 1%	9 1%	9 2%	17 2%	13 1%	8 1%	21 2%	4 1%	7 2%	7 2%	2 *%	5 2%	4 2%	
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	23 1%	7 1%	10 1%	5 1%	10 1%	12 1%	7 1%	15 1%	2 *%	6 1%	7 2%	4 1%	2 1%	3 1%	
Breathing? Breathlessness or chest pains	47 2%	24 3%	15 2%	8 2%	22 2%	24 2%	21 3%	25 2%	10 2%	14 3%	8 2%	7 2%	4 2%	4 2%	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	88 4%	32 4%	38 5%	18 4%	57 5%	31 3%	24 4%	61 4%	20 5%	12 3%	27 6%	12 3%	11 5%	7 3%	
Difficulty with speech? e.g. due to a stroke, stutter or stammer	20 1%	7 1%	8 1%	5 1%	13 1%	7 1%	5 1%	15 1%	3 1%	3 1%	6 1%	3 1%	4 2%	1 1%	

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 99%														
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	140 7%	55 7%	66 8%	19 5%	82 8%	58 6%	45 7%	94 7%	30 7%	25 6%	41 10%	26 6%	12 6%	7 4%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	167 8%	44 5%	80 10%	43 10%	75 7%	92 9%	34 5%	125 9%	20 5%	25 6%	38 9%	41 10%	17 8%	26 12%
			a	a				a						a
Other illnesses/ conditions which impact or limit their daily activities	38 2%	19 2%	14 2%	5 1%	21 2%	17 2%	15 2%	21 2%	8 2%	11 3%	8 2%	5 1%	5 2%	1 **%
Nothing – no impairments or conditions that impact or limit their daily activities	1570 75%	651 78%	623 75%	296 71%	763 73%	806 77%	533 78%	1017 75%	326 78%	325 78%	297 71%	326 78%	141 68%	155 74%
Don't know	30 1%	7 1%	11 1%	11 3%	16 2%	14 1%	7 1%	22 2%	3 1%	5 1%	8 2%	3 1%	5 3%	6 3%
Prefer not to say	47 2%	20 2%	14 2%	13 3%	22 2%	26 2%	18 3%	29 2%	10 2%	11 3%	7 2%	7 2%	5 2%	9 4%
SUMMARY														
ANY IMPACTING OR LIMITING CONDITIONS	439 21%	156 19%	187 22%	97 23%	242 23%	197 19%	128 19%	297 22%	79 19%	76 18%	105 25%	81 19%	58 28%	40 19%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	158 8%	54 6%	72 9%	33 8%	87 8%	71 7%	42 6%	111 8%	28 7%	26 6%	44 10%	28 7%	15 7%	18 8%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Hearing? Poor hearing, partial hearing, or are deaf	40	33	5	1	1	34	6	15	5	12	8	20	20
	2%	2%	3%	1%	1%	2%	2%	3%	1%	3%	1%	2%	2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	89	72	10	4	3	79	10	29	18	13	29	47	42
	4%	4%	6%	3%	4%	4%	4%	5%	3%	3%	5%	4%	4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	30	21	4	4	2	29	1	10	3	5	11	13	17
	1%	1%	2%	3%	2%	2%	*%	2%	1%	1%	2%	1%	2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	23	17	3	1	3	22	1	8	4	5	6	13	10
	1%	1%	1%	1%	4%	1%	*%	1%	1%	1%	1%	1%	1%
				a									
Breathing? Breathlessness or chest pains	47	39	5	2	1	41	6	14	8	10	15	22	25
	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	3%	2%	3%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	88	67	11	4	5	70	18	24	11	13	40	35	53
	4%	4%	6%	4%	6%	4%	7%	4%	2%	3%	7%	3%	5%
											bce		b
Difficulty with speech? e.g. due to a stroke, stutter or stammer	20	17	2	1	1	19	1	3	3	6	8	6	14
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	140	106	20	5	9	114	26	22	28	33	57	50	90
	7%	6%	11% a	5%	10%	6%	9%	4%	5%	7%	11% abe	5%	9% ae
Their mental health? Anxiety, depression, or trauma-related conditions, for example	167	130	22	8	7	134	33	37	24	36	70	61	106
	8%	8%	12%	7%	9%	7%	12%	6%	5%	8%	13% abe	5%	11% abe
Other illnesses/ conditions which impact or limit their daily activities	38	32	3	1	1	36	2	6	7	10	15	13	25
	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	3%	1%	3%
Nothing – no impairments or conditions that impact or limit their daily activities	1570	1300	133	76	61	1369	201	454	417	320	377	871	696
	75%	76%	72%	73%	74%	75%	74%	78% df	80% df	73%	69%	79% df	71%
Don't know	30	27	-	3	1	27	3	7	9	5	9	16	14
	1%	2%	-%	3%	1%	1%	1%	1%	2%	1%	2%	1%	1%
Prefer not to say	47	40	2	3	2	46	2	12	10	15	11	22	25
	2%	2%	1%	3%	3%	3%	1%	2%	2%	3%	2%	2%	3%
SUMMARY													
ANY IMPACTING OR LIMITING CONDITIONS	439	349	50	21	18	374	65	111	83	99	146	194	245
	21%	20%	27%	21%	22%	21%	24%	19%	16%	23%	27% abe	18%	25% be
MULTIPLE IMPACTING OR LIMITING CONDITIONS	158	123	21	6	9	132	26	41	18	33	67	59	100
	8%	7%	11%	6%	11%	7%	10%	7%	3%	7%	12% abe	5%	10% be

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%		a	b	a	b	c
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Hearing? Poor hearing, partial hearing, or are deaf	40 2%	40 9% b	- -%	15 2%	14 2%	8 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	89 4%	89 20% b	- -%	37 6% c	35 4%	10 2%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	30 1%	30 7% b	- -%	11 2%	12 2%	4 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	23 1%	23 5% b	- -%	11 2%	10 1%	2 1%
Breathing? Breathlessness or chest pains	47 2%	47 11% b	- -%	16 3%	20 2%	5 1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
		a	b	a	b	c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	88 4%	88 20% b	- -%	27 4%	42 5%	10 2%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	20 1%	20 5% b	- -%	8 1%	8 1%	2 *%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	140 7%	140 32% b	- -%	51 8% c	59 7%	16 4%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	167 8%	167 38% b	- -%	64 10% c	71 9%	21 5%
Other illnesses/ conditions which impact or limit their daily activities	38 2%	38 9% b	- -%	19 3%	12 1%	3 1%
Nothing – no impairments or conditions that impact or limit their daily activities	1570 75%	- -%	1570 100% a	433 70%	621 75%	380 85% ab

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Don't know	30	-	-	12	8	7
	1%	-%	-%	2%	1%	2%
Prefer not to say	47	-	-	9	17	5
	2%	-%	-%	1%	2%	1%
SUMMARY						
ANY IMPACTING OR LIMITING CONDITIONS	439	439	-	168	179	56
	21%	100%	-%	27%	22%	12%
		b		c	c	
MULTIPLE IMPACTING OR LIMITING CONDITIONS	158	158	-	56	66	18
	8%	36%	-%	9%	8%	4%
		b		c		

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f
Significance Level: 99%														
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Hearing? Poor hearing, partial hearing, or are deaf	27 1%	9 1%	13 2%	5 1%	12 1%	14 1%	9 1%	16 1%	4 1%	5 1%	5 1%	8 2%	3 2%	1 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	58 3%	20 2%	27 3%	12 3%	33 3%	25 2%	16 2%	41 3%	9 2%	11 3%	17 4%	10 2%	7 3%	4 2%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	18 1%	6 1%	6 1%	6 1%	11 1%	7 1%	4 1%	14 1%	3 1%	3 1%	5 1%	2 *%	4 2%	2 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	13 1%	2 *%	5 1%	5 1%	7 1%	6 1%	2 *%	9 1%	- -%	2 1%	5 1%	1 *%	2 1%	3 1%
Breathing? Breathlessness or chest pains	24 1%	14 2%	6 1%	4 1%	11 1%	13 1%	14 2%	10 1%	5 1%	9 2%	4 1%	3 1%	2 1%	1 1%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	40 2%	16 2%	10 1%	14 3%	29 3%	12 1%	13 2%	25 2%	13 3%	4 1%	6 1%	3 1%	10 5% bd	5 2%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	8 *%	4 *%	2 *%	3 1%	6 1%	3 *%	2 *%	6 *%	1 *%	3 1%	2 *%	- -%	3 1%	- -%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f
Significance Level: 99%														
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	92 4%	36 4%	45 5%	11 3%	61 6%	32 3%	32 5%	60 4%	22 5%	14 3%	31 7%	15 4%	8 4%	3 1%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	106 5%	26 3%	49 6%	32 8%	44 4%	63 6%	21 3%	80 6%	12 3%	15 4%	19 5%	30 7%	13 6%	19 9%
Other illnesses/ conditions which impact or limit their daily activities	20 1%	11 1%	8 1%	1 *%	10 1%	10 1%	9 1%	11 1%	4 1%	7 2%	5 1%	3 1%	1 1%	- -%
Nothing – no impairments or conditions that impact or limit their daily activities	1570 75%	651 78%	623 75%	296 71%	763 73%	806 77%	533 78%	1017 75%	326 78%	325 78%	297 71%	326 78%	141 68%	155 74%
Don't know	33 2%	9 1%	13 2%	11 3%	19 2%	14 1%	9 1%	23 2%	4 1%	5 1%	9 2%	3 1%	5 3%	6 3%
Prefer not to say	48 2%	20 2%	15 2%	13 3%	22 2%	26 2%	18 3%	30 2%	10 2%	11 3%	8 2%	7 2%	5 2%	9 4%
No - all of these are equally impacting or limiting	28 1%	10 1%	12 1%	5 1%	15 1%	13 1%	6 1%	22 2%	6 1%	4 1%	5 1%	7 2%	4 2%	1 1%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Hearing? Poor hearing, partial hearing, or are deaf	27	22	4	*	*	21	6	8	5	10	5	12	14
	1%	1%	2%	*%	*%	1%	2%	1%	1%	2%	1%	1%	1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	58	47	6	3	2	51	7	19	14	9	16	33	25
	3%	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	18	13	3	2	1	18	1	5	2	5	6	7	11
	1%	1%	1%	2%	1%	1%	*%	1%	*%	1%	1%	1%	1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	13	11	-	1	1	13	*	5	3	4	1	8	5
	1%	1%	-%	1%	2%	1%	*%	1%	1%	1%	*%	1%	1%
Breathing? Breathlessness or chest pains	24	22	1	1	*	23	1	7	5	4	7	12	12
	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	40	32	4	2	3	37	3	15	6	6	13	21	19
	2%	2%	2%	2%	3%	2%	1%	3%	1%	1%	2%	2%	2%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	8	7	1	-	*	7	1	1	3	4	-	4	4
	*%	*%	1%	-%	1%	*%	*%	*%	1%	1%	-%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	92	71	12	4	5	70	23	15	21	19	37	37	56
	4%	4%	7%	4%	6%	4%	8% a	3%	4%	4%	7% ae	3%	6%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	106	84	13	5	5	86	21	29	14	20	43	43	63
	5%	5%	7%	5%	5%	5%	8%	5%	3%	5%	8% be	4%	6% b
Other illnesses/ conditions which impact or limit their daily activities	20	17	2	1	*	20	-	2	6	9	4	8	13
	1%	1%	1%	1%	*%	1%	-%	*%	1%	2%	1%	1%	1%
Nothing – no impairments or conditions that impact or limit their daily activities	1570	1300	133	76	61	1369	201	454	417	320	377	871	696
	75%	76%	72%	73%	74%	75%	74%	78% df	80% df	73%	69%	79% df	71%
Don't know	33	29	-	3	1	30	3	10	9	5	9	19	14
	2%	2%	-%	3% b	1%	2%	1%	2%	2%	1%	2%	2%	1%
Prefer not to say	48	40	2	3	2	47	2	12	11	15	11	23	26
	2%	2%	1%	3%	3%	3%	1%	2%	2%	3%	2%	2%	3%
No - all of these are equally impacting or limiting	28	21	5	1	1	26	2	4	2	10	13	6	22
	1%	1%	3%	1%	1%	1%	1%	1%	*%	2% e	2% e	1%	2% e

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Hearing? Poor hearing, partial hearing, or are deaf	27 1%	27 6% b	- -%	10 2%	10 1%	5 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	58 3%	58 13% b	- -%	25 4%	22 3%	5 1%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	18 1%	18 4% b	- -%	10 2%	6 1%	2 *%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	13 1%	13 3% b	- -%	7 1%	6 1%	- -%
Breathing? Breathlessness or chest pains	24 1%	24 5% b	- -%	7 1%	13 2%	3 1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	40 2%	40 9% b	- -%	13 2%	16 2%	7 2%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	8 *%	8 2% b	- -%	4 1%	3 *%	- -%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	92 4%	92 21% b	- -%	31 5%	41 5%	14 3%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	106 5%	106 24% b	- -%	38 6%	47 6%	14 3%
Other illnesses/ conditions which impact or limit their daily activities	20 1%	20 5% b	- -%	9 2%	5 1%	2 *%
Nothing – no impairments or conditions that impact or limit their daily activities	1570 75%	- -%	1570 100% a	433 70%	621 75%	380 85% ab

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Don't know	33	3	-	12	10	7
	2%	1% b	-%	2%	1%	2%
Prefer not to say	48	1	-	9	17	5
	2%	*% b	-%	1%	2%	1%
No - all of these are equally impacting or limiting	28	28	-	13	8	4
	1%	6% b	-%	2%	1%	1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
25-34	430	271	132	28	212	219	231	197	130	140	64	67	17	11
	21%	32%	16%	7%	20%	21%	34%	14%	31%	34%	15%	16%	8%	5%
		bc	c				b		cdef	cdef	f	f		
35-44	1071	431	434	205	531	540	351	700	209	222	219	215	103	102
	51%	52%	52%	49%	51%	52%	51%	51%	50%	53%	53%	52%	49%	49%
45-54	459	102	211	146	246	213	77	375	66	36	108	103	73	73
	22%	12%	25%	35%	24%	20%	11%	27%	16%	9%	26%	25%	35%	35%
			a	ab			a	a	b		ab	ab	ab	ab
55-64	80	11	43	26	36	44	9	66	4	7	20	23	11	15
	4%	1%	5%	6%	3%	4%	1%	5%	1%	2%	5%	6%	5%	7%
			a	a				a			a	ab	a	ab
Refused	46	20	15	11	18	28	17	27	8	12	6	9	4	7
	2%	2%	2%	3%	2%	3%	3%	2%	2%	3%	2%	2%	2%	3%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
25-34	430	358	29	27	16	395	35	101	109	94	125	210	219
	21%	21%	16%	26%	20%	22%	13%	17%	21%	21%	23%	19%	22%
				b		b							
35-44	1071	863	106	54	47	930	141	299	272	223	277	571	500
	51%	50%	57%	53%	57%	51%	52%	51%	52%	51%	51%	52%	51%
45-54	459	380	45	18	16	380	79	140	111	95	111	251	206
	22%	22%	24%	17%	19%	21%	29%	24%	21%	22%	21%	23%	21%
							a						
55-64	80	71	4	3	3	68	13	23	19	19	20	41	39
	4%	4%	2%	3%	4%	4%	5%	4%	4%	4%	4%	4%	4%
Refused	46	42	2	2	*	44	3	22	8	8	9	30	17
	2%	2%	1%	2%	*%	2%	1%	4%	2%	2%	2%	3%	2%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
25-34	430 21%	111 25%	306 20%	147 24% c	179 22% c	65 15%
35-44	1071 51%	196 45%	839 53% a	332 53%	399 48%	241 54%
45-54	459 22%	113 26%	329 21%	109 18%	195 24%	118 26% a
55-64	80 4%	11 3%	68 4%	22 4%	37 4%	19 4%
Refused	46 2%	8 2%	28 2%	11 2%	14 2%	5 1%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Man	445	144	190	111	264	181	117	320	79	65	114	76	71	40
	21%	17%	23%	27%	25%	17%	17%	23%	19%	15%	27%	18%	34%	19%
				a	b		a				bd		abdf	
Woman	1634	685	643	305	774	859	563	1043	336	350	302	341	136	169
	78%	82%	77%	73%	74%	82%	82%	76%	80%	84%	72%	82%	65%	81%
		c			a		b		e	ce	ce			e
Non-binary	4	2	1	1	2	2	2	2	-	2	1	-	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%	1%	-%
Prefer not to say	4	4	-	-	3	2	4	-	3	2	-	-	-	-
	*%	*%	-%	-%	*%	*%	1%	-%	1%	*%	-%	-%	-%	-%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Man	445	336	48	34	27	402	43	183	90	107	65	273	172
	21%	20%	26%	33%	33%	22%	16%	31%	17%	24%	12%	25%	18%
				a	a			bdef		df		bdf	
Woman	1634	1372	137	69	56	1408	226	400	428	327	476	827	803
	78%	80%	74%	67%	67%	78%	83%	68%	82%	75%	88%	75%	82%
		cd							ace		ace	a	ace
Non-binary	4	4	-	-	-	3	1	1	1	1	1	2	2
	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	4	3	1	-	-	3	1	1	-	3	1	1	3
	*%	*%	*%	-%	-%	*%	*%	*%	-%	1%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Man	445 21%	89 20%	334 21%	100 16%	182 22%	137 31% ab
Woman	1634 78%	344 78%	1233 79%	520 84% c	641 78% c	310 69%
Non-binary	4 *%	3 1%	1 *%	1 *%	2 *%	1 *%
Prefer not to say	4 *%	3 1%	2 *%	1 *%	- -%	- -%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
In full time employment	1064	378	458	228	542	521	310	741	196	181	234	224	112	116
	51%	45%	55%	55%	52%	50%	45%	54%	47%	43%	56%	54%	54%	55%
			a	a				a			b	b		
In part time employment	543	260	189	95	261	282	217	314	127	133	90	99	45	50
	26%	31%	23%	23%	25%	27%	32%	23%	30%	32%	21%	24%	21%	24%
		bc					b		c	c				
Unemployed	108	53	38	18	55	54	43	64	28	24	15	23	11	6
	5%	6%	5%	4%	5%	5%	6%	5%	7%	6%	4%	6%	5%	3%
A student	26	7	5	15	9	17	6	19	1	6	1	4	7	7
	1%	1%	1%	3%	1%	2%	1%	1%	*%	1%	*%	1%	3%	4%
				ab									ac	ac
Full time responsibility for home/ family	297	118	129	49	157	139	93	197	59	60	70	59	29	20
	14%	14%	15%	12%	15%	13%	13%	14%	14%	14%	17%	14%	14%	10%
Retired	6	1	2	2	3	3	1	5	-	1	1	2	2	-
	*%	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	1%	-%
Other	33	10	12	11	14	20	10	23	6	4	6	7	2	9
	2%	1%	1%	3%	1%	2%	1%	2%	1%	1%	1%	2%	1%	4%
Don't know	3	3	-	-	-	3	3	-	-	3	-	-	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	1%	-%	-%	-%	-%
Prefer not to say	7	6	1	-	2	4	4	3	1	4	1	-	-	-
	*%	1%	*%	-%	*%	*%	1%	*%	*%	1%	*%	-%	-%	-%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
In full time employment	1064	851	98	68	47	957	106	407	327	206	123	734	329
	51%	50%	53%	66%	56%	53%	39%	70%	63%	47%	23%	67%	34%
				ab		b		cdf	cdf	df		cdf	d
In part time employment	543	456	47	20	20	459	85	113	138	132	160	251	292
	26%	27%	26%	20%	24%	25%	31%	19%	27%	30%	30%	23%	30%
									a	ae	a		ae
Unemployed	108	89	10	8	2	95	13	15	7	8	77	22	85
	5%	5%	5%	8%	2%	5%	5%	2%	1%	2%	14%	2%	9%
											abcef		abce
A student	26	22	3	1	-	21	6	12	7	3	4	19	7
	1%	1%	2%	1%	-%	1%	2%	2%	1%	1%	1%	2%	1%
Full time responsibility for home/ family	297	255	24	5	12	249	48	31	33	74	159	64	233
	14%	15%	13%	5%	15%	14%	18%	5%	6%	17%	29%	6%	24%
		c	c		c					abe	abce		abe
Retired	6	5	1	*	-	3	2	1	2	1	2	3	3
	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%
Other	33	28	3	-	2	25	9	5	4	8	17	9	25
	2%	2%	2%	-%	2%	1%	3%	1%	1%	2%	3%	1%	3%
											be		e
Don't know	3	3	-	-	-	3	-	-	-	3	-	-	3
	*%	*%	-%	-%	-%	*%	-%	-%	-%	1%	-%	-%	*%
										e			
Prefer not to say	7	7	-	-	-	4	3	1	1	3	-	3	3
	*%	*%	-%	-%	-%	*%	1%	*%	*%	1%	-%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	a	b	c
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
In full time employment	1064	195	832	205	462	330
	51%	44%	53%	33%	56%	74%
			a		a	ab
In part time employment	543	113	413	192	219	82
	26%	26%	26%	31%	27%	18%
				c	c	
Unemployed	108	32	67	46	32	5
	5%	7%	4%	7%	4%	1%
				bc		
A student	26	7	16	12	6	3
	1%	2%	1%	2%	1%	1%
Full time responsibility for home/ family	297	76	213	152	84	24
	14%	17%	14%	25%	10%	5%
				bc	c	
Retired	6	1	5	2	2	1
	*%	*%	*%	*%	*%	*%
Other	33	14	19	11	17	2
	2%	3%	1%	2%	2%	*%
		b				
Don't know	3	-	2	-	2	-
	*%	-%	*%	-%	*%	-%
Prefer not to say	7	1	4	1	-	1
	*%	*%	*%	*%	-%	*%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Income Support	81 4%	23 3%	36 4%	21 5%	34 3%	47 4%	20 3%	59 4%	9 2%	14 3%	16 4%	21 5%	9 4%	12 6%
Income-based Jobseeker's Allowance	25 1%	8 1%	11 1%	7 2%	11 1%	14 1%	8 1%	18 1%	1 *%	7 2%	7 2%	4 1%	4 2%	3 1%
Pensions Credit (Guaranteed Credit)	14 1%	4 *%	4 1%	6 1%	8 1%	6 1%	3 *%	10 1%	1 *%	3 1%	4 1%	- -%	3 1%	3 2%
Pensions Credit (no Guaranteed Credit)	11 1%	1 *%	5 1%	5 1%	9 1%	2 *%	1 *%	10 1%	1 *%	* *%	3 1%	2 *%	5 2%	- -%
Employment and Support Allowance (ESA)	77 4%	16 2%	33 4%	29 7% a	34 3%	43 4%	11 2%	59 4% a	5 1%	11 3%	11 3%	22 5% a	19 9% abc	10 5% a
Universal Credit (and household has other earnings)	349 17%	147 18%	129 15%	73 17%	180 17%	169 16%	125 18%	217 16%	80 19%	68 16%	61 15%	67 16%	39 19%	34 16%
Universal Credit (and household has no other earnings)	146 7%	65 8%	58 7%	24 6%	75 7%	70 7%	50 7%	93 7%	30 7%	34 8%	31 7%	27 6%	14 7%	9 4%
Personal Independence Payment (PIP)	129 6%	41 5%	57 7%	32 8%	59 6%	70 7%	28 4%	96 7%	14 3%	27 6%	29 7%	28 7%	16 8%	16 8%
Carer's allowance	117 6%	42 5%	49 6%	26 6%	63 6%	54 5%	30 4%	84 6%	19 5%	23 5%	26 6%	23 6%	18 8%	8 4%
Disability Living Allowance (DLA)	117 6%	51 6%	38 5%	29 7%	72 7%	45 4%	37 5%	79 6%	28 7%	23 5%	26 6%	11 3%	18 9% d	11 5%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f
Significance Level: 99%														
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Other	26	10	10	5	14	12	7	16	5	5	4	6	5	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%
None of these - Do not receive any of these benefits	1194	493	483	218	603	591	409	775	248	245	255	228	100	119
	57%	59%	58%	52%	58%	57%	60%	57%	59%	59%	61%	55%	48%	57%
											e			
Don't know	36	9	17	10	15	21	8	27	5	4	5	12	5	5
	2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	3%	2%	2%
Prefer not to say	86	35	32	19	43	44	33	51	19	16	14	18	10	10
	4%	4%	4%	5%	4%	4%	5%	4%	5%	4%	3%	4%	5%	5%
SUMMARY														
ANY BENEFITS	770	298	303	170	382	388	237	512	145	153	143	160	95	75
	37%	36%	36%	41%	37%	37%	35%	37%	35%	37%	34%	38%	45%	36%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Income Support	81 4%	64 4%	8 4%	5 5%	4 5%	72 4%	9 3%	29 5% b	8 2%	12 3%	32 6% b	37 3%	44 4% b
Income-based Jobseeker's Allowance	25 1%	21 1%	2 1%	2 2%	1 1%	25 1%	1 *%	8 1%	3 *%	6 1%	9 2%	10 1%	15 2%
Pensions Credit (Guaranteed Credit)	14 1%	13 1%	- -%	1 1%	* *%	14 1%	* *%	7 1%	4 1%	2 1%	2 *%	11 1%	4 *%
Pensions Credit (no Guaranteed Credit)	11 1%	9 1%	- -%	1 1%	1 1%	11 1%	- -%	7 1% f	3 1%	- -%	- -%	11 1% f	- -%
Employment and Support Allowance (ESA)	77 4%	61 4%	7 4%	4 4%	5 6%	62 3%	16 6%	13 2%	9 2%	17 4%	38 7% abe	22 2%	55 6% abe
Universal Credit (and household has other earnings)	349 17%	299 17%	28 15%	13 13%	9 11%	314 17%	34 13%	55 9%	78 15% a	65 15%	149 27% abce	134 12%	214 22% abce
Universal Credit (and household has no other earnings)	146 7%	126 7%	10 5%	5 5%	5 6%	126 7%	20 7%	10 2%	14 3%	15 3%	106 20% abcef	24 2%	121 12% abce
Personal Independence Payment (PIP)	129 6%	101 6%	13 7%	7 7%	8 9%	107 6%	22 8%	22 4%	23 4%	18 4%	66 12% abce	45 4%	84 9% abce
Carer's allowance	117 6%	87 5%	15 8%	7 7%	8 9%	96 5%	21 8%	14 2%	14 3%	19 4%	69 13% abce	28 3%	88 9% abce

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Disability Living Allowance (DLA)	117	88	15	8	6	96	21	24	20	26	47	44	73
	6%	5%	8%	7%	8%	5%	8%	4%	4%	6%	9%	4%	7%
											abe		e
Other	26	22	2	1	1	17	8	1	7	8	11	7	18
	1%	1%	1%	1%	1%	1%	3%	*%	1%	2%	2%	1%	2%
										a	a		a
None of these - Do not receive any of these benefits	1194	975	111	61	47	1030	164	423	343	264	162	767	426
	57%	57%	60%	59%	57%	57%	60%	72%	66%	60%	30%	70%	43%
								cdf	df	df		cdf	d
Don't know	36	30	2	3	2	32	4	10	8	11	7	18	18
	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%
Prefer not to say	86	70	6	5	5	79	7	24	19	23	21	42	44
	4%	4%	3%	5%	6%	4%	3%	4%	4%	5%	4%	4%	5%
SUMMARY													
ANY BENEFITS	770	641	67	34	28	674	96	128	149	140	352	276	492
	37%	37%	36%	33%	34%	37%	35%	22%	29%	32%	65%	25%	50%
										a	abcef		abce

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	a	b	c
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Income Support	81	40	34	38	29	11
	4%	9%	2%	6%	4%	2%
		b		c		
Income-based Jobseeker's Allowance	25	13	11	10	10	1
	1%	3%	1%	2%	1%	*%
		b				
Pensions Credit (Guaranteed Credit)	14	6	6	3	7	3
	1%	1%	*%	1%	1%	1%
Pensions Credit (no Guaranteed Credit)	11	5	5	2	3	6
	1%	1%	*%	*%	*%	1%
Employment and Support Allowance (ESA)	77	32	41	40	32	4
	4%	7%	3%	6%	4%	1%
		b		c	c	
Universal Credit (and household has other earnings)	349	108	227	175	137	15
	17%	24%	14%	28%	17%	3%
		b		bc	c	
Universal Credit (and household has no other earnings)	146	62	78	86	45	5
	7%	14%	5%	14%	5%	1%
		b		bc	c	
Personal Independence Payment (PIP)	129	55	71	54	56	13
	6%	13%	5%	9%	7%	3%
		b		c	c	

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Carer's allowance	117 6%	63 14% b	53 3%	63 10% bc	45 5% c	5 1%
Disability Living Allowance (DLA)	117 6%	60 14% b	54 3%	39 6%	59 7%	16 4%
Other	26 1%	4 1%	21 1%	13 2% c	12 1%	1 *%
None of these - Do not receive any of these benefits	1194 57%	136 31%	1032 66% a	212 34%	507 61% a	384 86% ab
Don't know	36 2%	7 2%	24 2%	14 2%	7 1%	6 1%
Prefer not to say	86 4%	14 3%	53 3%	16 3%	15 2%	9 2%
SUMMARY						
ANY BENEFITS	770 37%	283 64% b	460 29%	379 61% bc	296 36% c	49 11%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f
Significance Level: 99%														
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
Up to £199 per week / Up to £10,399 per year	182 9%	65 8%	78 9%	39 9%	84 8%	98 9%	52 8%	125 9%	29 7%	36 9%	35 8%	43 10%	20 9%	19 9%
From £200 to £299 per week / From £10,400 to £15,599 per year	201 10%	90 11%	62 7%	49 12%	87 8%	115 11%	74 11%	116 9%	33 8%	56 14% c	24 6%	38 9%	29 14% c	20 10%
From £300 to £499 per week / From £15,600 to £25,999 per year	344 16%	120 14%	158 19%	66 16%	176 17%	168 16%	93 13%	246 18%	62 15%	58 14%	80 19%	78 19%	34 16%	32 16%
From £500 to £699 per week / From £26,000 to £36,399 per year	371 18%	138 17%	151 18%	82 20%	187 18%	184 18%	109 16%	260 19%	74 18%	64 15%	71 17%	80 19%	43 20%	40 19%
From £700 to £999 per week / From £36,400 to £51,999 per year	359 17%	152 18%	134 16%	72 17%	170 16%	189 18%	120 17%	234 17%	71 17%	81 19%	68 16%	66 16%	31 15%	42 20%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	261 12%	110 13%	110 13%	41 10%	148 14%	112 11%	98 14%	160 12%	62 15%	48 12%	64 15%	45 11%	22 11%	18 9%
£1,500 and above per week / £78,000 and above per year	177 8%	66 8%	79 9%	31 7%	97 9%	80 8%	59 9%	117 9%	34 8%	32 8%	45 11%	34 8%	18 9%	13 6%
Don't know	70 3%	40 5%	19 2%	11 3%	37 4%	33 3%	34 5%	37 3%	22 5%	19 4%	12 3%	7 2%	4 2%	8 4%
Prefer not to say	122 6%	54 6%	43 5%	25 6%	58 6%	64 6%	49 7%	71 5%	32 8%	22 5%	18 4%	25 6%	9 4%	16 8%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Up to £199 per week / Up to £10,399 per year	182 9%	151 9%	21 11%	6 6%	5 6%	165 9%	16 6%	22 4%	23 4%	40 9%	97 18%	45 4%	137 14%
										abe	abce		abe
From £200 to £299 per week / From £10,400 to £15,599 per year	201 10%	158 9%	21 11%	13 13%	10 12%	175 10%	26 10%	13 2%	30 6%	34 8%	124 23%	42 4%	158 16%
									a	ae	abcef		abce
From £300 to £499 per week / From £15,600 to £25,999 per year	344 16%	287 17%	23 12%	18 18%	16 20%	310 17%	34 13%	47 8%	88 17%	82 19%	126 23%	134 12%	209 21%
									a	ae	ae		ae
From £500 to £699 per week / From £26,000 to £36,399 per year	371 18%	306 18%	35 19%	19 18%	12 14%	321 18%	50 18%	74 13%	124 24%	90 21%	83 15%	198 18%	173 18%
									adef	a			
From £700 to £999 per week / From £36,400 to £51,999 per year	359 17%	285 17%	36 19%	20 19%	18 22%	297 16%	62 23%	111 19%	115 22%	97 22%	36 7%	226 20%	134 14%
								d	df	df		df	d
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	261 12%	216 13%	22 12%	14 14%	8 10%	226 12%	35 13%	130 22%	80 15%	43 10%	8 2%	210 19%	51 5%
								bcd	df	df		cdf	d
£1,500 and above per week / £78,000 and above per year	177 8%	150 9%	15 8%	5 5%	7 8%	151 8%	26 10%	136 23%	26 5%	12 3%	2 *	162 15%	14 1%
								bcd	df			bcd	
Don't know	70 3%	62 4%	4 2%	2 2%	2 2%	61 3%	9 3%	19 3%	8 2%	14 3%	29 5%	27 2%	44 4%
											be		b

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 99%													
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
Prefer not to say	122	102	9	7	5	109	13	33	26	26	36	59	62
	6%	6%	5%	6%	6%	6%	5%	6%	5%	6%	7%	5%	6%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%		a	b	a	b	c
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Up to £199 per week / Up to £10,399 per year	182 9%	64 14%	108 7%	182 29%	- -%	- -%
		b		bc		
From £200 to £299 per week / From £10,400 to £15,599 per year	201 10%	63 14%	133 8%	123 20%	78 9%	- -%
		b		bc	c	
From £300 to £499 per week / From £15,600 to £25,999 per year	344 16%	94 21%	242 15%	189 30%	155 19%	- -%
		b		bc	c	
From £500 to £699 per week / From £26,000 to £36,399 per year	371 18%	66 15%	294 19%	109 18%	262 32%	- -%
				c	ac	
From £700 to £999 per week / From £36,400 to £51,999 per year	359 17%	63 14%	286 18%	18 3%	330 40%	11 2%
					ac	
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	261 12%	37 8%	217 14%	- -%	- -%	261 58%
			a			ab
£1,500 and above per week / £78,000 and above per year	177 8%	17 4%	153 10%	- -%	- -%	177 39%
			a			ab
Don't know	70 3%	14 3%	51 3%	- -%	- -%	- -%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
Prefer not to say	122	23	85	-	-	-
	6%	5%	5%	-%	-%	-%

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2087	860	815	412	1053	1034	733	1318	430	430	411	404	212	200
Effective Weighted Sample	1664	681	637	349	832	832	574	1063	338	343	320	317	175	174
Total	2087	835	835	417	1044	1044	687	1365	417	417	417	417	209	209
A lot	203	78	79	46	102	101	62	138	34	45	46	32	22	24
	10%	9%	9%	11%	10%	10%	9%	10%	8%	11%	11%	8%	10%	12%
A little	711	387	233	91	378	333	340	363	210	177	122	111	46	44
	34%	46%	28%	22%	36%	32%	49%	27%	50%	43%	29%	27%	22%	21%
		bc					b		cdef	cdef				
None	1174	369	523	281	564	609	285	864	174	195	249	274	141	140
	56%	44%	63%	67%	54%	58%	42%	63%	42%	47%	60%	66%	67%	67%
			a	a				a			ab	ab	ab	ab

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2087	1398	248	226	215	1842	245	636	581	437	429	1217	866
Effective Weighted Sample	1664	1240	225	195	188	1473	194	490	463	355	371	952	720
Total	2087	1715	186	103	83	1816	271	584	519	438	543	1103	981
A lot	203	163	20	12	8	183	19	65	35	42	61	100	103
	10%	10%	11%	11%	10%	10%	7%	11%	7%	10%	11%	9%	10%
A little	711	581	60	38	32	614	97	198	188	153	170	386	324
	34%	34%	32%	37%	39%	34%	36%	34%	36%	35%	31%	35%	33%
None	1174	972	106	53	42	1018	155	321	296	243	312	617	554
	56%	57%	57%	52%	51%	56%	57%	55%	57%	55%	57%	56%	57%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	2087	432	1577	583	844	478
Effective Weighted Sample	1664	347	1252	477	669	372
Total	2087	439	1570	621	825	448
A lot	203	63	127	78	75	32
	10%	14%	8%	13%	9%	7%
		b		c		
A little	711	167	508	204	278	164
	34%	38%	32%	33%	34%	37%
None	1174	210	935	339	472	252
	56%	48%	60%	55%	57%	56%
			a			

Columns Tested: a,b - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1905	773	756	376	960	945	655	1217	381	392	382	374	197	179
Effective Weighted Sample	1516	611	589	319	758	758	512	980	299	312	297	292	164	155
Total	1894	741	772	381	948	946	604	1257	364	377	388	385	196	185
Most Financially Vulnerable	621	229	262	131	300	322	179	427	108	121	119	142	73	58
	33%	31%	34%	34%	32%	34%	30%	34%	30%	32%	31%	37%	37%	32%
Potentially Financially Vulnerable	825	332	318	175	397	428	265	545	159	173	156	162	82	93
	44%	45%	41%	46%	42%	45%	44%	43%	44%	46%	40%	42%	42%	50%
Least Financially Vulnerable	448	180	193	75	252	196	161	285	97	83	113	81	42	33
	24%	24%	25%	20%	27%	21%	27%	23%	27%	22%	29%	21%	21%	18%

Columns Tested: a,b,c - a,b - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 99%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1905	1269	231	209	196	1680	225	586	542	395	379	1128	774
Effective Weighted Sample	1516	1124	210	181	172	1340	179	451	430	321	326	881	643
Total	1894	1552	172	94	76	1646	249	532	485	398	477	1017	875
Most Financially Vulnerable	621	519	52	25	25	563	58	83	111	155	271	194	426
	33%	33%	30%	26%	33%	34%	23%	16%	23%	39%	57%	19%	49%
						b			a	abe	abce		abce
Potentially Financially Vulnerable	825	662	79	50	34	696	129	176	267	187	195	443	382
	44%	43%	46%	53%	45%	42%	52%	33%	55%	47%	41%	44%	44%
									edef	a		a	a
Least Financially Vulnerable	448	371	41	20	16	387	61	273	107	57	11	380	68
	24%	24%	24%	21%	22%	24%	25%	51%	22%	14%	2%	37%	8%
								bcdef	cdf	df		bcdf	d

Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 99%						
Unweighted total	1905	393	1453	583	844	478
Effective Weighted Sample	1516	316	1151	477	669	372
Total	1894	403	1434	621	825	448
Most Financially Vulnerable	621 33%	168 42% b	433 30%	621 100% bc	- -%	- -%
Potentially Financially Vulnerable	825 44%	179 44%	621 43%	- -%	825 100% ac	- -%
Least Financially Vulnerable	448 24%	56 14%	380 27% a	- -%	- -%	448 100% ab

Columns Tested: a,b - a,b,c