

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

WAVE OF INTERVIEWING	1
Base : All parents of children aged 3-17	
QD1/ QD2. NATION/ REGION	5
Base : All parents of children aged 3-17	
QF. URBANITY	11
Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
AGE GROUP AND GENDER OF CHILD	20
Base : All parents of children aged 3-17	
GENDER OF CHILD	24
Base : All parents of children aged 3-17	
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Base : Those whose child ever goes online	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : Those whose child ever live streams their own videos	
QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)	131
Base : All parents of children aged 3-17	

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Base : All parents of children aged 3-17	
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Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)	
QC13A. Thinking about (SOCIAL MEDIA APP FROM QC13)... Which of these reasons, if any, are why you use it? (MULTI CODE)	156
Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)	
QC13A. Thinking about (SOCIAL MEDIA APP FROM QC13)... Which of these reasons, if any, are why you use it? (MULTI CODE)	160
Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)	
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Base : All parents of children aged 3-17	
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Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)	
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Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)	
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Base : All parents of children aged 3-17	
QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)	178
Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)	
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Base : All parents who say there is a minimum age requirement to have a social media profile	
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Base : All parents of children aged 3-17	
QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)	201
Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)	
QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)	211
Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)	
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Base : All parents of children aged 3-17	
QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?	223
Base : All parents of children aged 3-17	
QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?	224
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Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)	
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Base : All parents of children aged 3-17	

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QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)	263
Base : All parents of children aged 3-17	
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Base : Those whose child plays games	
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Base : Those whose child plays games	
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Base : All parents of children aged 3-17	
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Base : Those whose child plays games online	
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Base : Children aged 8-17 who play games online	
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Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset	
QC44. Who do you chat to through the game when you play games online? (MULTI CODE)	311
Base : Children aged 8-17 who play games online	
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Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset	
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Base : All children aged 8-17	
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Base : All children aged 8-17	
QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please answer based on what you think is true not what you think the age should be. NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)	335
Base : All children aged 8-17	
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Base : Children aged 8-17 who use any social media apps/ sites	
SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS	349
Base : All children aged 8-17	
QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)	353
Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 1 ONLY)	

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QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)	380
Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 2 ONLY)	
QC21. Thinking about all the sites/ apps you just said you have your own profile on, which one of these statements fits the best? (SINGLE CODE)	387
Base : Children aged 8-12 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos	
QC21A. Please think about the site or app that you use the most. Who was it that helped you set up this profile/ set up this profile for you? (MULTI CODE)	391
Base : Children aged 8-12 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos and who had help setting up these profiles (ADDED AT WAVE 2)	
QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)	395
Base : Children aged 8-17 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos	
QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)	403
Base : Children aged 12-17 who go online	
SUMMARY OF SCHOOL YEARS	407
Base : All parents of children aged 3-17	
C11. Is English your child's first or main language? (SINGLE CODE)	411
Base : All parents of children aged 3-17	
C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)	415
Base : All parents of children aged 3-17	
C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)	427
Base : All parents of children aged 3-17	
C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)	440
Base : Those whose child has multiple impacting or limiting conditions	
SUMMARY TABLE FOR IMPACTING OR LIMITING CONDITION	452
Base : All parents of children aged 3-17	
C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)	467
Base : All parents of children aged 3-17	
C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)	471
Base : All parents of children aged 3-17	
C6. What is your working status? (SINGLE CODE)	475
Base : All parents of children aged 3-17	
C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)	479
Base : All parents of children aged 3-17	
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)	487
Base : All parents of children aged 3-17	
C10. How much help did your child receive in completing the questions today? (SINGLE CODE)	495
Base : All parents of children aged 8-17	
FINANCIAL VULNERABILITY	499
Base : Those where it is possible to calculate the Financial Vulnerability Index	

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.

WAVE OF INTERVIEWING

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Wave 1	3378	3378	-	450	676	901	901	450	450	2477	450	2252	1126
	50%	100%	-%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
		b											
Wave 2	3417	-	3417	456	683	911	911	456	456	2506	456	2278	1139
	50%	-%	100%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
			a										

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

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.

WAVE OF INTERVIEWING

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Wave 1	3378	1689	1689	225	225	338	338	450	450	450	450	225	225
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Wave 2	3417	1708	1708	228	228	342	342	456	456	456	456	228	228
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

WAVE OF INTERVIEWING

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Wave 1	3378	345	1581	1353	2777	301	167	134	2939	439
	50%	54%	50%	48%	50%	50%	50%	50%	50%	50%
		c								
Wave 2	3417	291	1551	1458	2809	304	169	135	2973	444
	50%	46%	50%	52%	50%	50%	50%	50%	50%	50%
				a						

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

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.

WAVE OF INTERVIEWING

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Wave 1	3378	946	830	709	878	1776	1588	694	2527	1075	1335	668
	50%	50%	50%	50%	50%	50%	50%	52%	49%	53%	51%	44%
										c	c	
Wave 2	3417	957	841	718	888	1798	1606	649	2615	955	1297	840
	50%	50%	50%	50%	50%	50%	50%	48%	51%	47%	49%	56%
												ab

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

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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.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
North East	249	124	125	31	55	68	56	38	31	179	38	159	89
	4%	4%	4%	3%	4%	4%	3%	4%	3%	4%	4%	4%	4%
Yorkshire and Humberside	544	271	274	62	116	152	133	82	62	401	82	365	180
	8%	8%	8%	7%	9%	8%	7%	9%	7%	8%	9%	8%	8%
North West	726	361	365	97	125	203	211	90	97	539	90	487	239
	11%	11%	11%	11%	9%	11%	12%	10%	11%	11%	10%	11%	11%
West Midlands	605	301	304	87	103	158	175	81	87	436	81	404	200
	9%	9%	9%	10%	8%	9%	10%	9%	10%	9%	9%	9%	9%
East Midlands	470	234	237	67	97	126	118	62	67	341	62	314	156
	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
East of England	625	311	314	76	127	187	163	72	76	477	72	432	193
	9%	9%	9%	8%	9%	10%	9%	8%	8%	10%	8%	10%	9%
South West	518	257	260	89	108	140	123	58	89	371	58	372	146
	8%	8%	8%	10%	8%	8%	7%	6%	10%	7%	6%	8%	6%
South East	921	458	463	110	187	250	238	136	110	674	136	590	331
	14%	14%	14%	12%	14%	14%	13%	15%	12%	14%	15%	13%	15%
London	928	461	466	124	198	203	273	129	124	674	129	591	337
	14%	14%	14%	14%	15%	11%	15%	14%	14%	14%	14%	13%	15%
Wales	336	167	169	45	68	91	89	43	45	248	43	225	111
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Scotland	605	301	304	81	121	162	161	79	81	445	79	407	198
	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%
Northern Ireland	269	134	135	36	55	72	71	35	36	198	35	184	85
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 16-17	
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15		MALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
North East	249 4%	125 4%	124 4%	18 4%	13 3%	28 4%	27 4%	33 4%	35 4%	30 3%	26 3%	15 3%	23 5%
Yorkshire and Humberside	544 8%	276 8%	268 8%	31 7%	31 7%	51 7%	65 10%	93 10%	59 7%	63 7%	70 8%	38 8%	44 10%
North West	726 11%	360 11%	366 11%	45 10%	52 11%	56 8%	69 10%	105 12%	98 11%	110 12%	102 11%	44 10%	46 10%
West Midlands	605 9%	312 9%	293 9%	43 9%	45 10%	52 8%	51 8%	85 9%	74 8%	85 9%	89 10%	47 10%	34 8%
East Midlands	470 7%	228 7%	242 7%	37 8%	29 6%	45 7%	52 8%	57 6%	69 8%	54 6%	64 7%	35 8%	28 6%
East of England	625 9%	301 9%	324 10%	38 8%	39 9%	69 10%	58 8%	81 9%	106 12%	81 9%	83 9%	33 7%	39 9%
South West	518 8%	246 7%	272 8%	45 10%	44 10%	54 8%	54 8%	62 7%	78 9%	65 7%	57 6%	20 4%	38 8%
South East	921 14%	444 13%	477 14%	49 11%	61 13%	85 12%	102 15%	128 14%	122 13%	111 12%	127 14%	72 16%	65 14%
London	928 14%	502 15%	426 13%	64 14%	60 13%	119 18%	79 12%	100 11%	103 11%	145 16%	128 14%	73 16%	56 12%
Wales	336 5%	171 5%	165 5%	23 5%	22 5%	34 5%	33 5%	46 5%	45 5%	46 5%	43 5%	22 5%	21 5%
Scotland	605 9%	299 9%	306 9%	42 9%	39 9%	60 9%	61 9%	80 9%	82 9%	78 9%	83 9%	39 9%	40 9%
Northern Ireland	269 4%	134 4%	134 4%	18 4%	18 4%	26 4%	29 4%	36 4%	36 4%	38 4%	33 4%	16 4%	19 4%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
North East	249	22	120	100	249	-	-	-	222	26
	4%	4%	4%	4%	4%	-%	-%	-%	4%	3%
					bcd					
Yorkshire and Humberside	544	43	261	226	544	-	-	-	458	87
	8%	7%	8%	8%	10%	-%	-%	-%	8%	10%
					bcd					
North West	726	59	331	324	726	-	-	-	674	52
	11%	9%	11%	12%	13%	-%	-%	-%	11%	6%
					bcd				b	
West Midlands	605	57	256	277	605	-	-	-	536	69
	9%	9%	8%	10%	11%	-%	-%	-%	9%	8%
					bcd					
East Midlands	470	46	220	192	470	-	-	-	375	95
	7%	7%	7%	7%	8%	-%	-%	-%	6%	11%
					bcd					a
East of England	625	48	299	261	625	-	-	-	492	133
	9%	8%	10%	9%	11%	-%	-%	-%	8%	15%
					bcd					a
South West	518	66	238	188	518	-	-	-	444	73
	8%	10%	8%	7%	9%	-%	-%	-%	8%	8%
		c			bcd					
South East	921	86	424	377	921	-	-	-	788	132
	14%	13%	14%	13%	16%	-%	-%	-%	13%	15%
					bcd					
London	928	68	419	413	928	-	-	-	908	19
	14%	11%	13%	15%	17%	-%	-%	-%	15%	2%
					bcd				b	
Wales	336	28	160	139	-	-	336	-	275	61
	5%	4%	5%	5%	-%	-%	100%	-%	5%	7%
							abd			

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

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Scotland	605	86	280	208	-	605	-	-	519	86
	9%	13%	9%	7%	-%	100%	-%	-%	9%	10%
		bc				acd				
Northern Ireland	269	28	123	105	-	-	-	269	220	49
	4%	4%	4%	4%	-%	-%	-%	100%	4%	6%
								abc		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
North East	249 4%	46 2%	53 3%	55 4%	93 5%	99 3%	148 5%	54 4%	184 4%	69 3%	116 4%	44 3%
Yorkshire and Humberside	544 8%	120 6%	134 8%	116 8%	172 10%	254 7%	288 9%	124 9%	402 8%	207 10%	210 8%	93 6%
North West	726 11%	207 11%	186 11%	134 9%	197 11%	393 11%	331 10%	114 8%	589 11%	230 11%	295 11%	156 10%
West Midlands	605 9%	144 8%	151 9%	133 9%	176 10%	295 8%	309 10%	126 9%	440 9%	203 10%	212 8%	117 8%
East Midlands	470 7%	122 6%	103 6%	118 8%	123 7%	225 6%	241 8%	102 8%	344 7%	139 7%	198 8%	92 6%
East of England	625 9%	184 10%	159 10%	140 10%	137 8%	343 10%	278 9%	134 10%	472 9%	151 7%	229 9%	173 11%
South West	518 8%	137 7%	130 8%	117 8%	131 7%	266 7%	248 8%	93 7%	398 8%	151 7%	224 9%	98 7%
South East	921 14%	242 13%	222 13%	192 13%	263 15%	464 13%	454 14%	201 15%	683 13%	294 14%	324 12%	225 15%
London	928 14%	381 20%	227 14%	140 10%	177 10%	607 17%	317 10%	146 11%	721 14%	244 12%	319 12%	245 16%
Wales	336 5%	88 5%	92 6%	73 5%	82 5%	180 5%	155 5%	72 5%	248 5%	98 5%	143 5%	69 5%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Scotland	605	158	147	147	151	306	298	123	458	152	253	147
	9%	8%	9%	10%	9%	9%	9%	9%	9%	7%	10%	10%
Northern Ireland	269	74	68	62	65	142	127	54	203	92	109	51
	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	4%	3%

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

QF. URBANITY

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Large city	1666	849	817	227	339	411	459	230	227	1209	230	1097	569
	25%	25%	24%	25%	25%	23%	25%	25%	25%	24%	25%	24%	25%
Smaller city or large town	1503	771	732	186	282	407	425	203	186	1114	203	977	525
	22%	23%	21%	21%	21%	22%	23%	22%	21%	22%	22%	22%	23%
Medium town	1517	744	773	201	321	408	395	192	201	1124	192	1031	486
	22%	22%	23%	22%	24%	23%	22%	21%	22%	23%	21%	23%	21%
Small town	1226	575	651	173	233	354	316	150	173	903	150	835	390
	18%	17%	19%	19%	17%	20%	17%	17%	19%	18%	17%	18%	17%
Rural area	883	439	444	119	184	232	216	131	119	633	131	589	294
	13%	13%	13%	13%	14%	13%	12%	14%	13%	13%	14%	13%	13%

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Large city	1666 25%	867 26%	799 24%	119 26%	108 24%	171 25%	168 25%	218 24%	193 21%	240 26%	219 24%	119 26%	111 25%
Smaller city or large town	1503 22%	711 21%	792 23%	90 20%	96 21%	133 20%	149 22%	183 20%	224 25%	212 23%	213 24%	93 20%	110 24%
Medium town	1517 22%	793 23%	724 21%	106 23%	95 21%	166 24%	155 23%	230 25%	178 20%	197 22%	199 22%	94 21%	97 22%
Small town	1226 18%	592 17%	633 19%	86 19%	87 19%	118 17%	115 17%	159 18%	195 22%	151 17%	166 18%	80 18%	70 15%
Rural area	883 13%	435 13%	448 13%	53 12%	67 15%	92 14%	92 14%	116 13%	117 13%	107 12%	109 12%	67 15%	64 14%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Large city	1666	144	759	709	1423	132	45	66	1666	-
	25%	23%	24%	25%	25%	22%	13%	25%	28%	-%
					c	c		c	b	
Smaller city or large town	1503	129	681	649	1230	141	65	66	1503	-
	22%	20%	22%	23%	22%	23%	19%	25%	25%	-%
									b	
Medium town	1517	153	698	611	1275	128	62	52	1517	-
	22%	24%	22%	22%	23%	21%	18%	19%	26%	-%
					c				b	
Small town	1226	120	584	492	970	117	103	36	1226	-
	18%	19%	19%	18%	17%	19%	31%	14%	21%	-%
						d	abd		b	
Rural area	883	89	410	350	687	86	61	49	-	883
	13%	14%	13%	12%	12%	14%	18%	18%	-%	100%
							a	a		a

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Large city	1666 25%	629 33%	393 24%	295 21%	346 20%	1022 29%	640 20%	293 22%	1275 25%	488 24%	617 23%	406 27%
		bcdef				bcdf						
Smaller city or large town	1503 22%	381 20%	387 23%	341 24%	388 22%	769 22%	729 23%	304 23%	1142 22%	448 22%	619 23%	306 20%
Medium town	1517 22%	364 19%	399 24%	328 23%	421 24%	763 21%	749 23%	324 24%	1117 22%	461 23%	594 23%	324 21%
		a	a		a	a	a					
Small town	1226 18%	279 15%	307 18%	271 19%	363 21%	586 16%	634 20%	224 17%	952 19%	354 17%	486 18%	265 18%
		a	a	a	ae	ae	ae					
Rural area	883 13%	250 13%	185 11%	192 13%	248 14%	435 12%	440 14%	198 15%	656 13%	279 14%	316 12%	207 14%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
A	406 6%	214 6%	192 6%	39 4%	71 5%	104 6%	126 7%	66 7%	39 4%	301 6%	66 7%	254 6%	152 7%
B	1497 22%	732 22%	765 22%	199 22%	303 22%	411 23%	400 22%	183 20%	199 22%	1114 22%	183 20%	1014 22%	483 21%
C1	1672 25%	830 25%	841 25%	238 26%	361 27%	466 26%	398 22%	209 23%	238 26%	1225 25%	209 23%	1177 26%	495 22%
C2	1427 21%	709 21%	718 21%	216 24%	260 19%	365 20%	411 23%	175 19%	216 24%	1036 21%	175 19%	935 21%	492 22%
D	1108 16%	550 16%	558 16%	119 13%	236 17%	287 16%	304 17%	161 18%	119 13%	827 17%	161 18%	711 16%	396 17%
E	659 10%	328 10%	331 10%	92 10%	126 9%	171 9%	163 9%	106 12%	92 10%	461 9%	106 12%	424 9%	235 10%
Don't know	27 *%	14 *%	13 *%	2 *%	2 *%	7 *%	9 1%	6 1%	2 *%	19 *%	6 1%	15 *%	12 1%
SUMMARY													
AB	1903 28%	946 28%	957 28%	238 26%	374 27%	515 28%	526 29%	250 28%	238 26%	1415 28%	250 28%	1268 28%	635 28%
DE	1767 26%	878 26%	888 26%	212 23%	362 27%	459 25%	467 26%	266 29%	212 23%	1288 26%	266 29%	1135 25%	631 28%
ABC1	3575 53%	1776 53%	1798 53%	476 53%	735 54%	981 54%	924 51%	459 51%	476 53%	2640 53%	459 51%	2445 54%	1129 50%
C2DE	3194 47%	1588 47%	1606 47%	428 47%	622 46%	824 45%	879 48%	441 49%	428 47%	2325 47%	441 49%	2070 46%	1124 50%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 16-17	
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15		MALE 16-17
		a	b	a	b	c	d	e	f	g	h	i	j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
A	406 6%	216 6%	190 6%	20 4%	18 4%	38 6%	33 5%	51 6%	53 6%	66 7%	60 7%	40 9% abd	26 6%
B	1497 22%	735 22%	762 22%	96 21%	103 23%	148 22%	155 23%	201 22%	210 23%	193 21%	207 23%	96 21%	87 19%
C1	1672 25%	837 25%	835 25%	116 26%	123 27%	182 27%	179 26%	234 26%	232 26%	198 22%	199 22%	108 24%	101 22%
C2	1427 21%	722 21%	705 21%	108 24%	108 24%	125 18%	135 20%	194 21%	171 19%	218 24% i	193 21%	77 17%	98 22%
D	1108 16%	561 17%	546 16%	66 15%	54 12%	117 17%	119 18%	141 16%	147 16%	154 17%	150 17%	84 19% b	77 17%
E	659 10%	318 9%	341 10%	46 10%	47 10%	70 10%	56 8%	83 9%	88 10%	74 8%	90 10%	45 10%	60 13% g
Don't know	27 *%	8 *%	19 1%	2 *%	1 *%	- -%	2 *%	2 *%	5 1%	3 *%	7 1%	2 *%	4 1%
SUMMARY													
AB	1903 28%	951 28%	951 28%	117 26%	121 27%	186 27%	188 28%	252 28%	263 29%	259 29%	267 29%	137 30%	113 25%
DE	1767 26%	879 26%	887 26%	111 25%	101 22%	187 27%	175 26%	224 25%	235 26%	227 25%	240 26%	130 29%	137 30%
ABC1	3575 53%	1789 53%	1786 53%	232 51%	244 54%	368 54%	367 54%	486 54%	495 55%	458 51%	466 51%	244 54%	214 47%
C2DE	3194 47%	1601 47%	1593 47%	219 48%	209 46%	311 46%	310 46%	418 46%	406 45%	446 49%	433 48%	207 46%	235 52%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
A	406	23	182	191	341	30	15	20	366	40
	6%	4%	6%	7%	6%	5%	4%	8%	6%	5%
				a						
B	1497	139	716	614	1241	129	73	54	1287	210
	22%	22%	23%	22%	22%	21%	22%	20%	22%	24%
C1	1672	164	828	624	1365	147	92	68	1487	185
	25%	26%	26%	22%	24%	24%	27%	25%	25%	21%
			c							
C2	1427	155	610	622	1145	147	73	62	1235	192
	21%	24%	19%	22%	21%	24%	22%	23%	21%	22%
		b								
D	1108	89	509	467	928	97	50	33	965	143
	16%	14%	16%	17%	17%	16%	15%	12%	16%	16%
E	659	65	280	276	540	54	32	33	554	105
	10%	10%	9%	10%	10%	9%	10%	12%	9%	12%
Don't know	27	1	7	16	24	1	1	*	18	8
	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%
SUMMARY										
AB	1903	162	898	805	1582	158	88	74	1653	250
	28%	25%	29%	29%	28%	26%	26%	27%	28%	28%
DE	1767	154	789	743	1469	151	82	65	1518	248
	26%	24%	25%	26%	26%	25%	24%	24%	26%	28%
ABC1	3575	326	1726	1429	2947	306	180	142	3140	435
	53%	51%	55%	51%	53%	51%	54%	53%	53%	49%
			c							
C2DE	3194	309	1399	1365	2614	298	155	127	2753	440
	47%	49%	45%	49%	47%	49%	46%	47%	47%	50%
				b						

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

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 3-17

	Total	SOCIAL GRADE					IMPACTING OR LIMITING CONDITIONS			FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
A	406 6%	406 21% bcdef	- -%	- -%	- -%	406 11% bcdf	- -%	84 6%	298 6%	65 3%	89 3%	220 15% ab
B	1497 22%	1497 79% bcdef	- -%	- -%	- -%	1497 42% bcdf	- -%	274 20%	1174 23%	192 9%	504 19% a	689 46% ab
C1	1672 25%	- -%	1672 100% acdef	- -%	- -%	1672 47% acdf	- -%	278 21%	1325 26% a	355 17%	807 31% ac	367 24% a
C2	1427 21%	- -%	- -%	1427 100% abdef	- -%	- -%	1427 45% abde	293 22%	1086 21%	482 24% c	647 25% c	176 12%
D	1108 16%	- -%	- -%	- -%	1108 63% abcef	- -%	1108 35% abce	187 14%	856 17%	527 26% bc	435 17% c	46 3%
E	659 10%	- -%	- -%	- -%	659 37% abcef	- -%	659 21% abce	216 16% b	391 8%	396 20% bc	148 6% c	9 1%
Don't know	27 *%	- -%	- -%	- -%	- -%	- -%	- -%	11 1% b	11 *%	13 1% b	3 *%	2 *%
SUMMARY												
AB	1903 28%	1903 100% bcdef	- -%	- -%	- -%	1903 53% bcdf	- -%	359 27%	1472 29%	257 13%	593 23% a	909 60% ab
DE	1767 26%	- -%	- -%	- -%	1767 100% abcef	- -%	1767 55% abce	403 30% b	1247 24%	923 45% bc	582 22% c	55 4%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
ABC1	3575	1903	1672	-	-	3575	-	636	2798	612	1400	1275
	53%	100%	100%	-%	-%	100%	-%	47%	54%	30%	53%	85%
		cdf	cdf			cdf			a		a	ab
C2DE	3194	-	-	1427	1767	-	3194	696	2333	1405	1229	231
	47%	-%	-%	100%	100%	-%	100%	52%	45%	69%	47%	15%
				abe	abe		abe	b		bc	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 5

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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Boy, aged 3-4	453 7%	225 7%	228 7%	453 50% bcde	- -%	- -%	- -%	- -%	453 50% bc	- -%	- -%	453 10% b	- -%
Boy, aged 5-7	680 10%	338 10%	342 10%	- -%	680 50% acde	- -%	- -%	- -%	- -%	680 14% ac	- -%	680 15% b	- -%
Boy, aged 8-11	906 13%	450 13%	456 13%	- -%	- -%	906 50% abde	- -%	- -%	- -%	906 18% ac	- -%	906 20% b	- -%
Boy, aged 12-15	906 13%	450 13%	456 13%	- -%	- -%	- -%	906 50% abce	- -%	- -%	906 18% ac	- -%	226 5%	680 30% a
Boy, aged 16-17	453 7%	225 7%	228 7%	- -%	- -%	- -%	- -%	453 50% abcd	- -%	- -%	453 50% ab	- -%	453 20% a
Girl, aged 3-4	453 7%	225 7%	228 7%	453 50% bcde	- -%	- -%	- -%	- -%	453 50% bc	- -%	- -%	453 10% b	- -%
Girl, aged 5-7	679 10%	338 10%	342 10%	- -%	679 50% acde	- -%	- -%	- -%	- -%	679 14% ac	- -%	679 15% b	- -%
Girl, aged 8-11	906 13%	450 13%	456 13%	- -%	- -%	906 50% abde	- -%	- -%	- -%	906 18% ac	- -%	906 20% b	- -%
Girl, aged 12-15	906 13%	450 13%	456 13%	- -%	- -%	- -%	906 50% abce	- -%	- -%	906 18% ac	- -%	226 5%	680 30% a
Girl, aged 16-17	453 7%	225 7%	228 7%	- -%	- -%	- -%	- -%	453 50% abcd	- -%	- -%	453 50% ab	- -%	453 20% a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Boy, aged 3-4	453 7%	453 13%	- -%	453 100%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
		b		bcdefghij									
Boy, aged 5-7	680 10%	680 20%	- -%	- -%	- -%	680 100%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
		b				abdefghij							
Boy, aged 8-11	906 13%	906 27%	- -%	- -%	- -%	- -%	- -%	906 100%	- -%	- -%	- -%	- -%	- -%
		b						abcdefghij					
Boy, aged 12-15	906 13%	906 27%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	906 100%	- -%	- -%	- -%
		b								abcdefhij			
Boy, aged 16-17	453 7%	453 13%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	453 100%	- -%
		b										abcdefghj	
Girl, aged 3-4	453 7%	- -%	453 13%	- -%	453 100%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
			a		acdefghij								
Girl, aged 5-7	679 10%	- -%	679 20%	- -%	- -%	- -%	679 100%	- -%	- -%	- -%	- -%	- -%	- -%
			a				abcefg hij						
Girl, aged 8-11	906 13%	- -%	906 27%	- -%	- -%	- -%	- -%	- -%	906 100%	- -%	- -%	- -%	- -%
			a						abcd eghij				
Girl, aged 12-15	906 13%	- -%	906 27%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	906 100%	- -%	- -%
			a								abcd efgij		
Girl, aged 16-17	453 7%	- -%	453 13%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	453 100%
			a										abcd efg hi

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 5

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Boy, aged 3-4	453	313	137	-	370	42	23	18	400	53
	7%	49%	4%	-%	7%	7%	7%	7%	7%	6%
		bc	c							
Boy, aged 5-7	680	3	655	-	559	60	34	26	588	92
	10%	*%	21%	-%	10%	10%	10%	10%	10%	10%
		c	ac							
Boy, aged 8-11	906	-	768	115	744	80	46	36	790	116
	13%	-%	25%	4%	13%	13%	14%	13%	13%	13%
			ac	a						
Boy, aged 12-15	906	-	9	884	745	78	46	38	799	107
	13%	-%	*%	31%	13%	13%	14%	14%	14%	12%
				ab						
Boy, aged 16-17	453	-	-	401	376	39	22	16	386	67
	7%	-%	-%	14%	7%	7%	7%	6%	7%	8%
				ab						
Girl, aged 3-4	453	317	129	-	374	39	22	18	386	67
	7%	50%	4%	-%	7%	6%	7%	7%	7%	8%
		bc	c							
Girl, aged 5-7	679	3	658	-	556	61	33	29	587	92
	10%	*%	21%	-%	10%	10%	10%	11%	10%	10%
		c	ac							
Girl, aged 8-11	906	-	771	124	743	82	45	36	789	117
	13%	-%	25%	4%	13%	14%	13%	13%	13%	13%
			ac	a						
Girl, aged 12-15	906	-	4	876	746	83	43	33	797	109
	13%	-%	*%	31%	13%	14%	13%	12%	13%	12%
				ab						
Girl, aged 16-17	453	-	-	410	373	40	21	19	389	64
	7%	-%	-%	15%	7%	7%	6%	7%	7%	7%
				ab						

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 5

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Boy, aged 3-4	453 7%	117 6%	116 7%	108 8%	111 6%	232 7%	219 7%	74 6%	343 7%	136 7%	182 7%	90 6%
Boy, aged 5-7	680 10%	186 10%	182 11%	125 9%	187 11%	368 10%	311 10%	148 11%	488 9%	191 9%	294 11%	131 9%
Boy, aged 8-11	906 13%	252 13%	234 14%	194 14%	224 13%	486 14%	418 13%	211 16%	661 13%	271 13%	380 14%	182 12%
Boy, aged 12-15	906 13%	259 14%	198 12%	218 15%	227 13%	458 13%	446 14%	202 15%	665 13%	247 12%	361 14%	214 14%
Boy, aged 16-17	453 7%	137 7%	108 6%	77 5%	130 7%	244 7%	207 6%	110 8%	337 7%	122 6%	164 6%	119 8%
Girl, aged 3-4	453 7%	121 6%	123 7%	108 8%	101 6%	244 7%	209 7%	49 4%	373 7%	133 7%	179 7%	104 7%
Girl, aged 5-7	679 10%	188 10%	179 11%	135 9%	175 10%	367 10%	310 10%	82 6%	565 11%	187 9%	263 10%	160 11%
Girl, aged 8-11	906 13%	263 14%	232 14%	171 12%	235 13%	495 14%	406 13%	138 10%	735 14%	294 14%	326 12%	203 13%
Girl, aged 12-15	906 13%	267 14%	199 12%	193 14%	240 14%	466 13%	433 14%	211 16%	660 13%	296 15%	326 12%	201 13%
Girl, aged 16-17	453 7%	113 6%	101 6%	98 7%	137 8%	214 6%	235 7%	118 9%	315 6%	152 7%	156 6%	104 7%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Boy	3398	1689	1708	453	680	906	906	453	453	2492	453	2265	1133
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Girl	3397	1689	1708	453	679	906	906	453	453	2491	453	2265	1133
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Boy	3398	3398	-	453	-	680	-	906	-	906	-	453	-
	50%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%
		b		bdfhj		bdfhj		bdfhj		bdfhj		bdfhj	
Girl	3397	-	3397	-	453	-	679	-	906	-	906	-	453
	50%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%
			a		acegi		acegi		acegi		acegi		acegi

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Boy	3398	316	1569	1400	2793	299	171	134	2962	435
	50%	50%	50%	50%	50%	49%	51%	50%	50%	49%
Girl	3397	320	1563	1410	2792	306	165	134	2949	448
	50%	50%	50%	50%	50%	51%	49%	50%	50%	51%

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Boy	3398 50%	951 50%	837 50%	722 51%	879 50%	1789 50%	1601 50%	745 55% b	2494 49%	967 48%	1381 52% a	737 49%
Girl	3397 50%	951 50%	835 50%	705 49%	887 50%	1786 50%	1593 50%	599 45%	2648 51% a	1063 52% b	1251 48%	771 51%

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6596	3284	3312	1181	1454	1628	1538	795	1181	4620	795	4634	1962
Effective Weighted Sample	5243	2609	2634	758	1128	1370	1283	747	758	3759	747	3533	1715
Total	6636	3294	3343	820	1310	1792	1810	905	820	4911	905	4374	2262
Add funny filters to a photo	2778	1399	1379	339	662	674	756	347	339	2092	347	1869	909
	42%	42%	41%	41%	51%	38%	42%	38%	41%	43%	38%	43%	40%
					acde								
Make a drawing or picture online, or use colouring apps	2688	1329	1359	623	970	607	352	135	623	1929	135	2307	381
	40%	40%	41%	76%	74%	34%	19%	15%	76%	39%	15%	53%	17%
				cde	cde	de			bc	c		b	
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	1869	901	968	-	630	490	491	258	-	1612	258	1244	625
	28%	27%	29%	-%	48%	27%	27%	28%	-%	33%	28%	28%	28%
					acde	a	a	a		a	a		
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	1347	632	715	-	-	508	604	235	-	1112	235	662	685
	20%	19%	21%	-%	-%	28%	33%	26%	-%	23%	26%	15%	30%
						ab	abce	ab		a	a		a
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	866	444	423	-	-	277	372	218	-	649	218	354	513
	13%	13%	13%	-%	-%	15%	21%	24%	-%	13%	24%	8%	23%
						ab	abc	abc		a	ab		a
(AGED 8-17 ONLY) Make an animation, meme or gif	739	362	377	-	-	319	305	115	-	624	115	408	331
	11%	11%	11%	-%	-%	18%	17%	13%	-%	13%	13%	9%	15%
						abe	ab	ab		a	a		a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 7

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.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6596	3284	3312	1181	1454	1628	1538	795	1181	4620	795	4634	1962
Effective Weighted Sample	5243	2609	2634	758	1128	1370	1283	747	758	3759	747	3533	1715
Total	6636	3294	3343	820	1310	1792	1810	905	820	4911	905	4374	2262
(AGED 5-17 ONLY) Coding/ programming	662	331	332	-	134	228	221	79	-	583	79	435	227
	10%	10%	10%	-%	10%	13%	12%	9%	-%	12%	9%	10%	10%
					a	ae	a	a		a	a		
(AGED 8-17 ONLY) Make or edit music online	473	256	217	-	-	174	204	95	-	378	95	220	253
	7%	8%	7%	-%	-%	10%	11%	11%	-%	8%	11%	5%	11%
						ab	ab	ab		a	ab		a
(AGED 12-17 ONLY) Review or rate something online	460	233	227	-	-	-	272	188	-	272	188	49	412
	7%	7%	7%	-%	-%	-%	15%	21%	-%	6%	21%	1%	18%
							abc	abcd		a	ab		a
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	390	195	195	-	-	115	176	99	-	291	99	148	242
	6%	6%	6%	-%	-%	6%	10%	11%	-%	6%	11%	3%	11%
						ab	abc	abc		a	ab		a
(AGED 8-17 ONLY) Create an online photo book or calendar	328	167	162	-	-	104	143	82	-	246	82	127	201
	5%	5%	5%	-%	-%	6%	8%	9%	-%	5%	9%	3%	9%
						ab	ab	abc		a	ab		a
(AGED 8-17 ONLY) Make a vlog	244	143	101	-	-	94	99	51	-	193	51	113	131
	4%	4%	3%	-%	-%	5%	5%	6%	-%	4%	6%	3%	6%
						ab	ab	ab		a	a		a
(AGED 12-17 ONLY) Make a website/ app or game	202	113	89	-	-	-	141	61	-	141	61	44	158
	3%	3%	3%	-%	-%	-%	8%	7%	-%	3%	7%	1%	7%
							abc	abc		a	ab		a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 7

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.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6596	3284	3312	1181	1454	1628	1538	795	1181	4620	795	4634	1962
Effective Weighted Sample	5243	2609	2634	758	1128	1370	1283	747	758	3759	747	3533	1715
Total	6636	3294	3343	820	1310	1792	1810	905	820	4911	905	4374	2262
(AGED 12-17 ONLY) Write blogs or articles	156 2%	86 3%	70 2%	- -%	- -%	- -%	96 5%	60 7%	- -%	96 2%	60 7%	18 *%	138 6%
							abc	abc		a	ab	*	a
(AGED 12-17 ONLY) Make a podcast	110 2%	48 1%	62 2%	- -%	- -%	- -%	73 4%	37 4%	- -%	73 1%	37 4%	10 *%	100 4%
							abc	abc		a	ab	*	a
None of these	1204 18%	578 18%	626 19%	127 15%	137 10%	403 22%	331 18%	207 23%	127 15%	871 18%	207 23%	743 17%	461 20%
				b		abd	b	ab			ab		a
Don't know	137 2%	76 2%	61 2%	4 *%	16 1%	47 3%	43 2%	28 3%	4 *%	105 2%	28 3%	74 2%	63 3%
						a	a	ab		a	a		a
SUMMARY													
ANY OF THESE CREATIVE ACTIVITIES	5296 80%	2640 80%	2655 79%	690 84%	1157 88%	1342 75%	1436 79%	671 74%	690 84%	3935 80%	671 74%	3558 81%	1738 77%
				cde	acde		ce		c	c		b	

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

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.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6596	3338	3258	602	579	735	719	822	806	777	761	402	393
Effective Weighted Sample	5243	2628	2615	380	379	566	562	690	680	640	643	378	369
Total	6636	3317	3320	406	414	650	660	902	890	906	904	453	452
Add funny filters to a photo	2778	1148	1630	141	197	297	365	276	398	298	458	137	210
	42%	35%	49%	35%	48%	46%	55%	31%	45%	33%	51%	30%	47%
			a		aegi	aegi	acefgij		aegi		aegi		aegi
Make a drawing or picture online, or use colouring apps	2688	1130	1558	290	333	441	529	239	368	108	244	51	84
	40%	34%	47%	71%	80%	68%	80%	27%	41%	12%	27%	11%	19%
			a	efghij	acefghij	efghij	acefghij	gij	efghij		gij		gi
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	1869	857	1012	-	-	311	319	219	271	220	271	107	151
	28%	26%	30%	-%	-%	48%	48%	24%	30%	24%	30%	24%	33%
			a			abefghij	abefghij	ab	ab	ab	ab	ab	abegi
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	1347	582	765	-	-	-	-	223	285	256	348	103	132
	20%	18%	23%	-%	-%	-%	-%	25%	32%	28%	39%	23%	29%
			a					abcd	abcdei	abcd	abcdegij	abcd	abcd
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	866	334	533	-	-	-	-	114	163	146	226	74	144
	13%	10%	16%	-%	-%	-%	-%	13%	18%	16%	25%	16%	32%
			a					abcd	abcde	abcd	abcdefgi	abcd	abcdefgi
(AGED 8-17 ONLY) Make an animation, meme or gif	739	340	400	-	-	-	-	147	172	127	178	65	50
	11%	10%	12%	-%	-%	-%	-%	16%	19%	14%	20%	14%	11%
								abcd	abcdj	abcd	abcdgj	abcd	abcd

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6596	3338	3258	602	579	735	719	822	806	777	761	402	393
Effective Weighted Sample	5243	2628	2615	380	379	566	562	690	680	640	643	378	369
Total	6636	3317	3320	406	414	650	660	902	890	906	904	453	452
(AGED 5-17 ONLY) Coding/ programming	662	387	276	-	-	73	61	138	90	124	97	51	28
	10%	12%	8%	-%	-%	11%	9%	15%	10%	14%	11%	11%	6%
		b				abj	ab	abdfj	ab	abj	ab	ab	ab
(AGED 8-17 ONLY) Make or edit music online	473	210	263	-	-	-	-	78	96	85	119	47	48
	7%	6%	8%	-%	-%	-%	-%	9%	11%	9%	13%	10%	11%
								abcd	abcd	abcd	abcde	abcd	abcd
(AGED 12-17 ONLY) Review or rate something online	460	215	245	-	-	-	-	-	-	127	146	88	99
	7%	6%	7%	-%	-%	-%	-%	-%	-%	14%	16%	20%	22%
										abcdef	abcdef	abcdef	abcdefg
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	390	125	265	-	-	-	-	39	76	59	116	26	72
	6%	4%	8%	-%	-%	-%	-%	4%	9%	7%	13%	6%	16%
			a					abcd	abcde	abcd	abcdegi	abcd	abcdefgi
(AGED 8-17 ONLY) Create an online photo book or calendar	328	117	211	-	-	-	-	47	57	47	96	24	58
	5%	4%	6%	-%	-%	-%	-%	5%	6%	5%	11%	5%	13%
			a					abcd	abcd	abcd	abcdefgi	abcd	abcdefgi
(AGED 8-17 ONLY) Make a vlog	244	100	144	-	-	-	-	36	58	44	56	21	30
	4%	3%	4%	-%	-%	-%	-%	4%	7%	5%	6%	5%	7%
								abcd	abcd	abcd	abcd	abcd	abcd

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6596	3338	3258	602	579	735	719	822	806	777	761	402	393
Effective Weighted Sample	5243	2628	2615	380	379	566	562	690	680	640	643	378	369
Total	6636	3317	3320	406	414	650	660	902	890	906	904	453	452
(AGED 12-17 ONLY) Make a website/ app or game	202	132	70	-	-	-	-	-	-	94	47	39	23
	3%	4%	2%	-%	-%	-%	-%	-%	-%	10%	5%	9%	5%
		b								abcdefhj	abcdef	abcdef	abcdef
(AGED 12-17 ONLY) Write blogs or articles	156	64	92	-	-	-	-	-	-	34	63	30	29
	2%	2%	3%	-%	-%	-%	-%	-%	-%	4%	7%	7%	6%
										abcdef	abcdef	abcdef	abcdef
(AGED 12-17 ONLY) Make a podcast	110	61	49	-	-	-	-	-	-	41	32	20	17
	2%	2%	1%	-%	-%	-%	-%	-%	-%	4%	4%	4%	4%
										abcdef	abcdef	abcdef	abcdef
None of these	1204	759	445	76	50	87	50	249	154	214	117	133	74
	18%	23%	13%	19%	12%	13%	8%	28%	17%	24%	13%	29%	16%
		b		d		d		abcdfhj	d	bcdfhj	d	abcdfhj	d
Don't know	137	69	67	3	1	9	7	19	28	22	21	17	10
	2%	2%	2%	1%	*%	1%	1%	2%	3%	2%	2%	4%	2%
									ab	b	b	abd	b
SUMMARY													
ANY OF THESE CREATIVE ACTIVITIES	5296	2488	2808	327	363	554	603	635	708	670	766	303	368
	80%	75%	85%	81%	88%	85%	91%	70%	80%	74%	85%	67%	81%
			a	ei	aefgi	efgi	acefghij		ei		egi		egi

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6596	845	3146	2406	4182	912	903	599	5786	810
Effective Weighted Sample	5243	528	2499	2076	3891	789	711	428	4622	625
Total	6636	565	3054	2807	5453	591	328	264	5780	857
Add funny filters to a photo	2778	228	1353	1138	2237	284	142	114	2428	350
	42%	40%	44%	41%	41%	48%	43%	43%	42%	41%
						a				
Make a drawing or picture online, or use colouring apps	2688	428	1679	516	2184	256	141	107	2357	331
	40%	76%	55%	18%	40%	43%	43%	40%	41%	39%
		bc	c							
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	1869	2	1041	774	1529	165	96	80	1639	231
	28%	*%	34%	28%	28%	28%	29%	30%	28%	27%
			ac	a						
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	1347	-	424	885	1118	105	74	50	1178	168
	20%	-%	14%	32%	20%	18%	23%	19%	20%	20%
			a	ab						
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	866	-	234	589	719	73	41	34	742	124
	13%	-%	8%	21%	13%	12%	12%	13%	13%	15%
			a	ab						
(AGED 8-17 ONLY) Make an animation, meme or gif	739	-	271	445	611	72	34	22	659	80
	11%	-%	9%	16%	11%	12%	11%	8%	11%	9%
			a	ab						

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

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.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6596	845	3146	2406	4182	912	903	599	5786	810
Effective Weighted Sample	5243	528	2499	2076	3891	789	711	428	4622	625
Total	6636	565	3054	2807	5453	591	328	264	5780	857
(AGED 5-17 ONLY) Coding/ programming	662	-	327	316	542	63	30	28	575	88
	10%	-%	11%	11%	10%	11%	9%	10%	10%	10%
			a	a						
(AGED 8-17 ONLY) Make or edit music online	473	-	145	316	406	36	13	18	437	36
	7%	-%	5%	11%	7%	6%	4%	7%	8%	4%
			a	ab	c				b	
(AGED 12-17 ONLY) Review or rate something online	460	-	2	428	383	38	20	19	405	56
	7%	-%	*%	15%	7%	6%	6%	7%	7%	6%
				ab						
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	390	-	95	280	323	30	19	17	338	52
	6%	-%	3%	10%	6%	5%	6%	6%	6%	6%
			a	ab						
(AGED 8-17 ONLY) Create an online photo book or calendar	328	-	92	228	263	33	16	16	293	36
	5%	-%	3%	8%	5%	6%	5%	6%	5%	4%
			a	ab						
(AGED 8-17 ONLY) Make a vlog	244	-	85	151	198	19	13	14	215	30
	4%	-%	3%	5%	4%	3%	4%	5%	4%	3%
			a	ab						
(AGED 12-17 ONLY) Make a website/ app or game	202	-	1	195	169	17	10	7	174	29
	3%	-%	*%	7%	3%	3%	3%	3%	3%	3%
				ab						

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

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.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	6596	845	3146	2406	4182	912	903	599	5786	810
Effective Weighted Sample	5243	528	2499	2076	3891	789	711	428	4622	625
Total	6636	565	3054	2807	5453	591	328	264	5780	857
(AGED 12-17 ONLY) Write blogs or articles	156 2%	- -%	1 *%	149 5% ab	128 2%	16 3%	4 1%	7 3%	139 2%	17 2%
(AGED 12-17 ONLY) Make a podcast	110 2%	- -%	- -%	104 4% ab	89 2%	11 2%	3 1%	7 3%	103 2%	7 1%
None of these	1204 18%	91 16%	505 17%	559 20% b	1011 19%	100 17%	50 15%	42 16%	1027 18%	177 21%
Don't know	137 2%	3 *%	54 2%	66 2% a	111 2%	9 1%	8 3%	9 3%	118 2%	19 2%
SUMMARY										
ANY OF THESE CREATIVE ACTIVITIES	5296 80%	471 83% c	2495 82% c	2182 78%	4331 79%	482 82%	269 82%	214 81%	4635 80%	661 77%

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

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.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6596	2011	1802	1376	1384	3813	2760	1281	5028	1863	2639	1549
Effective Weighted Sample	5243	1609	1434	1100	1146	3043	2231	1039	3978	1481	2082	1252
Total	6636	1862	1635	1398	1718	3496	3116	1316	5027	1986	2573	1483
Add funny filters to a photo	2778 42%	797 43%	716 44%	560 40%	695 40%	1514 43%	1255 40%	584 44%	2095 42%	833 42%	1093 42%	648 44%
Make a drawing or picture online, or use colouring apps	2688 40%	804 43% df	727 44% cdf	542 39%	610 35%	1531 44% cdf	1152 37%	540 41%	2030 40%	802 40%	1053 41%	609 41%
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	1869 28%	607 33% cdf	514 31% cdf	333 24%	409 24%	1121 32% cdf	742 24%	394 30%	1423 28%	496 25%	736 29%	474 32% a
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	1347 20%	428 23% cdf	354 22% df	260 19%	301 18%	781 22% cdf	561 18%	296 22%	1013 20%	372 19%	517 20%	359 24% ab
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	866 13%	290 16% bdf	199 12%	177 13%	194 11%	489 14%	371 12%	205 16%	642 13%	271 14%	295 11%	230 16% b
(AGED 8-17 ONLY) Make an animation, meme or gif	739 11%	251 13% bdf	165 10%	160 11%	162 9%	415 12%	322 10%	188 14% b	522 10%	227 11%	276 11%	186 13%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 7

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.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6596	2011	1802	1376	1384	3813	2760	1281	5028	1863	2639	1549
Effective Weighted Sample	5243	1609	1434	1100	1146	3043	2231	1039	3978	1481	2082	1252
Total	6636	1862	1635	1398	1718	3496	3116	1316	5027	1986	2573	1483
(AGED 5-17 ONLY) Coding/ programming	662	272	146	106	136	419	242	148	498	173	255	181
	10%	15%	9%	8%	8%	12%	8%	11%	10%	9%	10%	12%
		bcd				bcd						a
(AGED 8-17 ONLY) Make or edit music online	473	159	101	110	97	260	207	142	317	137	189	108
	7%	9%	6%	8%	6%	7%	7%	11%	6%	7%	7%	7%
		d						b				
(AGED 12-17 ONLY) Review or rate something online	460	184	103	72	100	287	171	114	328	117	166	140
	7%	10%	6%	5%	6%	8%	5%	9%	7%	6%	6%	9%
		bcd				cd						ab
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	390	150	92	64	80	242	144	102	270	106	146	110
	6%	8%	6%	5%	5%	7%	5%	8%	5%	5%	6%	7%
		bcd				cd		b				
(AGED 8-17 ONLY) Create an online photo book or calendar	328	123	67	77	57	190	134	76	243	110	118	79
	5%	7%	4%	6%	3%	5%	4%	6%	5%	6%	5%	5%
		bdf		d		d						
(AGED 8-17 ONLY) Make a vlog	244	83	64	50	46	147	96	65	169	71	93	53
	4%	4%	4%	4%	3%	4%	3%	5%	3%	4%	4%	4%

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6596	2011	1802	1376	1384	3813	2760	1281	5028	1863	2639	1549
Effective Weighted Sample	5243	1609	1434	1100	1146	3043	2231	1039	3978	1481	2082	1252
Total	6636	1862	1635	1398	1718	3496	3116	1316	5027	1986	2573	1483
(AGED 12-17 ONLY) Make a website/ app or game	202 3%	83 4% bcf	44 3%	24 2%	52 3%	126 4% c	76 2%	54 4%	137 3%	58 3%	93 4%	44 3%
(AGED 12-17 ONLY) Write blogs or articles	156 2%	73 4% bcdf	25 2%	29 2%	27 2%	98 3%	56 2%	49 4% b	100 2%	42 2%	51 2%	48 3%
(AGED 12-17 ONLY) Make a podcast	110 2%	52 3% bdf	19 1%	23 2%	17 1%	70 2%	40 1%	28 2%	71 1%	42 2%	38 1%	25 2%
None of these	1204 18%	250 13%	290 18% a	276 20% ae	380 22% abe	540 15%	656 21% ae	201 15%	948 19% a	362 18%	467 18%	244 16%
Don't know	137 2%	15 1%	33 2% a	30 2% a	58 3% ae	48 1%	88 3% ae	26 2%	92 2%	47 2% c	42 2%	13 1%
SUMMARY												
ANY OF THESE CREATIVE ACTIVITIES	5296 80%	1596 86% bcdf	1312 80% df	1092 78%	1280 75%	2908 83% cdf	2373 76%	1089 83%	3987 79%	1577 79%	2064 80%	1226 83%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
WhatsApp	3767 55%	1867 55%	1900 56%	225 25%	395 29%	973 54%	1447 80%	727 80%	225 25%	2815 56%	727 80%	1933 43%	1834 81%
						ab	abc	abc		a	ab		a
Snapchat	2596 38%	1326 39%	1270 37%	127 14%	223 16%	503 28%	1121 62%	622 69%	127 14%	1847 37%	622 69%	1089 24%	1507 67%
						ab	abc	abcd		a	ab		a
FaceTime	2150 32%	1137 34%	1014 30%	168 19%	315 23%	583 32%	683 38%	403 44%	168 19%	1580 32%	403 44%	1225 27%	926 41%
		b				ab	abc	abcd		a	ab		a
TikTok (Direct messaging)	1904 28%	1016 30%	888 26%	85 9%	162 12%	475 26%	804 44%	379 42%	85 9%	1440 29%	379 42%	915 20%	989 44%
		b				ab	abc	abc		a	ab		a
Instagram (Direct)	1836 27%	1009 30%	827 24%	57 6%	121 9%	253 14%	830 46%	575 63%	57 6%	1204 24%	575 63%	567 13%	1269 56%
		b				ab	abc	abcd		a	ab		a
(Facebook) Messenger	1637 24%	912 27%	725 21%	113 12%	186 14%	311 17%	586 32%	441 49%	113 12%	1083 22%	441 49%	713 16%	924 41%
		b				a	abc	abcd		a	ab		a
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	1167 17%	515 15%	651 19%	25 3%	92 7%	292 16%	477 26%	281 31%	25 3%	861 17%	281 31%	527 12%	639 28%
			a		a	ab	abc	abc		a	ab		a
Microsoft Teams	879 13%	473 14%	406 12%	25 3%	59 4%	239 13%	355 20%	201 22%	25 3%	653 13%	201 22%	409 9%	470 21%
						ab	abc	abc		a	ab		a
Zoom	633 9%	343 10%	289 8%	22 2%	89 7%	179 10%	203 11%	140 15%	22 2%	471 9%	140 15%	339 7%	293 13%
					a	ab	ab	abcd		a	ab		a

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

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.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Discord	612 9%	314 9%	297 9%	7 1%	33 2%	121 7%	298 16%	152 17%	7 1%	453 9%	152 17%	216 5%	396 17%
					a	ab	abc	abc		a	ab		a
Skype	484 7%	285 8%	199 6%	24 3%	61 4%	143 8%	162 9%	94 10%	24 3%	366 7%	94 10%	272 6%	212 9%
		b				ab	ab	ab		a	ab		a
Telegram	181 3%	120 4%	61 2%	14 2%	17 1%	41 2%	62 3%	47 5%	14 2%	119 2%	47 5%	85 2%	96 4%
		b					ab	abc			ab		a
Viber	138 2%	87 3%	51 1%	10 1%	14 1%	32 2%	55 3%	26 3%	10 1%	102 2%	26 3%	67 1%	70 3%
		b					ab	ab			a		a
Kik	113 2%	75 2%	37 1%	5 1%	12 1%	26 1%	39 2%	31 3%	5 1%	77 2%	31 3%	49 1%	64 3%
		b					ab	abc			ab		a
Signal	94 1%	56 2%	37 1%	5 1%	10 1%	23 1%	33 2%	23 3%	5 1%	66 1%	23 3%	46 1%	48 2%
								ab			a		a
Child sends messages or makes video/ voice calls on other apps/ sites	133 2%	72 2%	61 2%	12 1%	31 2%	37 2%	47 3%	7 1%	12 1%	115 2%	7 1%	89 2%	44 2%
							e			c			
Child does not send messages or make video or voice calls on ANY apps/ sites	1370 20%	642 19%	728 21%	469 52%	545 40%	308 17%	34 2%	15 2%	469 52%	886 18%	15 2%	1338 30%	33 1%
				bcde	cde	de			bc	c		b	

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

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.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Don't know	35	16	20	6	10	17	-	3	6	26	3	33	3
	1%	*%	1%	1%	1%	1%	-%	*%	1%	1%	*%	1%	*%
				d	d	d						b	

SUMMARY

ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS

	5389	2720	2669	431	805	1488	1778	888	431	4070	888	3160	2229
	79%	81%	78%	48%	59%	82%	98%	98%	48%	82%	98%	70%	98%
					a	ab	abc	abc		a	ab		a
Base for stats	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Mean number of apps/ sites (out of 16)	2.7	2.8	2.6	1.0	1.3	2.3	4.0	4.6	1.0	2.7	4.6	1.9	4.3
		b			a	ab	abc	abcd		a	ab		a
Standard deviation	2.47	2.59	2.34	1.61	1.71	2.06	2.38	2.52	1.61	2.35	2.52	2.06	2.43
Standard error	.03	.04	.04	.04	.04	.05	.06	.09	.04	.03	.09	.03	.05

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
WhatsApp	3767	1850	1917	120	105	198	197	474	499	702	745	357	370
	55%	54%	56%	26%	23%	29%	29%	52%	55%	77%	82%	79%	82%
								abcd	abcd	abcdef	abcdef	abcdef	abcdef
Snapchat	2596	1179	1417	65	62	106	117	204	300	517	604	287	334
	38%	35%	42%	14%	14%	16%	17%	22%	33%	57%	67%	63%	74%
			a					abc	abcde	abcdef	abcdefg	abcdef	abcdefgi
FaceTime	2150	948	1203	73	95	148	167	271	312	292	390	164	239
	32%	28%	35%	16%	21%	22%	25%	30%	34%	32%	43%	36%	53%
			a				a	abc	abcd	abcd	abcdefg	abcd	abcdefghi
TikTok (Direct messaging)	1904	880	1024	55	30	71	91	225	250	361	442	168	211
	28%	26%	30%	12%	7%	10%	13%	25%	28%	40%	49%	37%	47%
			a	b			b	abcd	abcd	abcdef	abcdefgi	abcdef	abcdefgi
Instagram (Direct)	1836	855	981	35	22	61	60	121	132	365	465	273	301
	27%	25%	29%	8%	5%	9%	9%	13%	15%	40%	51%	60%	67%
			a					ab	abcd	abcdef	abcdefg	abcdefgh	abcdefgh
(Facebook) Messenger	1637	818	819	65	48	90	96	177	134	277	309	210	231
	24%	24%	24%	14%	11%	13%	14%	19%	15%	31%	34%	46%	51%
								bc		abcdef	abcdef	abcdefgh	abcdefgh
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	1167	572	595	15	10	44	48	139	153	233	245	142	139
	17%	17%	18%	3%	2%	6%	7%	15%	17%	26%	27%	31%	31%
						b	ab	abcd	abcd	abcdef	abcdef	abcdef	abcdef
Microsoft Teams	879	428	450	15	10	36	23	120	119	155	200	103	99
	13%	13%	13%	3%	2%	5%	3%	13%	13%	17%	22%	23%	22%
								abcd	abcd	abcd	abcdef	abcdef	abcdef
Zoom	633	319	314	13	8	52	37	81	99	103	99	70	70
	9%	9%	9%	3%	2%	8%	5%	9%	11%	11%	11%	15%	16%
						ab	b	ab	abd	abd	abd	abcde	abcde

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Discord	612 9%	387 11% b	224 7%	7 1%	* *% b	20 3%	13 2% b	82 9% abcdf	39 4% ab	184 20% abcdefhj	115 13% abcdf	96 21% abcdefhj	56 12% abcdf
Skype	484 7%	245 7%	239 7%	15 3%	8 2%	30 4%	30 4%	65 7% ab	78 9% abcd	88 10% abcd	75 8% abcd	46 10% abcd	48 10% abcd
Telegram	181 3%	99 3%	82 2%	11 2%	3 1%	10 1%	7 1%	14 2%	26 3% b	34 4% bd	29 3% b	31 7% abcdefh	17 4% bd
Viber	138 2%	83 2%	55 2%	6 1%	4 1%	8 1%	6 1%	19 2%	13 1%	33 4% bcdf	22 2%	16 4% bcd	9 2%
Kik	113 2%	69 2%	43 1%	3 1%	1 *% b	5 1%	7 1%	17 2%	9 1%	26 3% bc	13 1%	19 4% abcdefh	12 3% bc
Signal	94 1%	53 2%	41 1%	4 1%	1 *% d	7 1%	2 *% bd	13 1%	10 1%	14 2%	19 2% d	14 3% bd	8 2%
Child sends messages or makes video/ voice calls on other apps/ sites	133 2%	70 2%	63 2%	5 1%	7 2%	16 2%	15 2%	21 2%	15 2%	23 3%	24 3% j	5 1%	1 *%
Child does not send messages or make video or voice calls on ANY apps/ sites	1370 20%	704 21%	666 20%	244 54% cdefghij	225 50% cdefghij	273 40% efghij	272 40% efghij	155 17% ghij	153 17% ghij	22 2%	11 1%	10 2%	5 1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Don't know	35	12	23	1	5	4	6	6	11	-	-	2	1
	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%
					g				gh				

SUMMARY

ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS

	5389	2681	2708	208	223	403	401	745	742	884	895	441	447
	79%	79%	80%	46%	49%	59%	59%	82%	82%	98%	99%	97%	99%
						ab	ab	abcd	abcd	abcdef	abcdef	abcdef	abcdef
Base for stats	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Mean number of apps/ sites (out of 16)	2.7	2.6	2.8	1.1	.9	1.3	1.4	2.3	2.4	3.8	4.2	4.4	4.7
			a			b	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh
Standard deviation	2.47	2.46	2.48	1.83	1.36	1.66	1.76	2.01	2.11	2.44	2.30	2.67	2.35
Standard error	.03	.04	.04	.07	.05	.06	.06	.07	.07	.09	.08	.13	.12

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
WhatsApp	3767	149	1251	2246	3126	326	174	142	3306	461
	55%	23%	40%	80%	56%	54%	52%	53%	56%	52%
			a	ab						
Snapchat	2596	84	659	1755	2082	257	134	123	2272	324
	38%	13%	21%	62%	37%	42%	40%	46%	38%	37%
			a	ab		a		a		
FaceTime	2150	112	879	1095	1756	221	102	72	1879	271
	32%	18%	28%	39%	31%	36%	30%	27%	32%	31%
			a	ab		ad				
TikTok (Direct messaging)	1904	49	571	1216	1539	181	93	91	1703	201
	28%	8%	18%	43%	28%	30%	28%	34%	29%	23%
			a	ab				a	b	
Instagram (Direct)	1836	35	334	1384	1523	149	92	73	1651	186
	27%	6%	11%	49%	27%	25%	27%	27%	28%	21%
			a	ab					b	
(Facebook) Messenger	1637	77	480	1003	1305	166	96	69	1443	193
	24%	12%	15%	36%	23%	28%	28%	26%	24%	22%
				ab			a			
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	1167	16	353	762	939	117	62	48	1013	153
	17%	2%	11%	27%	17%	19%	19%	18%	17%	17%
			a	ab						
Microsoft Teams	879	15	269	569	718	93	46	22	767	112
	13%	2%	9%	20%	13%	15%	14%	8%	13%	13%
			a	ab	d	d	d			
Zoom	633	16	254	340	540	43	31	18	567	65
	9%	3%	8%	12%	10%	7%	9%	7%	10%	7%
			a	ab						

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

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.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Discord	612	2	133	455	514	50	21	27	550	62
	9%	*%	4%	16%	9%	8%	6%	10%	9%	7%
			a	ab	c					
Skype	484	16	191	255	400	41	25	18	431	53
	7%	3%	6%	9%	7%	7%	7%	7%	7%	6%
			a	ab						
Telegram	181	7	59	110	147	14	10	10	164	17
	3%	1%	2%	4%	3%	2%	3%	4%	3%	2%
				ab						
Viber	138	7	48	77	118	6	8	6	130	8
	2%	1%	2%	3%	2%	1%	2%	2%	2%	1%
				b						
Kik	113	3	35	70	95	6	6	5	103	9
	2%	*%	1%	2%	2%	1%	2%	2%	2%	1%
				ab						
Signal	94	3	34	54	76	8	5	5	90	4
	1%	*%	1%	2%	1%	1%	2%	2%	2%	*%
				a						
Child sends messages or makes video/ voice calls on other apps/ sites	133	6	65	54	112	11	7	3	115	18
	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%
Child does not send messages or make video or voice calls on ANY apps/ sites	1370	346	930	54	1141	107	69	53	1172	198
	20%	54%	30%	2%	20%	18%	21%	20%	20%	22%
		bc	c							

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

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.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Don't know	35	5	22	5	31	2	1	1	27	8
	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%
SUMMARY										
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	5389	284	2180	2751	4413	495	266	215	4712	677
	79%	45%	70%	98%	79%	82%	79%	80%	80%	77%
			a	ab						
Base for stats	6795	636	3132	2810	5585	605	336	269	5912	883
Mean number of apps/ sites (out of 16)	2.7	.9	1.8	4.1	2.7	2.8	2.7	2.7	2.7	2.4
			a	ab					b	
Standard deviation	2.47	1.56	1.96	2.44	2.48	2.35	2.56	2.48	2.49	2.31
Standard error	.03	.05	.03	.05	.04	.08	.08	.10	.03	.08

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
WhatsApp	3767 55%	1118 59%	947 57%	784 55%	900 51%	2065 58%	1684 53%	769 57%	2853 55%	1138 56%	1435 55%	902 60%
		df	d			df						b
Snapchat	2596 38%	733 39%	576 34%	561 39%	714 40%	1309 37%	1275 40%	569 42%	1896 37%	844 42%	970 37%	575 38%
		df	d	d	b	df	b	b	b	b	b	
FaceTime	2150 32%	664 35%	549 33%	459 32%	469 27%	1213 34%	928 29%	462 34%	1601 31%	631 31%	826 31%	527 35%
		df	d	d		df						
TikTok (Direct messaging)	1904 28%	595 31%	414 25%	431 30%	457 26%	1009 28%	888 28%	437 32%	1362 26%	616 30%	713 27%	449 30%
		bd		b				b				
Instagram (Direct)	1836 27%	609 32%	402 24%	392 27%	421 24%	1011 28%	814 25%	426 32%	1324 26%	556 27%	677 26%	446 30%
		bdef				bd		b				
(Facebook) Messenger	1637 24%	458 24%	332 20%	361 25%	481 27%	790 22%	842 26%	399 30%	1153 22%	573 28%	656 25%	311 21%
		b		b	be		be	b		c	c	
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	1167 17%	351 18%	262 16%	261 18%	289 16%	614 17%	550 17%	262 19%	869 17%	357 18%	431 16%	284 19%
Microsoft Teams	879 13%	309 16%	215 13%	159 11%	189 11%	524 15%	348 11%	223 17%	617 12%	272 13%	312 12%	231 15%
		bcdf				cdf		b				b
Zoom	633 9%	255 13%	151 9%	109 8%	115 7%	407 11%	224 7%	129 10%	469 9%	173 9%	233 9%	186 12%
		bcdf				cdf						ab

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Discord	612 9%	223 12% bcdf	136 8%	115 8%	133 8%	359 10% f	248 8%	185 14% b	392 8%	161 8%	242 9%	156 10%
Skype	484 7%	213 11% bcdef	93 6%	94 7%	81 5%	307 9% bdf	175 5%	96 7%	359 7%	124 6%	188 7%	140 9% a
Telegram	181 3%	97 5% bcdef	27 2%	24 2%	32 2%	124 3% bcdf	56 2%	50 4% b	117 2%	48 2%	60 2%	62 4% ab
Viber	138 2%	62 3% cdf	34 2%	22 2%	19 1%	96 3% df	41 1%	30 2%	97 2%	32 2%	56 2%	42 3%
Kik	113 2%	46 2%	23 1%	21 1%	22 1%	68 2%	43 1%	24 2%	80 2%	37 2%	41 2%	27 2%
Signal	94 1%	57 3% bcdf	21 1%	8 1%	8 *%	78 2% cdf	16 1%	21 2%	67 1%	27 1%	34 1%	26 2%
Child sends messages or makes video/ voice calls on other apps/ sites	133 2%	43 2%	40 2%	24 2%	26 1%	84 2%	49 2%	29 2%	94 2%	36 2%	47 2%	42 3%
Child does not send messages or make video or voice calls on ANY apps/ sites	1370 20%	313 16%	348 21% a	300 21% a	406 23% ae	661 18%	706 22% ae	210 16%	1089 21% a	418 21%	514 20%	277 18%

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Don't know	35 1%	7 *%	10 1%	4 *%	14 1%	17 *%	18 1%	5 *%	23 *%	3 *%	14 1%	6 *%
SUMMARY												
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	5389 79%	1583 83% bcdf	1314 79%	1123 79%	1347 76%	2896 81% df	2470 77%	1129 84% b	4029 78%	1609 79%	2105 80%	1226 81%
Base for stats	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Mean number of apps/ sites (out of 16)	2.7	3.1 bcdef	2.5	2.7	2.5	2.8 bdf	2.6	3.1 b	2.6	2.8	2.6	2.9 b
Standard deviation	2.47	2.71	2.31	2.41	2.36	2.54	2.38	2.51	2.43	2.51	2.37	2.64
Standard error	.03	.06	.05	.06	.06	.04	.04	.07	.03	.06	.05	.07
Columns Tested: a,b,c,d,e,f - a,b - a,b,c												

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 9

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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
YouTube/ YouTube Kids	5641	2762	2879	760	1150	1547	1462	723	760	4158	723	3834	1808
	83%	82%	84%	84%	85%	85%	81%	80%	84%	83%	80%	85%	80%
					e	de						b	
TikTok	2807	1396	1412	113	248	715	1166	566	113	2129	566	1343	1464
	41%	41%	41%	12%	18%	39%	64%	62%	12%	43%	62%	30%	65%
					a	ab	abc	abc		a	ab		a
Instagram	1567	842	725	58	103	233	683	490	58	1019	490	509	1058
	23%	25%	21%	6%	8%	13%	38%	54%	6%	20%	54%	11%	47%
		b				ab	abc	abcd		a	ab		a
Snapchat	1411	744	668	69	137	267	606	332	69	1010	332	601	810
	21%	22%	20%	8%	10%	15%	33%	37%	8%	20%	37%	13%	36%
						ab	abc	abc		a	ab		a
Facebook (inc. Facebook Gaming)	1019	550	469	63	113	177	399	266	63	690	266	420	599
	15%	16%	14%	7%	8%	10%	22%	29%	7%	14%	29%	9%	26%
		b					abc	abcd		a	ab		a
Twitch	483	282	202	16	42	91	222	113	16	355	113	198	285
	7%	8%	6%	2%	3%	5%	12%	12%	2%	7%	12%	4%	13%
		b				a	abc	abc		a	ab		a
Pinterest	334	177	157	15	27	56	143	93	15	226	93	134	200
	5%	5%	5%	2%	2%	3%	8%	10%	2%	5%	10%	3%	9%
							abc	abc		a	ab		a
Vimeo	145	77	67	5	25	34	40	40	5	99	40	73	72
	2%	2%	2%	1%	2%	2%	2%	4%	1%	2%	4%	2%	3%
						a	a	abcd		a	ab		a
GoNoodle	128	73	55	11	39	39	24	14	11	103	14	101	27
	2%	2%	2%	1%	3%	2%	1%	2%	1%	2%	2%	2%	1%
					d							b	
Dailymotion	99	59	39	2	8	32	27	29	2	67	29	47	51
	1%	2%	1%	*%	1%	2%	1%	3%	*%	1%	3%	1%	2%
						ab	a	abd		a	ab		a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Triller	89 1%	64 2% b	24 1%	5 1%	9 1%	18 1%	33 2%	24 3%	5 1%	60 1%	24 3%	44 1%	44 2%
Fruitlab	61 1%	42 1% b	20 1%	4 *%	9 1%	11 1%	25 1%	12 1%	4 *%	46 1%	12 1%	34 1%	27 1%
Clash	61 1%	47 1% b	14 *%	7 1%	12 1%	13 1%	23 1%	7 1%	7 1%	47 1%	7 1%	38 1%	23 1%
Imgur	43 1%	30 1%	14 *%	4 *%	6 *%	3 *%	18 1%	12 1%	4 *%	27 1%	12 1%	22 *%	21 1%
GROM social	42 1%	33 1% b	10 *%	1 *%	6 *%	7 *%	16 1%	11 1%	1 *%	30 1%	11 1%	21 *%	21 1%
Child watches videos on other apps/ sites	285 4%	138 4%	147 4%	46 5% b	35 3%	68 4%	98 5% b	39 4%	46 5%	200 4%	39 4%	169 4%	115 5%
Child does not watch videos on ANY apps/ sites	284 4%	156 5%	128 4%	74 8% cde	95 7% cde	59 3%	32 2%	23 3%	74 8% bc	186 4%	23 3%	233 5% b	50 2%
Don't know	18 *%	10 *%	7 *%	1 *%	6 *%	7 *%	2 *%	1 *%	1 *%	15 *%	1 *%	14 *%	3 *%
SUMMARY													
ANY APPS/ SITES USED TO WATCH VIDEOS	6494 96%	3212 95%	3282 96%	831 92%	1258 93%	1746 96% ab	1778 98% abc	881 97% ab	831 92%	4782 96% a	881 97% a	4282 95%	2211 98% a

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

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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Base for stats	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Mean number of apps/ sites (out of 16)	2.1	2.2	2.0	1.3	1.4	1.8	2.8	3.1	1.3	2.1	3.1	1.7	2.9
		b			a	ab	abc	abcd		a	ab		a
Standard deviation	1.62	1.75	1.48	1.04	1.24	1.29	1.75	1.92	1.04	1.56	1.92	1.36	1.78
Standard error	.02	.03	.03	.03	.03	.03	.04	.07	.03	.02	.07	.02	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
YouTube/ YouTube Kids	5641	2857	2784	371	389	587	563	780	767	745	716	375	349
	83%	84%	82%	82%	86%	86%	83%	86%	85%	82%	79%	83%	77%
TikTok	2807	1322	1485	72	41	116	132	343	372	536	630	255	311
	41%	39%	44%	16%	9%	17%	19%	38%	41%	59%	70%	56%	69%
			a	b	b	b	abcd	abcd	abcd	abcdef	abcdefgi	abcdef	abcdefgi
Instagram	1567	722	844	39	19	57	46	100	133	308	375	218	272
	23%	21%	25%	9%	4%	8%	7%	11%	15%	34%	41%	48%	60%
			a	b	b	b	bd	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi
Snapchat	1411	644	767	39	30	61	76	115	151	275	331	153	179
	21%	19%	23%	9%	7%	9%	11%	13%	17%	30%	37%	34%	40%
			a					b	abcd	abcdef	abcdef	abcdef	abcdefg
Facebook (inc. Facebook Gaming)	1019	525	494	30	33	49	64	103	74	208	191	134	132
	15%	15%	15%	7%	7%	7%	9%	11%	8%	23%	21%	30%	29%
								a		abcdef	abcdef	abcdefh	abcdefh
Twitch	483	336	147	13	4	29	13	61	30	152	70	81	31
	7%	10%	4%	3%	1%	4%	2%	7%	3%	17%	8%	18%	7%
		b				b		abdf	b	abcdefhj	abdf	abcdefhj	abdf
Pinterest	334	116	218	8	7	12	15	25	31	46	97	25	68
	5%	3%	6%	2%	1%	2%	2%	3%	3%	5%	11%	5%	15%
			a							abcd	abcdefgi	abcd	abcdefgi
Vimeo	145	87	58	4	1	16	9	20	14	27	13	20	21
	2%	3%	2%	1%	1%	2%	1%	2%	2%	3%	1%	4%	5%
						b		b		b		abdfh	abdfh
GoNoodle	128	72	55	7	5	20	19	19	20	18	6	8	6
	2%	2%	2%	1%	1%	3%	3%	2%	2%	2%	1%	2%	1%
						h	h						

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 16-17	
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15		MALE 16-17
		a	b	a	b	c	d	e	f	g	h	i	j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Dailymotion	99 1%	59 2%	40 1%	1 *%	2 *%	3 *%	5 1%	21 2% abc	10 1%	16 2%	11 1%	18 4% abcdfh	11 2% abc
Triller	89 1%	51 1%	38 1%	1 *%	4 1%	5 1%	4 1%	12 1%	6 1%	21 2% af	12 1%	11 3% af	12 3% acdf
Fruitlab	61 1%	32 1%	29 1%	* *%	3 1%	5 1%	4 1%	9 1%	3 *%	13 1%	13 1%	5 1%	6 1%
Clash	61 1%	33 1%	28 1%	3 1%	3 1%	10 1%	2 *%	7 1%	6 1%	9 1%	13 1%	3 1%	3 1%
Imgur	43 1%	28 1%	16 *%	1 *%	3 1%	6 1%	* *%	2 *%	1 *%	13 1% df	5 1%	5 1%	7 1% df
GROM social	42 1%	32 1% b	10 *%	1 *%	* *%	4 1%	2 *%	7 1%	* *%	12 1% f	4 *%	7 2% bf	3 1%
Child watches videos on other apps/ sites	285 4%	138 4%	147 4%	15 3%	31 7% cd	21 3%	14 2%	34 4%	34 4%	48 5% d	50 5% d	21 5%	18 4%
Child does not watch videos on ANY apps/ sites	284 4%	131 4%	153 4%	47 10% ceghij	27 6% egh	36 5% gh	59 9% efghij	24 3%	35 4% g	13 1%	19 2%	11 2%	12 3%
Don't know	18 *%	6 *%	11 *%	1 *%	* *%	3 *%	3 *%	1 *%	7 1%	1 *%	1 *%	1 *%	- -%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
SUMMARY													
ANY APPS/ SITES USED TO WATCH VIDEOS	6494	3260	3233	405	425	641	617	882	864	892	886	441	441
	96%	96%	95%	89%	94%	94%	91%	97%	95%	98%	98%	97%	97%
						a		abcd	ad	abcdf	abcd	ad	ad
Base for stats	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Mean number of apps/ sites (out of 16)	2.1	2.1	2.1	1.3	1.3	1.5	1.4	1.8	1.8	2.7	2.8	3.0	3.2
						b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdefgh
Standard deviation	1.62	1.68	1.56	1.18	.87	1.29	1.19	1.32	1.25	1.86	1.64	2.03	1.80
Standard error	.02	.03	.03	.05	.03	.05	.04	.05	.04	.07	.06	.10	.09
Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j													

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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
YouTube/ YouTube Kids	5641	538	2685	2269	4623	515	281	222	4920	721
	83%	85%	86%	81%	83%	85%	84%	83%	83%	82%
TikTok	2807	74	864	1770	2254	286	141	127	2492	316
	41%	12%	28%	63%	40%	47%	42%	47%	42%	36%
			a	ab		a		a	b	
Instagram	1567	35	305	1157	1291	127	77	71	1409	158
	23%	5%	10%	41%	23%	21%	23%	26%	24%	18%
			a	ab					b	
Snapchat	1411	39	374	949	1153	129	70	60	1268	143
	21%	6%	12%	34%	21%	21%	21%	22%	21%	16%
			a	ab					b	
Facebook (inc. Facebook Gaming)	1019	44	277	642	819	96	58	46	907	112
	15%	7%	9%	23%	15%	16%	17%	17%	15%	13%
				ab						
Twitch	483	9	120	332	397	42	20	24	437	46
	7%	1%	4%	12%	7%	7%	6%	9%	7%	5%
			a	ab						
Pinterest	334	9	76	231	284	18	16	17	302	33
	5%	1%	2%	8%	5%	3%	5%	6%	5%	4%
				ab		b		b		
Vimeo	145	5	52	80	125	7	6	7	129	16
	2%	1%	2%	3%	2%	1%	2%	3%	2%	2%
				ab						
GoNoodle	128	8	78	39	104	9	7	7	114	13
	2%	1%	2%	1%	2%	2%	2%	3%	2%	2%
			c							
Dailymotion	99	2	37	53	91	3	1	4	91	7
	1%	*%	1%	2%	2%	*%	*%	1%	2%	1%
				a						

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

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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Triller	89 1%	3 1%	28 1%	58 2% ab	77 1%	6 1%	2 1%	4 2%	80 1%	9 1%
Fruitlab	61 1%	2 *%	21 1%	38 1%	50 1%	4 1%	2 1%	5 2%	58 1%	3 *%
Clash	61 1%	3 *%	27 1%	31 1%	54 1%	2 *%	2 1%	2 1%	51 1%	9 1%
Imgur	43 1%	3 *%	11 *%	30 1% b	39 1%	* *%	2 1%	2 1%	39 1%	4 *%
GROM social	42 1%	1 *%	12 *%	28 1% b	35 1%	1 *%	2 1%	4 2%	39 1%	3 *%
Child watches videos on other apps/sites	285 4%	34 5%	105 3%	132 5%	234 4%	27 4%	11 3%	12 4%	244 4%	41 5%
Child does not watch videos on ANY apps/ sites	284 4%	54 9% bc	156 5% c	57 2%	241 4%	23 4%	12 4%	7 3%	234 4%	50 6%
Don't know	18 *%	1 *%	8 *%	5 *%	13 *%	2 *%	1 *%	1 *%	13 *%	4 *%
SUMMARY										
ANY APPS/ SITES USED TO WATCH VIDEOS	6494 96%	580 91%	2968 95% a	2749 98% ab	5331 95%	580 96%	323 96%	260 97%	5665 96%	829 94%
Base for stats	6795	636	3132	2810	5585	605	336	269	5912	883
Columns Tested: a,b,c - a,b,c,d - a,b										

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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Mean number of apps/ sites (out of 16)	2.1	1.3	1.6	2.8	2.1	2.1	2.1	2.3	2.1	1.9
Standard deviation	1.62	1.04	1.25	1.80	1.63	1.50	1.57	1.71	1.64	1.48
Standard error	.02	.03	.02	.04	.02	.05	.05	.07	.02	.05

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 9

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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
YouTube/ YouTube Kids	5641 83%	1590 84%	1413 85%	1184 83%	1435 81%	3003 84%	2619 82%	1098 82%	4302 84%	1679 83%	2173 83%	1270 84%
TikTok	2807 41%	796 42%	632 38%	611 43% b	759 43% b	1427 40%	1370 43% b	618 46% b	2074 40%	900 44%	1082 41%	641 42%
Instagram	1567 23%	530 28% bcdf	349 21%	316 22%	365 21%	878 25% bdf	681 21%	352 26% b	1133 22%	458 23%	574 22%	416 28% ab
Snapchat	1411 21%	434 23% b	312 19%	284 20%	377 21%	745 21%	662 21%	301 22%	1026 20%	447 22%	542 21%	326 22%
Facebook (inc. Facebook Gaming)	1019 15%	330 17% be	184 11%	217 15% b	287 16% b	515 14% b	504 16% b	257 19% b	691 13%	335 16%	393 15%	223 15%
Twitch	483 7%	186 10% bcdf	110 7%	91 6%	96 5%	297 8% df	187 6%	121 9% b	333 6%	121 6%	194 7%	135 9% a
Pinterest	334 5%	141 7% bcdf	75 4%	55 4%	58 3%	216 6% cdf	114 4%	103 8% b	212 4%	105 5%	116 4%	98 6% b
Vimeo	145 2%	73 4% bcdf	32 2%	14 1%	25 1%	106 3% cdf	39 1%	23 2%	112 2%	30 2%	61 2%	46 3% a
GoNoodle	128 2%	48 2%	33 2%	17 1%	30 2%	80 2%	47 1%	28 2%	91 2%	44 2%	55 2%	26 2%
Dailymotion	99 1%	50 3% df	23 1% d	19 1%	6 *% df	73 2% df	25 1%	25 2%	67 1%	26 1%	37 1%	33 2%

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Triller	89 1%	54 3%	9 1%	13 1%	13 1%	63 2%	26 1%	21 2%	63 1%	29 1%	27 1%	30 2%
		bcd				bf						
Fruitlab	61 1%	38 2%	15 1%	4 *%	5 *%	53 1%	8 *%	15 1%	42 1%	16 1%	32 1%	14 1%
		bcd				cd						
Clash	61 1%	32 2%	8 *%	8 1%	13 1%	40 1%	21 1%	17 1%	39 1%	19 1%	27 1%	11 1%
		bcf										
Imgur	43 1%	33 2%	3 *%	4 *%	4 *%	36 1%	7 *%	13 1%	27 1%	10 *%	19 1%	13 1%
		bcd				bdf						
GROM social	42 1%	23 1%	6 *%	3 *%	9 1%	30 1%	12 *%	11 1%	27 1%	16 1%	13 *%	11 1%
		bcf										
Child watches videos on other apps/sites	285 4%	76 4%	73 4%	41 3%	91 5%	149 4%	132 4%	66 5%	208 4%	93 5%	113 4%	49 3%
					c							
Child does not watch videos on ANY apps/ sites	284 4%	75 4%	70 4%	61 4%	76 4%	146 4%	137 4%	40 3%	222 4%	69 3%	108 4%	70 5%
Don't know	18 *%	2 *%	5 *%	5 *%	4 *%	8 *%	9 *%	3 *%	14 *%	8 *%	7 *%	1 *%

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
SUMMARY												
ANY APPS/ SITES USED TO WATCH VIDEOS	6494 96%	1825 96%	1596 95%	1361 95%	1687 95%	3421 96%	3048 95%	1301 97%	4906 95%	1952 96%	2517 96%	1438 95%
Base for stats	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Mean number of apps/ sites (out of 16)	2.1	2.3	2.0	2.0	2.0	2.2	2.0	2.3	2.0	2.1	2.1	2.2
		bcdef				bcdf		b				b
Standard deviation	1.62	1.95	1.47	1.43	1.49	1.75	1.46	1.65	1.57	1.56	1.60	1.81
Standard error	.02	.04	.03	.04	.04	.03	.03	.05	.02	.04	.03	.05

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

QP6/ QC5. Does your child ever upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Yes	2147	1147	1000	97	225	567	854	405	97	1646	405	1109	1039
	32%	34%	29%	11%	17%	31%	47%	45%	11%	33%	45%	24%	46%
		b			a	ab	abc	abc		a	ab		a
No	4605	2211	2395	806	1124	1238	941	497	806	3303	497	3399	1206
	68%	65%	70%	89%	83%	68%	52%	55%	89%	66%	55%	75%	53%
			a	bcde	cde	de			bc	c		b	
Don't know	42	20	22	4	10	7	17	5	4	34	5	22	20
	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	1%

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

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.

QP6/ QC5. Does your child ever upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Yes	2147	1002	1146	54	43	109	115	283	284	378	476	176	228
	32%	29%	34%	12%	9%	16%	17%	31%	31%	42%	53%	39%	50%
			a			b	b	abcd	abcd	abcdef	abcdefgi	abcd	abcdefgi
No	4605	2375	2231	395	410	565	559	620	618	519	422	275	221
	68%	70%	66%	87%	91%	83%	82%	68%	68%	57%	47%	61%	49%
		b		efghij	cdefghij	efghij	efghij	ghj	ghj	hj		hj	
Don't know	42	21	21	4	-	5	5	3	4	9	8	1	3
	1%	1%	1%	1%	-%	1%	1%	*%	*%	1%	1%	*%	1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP6/ QC5. Does your child ever upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Yes	2147	59	717	1297	1754	201	97	95	1921	227
	32%	9%	23%	46%	31%	33%	29%	35%	32%	26%
			a	ab					b	
No	4605	577	2397	1491	3793	401	238	174	3949	656
	68%	91%	77%	53%	68%	66%	71%	65%	67%	74%
		bc	c							a
Don't know	42	-	18	22	38	3	1	-	41	1
	1%	-%	1%	1%	1%	*%	*%	-%	1%	*%

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

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.

QP6/ QC5. Does your child ever upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE					IMPACTING OR LIMITING CONDITIONS			FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Yes	2147 32%	666 35%	473 28%	473 33%	526 30%	1138 32%	998 31%	537 40%	1498 29%	687 34%	816 31%	499 33%
No	4605 68%	1230 65%	1186 71%	942 66%	1231 70%	2416 68%	2173 68%	800 60%	3612 70%	1328 65%	1801 68%	1006 67%
Don't know	42 1%	7 *%	13 1%	12 1%	10 1%	20 1%	22 1%	6 *%	32 1%	15 1%	16 1%	4 *%

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	1984	1052	932	130	253	532	721	348	130	1506	348	1100	884
Effective Weighted Sample	1643	876	767	85	191	445	604	326	85	1235	326	867	777
Total	2147	1147	1000	97	225	567	854	405	97	1646	405	1109	1039
TikTok	1354 63%	703 61%	651 65%	32 33%	90 40%	360 63%	614 72%	259 64%	32 33%	1064 65%	259 64%	644 58%	710 68%
						ab	abc	ab		a	a		a
Snapchat	807 38%	410 36%	397 40%	27 27%	48 22%	163 29%	364 43%	205 51%	27 27%	575 35%	205 51%	328 30%	479 46%
							abc	abc			ab		a
YouTube/ YouTube Kids	777 36%	418 36%	358 36%	45 47%	122 54%	223 39%	265 31%	121 30%	45 47%	610 37%	121 30%	467 42%	310 30%
				de	cde	de			c			b	
Instagram	683 32%	389 34%	294 29%	20 21%	50 22%	98 17%	314 37%	200 49%	20 21%	462 28%	200 49%	226 20%	456 44%
							abc	abcd			ab		a
Facebook (inc. Facebook Gaming)	412 19%	240 21%	172 17%	18 19%	41 18%	70 12%	167 20%	116 29%	18 19%	278 17%	116 29%	166 15%	246 24%
							c	bcd			b		a
Twitch	141 7%	85 7%	56 6%	4 4%	13 6%	29 5%	65 8%	30 7%	4 4%	106 6%	30 7%	57 5%	83 8%
Pinterest	99 5%	68 6%	30 3%	6 6%	15 7%	18 3%	34 4%	26 6%	6 6%	67 4%	26 6%	49 4%	49 5%
		b											
Vimeo	58 3%	43 4%	15 2%	6 6%	7 3%	13 2%	21 2%	12 3%	6 6%	41 2%	12 3%	34 3%	24 2%
		b											
GoNoodle	48 2%	37 3%	11 1%	9 10%	8 3%	5 1%	17 2%	9 2%	9 10%	30 2%	9 2%	31 3%	17 2%
		b		cde					bc				
Triller	44 2%	38 3%	6 1%	3 3%	3 1%	9 2%	17 2%	12 3%	3 3%	29 2%	12 3%	23 2%	21 2%
		b											

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

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	1984	1052	932	130	253	532	721	348	130	1506	348	1100	884
Effective Weighted Sample	1643	876	767	85	191	445	604	326	85	1235	326	867	777
Total	2147	1147	1000	97	225	567	854	405	97	1646	405	1109	1039
Dailymotion	37 2%	30 3%	8 1%	10 10%	2 1%	4 1%	12 1%	9 2%	10 10%	19 1%	9 2%	20 2%	17 2%
		b		bcde					bc				
Imgur	33 2%	26 2%	6 1%	6 6%	2 1%	6 1%	9 1%	10 2%	6 6%	17 1%	10 2%	18 2%	15 1%
		b		cd					b				
Clash	31 1%	22 2%	9 1%	3 3%	2 1%	4 1%	15 2%	8 2%	3 3%	21 1%	8 2%	17 1%	15 1%
Fruitlab	31 1%	20 2%	11 1%	6 6%	4 2%	7 1%	9 1%	6 1%	6 6%	19 1%	6 1%	21 2%	10 1%
				cd					b				
GROM social	25 1%	22 2%	3 *%	5 5%	4 2%	5 1%	8 1%	3 1%	5 5%	18 1%	3 1%	18 2%	7 1%
		b		d					b				
Child uploads videos to other apps/sites	53 2%	25 2%	28 3%	7 7%	11 5%	16 3%	13 1%	7 2%	7 7%	39 2%	7 2%	36 3%	17 2%
				d	d								
Don't know	13 1%	12 1%	2 *%	2 2%	6 3%	3 1%	2 *%	1 *%	2 2%	11 1%	1 *%	12 1%	1 *%
					d								
SUMMARY													
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2134 99%	1135 99%	999 100%	95 98%	219 97%	564 99%	852 100%	403 100%	95 98%	1635 99%	403 100%	1097 99%	1037 100%
							b						
Base for stats	2147	1147	1000	97	225	567	854	405	97	1646	405	1109	1039
Columns Tested: a,b - a,b,c,d,e - a,b,c - a,b													

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	1984	1052	932	130	253	532	721	348	130	1506	348	1100	884
Total	2147	1147	1000	97	225	567	854	405	97	1646	405	1109	1039
Mean number of apps/ sites (out of 16)	2.2	2.2	2.1	2.1	1.9	1.8	2.3	2.5	2.1	2.1	2.5	1.9	2.4
Standard deviation	1.59	b	b	b	b	b	bc	bc	bc	b	b	a	a
Standard error	.04	1.79	1.32	1.89	1.47	1.28	1.61	1.80	1.89	1.50	1.80	1.59	1.56
		.04	.04	.17	.09	.06	.06	.10	.17	.04	.10	.05	.05

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

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%	a	b	~a	~b	c	d	e	f	g	h	i	j	
Unweighted total	1984	930	1054	76	54	125	128	257	275	319	402	153	195
Effective Weighted Sample	1643	766	878	49	36	94	97	219	227	265	340	144	182
Total	2147	1002	1146	54	43	109	115	283	284	378	476	176	228
TikTok	1354 63%	547 55%	807 70% a	** **	** **	44 40%	46 40%	153 54%	206 73% cdei	235 62% cd	378 80% cdegi	94 54%	165 72% cdei
Snapchat	807 38%	315 31%	492 43% a	** **	** **	27 24%	22 19%	63 22%	100 35% de	138 36% de	226 48% cdefg	76 43% cde	128 56% cdefg
YouTube/ YouTube Kids	777 36%	464 46% b	313 27%	** **	** **	60 55% fhj	62 54% fhj	135 48% fhj	88 31% h	167 44% fhj	98 21%	75 43% hj	46 20%
Instagram	683 32%	281 28%	401 35% a	** **	** **	27 24%	24 21%	46 16%	52 18%	115 30% ef	199 42% cdefg	82 46% cdefg	118 52% cdefg
Facebook (inc. Facebook Gaming)	412 19%	210 21%	202 18%	** **	** **	16 14%	26 22%	37 13%	33 12%	90 24% ef	76 16%	57 32% cefh	60 26% efh
Twitch	141 7%	84 8% b	56 5%	** **	** **	6 6%	6 5%	18 7%	10 4%	36 10% f	29 6%	21 12% fj	9 4%
Pinterest	99 5%	55 5%	44 4%	** **	** **	11 10% f	4 4%	12 4%	6 2%	17 5%	17 4%	11 6%	15 6%
Vimeo	58 3%	38 4%	20 2%	** **	** **	5 5%	2 1%	10 4%	3 1%	12 3%	9 2%	7 4%	5 2%
GoNoodle	48 2%	29 3%	19 2%	** **	** **	6 5% f	1 1%	4 1%	1 *%	8 2%	9 2%	5 3%	4 2%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	1984	930	1054	76	54	125	128	257	275	319	402	153	195
Effective Weighted Sample	1643	766	878	49	36	94	97	219	227	265	340	144	182
Total	2147	1002	1146	54	43	109	115	283	284	378	476	176	228
Triller	44 2%	28 3%	16 1%	** **	** **	2 2%	1 1%	7 2%	2 1%	10 3%	7 1%	6 4%	5 2%
Dailymotion	37 2%	20 2%	17 1%	** **	** **	1 *%	2 2%	2 1%	2 1%	7 2%	5 1%	5 3%	4 2%
Imgur	33 2%	20 2%	13 1%	** **	** **	2 2%	* *%	4 1%	2 1%	5 1%	4 1%	6 3%	4 2%
Clash	31 1%	21 2%	11 1%	** **	** **	2 2%	- -%	2 1%	2 1%	9 2%	6 1%	6 3%	2 1%
Fruitlab	31 1%	22 2%	9 1%	** **	** **	4 3%	* *%	5 2%	2 1%	8 2%	1 *%	4 3%	2 1%
GROM social	25 1%	15 1%	11 1%	** **	** **	3 3%	1 1%	2 1%	3 1%	3 1%	5 1%	3 2%	- -%
Child uploads videos to other apps/ sites	53 2%	25 3%	27 2%	** **	** **	6 6%	5 4%	6 2%	10 4%	7 2%	5 1%	3 2%	4 2%
Don't know	13 1%	8 1%	6 *%	** **	** **	2 1%	4 4%	3 1%	- -%	2 *%	- -%	- -%	1 1%
SUMMARY													
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2134 99%	994 99%	1140 100%	** **	** **	108 99%	111 96%	280 99%	284 100%	376 100%	476 100%	176 100%	227 99%
Base for stats	2147	1002	1146	**	**	109	115	283	284	378	476	176	228
Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j									d		d		

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	1984	930	1054	76	54	125	128	257	275	319	402	153	195
Total	2147	1002	1146	54	43	109	115	283	284	378	476	176	228
Mean number of apps/ sites (out of 16)	2.2	2.2	2.1	**	**	2.0	1.8	1.8	1.8	2.3	2.3	2.6	2.5
Standard deviation	1.59	1.80	1.38	**	**	1.64	1.28	1.30	1.25	def	def	def	cdef
Standard error	.04	.06	.04	**	**	.15	.11	.08	.08	.10	.07	.18	.10

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	1984	83	732	1104	1303	272	225	184	1801	183
Effective Weighted Sample	1643	51	588	952	1217	252	185	137	1492	154
Total	2147	59	717	1297	1754	201	97	95	1921	227
TikTok	1354	**	384	904	1083	139	69	63	1212	142
	63%	**	54%	70%	62%	69%	71%	67%	63%	63%
				b						
Snapchat	807	**	183	577	654	71	45	37	721	86
	38%	**	26%	44%	37%	35%	46%	39%	38%	38%
				b						
YouTube/ YouTube Kids	777	**	328	397	639	70	33	35	700	77
	36%	**	46%	31%	36%	35%	34%	37%	36%	34%
			c							
Instagram	683	**	126	514	571	51	31	29	617	65
	32%	**	18%	40%	33%	26%	32%	31%	32%	29%
				b						
Facebook (inc. Facebook Gaming)	412	**	104	277	342	31	18	21	362	51
	19%	**	14%	21%	20%	15%	18%	22%	19%	22%
				b						
Twitch	141	**	38	97	115	15	5	5	129	12
	7%	**	5%	8%	7%	8%	5%	5%	7%	5%
Pinterest	99	**	27	63	84	4	4	7	88	10
	5%	**	4%	5%	5%	2%	4%	7%	5%	5%
Vimeo	58	**	19	32	50	2	4	3	52	7
	3%	**	3%	2%	3%	1%	4%	3%	3%	3%
GoNoodle	48	**	14	27	40	2	3	3	47	1
	2%	**	2%	2%	2%	1%	3%	3%	2%	*%
Triller	44	**	10	30	38	2	3	1	41	3
	2%	**	1%	2%	2%	1%	3%	1%	2%	1%
Dailymotion	37	**	8	22	32	1	3	1	36	1
	2%	**	1%	2%	2%	1%	3%	1%	2%	1%

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

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	1984	83	732	1104	1303	272	225	184	1801	183
Effective Weighted Sample	1643	51	588	952	1217	252	185	137	1492	154
Total	2147	59	717	1297	1754	201	97	95	1921	227
Imgur	33 2%	** **	12 2%	17 1%	30 2%	1 *%	1 1%	1 1%	28 1%	5 2%
Clash	31 1%	** **	6 1%	22 2%	25 1%	2 1%	1 1%	3 3%	30 2%	1 *%
Fruitlab	31 1%	** **	12 2%	17 1%	26 1%	* *%	1 1%	3 3%	29 2%	2 1%
GROM social	25 1%	** **	11 1%	12 1%	22 1%	1 *%	1 1%	1 1%	21 1%	4 2%
Child uploads videos to other apps/ sites	53 2%	** **	22 3%	26 2%	47 3%	3 2%	1 1%	1 1%	45 2%	7 3%
Don't know	13 1%	** **	9 1%	3 *%	12 1%	- -%	- -%	1 2%	12 1%	1 1%
SUMMARY										
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2134 99%	** **	707 99%	1294 100%	1742 99%	201 100%	97 100%	94 98%	1909 99%	225 99%
Base for stats	2147	**	717	1297	1754	201	97	95	1921	227
Mean number of apps/ sites (out of 16)	2.2	**	1.8	2.3 b	2.2	2.0	2.3	2.3	2.2	2.1
Standard deviation	1.59	**	1.32	1.69	1.61	1.35	1.69	1.67	1.60	1.51
Standard error	.04	**	.05	.05	.04	.08	.11	.12	.04	.11
Columns Tested: a,b,c - a,b,c,d - a,b										

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1984	682	473	428	392	1155	820	491	1385	600	790	471
Effective Weighted Sample	1643	557	397	359	341	954	696	409	1146	496	646	397
Total	2147	666	473	473	526	1138	998	537	1498	687	816	499
TikTok	1354 63%	398 60%	279 59%	325 69%	348 66%	677 59%	673 67%	332 62%	968 65%	443 65%	506 62%	328 66%
				abe			abe					
Snapchat	807 38%	263 39%	162 34%	161 34%	218 41%	425 37%	379 38%	204 38%	557 37%	283 41%	288 35%	186 37%
YouTube/ YouTube Kids	777 36%	260 39%	179 38%	158 33%	176 33%	439 39%	334 33%	192 36%	529 35%	226 33%	308 38%	189 38%
Instagram	683 32%	251 38%	141 30%	152 32%	135 26%	392 34%	286 29%	184 34%	463 31%	217 32%	228 28%	192 39%
		df				d						b
Facebook (inc. Facebook Gaming)	412 19%	148 22%	80 17%	89 19%	92 18%	229 20%	181 18%	112 21%	266 18%	134 20%	160 20%	100 20%
Twitch	141 7%	71 11%	20 4%	26 6%	24 4%	91 8%	50 5%	43 8%	90 6%	38 6%	43 5%	49 10%
		bcd										b
Pinterest	99 5%	50 8%	15 3%	20 4%	13 2%	65 6%	33 3%	27 5%	65 4%	27 4%	27 3%	37 7%
		bdf										b
Vimeo	58 3%	34 5%	12 3%	7 1%	6 1%	46 4%	13 1%	16 3%	36 2%	17 2%	25 3%	16 3%
		cdf				f						
GoNoodle	48 2%	25 4%	8 2%	6 1%	10 2%	33 3%	15 2%	17 3%	25 2%	17 2%	14 2%	16 3%
Triller	44 2%	34 5%	5 1%	4 1%	1 *	39 3%	5 *	12 2%	31 2%	11 2%	10 1%	23 5%
		bcd				cdf						ab

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1984	682	473	428	392	1155	820	491	1385	600	790	471
Effective Weighted Sample	1643	557	397	359	341	954	696	409	1146	496	646	397
Total	2147	666	473	473	526	1138	998	537	1498	687	816	499
Dailymotion	37 2%	25 4%	2 1%	7 1%	3 1%	28 2%	10 1%	11 2%	24 2%	11 2%	13 2%	13 3%
		bdf										
Imgur	33 2%	21 3%	9 2%	3 1%	1 *%	29 3%	3 *%	12 2%	18 1%	13 2%	10 1%	9 2%
		cdf	f			df						
Clash	31 1%	20 3%	7 1%	3 1%	2 *%	26 2%	5 1%	9 2%	19 1%	9 1%	10 1%	12 3%
		f				f						
Fruitlab	31 1%	15 2%	8 2%	5 1%	3 1%	23 2%	8 1%	8 2%	19 1%	8 1%	13 2%	9 2%
GROM social	25 1%	18 3%	3 1%	2 *%	2 *%	21 2%	4 *%	8 1%	15 1%	5 1%	13 2%	7 1%
		cf				f						
Child uploads videos to other apps/ sites	53 2%	19 3%	10 2%	6 1%	17 3%	29 3%	24 2%	14 3%	36 2%	19 3%	21 3%	9 2%
Don't know	13 1%	5 1%	1 *%	3 1%	5 1%	6 1%	8 1%	4 1%	8 1%	7 1%	3 *%	3 1%
SUMMARY												
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2134 99%	661 99%	471 100%	470 99%	521 99%	1133 99%	991 99%	533 99%	1490 99%	679 99%	813 100%	495 99%
Base for stats	2147	666	473	473	526	1138	998	537	1498	687	816	499
Mean number of apps/ sites (out of 16)	2.2	2.5	2.0	2.1	2.0	2.3	2.0	2.2	2.1	2.2	2.1	2.4
		bcd				bdf						b

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALY b	LEAST c
Significance Level: 99%												
Unweighted total	1984	682	473	428	392	1155	820	491	1385	600	790	471
Total	2147	666	473	473	526	1138	998	537	1498	687	816	499
Standard deviation	1.59	2.06	1.36	1.34	1.23	1.82	1.28	1.45	1.61	1.41	1.46	2.07
Standard error	.04	.08	.06	.06	.06	.05	.04	.07	.04	.06	.05	.10

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 12

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
TikTok	1354	703	651	32	90	360	614	259	32	1064	259	644	710
	20%	21%	19%	3%	7%	20%	34%	29%	3%	21%	29%	14%	31%
					a	ab	abc	abc		a	ab		a
Snapchat	807	410	397	27	48	163	364	205	27	575	205	328	479
	12%	12%	12%	3%	4%	9%	20%	23%	3%	12%	23%	7%	21%
						ab	abc	abc		a	ab		a
YouTube/ YouTube Kids	777	418	358	45	122	223	265	121	45	610	121	467	310
	11%	12%	10%	5%	9%	12%	15%	13%	5%	12%	13%	10%	14%
					a	ab	ab	ab		a	a		a
Instagram	683	389	294	20	50	98	314	200	20	462	200	226	456
	10%	12%	9%	2%	4%	5%	17%	22%	2%	9%	22%	5%	20%
		b				a	abc	abcd		a	ab		a
Facebook (inc. Facebook Gaming)	412	240	172	18	41	70	167	116	18	278	116	166	246
	6%	7%	5%	2%	3%	4%	9%	13%	2%	6%	13%	4%	11%
		b					abc	abcd		a	ab		a
Twitch	141	85	56	4	13	29	65	30	4	106	30	57	83
	2%	3%	2%	*%	1%	2%	4%	3%	*%	2%	3%	1%	4%
						a	abc	abc		a	a		a
Pinterest	99	68	30	6	15	18	34	26	6	67	26	49	49
	1%	2%	1%	1%	1%	1%	2%	3%	1%	1%	3%	1%	2%
		b						abc			ab		a
Vimeo	58	43	15	6	7	13	21	12	6	41	12	34	24
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b											
GoNoodle	48	37	11	9	8	5	17	9	9	30	9	31	17
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
		b											

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

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Triller	44 1%	38 1%	6 *%	3 *%	3 *%	9 *%	17 1%	12 1%	3 *%	29 1%	12 1%	23 1%	21 1%
		b					b						
Dailymotion	37 1%	30 1%	8 *%	10 1%	2 *%	4 *%	12 1%	9 1%	10 1%	19 *%	9 1%	20 *%	17 1%
		b											
Imgur	33 *%	26 1%	6 *%	6 1%	2 *%	6 *%	9 *%	10 1%	6 1%	17 *%	10 1%	18 *%	15 1%
		b					b				b		
Clash	31 *%	22 1%	9 *%	3 *%	2 *%	4 *%	15 1%	8 1%	3 *%	21 *%	8 1%	17 *%	15 1%
Fruitlab	31 *%	20 1%	11 *%	6 1%	4 *%	7 *%	9 *%	6 1%	6 1%	19 *%	6 1%	21 *%	10 *%
GROM social	25 *%	22 1%	3 *%	5 *%	4 *%	5 *%	8 *%	3 *%	5 *%	18 *%	3 *%	18 *%	7 *%
		b											
Child uploads videos to other apps/ sites	53 1%	25 1%	28 1%	7 1%	11 1%	16 1%	13 1%	7 1%	7 1%	39 1%	7 1%	36 1%	17 1%
Don't know	13 *%	12 *%	2 *%	2 *%	6 *%	3 *%	2 *%	1 *%	2 *%	11 *%	1 *%	12 *%	1 *%
SUMMARY													
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2134 31%	1135 34%	999 29%	95 11%	219 16%	564 31%	852 47%	403 45%	95 11%	1635 33%	403 45%	1097 24%	1037 46%
		b			a	ab	abc	abc		a	ab		a

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

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
DO NOT UPLOAD VIDEOS ONLINE	4648	2231	2417	809	1134	1245	958	501	809	3337	501	3421	1226
	68%	66%	71%	89%	83%	69%	53%	55%	89%	67%	55%	76%	54%
			a	bcde	cde	de			bc	c		b	
Base for stats	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Mean number of apps/ sites (out of 16)	.7	.8	.6	.2	.3	.6	1.1	1.1	.2	.7	1.1	.5	1.1
		b				ab	abc	abc		a	ab		a
Standard deviation	1.34	1.49	1.18	.90	.92	1.10	1.59	1.75	.90	1.30	1.75	1.15	1.59
Standard error	.02	.03	.02	.02	.02	.03	.04	.06	.02	.02	.06	.02	.04

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

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
TikTok	1354 20%	547 16%	807 24% a	20 4%	11 2%	44 6% b	46 7% b	153 17% abcd	206 23% abcde	235 26% abcde	378 42% abcdefgi	94 21% abcd	165 36% abcdefgi
Snapchat	807 12%	315 9%	492 14% a	12 3%	15 3%	27 4%	22 3%	63 7% abd	100 11% abcde	138 15% abcde	226 25% abcdefgi	76 17% abcdef	128 28% abcdefgi
YouTube/ YouTube Kids	777 11%	464 14% b	313 9%	27 6%	18 4%	60 9% b	62 9% b	135 15% abcdf	88 10% b	167 18% abcdfhj	98 11% ab	75 17% abcdfhj	46 10% b
Instagram	683 10%	281 8%	401 12% a	13 3%	8 2%	27 4%	24 3%	46 5% b	52 6% b	115 13% abcdef	199 22% abcdefg	82 18% abcdef	118 26% abcdefgi
Facebook (inc. Facebook Gaming)	412 6%	210 6%	202 6%	10 2%	8 2%	16 2%	26 4%	37 4%	33 4%	90 10% abcdef	76 8% abcdef	57 12% abcdef	60 13% abcdef
Twitch	141 2%	84 2%	56 2%	2 *% *	2 1% *	6 1% *	6 1% *	18 2% *	10 1% *	36 4% abcdf	29 3% abcdf	21 5% abcdf	9 2% *
Pinterest	99 1%	55 2%	44 1%	3 1%	3 1%	11 2%	4 1%	12 1%	6 1%	17 2%	17 2%	11 2% f	15 3% abdf
Vimeo	58 1%	38 1%	20 1%	3 1%	3 1%	5 1%	2 *% *	10 1%	3 *% *	12 1%	9 1%	7 2%	5 1%
GoNoodle	48 1%	29 1%	19 1%	5 1%	4 1%	6 1%	1 *% *	4 *% *	1 *% *	8 1%	9 1%	5 1%	4 1%
Triller	44 1%	28 1%	16 *% *	2 *% *	1 *% *	2 *% *	1 *% *	7 1%	2 *% *	10 1%	7 1%	6 1%	5 1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Dailymotion	37 1%	20 1%	17 *%	5 1%	4 1%	1 *%	2 *%	2 *%	2 *%	7 1%	5 1%	5 1%	4 1%
Imgur	33 *%	20 1%	13 *%	3 1%	2 1%	2 *%	* *%	4 *%	2 *%	5 1%	4 *%	6 1%	4 1%
Clash	31 *%	21 1%	11 *%	2 *%	1 *%	2 *%	- -%	2 *%	2 *%	9 1%	6 1%	6 1%	2 *%
Fruitlab	31 *%	22 1%	9 *%	1 *%	5 1%	4 1%	* *%	5 1%	2 *%	8 1%	1 *%	4 1%	2 *%
GROM social	25 *%	15 *%	11 *%	3 1%	1 *%	3 *%	1 *%	2 *%	3 *%	3 *%	5 1%	3 1%	- -%
Child uploads videos to other apps/ sites	53 1%	25 1%	27 1%	3 1%	3 1%	6 1%	5 1%	6 1%	10 1%	7 1%	5 1%	3 1%	4 1%
Don't know	13 *%	8 *%	6 *%	2 *%	- -%	2 *%	4 1%	3 *%	- -%	2 *%	- -%	- -%	1 *%
SUMMARY													
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2134 31%	994 29%	1140 34%	53 12%	43 9%	108 16%	111 16%	280 31%	284 31%	376 42%	476 53%	176 39%	227 50%
			a			b	b	abcd	abcd	abcdef	abcdefgi	abcde	abcdefgi
DO NOT UPLOAD VIDEOS ONLINE	4648 68%	2396 71%	2252 66%	399 88%	410 91%	570 84%	564 83%	623 69%	622 69%	528 58%	430 47%	277 61%	225 50%
		b		efghij	cdefghij	efghij	efghij	ghj	ghj	hj		hj	
Base for stats	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j													

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Mean number of apps/ sites (out of 16)	.7	.6	.7	.3	.2	.3	.3	.6	.6	1.0	1.2	1.0	1.3
Standard deviation	1.34	1.39	1.29	1.00	.78	.99	.84	1.10	1.10	1.64	1.52	1.89	1.59
Standard error	.02	.02	.02	.04	.03	.04	.03	.04	.04	.06	.06	.09	.08

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
TikTok	1354	22	384	904	1083	139	69	63	1212	142
	20%	3%	12%	32%	19%	23%	20%	24%	20%	16%
			a	ab					b	
Snapchat	807	13	183	577	654	71	45	37	721	86
	12%	2%	6%	21%	12%	12%	13%	14%	12%	10%
			a	ab						
YouTube/ YouTube Kids	777	28	328	397	639	70	33	35	700	77
	11%	4%	10%	14%	11%	12%	10%	13%	12%	9%
			a	ab						
Instagram	683	14	126	514	571	51	31	29	617	65
	10%	2%	4%	18%	10%	9%	9%	11%	10%	7%
			ab							
Facebook (inc. Facebook Gaming)	412	11	104	277	342	31	18	21	362	51
	6%	2%	3%	10%	6%	5%	5%	8%	6%	6%
			ab							
Twitch	141	3	38	97	115	15	5	5	129	12
	2%	*%	1%	3%	2%	3%	2%	2%	2%	1%
			ab							
Pinterest	99	5	27	63	84	4	4	7	88	10
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%
			b					b		
Vimeo	58	5	19	32	50	2	4	3	52	7
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
GoNoodle	48	7	14	27	40	2	3	3	47	1
	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%
Triller	44	4	10	30	38	2	3	1	41	3
	1%	1%	*%	1%	1%	*%	1%	*%	1%	*%
			b							

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

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Dailymotion	37 1%	8 1%	8 *%	22 1%	32 1%	1 *%	3 1%	1 *%	36 1%	1 *%
Imgur	33 *%	3 *%	12 *%	17 1%	30 1%	1 *%	1 *%	1 *%	28 *%	5 1%
Clash	31 *%	2 *%	6 *%	22 1%	25 *%	2 *%	1 *%	3 1%	30 1%	1 *%
Fruitlab	31 *%	2 *%	12 *%	17 1%	26 *%	* *%	1 *%	3 1%	29 *%	2 *%
GROM social	25 *%	2 *%	11 *%	12 *%	22 *%	1 *%	1 *%	1 *%	21 *%	4 *%
Child uploads videos to other apps/ sites	53 1%	4 1%	22 1%	26 1%	47 1%	3 1%	1 *%	1 *%	45 1%	7 1%
Don't know	13 *%	- -%	9 *%	3 *%	12 *%	- -%	- -%	1 1%	12 *%	1 *%
SUMMARY										
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2134 31%	59 9%	707 23%	1294 46%	1742 31%	201 33%	97 29%	94 35%	1909 32%	225 25%
DO NOT UPLOAD VIDEOS ONLINE	4648 68%	577 91%	2415 77%	1513 54%	3831 69%	404 67%	239 71%	174 65%	3991 68%	657 74%
Base for stats	6795	636	3132	2810	5585	605	336	269	5912	883
Columns Tested: a,b,c - a,b,c,d - a,b										

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Mean number of apps/ sites (out of 16)	.7	.2	.4	1.1	.7	.7	.7	.8	.7	.5
			a	ab					b	
Standard deviation	1.34	.93	.99	1.63	1.35	1.21	1.37	1.46	1.36	1.19
Standard error	.02	.03	.02	.03	.02	.04	.04	.06	.02	.04

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

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.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
TikTok	1354 20%	398 21% b	279 17%	325 23% be	348 20%	677 19%	673 21% b	332 25% b	968 19%	443 22%	506 19%	328 22%
Snapchat	807 12%	263 14% b	162 10%	161 11%	218 12%	425 12%	379 12%	204 15% b	557 11%	283 14% b	288 11%	186 12%
YouTube/ YouTube Kids	777 11%	260 14% df	179 11%	158 11%	176 10%	439 12%	334 10%	192 14% b	529 10%	226 11%	308 12%	189 13%
Instagram	683 10%	251 13% bdf	141 8%	152 11%	135 8%	392 11% bd	286 9%	184 14% b	463 9%	217 11%	228 9%	192 13% b
Facebook (inc. Facebook Gaming)	412 6%	148 8% bdf	80 5%	89 6%	92 5%	229 6%	181 6%	112 8% b	266 5%	134 7%	160 6%	100 7%
Twitch	141 2%	71 4% bcdf	20 1%	26 2%	24 1%	91 3% b	50 2%	43 3% b	90 2%	38 2%	43 2%	49 3% b
Pinterest	99 1%	50 3% bdf	15 1%	20 1%	13 1%	65 2% d	33 1%	27 2%	65 1%	27 1%	27 1%	37 2% b
Vimeo	58 1%	34 2% bcdf	12 1%	7 *% bcdf	6 *%	46 1% df	13 *%	16 1%	36 1%	17 1%	25 1%	16 1%
GoNoodle	48 1%	25 1% f	8 *%	6 *%	10 1%	33 1%	15 *%	17 1% b	25 *%	17 1%	14 1%	16 1%

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE					IMPACTING OR LIMITING CONDITIONS			FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Triller	44 1%	34 2%	5 *%	4 *%	1 *%	39 1%	5 *%	12 1%	31 1%	11 1%	10 *%	23 2%
		bcd				bdf						ab
Dailymotion	37 1%	25 1%	2 *%	7 *%	3 *%	28 1%	10 *%	11 1%	24 *%	11 1%	13 *%	13 1%
		bdf				b						
Imgur	33 *%	21 1%	9 1%	3 *%	1 *%	29 1%	3 *%	12 1%	18 *%	13 1%	10 *%	9 1%
		cdf				df						
Clash	31 *%	20 1%	7 *%	3 *%	2 *%	26 1%	5 *%	9 1%	19 *%	9 *%	10 *%	12 1%
		cdf				f						
Fruitlab	31 *%	15 1%	8 *%	5 *%	3 *%	23 1%	8 *%	8 1%	19 *%	8 *%	13 1%	9 1%
GROM social	25 *%	18 1%	3 *%	2 *%	2 *%	21 1%	4 *%	8 1%	15 *%	5 *%	13 1%	7 *%
		bcd				f						
Child uploads videos to other apps/ sites	53 1%	19 1%	10 1%	6 *%	17 1%	29 1%	24 1%	14 1%	36 1%	19 1%	21 1%	9 1%
Don't know	13 *%	5 *%	1 *%	3 *%	5 *%	6 *%	8 *%	4 *%	8 *%	7 *%	3 *%	3 *%
SUMMARY												
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2134 31%	661 35%	471 28%	470 33%	521 30%	1133 32%	991 31%	533 40%	1490 29%	679 33%	813 31%	495 33%
		bd		b				b				

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE					IMPACTING OR LIMITING CONDITIONS			FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
DO NOT UPLOAD VIDEOS ONLINE	4648	1237	1199	954	1241	2436	2195	806	3644	1343	1816	1010
	68%	65%	72%	67%	70%	68%	69%	60%	71%	66%	69%	67%
			ac		a				a			
Base for stats	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Mean number of apps/ sites (out of 16)	.7	.9	.6	.7	.6	.7	.6	.9	.6	.7	.6	.8
		bcdef		b		bdf		b				b
Standard deviation	1.34	1.70	1.15	1.24	1.13	1.48	1.18	1.43	1.29	1.31	1.26	1.64
Standard error	.02	.04	.03	.03	.03	.02	.02	.04	.02	.03	.02	.04

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6475	3212	3263	1193	1409	1586	1512	775	1193	4507	775	4555	1920
Effective Weighted Sample	5134	2547	2587	765	1089	1333	1262	728	765	3662	728	3461	1678
Total	6494	3212	3282	831	1258	1746	1778	881	831	4782	881	4282	2211
Funny videos/ jokes/ pranks/ challenges	4184 64%	2035 63%	2148 65%	294 35%	728 58%	1248 71%	1259 71%	654 74%	294 35%	3235 68%	654 74%	2593 61%	1591 72%
					a	ab	ab	ab		a	ab		a
Cartoons/ animations/ mini-movies or songs	3417 53%	1622 50%	1795 55%	670 81%	905 72%	906 52%	652 37%	284 32%	670 81%	2463 52%	284 32%	2690 63%	726 33%
			a	bcde	cde	de			bc	c		b	
Music videos	3089 48%	1532 48%	1557 47%	216 26%	441 35%	799 46%	1060 60%	573 65%	216 26%	2300 48%	573 65%	1700 40%	1389 63%
					a	ab	abc	abc		a	ab		a
Game tutorials/ walk-throughs/ watching other people play games	2921 45%	1423 44%	1498 46%	179 21%	564 45%	948 54%	872 49%	358 41%	179 21%	2384 50%	358 41%	1914 45%	1007 46%
					a	abde	ae	a		ac	a		
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	2835 44%	1398 44%	1437 44%	136 16%	442 35%	830 48%	947 53%	481 55%	136 16%	2218 46%	481 55%	1637 38%	1198 54%
					a	ab	abc	abc		a	ab		a
Videos that help them to learn new things or help with their schoolwork or homework	2746 42%	1319 41%	1427 43%	335 40%	561 45%	718 41%	764 43%	368 42%	335 40%	2043 43%	368 42%	1790 42%	956 43%

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

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.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6475	3212	3263	1193	1409	1586	1512	775	1193	4507	775	4555	1920
Effective Weighted Sample	5134	2547	2587	765	1089	1333	1262	728	765	3662	728	3461	1678
Total	6494	3212	3282	831	1258	1746	1778	881	831	4782	881	4282	2211
'How-to' videos or tutorials about hobbies/ things they are interested in	2535 39%	1231 38%	1305 40%	153 18%	512 41%	734 42%	770 43%	367 42%	153 18%	2016 42%	367 42%	1603 37%	932 42%
					a	a	a	a		a	a		a
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	2271 35%	1102 34%	1169 36%	300 36%	584 46%	687 39%	476 27%	223 25%	300 36%	1747 37%	223 25%	1699 40%	572 26%
				de	acde	de			c	c		b	
Whole programmes or films	2256 35%	1058 33%	1199 37%	258 31%	382 30%	559 32%	642 36%	416 47%	258 31%	1582 33%	416 47%	1344 31%	912 41%
			a				b	abcd			ab		a
Film trailers, clips of programmes, 'best-bits' or programme highlights	2228 34%	1116 35%	1111 34%	118 14%	314 25%	540 31%	789 44%	467 53%	118 14%	1643 34%	467 53%	1143 27%	1085 49%
					a	ab	abc	abcd		a	ab		a
Sports/ football clips or interviews	1364 21%	676 21%	687 21%	54 6%	169 13%	399 23%	499 28%	242 27%	54 6%	1068 22%	242 27%	734 17%	630 29%
					a	ab	abc	ab		a	ab		a
Other types of video	89 1%	36 1%	52 2%	11 1%	19 1%	29 2%	20 1%	10 1%	11 1%	68 1%	10 1%	59 1%	30 1%
Don't know	70 1%	30 1%	40 1%	14 2%	15 1%	15 1%	15 1%	9 1%	14 2%	46 1%	9 1%	48 1%	22 1%
Base for stats	6494	3212	3282	831	1258	1746	1778	881	831	4782	881	4282	2211

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

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.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6475	3212	3263	1193	1409	1586	1512	775	1193	4507	775	4555	1920
Total	6494	3212	3282	831	1258	1746	1778	881	831	4782	881	4282	2211
Mean number of types of video watched (out of 12)	4.6	4.5	4.7	3.3	4.5	4.8	4.9	5.0	3.3	4.8	5.0	4.4	5.0
Standard deviation	2.38	2.37	2.38	2.02	2.33	2.31	2.39	2.43	2.02	2.35	2.43	2.34	2.40
Standard error	.03	.04	.04	.06	.06	.06	.06	.09	.06	.04	.09	.03	.05

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

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.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6475	3287	3188	605	588	721	688	804	782	765	747	392	383
Effective Weighted Sample	5134	2585	2549	379	386	557	532	675	658	630	632	368	360
Total	6494	3260	3233	405	425	641	617	882	864	892	886	441	441
Funny videos/ jokes/ pranks/ challenges	4184 64%	2130 65%	2054 64%	144 36%	150 35%	367 57%	361 59%	635 72%	612 71%	644 72%	616 70%	339 77%	315 71%
						ab	ab	abcd	abcd	abcd	abcd	abcd	abcd
Cartoons/ animations/ mini-movies or songs	3417 53%	1646 50%	1771 55%	317 78%	353 83%	450 70%	455 74%	427 48%	479 55%	304 34%	348 39%	147 33%	137 31%
			a	cefg hij	cdefghij	efghij	efghij	ghij	ghij		j		
Music videos	3089 48%	1343 41%	1746 54%	98 24%	118 28%	194 30%	247 40%	338 38%	461 53%	459 51%	602 68%	254 58%	319 72%
			a				abc	abc	abcde	abcde	abcdefgi	abcde	abcdefgi
Game tutorials/ walk-throughs/ watching other people play games	2921 45%	1851 57%	1070 33%	108 27%	71 17%	365 57%	199 32%	558 63%	390 45%	569 64%	303 34%	251 57%	107 24%
		b		b		abdfhj	b	abdfhj	abdhj	abdfhj	bj	abdfhj	b
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	2835 44%	1319 40%	1516 47%	71 18%	65 15%	235 37%	207 34%	379 43%	451 52%	434 49%	513 58%	201 46%	280 63%
			a			ab	ab	abd	abcde	abcd	abcdegi	abcd	abcdefgi
Videos that help them to learn new things or help with their schoolwork or homework	2746 42%	1330 41%	1417 44%	173 43%	162 38%	293 46%	267 43%	340 39%	379 44%	357 40%	407 46%	167 38%	201 46%
											e		

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6475	3287	3188	605	588	721	688	804	782	765	747	392	383
Effective Weighted Sample	5134	2585	2549	379	386	557	532	675	658	630	632	368	360
Total	6494	3260	3233	405	425	641	617	882	864	892	886	441	441
'How-to' videos or tutorials about hobbies/ things they are interested in	2535 39%	1124 34%	1411 44%	69 17%	83 20%	238 37%	274 44%	326 37%	408 47%	329 37%	441 50%	162 37%	205 47%
			a			ab	abeg	ab	abcegi	ab	abcegi	ab	abcegi
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	2271 35%	1093 34%	1178 36%	162 40%	138 33%	298 47%	286 46%	310 35%	377 44%	220 25%	256 29%	103 23%	121 27%
				ghij	gi	beghij	beghij	gi	beghij				
Whole programmes or films	2256 35%	1030 32%	1226 38%	121 30%	137 32%	179 28%	203 33%	245 28%	314 36%	285 32%	356 40%	202 46%	215 49%
			a						ce		acdeg	abcdefg	abcdefgh
Film trailers, clips of programmes, 'best-bits' or programme highlights	2228 34%	1122 34%	1106 34%	64 16%	54 13%	169 26%	145 23%	278 32%	262 30%	383 43%	406 46%	228 52%	239 54%
						ab	ab	abd	abd	abcdef	abcdef	abcdefg	abcdefg
Sports/ football clips or interviews	1364 21%	1061 33%	303 9%	36 9%	17 4%	132 21%	37 6%	319 36%	80 9%	377 42%	122 14%	196 44%	46 10%
		b		b		abdfhj		abcdfhj	b	abcdfhj	bd	abcdefhj	b
Other types of video	89 1%	39 1%	50 2%	7 2%	4 1%	5 1%	14 2%	11 1%	18 2%	11 1%	10 1%	5 1%	4 1%
Don't know	70 1%	29 1%	41 1%	6 2%	8 2%	7 1%	9 1%	6 1%	10 1%	6 1%	9 1%	4 1%	6 1%
Base for stats	6494	3260	3233	405	425	641	617	882	864	892	886	441	441

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6475	3287	3188	605	588	721	688	804	782	765	747	392	383
Total	6494	3260	3233	405	425	641	617	882	864	892	886	441	441
Mean number of types of video watched (out of 12)	4.6	4.6	4.6	3.4	3.2	4.6	4.4	4.7	4.9	4.9	4.9	5.1	5.0
Standard deviation	2.38	2.41	2.35	2.11	1.93	2.44	2.22	2.25	2.36	2.43	2.34	2.52	2.34
Standard error	.03	.04	.04	.09	.08	.09	.08	.08	.08	.09	.09	.13	.12
Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j													

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.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6475	863	3067	2358	4090	901	892	592	5688	787
Effective Weighted Sample	5134	539	2431	2034	3803	780	702	420	4535	604
Total	6494	580	2968	2749	5331	580	323	260	5665	829
Funny videos/ jokes/ pranks/ challenges	4184 64%	196 34%	1890 64% a	1978 72% ab	3400 64%	393 68%	217 67%	173 67%	3644 64%	539 65%
Cartoons/ animations/ mini-movies or songs	3417 53%	487 84% bc	1855 63% c	986 36%	2801 53%	314 54%	170 53%	133 51%	2973 52%	444 54%
Music videos	3089 48%	145 25%	1176 40% a	1648 60% ab	2517 47%	286 49%	158 49%	129 50%	2725 48%	364 44%
Game tutorials/ walk-throughs/ watching other people play games	2921 45%	125 21%	1433 48% a	1288 47% a	2370 44%	273 47%	154 48%	124 48%	2535 45%	386 47%
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	2835 44%	91 16%	1183 40% a	1469 53% ab	2296 43%	277 48%	143 44%	120 46%	2491 44%	345 42%
Videos that help them to learn new things or help with their schoolwork or homework	2746 42%	227 39%	1274 43%	1180 43%	2265 42%	236 41%	137 42%	108 42%	2386 42%	360 43%

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

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.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6475	863	3067	2358	4090	901	892	592	5688	787
Effective Weighted Sample	5134	539	2431	2034	3803	780	702	420	4535	604
Total	6494	580	2968	2749	5331	580	323	260	5665	829
'How-to' videos or tutorials about hobbies/ things they are interested in	2535 39%	104 18%	1192 40%	1166 42%	2065 39%	238 41%	125 39%	107 41%	2225 39%	310 37%
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	2271 35%	215 37%	1283 43%	715 26%	1819 34%	227 39%	119 37%	106 41%	1966 35%	305 37%
Whole programmes or films	2256 35%	193 33%	924 31%	1077 39%	1849 35%	205 35%	110 34%	92 35%	1947 34%	310 37%
Film trailers, clips of programmes, 'best-bits' or programme highlights	2228 34%	87 15%	803 27%	1263 46%	1823 34%	202 35%	118 37%	84 32%	1947 34%	281 34%
Sports/ football clips or interviews	1364 21%	33 6%	521 18%	761 28%	1119 21%	125 22%	60 19%	59 23%	1208 21%	155 19%
Other types of video	89 1%	9 1%	47 2%	30 1%	77 1%	7 1%	3 1%	2 1%	79 1%	9 1%
Don't know	70 1%	9 2%	30 1%	26 1%	58 1%	5 1%	2 1%	4 2%	64 1%	6 1%
Base for stats	6494	580	2968	2749	5331	580	323	260	5665	829

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

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.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Unweighted total	6475	863	3067	2358	4090	901	892	592	5688	787
Total	6494	580	2968	2749	5331	580	323	260	5665	829
Mean number of types of video watched (out of 12)	4.6	3.3	4.6	4.9	4.6	4.8	4.7	4.7	4.6	4.6
Standard deviation	2.38	2.07	2.33	2.38	2.37	2.44	2.36	2.53	2.39	2.32
Standard error	.03	.07	.04	.05	.04	.08	.08	.10	.03	.08

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

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.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6475	1979	1762	1350	1359	3741	2709	1267	4929	1832	2597	1508
Effective Weighted Sample	5134	1580	1400	1073	1125	2981	2183	1025	3890	1457	2041	1212
Total	6494	1825	1596	1361	1687	3421	3048	1301	4906	1952	2517	1438
Funny videos/ jokes/ pranks/ challenges	4184 64%	1123 62%	1072 67% a	864 63%	1111 66%	2195 64%	1975 65%	838 64%	3191 65%	1284 66%	1607 64%	957 67%
Cartoons/ animations/ mini-movies or songs	3417 53%	960 53%	878 55%	721 53%	850 50%	1838 54%	1571 52%	678 52%	2603 53%	1021 52%	1362 54%	747 52%
Music videos	3089 48%	871 48%	753 47%	634 47%	819 49%	1624 47%	1453 48%	641 49%	2333 48%	928 48%	1190 47%	691 48%
Game tutorials/ walk-throughs/ watching other people play games	2921 45%	800 44%	730 46%	616 45%	766 45%	1531 45%	1382 45%	653 50% b	2170 44%	898 46%	1162 46%	636 44%
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	2835 44%	784 43%	714 45%	588 43%	736 44%	1498 44%	1324 43%	611 47%	2126 43%	891 46%	1051 42%	674 47% b
Videos that help them to learn new things or help with their schoolwork or homework	2746 42%	856 47% cdf	691 43% d	554 41%	636 38%	1547 45% df	1191 39%	533 41%	2112 43%	795 41%	1021 41%	682 47% ab

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6475	1979	1762	1350	1359	3741	2709	1267	4929	1832	2597	1508
Effective Weighted Sample	5134	1580	1400	1073	1125	2981	2183	1025	3890	1457	2041	1212
Total	6494	1825	1596	1361	1687	3421	3048	1301	4906	1952	2517	1438
'How-to' videos or tutorials about hobbies/ things they are interested in	2535 39%	751 41% df	659 41% df	521 38%	592 35%	1410 41% df	1113 37%	527 41%	1924 39%	723 37%	997 40%	608 42% a
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	2271 35%	635 35%	589 37%	466 34%	574 34%	1223 36%	1040 34%	471 36%	1721 35%	660 34%	870 35%	547 38%
Whole programmes or films	2256 35%	618 34%	579 36%	451 33%	597 35%	1197 35%	1049 34%	495 38%	1686 34%	685 35%	862 34%	526 37%
Film trailers, clips of programmes, 'best-bits' or programme highlights	2228 34%	675 37% cf	582 36% cf	410 30%	553 33%	1257 37% cf	963 32%	500 38% b	1655 34%	633 32%	847 34%	549 38% ab
Sports/ football clips or interviews	1364 21%	463 25% cdf	350 22% df	272 20%	274 16%	813 24% df	546 18%	217 17%	1091 22% a	350 18%	555 22% a	353 25% a
Other types of video	89 1%	25 1%	24 2%	20 1%	20 1%	49 1%	39 1%	15 1%	69 1%	15 1%	36 1%	21 1%
Don't know	70 1%	8 *% c	11 1%	11 1%	39 2% abce	19 1%	50 2% ae	12 1%	48 1%	29 1% c	18 1%	6 *% c
Base for stats	6494	1825	1596	1361	1687	3421	3048	1301	4906	1952	2517	1438
Columns Tested: a,b,c,d,e,f - 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.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6475	1979	1762	1350	1359	3741	2709	1267	4929	1832	2597	1508
Total	6494	1825	1596	1361	1687	3421	3048	1301	4906	1952	2517	1438
Mean number of types of video watched (out of 12)	4.6	4.7 df	4.8 cdf	4.5	4.5	4.7 cdf	4.5	4.8	4.6	4.6	4.6	4.9 ab
Standard deviation	2.38	2.43	2.35	2.35	2.37	2.39	2.36	2.43	2.35	2.40	2.36	2.29
Standard error	.03	.05	.06	.06	.06	.04	.05	.07	.03	.06	.05	.06

Columns Tested: a,b,c,d,e,f - 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 TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	5641 83%	2762 82%	2879 84%	760 84%	1150 85% e	1547 85% de	1462 81%	723 80%	760 84%	4158 83%	723 80%	3834 85% b	1808 80%
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	777 11%	418 12%	358 10%	45 5%	122 9% a	223 12% ab	265 15% ab	121 13% ab	45 5%	610 12% a	121 13% a	467 10%	310 14% a
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	5717 84%	2809 83%	2908 85%	765 84%	1159 85%	1579 87% de	1481 82%	733 81%	765 84%	4219 85%	733 81%	3883 86% b	1834 81%
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	1078 16%	569 17%	509 15%	141 16%	200 15%	233 13%	331 18% c	173 19% c	141 16%	764 15%	173 19%	647 14%	431 19% a

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

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 TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	5641	2857	2784	371	389	587	563	780	767	745	716	375	349
	83%	84%	82%	82%	86%	86%	83%	86%	85%	82%	79%	83%	77%
					hj	hj		hj	hj				
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	777	464	313	27	18	60	62	135	88	167	98	75	46
	11%	14%	9%	6%	4%	9%	9%	15%	10%	18%	11%	17%	10%
		b				b	b	abcdf	b	abcdfhj	ab	abcdfhj	b
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	5717	2897	2819	372	393	592	567	797	782	756	725	380	353
	84%	85%	83%	82%	87%	87%	83%	88%	86%	83%	80%	84%	78%
					hj	hj		ahj	hj				
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	1078	500	578	81	60	87	113	109	124	150	181	73	100
	16%	15%	17%	18%	13%	13%	17%	12%	14%	17%	20%	16%	22%
				e							bcef		bcef

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	5641	538	2685	2269	4623	515	281	222	4920	721
	83%	85%	86%	81%	83%	85%	84%	83%	83%	82%
			c							
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	777	28	328	397	639	70	33	35	700	77
	11%	4%	10%	14%	11%	12%	10%	13%	12%	9%
			a	ab						
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	5717	542	2720	2300	4687	520	284	226	4990	727
	84%	85%	87%	82%	84%	86%	84%	84%	84%	82%
			c							
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	1078	93	411	510	898	85	52	43	922	157
	16%	15%	13%	18%	16%	14%	16%	16%	16%	18%
				b						

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

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 TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	5641 83%	1590 84%	1413 85%	1184 83%	1435 81%	3003 84%	2619 82%	1098 82%	4302 84%	1679 83%	2173 83%	1270 84%
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	777 11%	260 14% df	179 11%	158 11%	176 10%	439 12%	334 10%	192 14% b	529 10%	226 11%	308 12%	189 13%
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	5717 84%	1614 85%	1431 86%	1199 84%	1453 82%	3046 85%	2652 83%	1111 83%	4356 85%	1705 84%	2201 84%	1285 85%
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	1078 16%	288 15%	241 14%	228 16%	314 18%	529 15%	542 17%	232 17%	786 15%	324 16%	431 16%	224 15%

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

QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child aged 3-11 watches or uploads videos on YouTube

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	~d	~e	a	b	~c	a	~b
Unweighted total	3830	1870	1960	1094	1301	1435	-	-	1094	2736	-	3830	-
Effective Weighted Sample	2904	1416	1488	703	1006	1212	-	-	703	2209	-	2904	-
Total	3502	1707	1795	765	1159	1579	-	-	765	2738	-	3502	-
Uses YouTube Kids app/ site	1741	816	925	522	711	508	**	**	522	1219	**	1741	**
	50%	48%	52%	68%	61%	32%	**	**	68%	45%	**	50%	**
				bc	c				b				
Uses 'main' YouTube app/ site	2327	1164	1163	364	677	1286	**	**	364	1963	**	2327	**
	66%	68%	65%	48%	58%	81%	**	**	48%	72%	**	66%	**
					a	ab				a			
Don't know	23	12	11	8	4	11	**	**	8	15	**	23	**
	1%	1%	1%	1%	*%	1%	**	**	1%	1%	**	1%	**
SUMMARY													
ONLY USES YOUTUBE KIDS APP/ SITE	1141	531	609	393	479	269	**	**	393	748	**	1141	**
	33%	31%	34%	51%	41%	17%	**	**	51%	27%	**	33%	**
				bc	c				b				
ONLY USES MAIN YOUTUBE APP/ SITE	1726	879	847	235	445	1046	**	**	235	1491	**	1726	**
	49%	52%	47%	31%	38%	66%	**	**	31%	54%	**	49%	**
					a	ab				a			
USES BOTH	600	285	316	129	232	240	**	**	129	472	**	600	**
	17%	17%	18%	17%	20%	15%	**	**	17%	17%	**	17%	**
					c								

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

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.

QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child aged 3-11 watches or uploads videos on YouTube

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	~g	~h	~i	~j
Unweighted total	3830	1957	1873	554	540	668	633	735	700	-	-	-	-
Effective Weighted Sample	2904	1474	1430	347	356	517	489	619	593	-	-	-	-
Total	3502	1761	1741	372	393	592	567	797	782	-	-	-	-
Uses YouTube Kids app/ site	1741 50%	837 48%	904 52%	258 69%	264 67%	340 57%	371 66%	240 30%	269 34%	**	**	**	**
				cef	cef	ef	cef			**	**	**	**
Uses 'main' YouTube app/ site	2327 66%	1232 70%	1095 63%	185 50%	179 46%	377 64%	299 53%	670 84%	616 79%	**	**	**	**
		b				abd		abcd	abcd				
Don't know	23 1%	5 *%	18 1%	* *%	7 2%	1 *%	2 *%	3 *%	8 1%	**	**	**	**
										**	**	**	**
SUMMARY													
ONLY USES YOUTUBE KIDS APP/ SITE	1141 33%	518 29%	622 36%	187 50%	206 53%	213 36%	265 47%	118 15%	151 19%	**	**	**	**
			a	cef	cef	ef	cef			**	**	**	**
ONLY USES MAIN YOUTUBE APP/ SITE	1726 49%	913 52%	813 47%	114 31%	121 31%	251 42%	193 34%	548 69%	499 64%	**	**	**	**
		b				abd		abcd	abcd	**	**	**	**
USES BOTH	600 17%	319 18%	282 16%	71 19%	58 15%	126 21%	106 19%	122 15%	118 15%	**	**	**	**
						ef				**	**	**	**

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child aged 3-11 watches or uploads videos on YouTube

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	3830	795	2802	162	2261	571	600	398	3340	490
Effective Weighted Sample	2904	500	2221	140	2108	500	536	330	2549	357
Total	3502	542	2707	196	2871	313	178	140	3045	457
Uses YouTube Kids app/ site	1741	376	1281	49	1424	167	86	64	1532	209
	50%	69%	47%	25%	50%	53%	48%	46%	50%	46%
		bc	c							
Uses 'main' YouTube app/ site	2327	250	1876	173	1902	208	122	95	2032	295
	66%	46%	69%	88%	66%	66%	68%	68%	67%	64%
			a	ab						
Don't know	23	8	14	*	19	1	1	2	19	4
	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%
SUMMARY										
ONLY USES YOUTUBE KIDS APP/ SITE	1141	285	808	21	938	104	55	43	984	156
	33%	53%	30%	11%	33%	33%	31%	31%	32%	34%
		bc	c							
ONLY USES MAIN YOUTUBE APP/ SITE	1726	159	1403	145	1416	146	91	74	1484	243
	49%	29%	52%	74%	49%	47%	51%	53%	49%	53%
			a	ab						
USES BOTH	600	91	473	28	486	62	31	21	548	52
	17%	17%	17%	14%	17%	20%	17%	15%	18%	11%
									b	

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

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.

QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child aged 3-11 watches or uploads videos on YouTube

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	3830	1123	1103	814	778	2226	1592	642	3013	1078	1573	864
Effective Weighted Sample	2904	858	845	614	611	1703	1215	491	2282	817	1190	663
Total	3502	957	932	732	872	1890	1604	594	2741	1049	1392	745
Uses YouTube Kids app/ site	1741 50%	506 53% d	471 50%	366 50%	396 45%	976 52% d	762 48%	286 48%	1365 50%	476 45%	705 51%	379 51%
Uses 'main' YouTube app/ site	2327 66%	620 65%	631 68%	465 63%	604 69%	1251 66%	1069 67%	417 70%	1810 66%	729 69%	925 66%	486 65%
Don't know	23 1%	3 *%	4 *%	6 1%	10 1%	7 *%	16 1%	3 *%	17 1%	8 1%	8 1%	2 *%
SUMMARY												
ONLY USES YOUTUBE KIDS APP/ SITE	1141 33%	332 35%	294 32%	260 36%	252 29%	626 33%	512 32%	174 29%	901 33%	307 29%	457 33%	254 34%
ONLY USES MAIN YOUTUBE APP/ SITE	1726 49%	447 47%	455 49%	359 49%	460 53%	902 48%	819 51%	305 51%	1347 49%	560 53%	678 49%	361 48%
USES BOTH	600 17%	173 18%	176 19%	106 14%	144 17%	350 18%	250 16%	111 19%	464 17%	169 16%	247 18%	125 17%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 16

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.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
YouTube (Live)	2643	1365	1278	218	406	697	883	438	218	1987	438	1529	1113
	39%	40%	37%	24%	30%	38%	49%	48%	24%	40%	48%	34%	49%
					a	ab	abc	abc		a	ab		a
TikTok (LIVE)	1913	991	922	58	135	453	824	444	58	1412	444	838	1075
	28%	29%	27%	6%	10%	25%	45%	49%	6%	28%	49%	19%	47%
					a	ab	abc	abc		a	ab		a
Instagram (Live)	1267	691	576	47	72	199	563	386	47	834	386	401	866
	19%	20%	17%	5%	5%	11%	31%	43%	5%	17%	43%	9%	38%
		b				ab	abc	abcd		a	ab		a
Facebook (Live)	822	486	336	33	76	158	338	218	33	571	218	319	503
	12%	14%	10%	4%	6%	9%	19%	24%	4%	11%	24%	7%	22%
		b				ab	abc	abcd		a	ab		a
Twitch	596	350	246	26	48	133	265	123	26	447	123	273	323
	9%	10%	7%	3%	4%	7%	15%	14%	3%	9%	14%	6%	14%
		b				ab	abc	abc		a	ab		a
Yubo	87	66	20	11	9	16	33	17	11	58	17	44	43
	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%
		b					b	b					a
YouNow	61	44	18	8	13	17	14	9	8	45	9	48	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b											
Snapchat (Live) (ADDED AT WAVE 2)	418	-	418	11	25	67	194	121	11	286	121	146	271
	6%	-%	12%	1%	2%	4%	11%	13%	1%	6%	13%	3%	12%
			a			ab	abc	abc		a	ab		a
Telegram (Live) (ADDED AT WAVE 2)	38	-	38	2	5	11	11	9	2	27	9	20	18
	1%	-%	1%	*%	*%	1%	1%	1%	*%	1%	1%	*%	1%
			a										

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

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.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Child watches live streamed videos on other apps/ sites	98	58	40	21	22	23	16	16	21	61	16	66	32
	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%
				d									
Child does not watch live streamed videos on ANY apps/ sites	2721	1274	1447	603	789	762	389	178	603	1940	178	2283	438
	40%	38%	42%	67%	58%	42%	21%	20%	67%	39%	20%	50%	19%
			a	bcde	cde	de			bc	c		b	
Don't know	147	83	64	10	44	56	30	6	10	130	6	120	27
	2%	2%	2%	1%	3%	3%	2%	1%	1%	3%	1%	3%	1%
					ae	ae				c		b	

SUMMARY

ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

	3927	2021	1907	292	526	994	1393	722	292	2913	722	2128	1800
	58%	60%	56%	32%	39%	55%	77%	80%	32%	58%	80%	47%	79%
		b			a	ab	abc	abc		a	ab		a
Base for stats	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Mean number of apps/ sites	1.2	1.2	1.1	.5	.6	1.0	1.7	2.0	.5	1.1	2.0	.8	1.9
					a	ab	abc	abcd		a	ab		a
Standard deviation	1.36	1.32	1.40	.88	.96	1.19	1.45	1.54	.88	1.32	1.54	1.14	1.48
Standard error	.02	.02	.02	.02	.02	.03	.04	.05	.02	.02	.05	.02	.03

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

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.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
YouTube (Live)	2643 39%	1458 43% b	1185 35%	109 24%	109 24%	229 34% abd	177 26%	393 43% abcdf	304 34% abd	482 53% abcdefhj	402 44% abcdf	246 54% abcdefhj	192 42% abcdf
TikTok (LIVE)	1913 28%	883 26%	1030 30% a	33 7%	25 5%	62 9%	73 11% b	217 24% abcd	236 26% abcd	370 41% abcdef	454 50% abcdefg	201 44% abcdef	243 54% abcdefg
Instagram (Live)	1267 19%	577 17%	690 20% a	29 6%	18 4%	37 5%	36 5%	102 11% abcd	97 11% bcd	238 26% abcdef	325 36% abcdefg	172 38% abcdefg	214 47% abcdefgh
Facebook (Live)	822 12%	435 13%	388 11%	18 4%	15 3%	41 6%	35 5%	96 11% abcd	62 7% abcdef	175 19% abcdef	163 18% abcdef	106 23% abcdef	112 25% abcdef
Twitch	596 9%	409 12% b	187 6%	22 5% b	4 1%	32 5% b	16 2%	91 10% abcdf	43 5% b	181 20% abcdefhj	85 9% abcdf	83 18% abcdefhj	40 9% bcd
Yubo	87 1%	49 1%	38 1%	6 1%	5 1%	8 1%	1 *%	12 1% d	4 *%	17 2% d	16 2% d	5 1% d	12 3% df
YouNow	61 1%	37 1%	25 1%	5 1%	3 1%	7 1%	7 1%	10 1%	8 1%	9 1%	5 1%	7 1%	2 *%
Snapchat (Live) (ADDED AT WAVE 2)	418 6%	194 6%	223 7%	4 1%	7 2%	17 2%	8 1%	29 3% a	38 4% ad	80 9% abcdef	115 13% abcdef	65 14% abcdefg	56 12% abcdef
Telegram (Live) (ADDED AT WAVE 2)	38 1%	25 1%	13 *%	1 *%	1 *%	4 1%	* *%	5 1%	5 1%	7 1%	5 1%	8 2% d	2 *%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Child watches live streamed videos on other apps/ sites	98 1%	44 1%	54 2%	6 1%	15 3%	10 1%	12 2%	12 1%	11 1%	8 1%	8 1%	9 2%	7 2%
					gh								
Child does not watch live streamed videos on ANY apps/ sites	2721 40%	1320 39%	1401 41%	300 66% cefg hij	303 67% cefg hij	377 56% efgh ij	412 61% efgh ij	351 39% gh ij	411 45% gh ij	203 22%	186 21%	89 20%	89 20%
Don't know	147 2%	56 2%	91 3% a	3 1%	8 2%	14 2%	29 4% agh ij	22 2%	34 4% ai j	15 2%	15 2%	2 *%	4 1%
SUMMARY													
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	3927 58%	2022 60%	1906 56%	150 33%	142 31%	288 42% ab	238 35% ab	533 59% abcd f	461 51% abcd	688 76% abcde f	704 78% abcde f	362 80% abcde f	360 79% abcde f
Base for stats	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Mean number of apps/ sites	1.2	1.2	1.1	.5	.4	.7 ab	.5	1.1 abcd f	.9 abcd	1.7 abcde f	1.7 abcde f	2.0 abcde fgh	1.9 abcde f
Standard deviation	1.36	1.39	1.33	.94	.81	1.01	.90	1.24	1.13	1.47	1.44	1.60	1.47
Standard error	.02	.02	.02	.04	.03	.04	.03	.04	.04	.05	.05	.08	.07

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
YouTube (Live)	2643	147	1056	1346	2171	236	118	118	2376	267
	39%	23%	34%	48%	39%	39%	35%	44%	40%	30%
			a	ab				c	b	
TikTok (LIVE)	1913	34	516	1280	1560	178	91	85	1695	219
	28%	5%	16%	46%	28%	29%	27%	31%	29%	25%
			a	ab						
Instagram (Live)	1267	26	248	937	1055	95	58	59	1144	123
	19%	4%	8%	33%	19%	16%	17%	22%	19%	14%
			a	ab				b	b	
Facebook (Live)	822	19	212	547	652	79	46	45	744	78
	12%	3%	7%	19%	12%	13%	14%	17%	13%	9%
			a	ab				a	b	
Twitch	596	16	170	392	493	53	23	27	537	59
	9%	3%	5%	14%	9%	9%	7%	10%	9%	7%
			a	ab						
Yubo	87	7	28	52	75	2	4	6	78	9
	1%	1%	1%	2%	1%	*%	1%	2%	1%	1%
				b				b		
YouNow	61	4	34	24	51	3	3	5	59	3
	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%
Snapchat (Live) (ADDED AT WAVE 2)	418	6	81	316	347	36	16	19	350	68
	6%	1%	3%	11%	6%	6%	5%	7%	6%	8%
				ab						
Telegram (Live) (ADDED AT WAVE 2)	38	1	15	21	31	3	2	3	35	4
	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%

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

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.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Child watches live streamed videos on other apps/ sites	98 1%	17 3%	43 1%	35 1%	83 1%	7 1%	3 1%	5 2%	90 2%	8 1%
Child does not watch live streamed videos on ANY apps/ sites	2721 40%	441 69% bc	1596 51% c	615 22%	2237 40%	251 42%	141 42% d	92 34%	2300 39%	421 48% a
Don't know	147 2%	8 1%	88 3% c	41 1%	126 2%	11 2%	7 2%	3 1%	119 2%	27 3%
SUMMARY										
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	3927 58%	187 29%	1448 46% a	2155 77% ab	3223 58%	342 57%	188 56%	174 65% abc	3493 59% b	435 49%
Base for stats	6795	636	3132	2810	5585	605	336	269	5912	883
Mean number of apps/ sites	1.2	.4	.8 a	1.8 ab	1.2	1.1	1.1	1.4 abc	1.2 b	.9
Standard deviation	1.36	.85	1.07	1.48	1.36	1.33	1.29	1.48	1.37	1.27
Standard error	.02	.03	.02	.03	.02	.04	.04	.06	.02	.04

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

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.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
YouTube (Live)	2643 39%	810 43% bf	604 36%	550 39%	669 38%	1414 40%	1219 38%	573 43% b	1934 38%	831 41%	1025 39%	578 38%
TikTok (LIVE)	1913 28%	561 30% b	408 24%	431 30% b	506 29%	969 27%	937 29% b	437 33% b	1394 27%	651 32% b	710 27%	427 28%
Instagram (Live)	1267 19%	431 23% bdf	276 16%	272 19%	284 16%	707 20% bd	556 17%	301 22% b	908 18%	356 18%	488 19%	332 22% a
Facebook (Live)	822 12%	290 15% bdef	158 9%	193 14% b	181 10%	448 13% b	374 12%	197 15% b	577 11%	246 12%	332 13%	188 12%
Twitch	596 9%	221 12% bcdf	127 8%	113 8%	134 8%	348 10%	247 8%	155 12% b	408 8%	175 9%	219 8%	158 10%
Yubo	87 1%	50 3% bcdf	13 1%	14 1%	9 1%	63 2% bdf	24 1%	29 2% b	54 1%	34 2%	33 1%	19 1%
YouNow	61 1%	27 1%	12 1%	13 1%	10 1%	39 1%	23 1%	17 1%	42 1%	22 1%	26 1%	11 1%
Snapchat (Live) (ADDED AT WAVE 2)	418 6%	140 7% b	83 5%	86 6%	108 6%	223 6%	194 6%	91 7%	312 6%	124 6%	150 6%	119 8%
Telegram (Live) (ADDED AT WAVE 2)	38 1%	21 1% b	3 *%	6 *%	9 1%	23 1%	15 *%	13 1%	24 *%	6 *%	15 1%	10 1%

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Child watches live streamed videos on other apps/ sites	98 1%	31 2%	24 1%	18 1%	26 1%	54 2%	44 1%	23 2%	73 1%	29 1%	32 1%	24 2%
Child does not watch live streamed videos on ANY apps/ sites	2721 40%	708 37%	739 44% acf	546 38%	717 41%	1447 40%	1263 40%	435 32%	2179 42% a	706 35%	1070 41% a	639 42% a
Don't know	147 2%	26 1%	34 2%	33 2%	52 3% a	61 2%	85 3% a	21 2%	117 2%	60 3% c	50 2%	21 1%
SUMMARY												
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	3927 58%	1169 61% bd	898 54%	848 59% b	998 56%	2067 58% b	1846 58%	888 66% b	2846 55% b	1264 62% bc	1512 57%	849 56%
Base for stats	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Mean number of apps/ sites	1.2	1.4 bcdef	1.0	1.2 b	1.1	1.2 b	1.1 b	1.4 b	1.1	1.2	1.2	1.2
Standard deviation	1.36	1.52	1.25	1.32	1.29	1.41	1.30	1.38	1.35	1.32	1.34	1.47
Standard error	.02	.03	.03	.04	.03	.02	.02	.04	.02	.03	.03	.04

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

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Yes	1002	574	428	57	109	238	416	183	57	762	183	502	501
	15%	17%	13%	6%	8%	13%	23%	20%	6%	15%	20%	11%	22%
		b				ab	abc	abc		a	ab		a
No	5744	2781	2962	847	1232	1564	1387	714	847	4183	714	3998	1746
	85%	82%	87%	93%	91%	86%	77%	79%	93%	84%	79%	88%	77%
			a	cde	cde	de			bc	c		b	
Don't know	49	23	27	2	18	11	9	9	2	38	9	31	19
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%
					a								

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

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.

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Yes	1002 15%	522 15%	480 14%	33 7%	24 5%	63 9%	46 7%	126 14% abd	112 12% abd	206 23% abcdef	210 23% abcdef	95 21% abcdef	88 19% abcdf
No	5744 85%	2852 84%	2892 85%	418 92% efghij	429 95% cefg hij	611 90% ghij	621 91% efghij	776 86% ghi	788 87% ghij	693 77%	694 77%	354 78%	360 80%
Don't know	49 1%	23 1%	26 1%	2 *% *	* *% *	6 1%	12 2% bh	4 *% *	6 1%	7 1%	2 *% *	4 1%	5 1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Yes	1002	28	333	611	844	73	45	40	901	101
	15%	4%	11%	22%	15%	12%	13%	15%	15%	11%
			a	ab						
No	5744	606	2781	2176	4700	526	288	229	4966	778
	85%	95%	89%	77%	84%	87%	86%	85%	84%	88%
		bc	c							a
Don't know	49	2	17	23	41	6	2	-	45	5
	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%

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

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.

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Yes	1002 15%	375 20% bcdef	193 12%	214 15% b	219 12%	568 16% bd	433 14%	284 21% b	650 13%	314 15%	408 15%	221 15%
No	5744 85%	1521 80%	1468 88% ace	1202 84% a	1528 86% a	2989 84% a	2730 85% a	1054 78%	4454 87% a	1695 83%	2212 84%	1285 85%
Don't know	49 1%	7 *%	11 1%	11 1%	20 1%	18 1%	31 1%	5 *%	37 1%	21 1% c	13 *%	3 *%

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

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever live streams their own videos

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	b	c	d	e	~a	b	c	a	b
Unweighted total	920	529	391	81	122	212	342	163	81	676	163	493	427
Effective Weighted Sample	759	434	325	53	92	180	287	153	53	557	153	385	374
Total	1002	574	428	57	109	238	416	183	57	762	183	502	501
TikTok (LIVE)	466 46%	265 46%	201 47%	** **	38 35%	110 46%	197 47%	100 55% b	** **	346 45%	100 55%	218 43%	248 49%
YouTube (Live)	432 43%	258 45%	174 41%	** **	63 58% d	102 43%	152 36%	85 47%	** **	317 42%	85 47%	239 48%	193 38%
Instagram (Live)	396 39%	248 43%	148 35%	** **	37 34%	62 26%	179 43% c	93 51% c	** **	278 36%	93 51% b	161 32%	234 47% a
Facebook (Live)	281 28%	183 32% b	99 23%	** **	26 24%	59 25%	113 27%	64 35%	** **	199 26%	64 35%	130 26%	151 30%
Twitch	169 17%	101 18%	69 16%	** **	22 20%	24 10%	82 20% c	35 19%	** **	127 17%	35 19%	70 14%	99 20%
Snapchat (Live) (ADDED AT WAVE 2)	129 13%	- -%	129 30% a	** **	9 9%	26 11%	59 14%	29 16%	** **	94 12%	29 16%	54 11%	75 15%
Yubo	57 6%	54 9% b	3 1%	** **	6 6%	9 4%	25 6%	15 8%	** **	40 5%	15 8%	21 4%	36 7%
YouNow	39 4%	32 6% b	7 2%	** **	1 1%	4 2%	22 5%	6 3%	** **	28 4%	6 3%	19 4%	20 4%
Telegram (Live) (ADDED AT WAVE 2)	27 3%	- -%	27 6% a	** **	2 2%	7 3%	9 2%	7 4%	** **	19 2%	7 4%	15 3%	13 3%

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

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever live streams their own videos

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	b	c	d	e	~a	b	c	a	b
Unweighted total	920	529	391	81	122	212	342	163	81	676	163	493	427
Effective Weighted Sample	759	434	325	53	92	180	287	153	53	557	153	385	374
Total	1002	574	428	57	109	238	416	183	57	762	183	502	501
Child posts or shares their own live streamed videos on other apps/ sites	13	8	5	**	2	1	6	3	**	9	3	4	9
	1%	1%	1%	**	1%	*%	2%	2%	**	1%	2%	1%	2%
Don't know	18	8	11	**	2	11	4	1	**	16	1	16	2
	2%	1%	3%	**	2%	4%	1%	1%	**	2%	1%	3%	*%
												b	

SUMMARY

ANY LIVE STREAMING APPS/
SITES USED TO POST OR SHARE
LIVE STREAM VIDEOS

	984	567	417	**	107	227	412	181	**	746	181	485	499
	98%	99%	97%	**	98%	96%	99%	99%	**	98%	99%	97%	100%
													a
Base for stats	1002	574	428	**	109	238	416	183	**	762	183	502	501
Mean number of apps/ sites	2.0	2.0	2.0	**	1.9	1.7	2.0	2.4	**	1.9	2.4	1.9	2.2
							c	bcd			b		a
Standard deviation	1.35	1.28	1.43	**	1.29	1.13	1.35	1.55	**	1.28	1.55	1.30	1.38
Standard error	.04	.06	.07	**	.12	.08	.07	.12	**	.05	.12	.06	.07

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

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever live streams their own videos

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	~a	~b	~c	~d	e	f	g	h	~i	~j
Unweighted total	920	487	433	48	33	75	47	110	102	170	172	84	79
Effective Weighted Sample	759	397	361	30	22	55	38	93	87	143	144	79	74
Total	1002	522	480	33	24	63	46	126	112	206	210	95	88
TikTok (LIVE)	466	219	247	**	**	**	**	54	55	82	116	**	**
	46%	42%	51%	**	**	**	**	43%	50%	40%	55%	**	**
			a										
YouTube (Live)	432	255	177	**	**	**	**	59	43	92	59	**	**
	43%	49%	37%	**	**	**	**	47%	38%	45%	28%	**	**
			b					h		h			
Instagram (Live)	396	186	210	**	**	**	**	26	36	80	99	**	**
	39%	36%	44%	**	**	**	**	21%	32%	39%	47%	**	**
										e	e		
Facebook (Live)	281	146	136	**	**	**	**	30	29	62	52	**	**
	28%	28%	28%	**	**	**	**	24%	26%	30%	25%	**	**
Twitch	169	118	51	**	**	**	**	16	8	51	31	**	**
	17%	23%	11%	**	**	**	**	13%	7%	25%	15%	**	**
			b							f			
Snapchat (Live) (ADDED AT WAVE 2)	129	56	73	**	**	**	**	11	15	22	36	**	**
	13%	11%	15%	**	**	**	**	9%	14%	11%	17%	**	**
Yubo	57	25	32	**	**	**	**	2	6	11	14	**	**
	6%	5%	7%	**	**	**	**	2%	6%	5%	7%	**	**
YouNow	39	24	15	**	**	**	**	2	2	13	9	**	**
	4%	5%	3%	**	**	**	**	1%	2%	6%	5%	**	**
Telegram (Live) (ADDED AT WAVE 2)	27	15	12	**	**	**	**	2	5	5	4	**	**
	3%	3%	2%	**	**	**	**	2%	4%	3%	2%	**	**

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever live streams their own videos

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 ~i	FEMALE 16-17 ~j
Significance Level: 99%													
Unweighted total	920	487	433	48	33	75	47	110	102	170	172	84	79
Effective Weighted Sample	759	397	361	30	22	55	38	93	87	143	144	79	74
Total	1002	522	480	33	24	63	46	126	112	206	210	95	88
Child posts or shares their own live streamed videos on other apps/ sites	13 1%	7 1%	5 1%	** **	** **	** **	** **	- -%	1 *%	3 1%	3 2%	** **	** **
Don't know	18 2%	8 1%	11 2%	** **	** **	** **	** **	2 2%	9 8%	3 1%	1 *%	** **	** **

SUMMARY

ANY LIVE STREAMING APPS/
SITES USED TO POST OR SHARE
LIVE STREAM VIDEOS

	984 98%	515 99%	469 98%	** **	** **	** **	** **	124 98%	103 92%	203 99%	210 100%	** **	** **
Base for stats	1002	522	480	**	**	**	**	126	112	206	210	**	**
Mean number of apps/ sites	2.0	2.0	2.0	**	**	**	**	1.6	1.8	2.0	2.0	**	**
Standard deviation	1.35	1.43	1.25	**	**	**	**	1.02	1.25	1.44	1.25	**	**
Standard error	.04	.06	.06	**	**	**	**	.10	.12	.11	.09	**	**

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever live streams their own videos

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	~d	a	~b
Unweighted total	920	47	330	515	628	103	103	86	841	79
Effective Weighted Sample	759	28	264	446	585	93	83	65	693	67
Total	1002	28	333	611	844	73	45	40	901	101
TikTok (LIVE)	466	**	138	306	386	37	27	**	412	**
	46%	**	42%	50%	46%	50%	59%	**	46%	**
YouTube (Live)	432	**	163	240	363	31	16	**	392	**
	43%	**	49%	39%	43%	43%	36%	**	44%	**
Instagram (Live)	396	**	103	277	340	22	15	**	357	**
	39%	**	31%	45%	40%	30%	33%	**	40%	**
Facebook (Live)	281	**	81	183	236	21	12	**	250	**
	28%	**	24%	30%	28%	28%	26%	**	28%	**
Twitch	169	**	48	117	143	16	6	**	147	**
	17%	**	14%	19%	17%	22%	13%	**	16%	**
Snapchat (Live) (ADDED AT WAVE 2)	129	**	27	94	112	7	6	**	113	**
	13%	**	8%	15%	13%	10%	13%	**	12%	**
Yubo	57	**	15	38	46	4	4	**	55	**
	6%	**	5%	6%	5%	5%	9%	**	6%	**
YouNow	39	**	5	27	32	4	2	**	38	**
	4%	**	2%	4%	4%	5%	5%	**	4%	**
Telegram (Live) (ADDED AT WAVE 2)	27	**	8	19	26	-	1	**	23	**
	3%	**	2%	3%	3%	-%	1%	**	3%	**
Child posts or shares their own live streamed videos on other apps/ sites	13	**	3	9	9	1	1	**	13	**
	1%	**	1%	2%	1%	1%	2%	**	1%	**

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

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever live streams their own videos

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	~d	a	~b
Unweighted total	920	47	330	515	628	103	103	86	841	79
Effective Weighted Sample	759	28	264	446	585	93	83	65	693	67
Total	1002	28	333	611	844	73	45	40	901	101
Don't know	18	**	9	7	16	2	1	**	16	**
	2%	**	3%	1%	2%	2%	1%	**	2%	**

SUMMARY

ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	984	**	324	604	828	72	45	**	886	**
	98%	**	97%	99%	98%	98%	99%	**	98%	**
Base for stats	1002	**	333	611	844	73	45	**	901	**
Mean number of apps/ sites	2.0	**	1.8	2.1	2.0	1.9	2.0	**	2.0	**
				b						
Standard deviation	1.35	**	1.14	1.43	1.35	1.25	1.39	**	1.35	**
Standard error	.04	**	.06	.06	.05	.12	.14	**	.05	**

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

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever live streams their own videos

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	920	379	184	194	161	563	355	268	584	280	395	193
Effective Weighted Sample	759	305	156	161	141	461	301	220	485	228	322	165
Total	1002	375	193	214	219	568	433	284	650	314	408	221
TikTok (LIVE)	466	178	87	96	103	265	199	122	314	139	183	117
	46%	48%	45%	45%	47%	47%	46%	43%	48%	44%	45%	53%
YouTube (Live)	432	178	77	87	90	255	177	109	283	132	164	111
	43%	47%	40%	41%	41%	45%	41%	38%	43%	42%	40%	50%
Instagram (Live)	396	167	69	82	78	236	160	99	264	116	154	107
	39%	44%	36%	38%	36%	42%	37%	35%	41%	37%	38%	48%
Facebook (Live)	281	121	49	52	59	170	111	70	184	86	108	73
	28%	32%	26%	24%	27%	30%	26%	25%	28%	27%	27%	33%
Twitch	169	83	22	30	34	105	64	59	101	67	56	41
	17%	22%	11%	14%	16%	18%	15%	21%	16%	21%	14%	18%
		b										
Snapchat (Live) (ADDED AT WAVE 2)	129	54	20	28	26	74	54	40	77	38	47	36
	13%	14%	11%	13%	12%	13%	13%	14%	12%	12%	12%	16%
Yubo	57	36	8	8	5	44	13	20	33	16	23	15
	6%	10%	4%	4%	2%	8%	3%	7%	5%	5%	6%	7%
		df				f						
YouNow	39	21	10	5	3	31	8	12	23	12	17	10
	4%	6%	5%	3%	1%	5%	2%	4%	4%	4%	4%	4%
Telegram (Live) (ADDED AT WAVE 2)	27	17	-	6	5	17	11	7	20	9	8	10
	3%	4%	-%	3%	2%	3%	2%	2%	3%	3%	2%	5%

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

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever live streams their own videos

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	920	379	184	194	161	563	355	268	584	280	395	193
Effective Weighted Sample	759	305	156	161	141	461	301	220	485	228	322	165
Total	1002	375	193	214	219	568	433	284	650	314	408	221
Child posts or shares their own live streamed videos on other apps/ sites	13 1%	8 2%	1 1%	2 1%	2 1%	9 2%	4 1%	1 *	10 2%	3 1%	4 1%	2 1%
Don't know	18 2%	7 2%	4 2%	3 1%	4 2%	10 2%	7 2%	7 3%	11 2%	6 2%	4 1%	7 3%

SUMMARY

ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS

	984	368	189	211	215	557	426	277	639	307	403	213
	98%	98%	98%	99%	98%	98%	98%	97%	98%	98%	99%	97%
Base for stats	1002	375	193	214	219	568	433	284	650	314	408	221
Mean number of apps/ sites	2.0	2.3	1.8	1.9	1.9	2.1	1.9	1.9	2.0	2.0	1.9	2.4
		bcd				bf						ab
Standard deviation	1.35	1.61	1.10	1.13	1.15	1.48	1.14	1.29	1.35	1.26	1.24	1.66
Standard error	.04	.08	.08	.08	.09	.06	.06	.08	.06	.08	.06	.12

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
TikTok (LIVE)	466 7%	265 8%	201 6%	20 2%	38 3%	110 6%	197 11%	100 11%	20 2%	346 7%	100 11%	218 5%	248 11%
		b				ab	abc	abc		a	ab		a
YouTube (Live)	432 6%	258 8%	174 5%	30 3%	63 5%	102 6%	152 8%	85 9%	30 3%	317 6%	85 9%	239 5%	193 9%
		b				a	abc	abc		a	ab		a
Instagram (Live)	396 6%	248 7%	148 4%	24 3%	37 3%	62 3%	179 10%	93 10%	24 3%	278 6%	93 10%	161 4%	234 10%
		b					abc	abc		a	ab		a
Facebook (Live)	281 4%	183 5%	99 3%	19 2%	26 2%	59 3%	113 6%	64 7%	19 2%	199 4%	64 7%	130 3%	151 7%
		b					abc	abc		a	ab		a
Twitch	169 2%	101 3%	69 2%	7 1%	22 2%	24 1%	82 5%	35 4%	7 1%	127 3%	35 4%	70 2%	99 4%
							abc	abc		a	a		a
Snapchat (Live) (ADDED AT WAVE 2)	129 2%	- -%	129 4%	5 1%	9 1%	26 1%	59 3%	29 3%	5 1%	94 2%	29 3%	54 1%	75 3%
			a				abc	abc		a	a		a
Yubo	57 1%	54 2%	3 *%	2 *%	6 *%	9 *%	25 1%	15 2%	2 *%	40 1%	15 2%	21 *%	36 2%
		b					a	abc			a		a
YouNow	39 1%	32 1%	7 *%	5 1%	1 *%	4 *%	22 1%	6 1%	5 1%	28 1%	6 1%	19 *%	20 1%
		b					bc						
Telegram (Live) (ADDED AT WAVE 2)	27 *%	- -%	27 1%	2 *%	2 *%	7 *%	9 1%	7 1%	2 *%	19 *%	7 1%	15 *%	13 1%
			a										

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

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Child posts or shares their own live streamed videos on other apps/ sites	13	8	5	1	2	1	6	3	1	9	3	4	9
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	18	8	11	1	2	11	4	1	1	16	1	16	2
	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%

SUMMARY

ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	984	567	417	56	107	227	412	181	56	746	181	485	499
	14%	17%	12%	6%	8%	13%	23%	20%	6%	15%	20%	11%	22%
		b				ab	abc	abc		a	ab		a
DO NOT POST LIVE STREAM VIDEOS	5793	2804	2989	849	1250	1574	1396	723	849	4221	723	4028	1764
	85%	83%	87%	94%	92%	87%	77%	80%	94%	85%	80%	89%	78%
			a	cde	cde	de			bc	c		b	
Base for stats	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Mean number of apps/ sites	.3	.3	.3	.1	.2	.2	.5	.5	.1	.3	.5	.2	.5
		b				ab	abc	abc		a	ab		a
Standard deviation	.88	.92	.84	.59	.63	.70	1.07	1.18	.59	.85	1.18	.73	1.10
Standard error	.01	.02	.01	.02	.02	.02	.03	.04	.02	.01	.04	.01	.02

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

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 16-17	
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15		MALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
TikTok (LIVE)	466 7%	219 6%	247 7%	13 3%	7 1%	22 3%	17 2%	54 6%	55 6%	82 9%	116 13%	48 11%	52 12%
								bd	bd	abcd	abcdef	abcdef	abcdef
YouTube (Live)	432 6%	255 8%	177 5%	17 4%	12 3%	37 5%	26 4%	59 7%	43 5%	92 10%	59 7%	50 11%	36 8%
								b		abcdf	b	abcdf	abd
Instagram (Live)	396 6%	186 5%	210 6%	15 3%	10 2%	22 3%	15 2%	26 3%	36 4%	80 9%	99 11%	43 9%	50 11%
										abcdef	abcdef	abcdef	abcdef
Facebook (Live)	281 4%	146 4%	136 4%	13 3%	6 1%	12 2%	14 2%	30 3%	29 3%	62 7%	52 6%	29 6%	35 8%
										abcdef	bcd	bcd	abcdef
Twitch	169 2%	118 3%	51 1%	6 1%	1 *%	16 2%	5 1%	16 2%	8 1%	51 6%	31 3%	29 6%	6 1%
								b		abcdefj	bdf	abcdefj	
Snapchat (Live) (ADDED AT WAVE 2)	129 2%	56 2%	73 2%	2 *%	4 1%	6 1%	3 *%	11 1%	15 2%	22 2%	36 4%	15 3%	14 3%
										ad	abcdef	abcd	ad
Yubo	57 1%	25 1%	32 1%	2 *%	* *%	2 *%	4 1%	2 *%	6 1%	11 1%	14 2%	7 2%	8 2%
												b	b
YouNow	39 1%	24 1%	15 *%	4 1%	1 *%	1 *%	- -%	2 *%	2 *%	13 1%	9 1%	4 1%	2 *%
										d			
Telegram (Live) (ADDED AT WAVE 2)	27 *%	15 *%	12 *%	- -%	2 *%	2 *%	* *%	2 *%	5 1%	5 1%	4 *%	6 1%	1 *%
												ad	

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Child posts or shares their own live streamed videos on other apps/ sites	13 *%	7 *%	5 *%	- -%	1 *%	2 *%	- -%	- -%	1 *%	3 *%	3 *%	3 1%	- -%
Don't know	18 *%	8 *%	11 *%	1 *%	- -%	* *%	1 *%	2 *%	9 1%	3 *%	1 *%	1 *%	- -%
SUMMARY													
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	984 14%	515 15%	469 14%	32 7%	24 5%	63 9%	44 7%	124 14% abd	103 11% bd	203 22% abcdef	210 23% abcdef	93 21% abcdef	88 19% abcdf
DO NOT POST LIVE STREAM VIDEOS	5793 85%	2875 85%	2918 86%	420 93% efghij	429 95% efghij	616 91% ghij	634 93% efghij	780 86% ghi	794 88% ghij	700 77% ghij	696 77% ghij	358 79% ghij	365 81% ghij
Base for stats	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Mean number of apps/ sites	.3	.3	.3	.2	.1	.2	.1	.2 bd	.2 bd	.5 abcdef	.5 abcdef	.5 abcdef	.4 abcdef
Standard deviation	.88	.92	.84	.66	.50	.69	.57	.67	.73	1.10	1.04	1.30	1.06
Standard error	.01	.02	.01	.03	.02	.02	.02	.02	.03	.04	.04	.06	.05
Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j													

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
TikTok (LIVE)	466 7%	9 1%	138 4% a	306 11% ab	386 7%	37 6%	27 8%	16 6%	412 7%	53 6%
YouTube (Live)	432 6%	14 2%	163 5% a	240 9% ab	363 7%	31 5%	16 5%	21 8%	392 7%	40 4%
Instagram (Live)	396 6%	8 1%	103 3% a	277 10% ab	340 6% b	22 4%	15 4%	18 7%	357 6%	38 4%
Facebook (Live)	281 4%	8 1%	81 3%	183 7% ab	236 4%	21 3%	12 4%	13 5%	250 4%	31 4%
Twitch	169 2%	4 1%	48 2%	117 4% ab	143 3%	16 3%	6 2%	4 2%	147 2%	22 3%
Snapchat (Live) (ADDED AT WAVE 2)	129 2%	3 1%	27 1%	94 3% ab	112 2%	7 1%	6 2%	4 1%	113 2%	16 2%
Yubo	57 1%	1 *%	15 *%	38 1% b	46 1%	4 1%	4 1%	4 1%	55 1%	2 *%
YouNow	39 1%	5 1% b	5 *%	27 1% b	32 1%	4 1%	2 1%	1 *%	38 1%	1 *%
Telegram (Live) (ADDED AT WAVE 2)	27 *%	1 *%	8 *%	19 1%	26 *%	- -%	1 *%	1 *%	23 *%	4 1%

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

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Child posts or shares their own live streamed videos on other apps/ sites	13	1	3	9	9	1	1	2	13	-
	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%
Don't know	18	1	9	7	16	2	1	*	16	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY										
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	984	27	324	604	828	72	45	39	886	98
	14%	4%	10%	21%	15%	12%	13%	15%	15%	11%
			a	ab					b	
DO NOT POST LIVE STREAM VIDEOS	5793	608	2798	2199	4741	532	291	229	5010	782
	85%	96%	89%	78%	85%	88%	87%	85%	85%	89%
		bc	c							
Base for stats	6795	636	3132	2810	5585	605	336	269	5912	883
Mean number of apps/ sites	.3	.1	.2	.5	.3	.2	.3	.3	.3	.2
			a	ab						
Standard deviation	.88	.50	.66	1.11	.89	.77	.85	.91	.89	.80
Standard error	.01	.02	.01	.02	.01	.02	.03	.04	.01	.03

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

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.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
TikTok (LIVE)	466 7%	178 9% bdf	87 5%	96 7%	103 6%	265 7% b	199 6%	122 9% b	314 6%	139 7%	183 7%	117 8%
YouTube (Live)	432 6%	178 9% bcdef	77 5%	87 6%	90 5%	255 7% b	177 6%	109 8% b	283 5%	132 7%	164 6%	111 7%
Instagram (Live)	396 6%	167 9% bcdef	69 4%	82 6%	78 4%	236 7% bd	160 5%	99 7% b	264 5%	116 6%	154 6%	107 7%
Facebook (Live)	281 4%	121 6% bcdf	49 3%	52 4%	59 3%	170 5% b	111 3%	70 5%	184 4%	86 4%	108 4%	73 5%
Twitch	169 2%	83 4% bcdf	22 1%	30 2%	34 2%	105 3% b	64 2%	59 4% b	101 2%	67 3%	56 2%	41 3%
Snapchat (Live) (ADDED AT WAVE 2)	129 2%	54 3% b	20 1%	28 2%	26 1%	74 2%	54 2%	40 3% b	77 1%	38 2%	47 2%	36 2%
Yubo	57 1%	36 2% bcdf	8 *% *	8 1%	5 *% *	44 1% df	13 *% *	20 1% b	33 1%	16 1%	23 1%	15 1%
YouNow	39 1%	21 1% df	10 1%	5 *% *	3 *% *	31 1% f	8 *% *	12 1%	23 *% *	12 1%	17 1%	10 1%
Telegram (Live) (ADDED AT WAVE 2)	27 *% *	17 1% b	- -% *	6 *% *	5 *% *	17 *% *	11 *% *	7 1%	20 *% *	9 *% *	8 *% *	10 1%

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

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Child posts or shares their own live streamed videos on other apps/ sites	13 *%	8 *%	1 *%	2 *%	2 *%	9 *%	4 *%	1 *%	10 *%	3 *%	4 *%	2 *%
Don't know	18 *%	7 *%	4 *%	3 *%	4 *%	10 *%	7 *%	7 1%	11 *%	6 *%	4 *%	7 *%
SUMMARY												
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	984 14%	368 19%	189 11%	211 15%	215 12%	557 16%	426 13%	277 21%	639 12%	307 15%	403 15%	213 14%
		bcdef		b		bd		b				
DO NOT POST LIVE STREAM VIDEOS	5793 85%	1528 80%	1479 88%	1213 85%	1548 88%	3007 84%	2761 86%	1059 79%	4492 87%	1716 85%	2224 85%	1287 85%
			ace	a	ae	a	a		a			
Base for stats	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Mean number of apps/ sites	.3	.5	.2	.3	.2	.3	.3	.4	.3	.3	.3	.3
		bcdef		b		bdf		b				
Standard deviation	.88	1.16	.68	.79	.73	.97	.76	.98	.82	.87	.84	1.05
Standard error	.01	.03	.02	.02	.02	.02	.01	.03	.01	.02	.02	.03
Columns Tested: a,b,c,d,e,f - a,b - a,b,c												

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 20

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.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
TikTok	2908 43%	1466 43%	1442 42%	82 9%	197 15%	781 43%	1211 67%	638 70%	82 9%	2189 44%	638 70%	1345 30%	1563 69%
					a	ab	abc	abc		a	ab		a
Snapchat	2549 38%	1292 38%	1257 37%	61 7%	141 10%	516 28%	1162 64%	669 74%	61 7%	1819 37%	669 74%	966 21%	1584 70%
					a	ab	abc	abcd		a	ab		a
Instagram	2287 34%	1185 35%	1102 32%	47 5%	95 7%	344 19%	1066 59%	734 81%	47 5%	1505 30%	734 81%	669 15%	1617 71%
						ab	abc	abcd		a	ab		a
Facebook	1690 25%	925 27%	765 22%	50 6%	107 8%	307 17%	715 39%	511 56%	50 6%	1129 23%	511 56%	591 13%	1100 49%
						ab	abc	abcd		a	ab		a
Twitter	702 10%	388 11%	314 9%	12 1%	29 2%	98 5%	302 17%	262 29%	12 1%	429 9%	262 29%	190 4%	512 23%
						ab	abc	abcd		a	ab		a
Pinterest	662 10%	335 10%	328 10%	19 2%	34 2%	122 7%	303 17%	184 20%	19 2%	459 9%	184 20%	232 5%	431 19%
						ab	abc	abc		a	ab		a
Reddit	335 5%	193 6%	142 4%	9 1%	19 1%	53 3%	165 9%	89 10%	9 1%	236 5%	89 10%	115 3%	220 10%
						a	abc	abc		a	ab		a
BeReal	245 4%	47 1%	198 6%	5 1%	11 1%	38 2%	131 7%	60 7%	5 1%	180 4%	60 7%	75 2%	169 7%
						a	abc	abc		a	ab		a
PopJam	189 3%	103 3%	87 3%	26 3%	36 3%	65 4%	45 2%	17 2%	26 3%	146 3%	17 2%	149 3%	40 2%
												b	
Tumblr	135 2%	83 2%	52 2%	6 1%	10 1%	28 2%	55 3%	36 4%	6 1%	92 2%	36 4%	55 1%	79 4%
							ab	abc			ab		a

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

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.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Wink	117	70	48	12	13	38	31	24	12	82	24	69	48
	2%	2%	1%	1%	1%	2%	2%	3%	1%	2%	3%	2%	2%
								b					
YuBo	112	69	44	8	17	23	36	28	8	76	28	54	58
	2%	2%	1%	1%	1%	1%	2%	3%	1%	2%	3%	1%	3%
								abc			ab		a
GoBubble	71	44	27	8	6	16	29	12	8	50	12	37	33
	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%
							b						
Whisper	68	49	19	5	8	16	27	11	5	51	11	38	30
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			b										
Momio	55	38	17	5	5	22	13	10	5	40	10	39	17
	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
			b										
Child uses other social media apps/ sites	146	75	71	21	23	57	35	10	21	115	10	117	29
	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%	1%	3%	1%
						e						b	
Child does not use ANY social media apps/ sites	2411	1122	1289	688	930	653	113	27	688	1696	27	2327	84
	35%	33%	38%	76%	68%	36%	6%	3%	76%	34%	3%	51%	4%
			a	bcde	cde	de	e		bc	c		b	
Don't know	55	40	15	12	24	11	6	1	12	41	1	50	5
	1%	1%	*%	1%	2%	1%	*%	*%	1%	1%	*%	1%	*%
			b		cde				c			b	

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

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.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
SUMMARY													
ANY SOCIAL MEDIA APPS/ SITES USED	4330	2217	2113	206	405	1147	1693	878	206	3245	878	2153	2176
	64%	66%	62%	23%	30%	63%	93%	97%	23%	65%	97%	48%	96%
		b			a	ab	abc	abcd		a	ab		a
Base for stats	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Mean number of apps/ sites (out of 16)	1.8	1.9	1.7	.4	.6	1.4	2.9	3.6	.4	1.7	3.6	1.0	3.3
		b			a	ab	abc	abcd		a	ab		a
Standard deviation	1.99	2.05	1.93	1.05	1.16	1.60	1.89	1.96	1.05	1.88	1.96	1.56	1.89
Standard error	.02	.04	.03	.03	.03	.04	.05	.07	.03	.03	.07	.02	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

Table 20

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.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
TikTok	2908 43%	1386 41%	1522 45% a	53 12% b	29 6%	96 14% b	102 15% b	387 43% abcd	394 43% abcd	565 62% abcdef	646 71% abcdefgi	286 63% abcdef	352 78% abcdefgi
Snapchat	2549 38%	1149 34%	1400 41% a	29 7%	32 7%	70 10%	71 10%	204 23% abcd	312 34% abcde	535 59% abcdef	627 69% abcdefg	310 68% abcdefg	359 79% abcdefghi
Instagram	2287 34%	1075 32%	1211 36% a	28 6%	19 4%	49 7%	47 7%	162 18% abcd	182 20% abcd	471 52% abcdef	595 66% abcdefg	366 81% abcdefgh	368 81% abcdefgh
Facebook	1690 25%	858 25%	832 24%	26 6%	24 5%	52 8%	55 8%	172 19% abcd	134 15% abcd	369 41% abcdef	346 38% abcdef	239 53% abcdefgh	272 60% abcdefgh
Twitter	702 10%	384 11%	318 9%	11 2% b	1 *% *	19 3% b	9 1%	53 6% abcd	45 5% bd	152 17% abcdef	150 17% abcdef	150 33% abcdefgh	112 25% abcdefgh
Pinterest	662 10%	215 6%	447 13% a	8 2%	11 2%	17 2%	17 3%	45 5% a	77 8% abcde	95 10% abcde	208 23% abcdefgi	50 11% abcde	134 30% abcdefgi
Reddit	335 5%	209 6% b	126 4%	4 1%	5 1%	14 2%	5 1%	33 4% abd	19 2% 2%	108 12% abcdefh	57 6% abcdef	50 11% abcdefh	40 9% abcdef
BeReal	245 4%	84 2%	161 5% a	3 1%	1 *% *	4 1%	7 1%	11 1% 1%	26 3% 3%	46 5% 5% abc	85 9% 9% abcdefgi	19 4% 4% abcde	40 9% 9% abcdef
PopJam	189 3%	97 3%	92 3%	13 3%	13 3%	21 3%	15 2%	27 3%	38 4%	26 3%	19 2%	11 2%	6 1%
Tumblr	135 2%	74 2%	60 2%	4 1%	2 *% *	4 1%	6 1%	22 2% bcf	6 1% 1%	27 3% 3%	27 3% 3% bcdf	17 4% 4% bcdf	19 4% 4% bcdf

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Wink	117 2%	70 2%	47 1%	8 2%	4 1%	8 1%	5 1%	20 2%	18 2%	20 2%	11 1%	15 3% bd	9 2%
YuBo	112 2%	55 2%	57 2%	6 1%	3 1%	12 2%	6 1%	12 1%	11 1%	17 2%	19 2%	8 2%	20 4% abdef
GoBubble	71 1%	33 1%	37 1%	5 1%	3 1%	2 *%	4 1%	9 1%	7 1%	12 1%	17 2% c	6 1%	7 1%
Whisper	68 1%	40 1%	29 1%	4 1%	1 *%	6 1%	2 *%	12 1%	4 *%	13 1%	14 2%	4 1%	7 2%
Momio	55 1%	37 1%	18 1%	2 *%	4 1%	5 1%	1 *%	17 2% d	6 1%	8 1%	5 1%	6 1% d	4 1%
Child uses other social media apps/ sites	146 2%	73 2%	73 2%	5 1%	17 4% ahj	10 1%	13 2%	26 3%	31 3% hj	25 3%	11 1%	7 2%	2 1%
Child does not use ANY social media apps/ sites	2411 35%	1245 37%	1166 34%	339 75% efghij	349 77% cdefghij	470 69% efghij	461 68% efghij	342 38% ghij	312 34% ghij	74 8% hj	38 4%	21 5% j	6 1%
Don't know	55 1%	32 1%	22 1%	6 1% h	6 1% h	11 2% h	13 2% h	7 1%	4 *%	6 1%	- -%	1 *%	- -%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
SUMMARY													
ANY SOCIAL MEDIA APPS/ SITES USED	4330 64%	2120 62%	2210 65%	108 24%	98 22%	199 29%	206 30%	557 61%	591 65%	826 91%	868 96%	431 95%	447 99%
						b	b	abcd	abcd	abcdef	abcdefg	abcdef	abcdefgi
Base for stats	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Mean number of apps/ sites (out of 16)	1.8	1.7	1.9	.5	.4	.6	.5	1.3	1.4	2.7	3.1	3.4	3.9
			a			b	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi
Standard deviation	1.99	1.98	2.00	1.14	.95	1.26	1.06	1.61	1.60	1.96	1.79	2.05	1.83
Standard error	.02	.03	.03	.04	.04	.05	.04	.06	.06	.07	.06	.10	.09

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
TikTok	2908 43%	50 8%	863 28% a	1884 67% ab	2351 42%	288 48% a	141 42%	128 48%	2565 43%	343 39%
Snapchat	2549 38%	35 6%	560 18% a	1856 66% ab	2054 37%	247 41%	136 40%	113 42%	2235 38%	314 36%
Instagram	2287 34%	34 5%	363 12% a	1780 63% ab	1875 34%	201 33%	111 33%	99 37%	2027 34%	260 29%
Facebook	1690 25%	33 5%	377 12% a	1197 43% ab	1345 24%	181 30% a	91 27%	74 27%	1490 25%	201 23%
Twitter	702 10%	7 1%	109 3% a	555 20% ab	568 10%	74 12%	34 10%	26 10%	641 11% b	61 7%
Pinterest	662 10%	14 2%	132 4%	480 17% ab	543 10%	54 9%	38 11%	26 10%	579 10%	83 9%
Reddit	335 5%	6 1%	66 2%	248 9% ab	283 5%	23 4%	14 4%	15 5%	312 5% b	23 3%
BeReal	245 4%	4 1%	36 1%	196 7% ab	196 4%	22 4%	15 4%	12 5%	223 4%	21 2%
PopJam	189 3%	14 2%	102 3%	71 3%	154 3%	16 3%	7 2%	12 4%	173 3%	16 2%
Tumblr	135 2%	5 1%	30 1%	86 3% ab	105 2%	12 2%	11 3%	7 3%	128 2%	7 1%

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

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.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Wink	117 2%	8 1%	48 2%	55 2%	100 2%	7 1%	6 2%	5 2%	110 2%	7 1%
YuBo	112 2%	4 1%	41 1%	68 2% ab	98 2%	4 1%	3 1%	7 3% b	99 2%	13 1%
GoBubble	71 1%	5 1%	18 1%	46 2% b	56 1%	7 1%	4 1%	4 1%	65 1%	6 1%
Whisper	68 1%	3 1%	26 1%	36 1%	60 1%	3 *%	4 1%	1 *%	59 1%	9 1%
Momio	55 1%	4 1%	23 1%	28 1%	45 1%	4 1%	4 1%	3 1%	52 1%	3 *%
Child uses other social media apps/ sites	146 2%	12 2%	82 3%	45 2%	125 2%	10 2%	7 2%	5 2%	128 2%	18 2%
Child does not use ANY social media apps/ sites	2411 35%	508 80% bc	1683 54% c	170 6%	2004 36%	202 33%	122 36%	82 31%	2047 35%	364 41% a
Don't know	55 1%	6 1%	36 1% c	5 *%	45 1%	7 1%	2 1%	1 *%	49 1%	5 1%
SUMMARY										
ANY SOCIAL MEDIA APPS/ SITES USED	4330 64%	122 19%	1413 45% a	2635 94% ab	3536 63%	396 65%	212 63%	186 69%	3815 65% b	514 58%
Base for stats	6795	636	3132	2810	5585	605	336	269	5912	883

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

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.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Mean number of apps/ sites (out of 16)	1.8	.4	.9	3.1	1.8	1.9	1.9	2.0	1.8	1.6
Standard deviation	1.99	1.08	1.41	1.94	1.98	2.00	2.10	2.05	2.01	1.85
Standard error	.02	.04	.02	.04	.03	.06	.07	.08	.03	.06

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

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.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
TikTok	2908 43%	832 44%	657 39%	640 45% b	766 43%	1489 42%	1405 44% b	624 46%	2178 42%	922 45%	1114 42%	675 45%
Snapchat	2549 38%	731 38% b	566 34%	553 39%	691 39% b	1297 36%	1243 39% b	541 40%	1904 37%	782 39%	954 36%	600 40%
Instagram	2287 34%	726 38% bcdf	534 32%	470 33%	546 31%	1261 35% df	1016 32%	497 37%	1693 33%	670 33%	856 33%	570 38% ab
Facebook	1690 25%	514 27% be	322 19%	365 26% b	485 27% be	836 23% b	850 27% be	398 30% b	1211 24%	536 26%	651 25%	387 26%
Twitter	702 10%	269 14% bcdf	154 9%	123 9%	154 9%	423 12% bcdf	277 9%	145 11%	523 10%	185 9%	278 11%	195 13% a
Pinterest	662 10%	248 13% bcdf	146 9%	128 9%	136 8%	394 11% df	264 8%	163 12% b	469 9%	213 10%	223 8%	186 12% b
Reddit	335 5%	147 8% bcdf	71 4%	48 3%	67 4%	218 6% cdf	116 4%	77 6%	238 5%	99 5%	123 5%	81 5%
BeReal	245 4%	101 5% bdf	54 3%	49 3%	39 2%	155 4% df	89 3%	69 5% b	162 3%	71 4%	83 3%	78 5% b
PopJam	189 3%	85 4% bcdf	44 3%	31 2%	30 2%	128 4% df	61 2%	38 3%	139 3%	63 3%	76 3%	43 3%

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Tumblr	135 2%	66 3%	27 2%	19 1%	23 1%	93 3%	42 1%	28 2%	93 2%	36 2%	48 2%	40 3%
		bcd	f									
Wink	117 2%	54 3%	28 2%	12 1%	22 1%	82 2%	34 1%	39 3%	70 1%	36 2%	38 1%	37 2%
		cdf				cf		b				
YuBo	112 2%	55 3%	14 1%	27 2%	17 1%	68 2%	44 1%	38 3%	68 1%	48 2%	40 2%	23 2%
		bdf				b		b				
GoBubble	71 1%	38 2%	9 1%	14 1%	10 1%	46 1%	24 1%	16 1%	48 1%	16 1%	29 1%	23 2%
		bdf										
Whisper	68 1%	34 2%	12 1%	12 1%	11 1%	46 1%	22 1%	19 1%	42 1%	24 1%	20 1%	19 1%
		bdf										
Momio	55 1%	30 2%	10 1%	11 1%	5 *	40 1%	15 *	17 1%	35 1%	24 1%	17 1%	14 1%
		bdf				df						
Child uses other social media apps/ sites	146 2%	43 2%	46 3%	27 2%	28 2%	89 2%	55 2%	36 3%	106 2%	33 2%	62 2%	37 2%
Child does not use ANY social media apps/ sites	2411 35%	596 31%	679 41%	490 34%	640 36%	1275 36%	1130 35%	381 28%	1923 37%	668 33%	930 35%	537 36%
			acef		a	a	a		a			
Don't know	55 1%	10 1%	7 *	12 1%	25 1%	17 *	37 1%	10 1%	28 1%	27 1%	14 1%	5 *
					abe		e			c		

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
SUMMARY												
ANY SOCIAL MEDIA APPS/ SITES USED	4330 64%	1297 68%	986 59%	925 65%	1102 62%	2282 64%	2027 63%	952 71%	3190 62%	1336 66%	1689 64%	966 64%
		bdef		b		b	b	b				
Base for stats	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Mean number of apps/ sites (out of 16)	1.8	2.1	1.6	1.8	1.7	1.9	1.7	2.0	1.7	1.9	1.8	2.0
		bcdef		b		b		b				b
Standard deviation	1.99	2.26	1.86	1.86	1.88	2.09	1.87	2.04	1.96	1.98	1.91	2.19
Standard error	.02	.05	.04	.05	.05	.03	.04	.06	.03	.05	.04	.05
Columns Tested: a,b,c,d,e,f - a,b - a,b,c												

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

SOCIAL MEDIA APP FROM QC13 SELECTED FOR COVERAGE AT QC13A

Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		~a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1576	-	1576	-	-	478	717	381	-	1195	381	639	937
Effective Weighted Sample	1346	-	1346	-	-	397	594	360	-	989	360	528	818
Total	1794	-	1794	-	-	521	836	438	-	1356	438	714	1081
Facebook	283	**	283	**	**	67	141	75	**	208	75	98	185
	16%	**	16%	**	**	13%	17%	17%	**	15%	17%	14%	17%
Snapchat	283	**	283	**	**	116	130	37	**	246	37	152	131
	16%	**	16%	**	**	22%	16%	8%	**	18%	8%	21%	12%
						de	e			c		b	
TikTok	281	**	281	**	**	161	89	31	**	250	31	194	87
	16%	**	16%	**	**	31%	11%	7%	**	18%	7%	27%	8%
						de				c		b	
Instagram	277	**	277	**	**	50	143	84	**	193	84	72	205
	15%	**	15%	**	**	10%	17%	19%	**	14%	19%	10%	19%
							c	c					a
Pinterest	159	**	159	**	**	37	77	45	**	114	45	54	105
	9%	**	9%	**	**	7%	9%	10%	**	8%	10%	8%	10%
Twitter	152	**	152	**	**	11	72	69	**	83	69	24	128
	8%	**	8%	**	**	2%	9%	16%	**	6%	16%	3%	12%
							c	cd			b		a
BeReal	137	**	137	**	**	17	80	40	**	97	40	31	106
	8%	**	8%	**	**	3%	10%	9%	**	7%	9%	4%	10%
							c	c					a
Reddit	104	**	104	**	**	10	64	29	**	74	29	25	78
	6%	**	6%	**	**	2%	8%	7%	**	5%	7%	4%	7%
							c	c					a
PopJam	42	**	42	**	**	29	10	3	**	39	3	37	5
	2%	**	2%	**	**	6%	1%	1%	**	3%	1%	5%	1%
						de						b	
Tumblr	41	**	41	**	**	8	20	13	**	28	13	12	29
	2%	**	2%	**	**	2%	2%	3%	**	2%	3%	2%	3%
Wink	36	**	36	**	**	14	10	12	**	24	12	14	21
	2%	**	2%	**	**	3%	1%	3%	**	2%	3%	2%	2%

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

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.

SOCIAL MEDIA APP FROM QC13 SELECTED FOR COVERAGE AT QC13A

Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%	a	b	~a	~b	~c	~d	e	f	g	h	i	j	
Unweighted total	1576	771	805	-	-	-	-	234	244	352	365	185	196
Effective Weighted Sample	1346	660	687	-	-	-	-	197	200	289	305	176	184
Total	1794	884	910	-	-	-	-	263	258	408	428	214	224
Facebook	283 16%	167 19% b	116 13%	** **	** **	** **	** **	43 16%	24 9%	91 22% fh	50 12%	33 15%	42 19% f
Snapchat	283 16%	138 16%	145 16%	** **	** **	** **	** **	54 21% ij	62 24% ij	63 15% j	67 16% j	21 10%	16 7%
TikTok	281 16%	155 17%	126 14%	** **	** **	** **	** **	86 33% ghij	74 29% ghij	54 13%	35 8%	14 6%	17 8%
Instagram	277 15%	123 14%	154 17%	** **	** **	** **	** **	22 8%	29 11%	60 15%	82 19% e	42 19% e	43 19% e
Pinterest	159 9%	48 5%	111 12% a	** **	** **	** **	** **	14 5%	23 9%	23 6%	54 13% egi	11 5%	35 15% egi
Twitter	152 8%	88 10%	64 7%	** **	** **	** **	** **	9 3%	2 1%	31 8% f	41 9% ef	48 22% efghj	21 9% f
BeReal	137 8%	43 5%	94 10% a	** **	** **	** **	** **	5 2%	11 4%	26 6%	54 13% ef	11 5%	28 13% ef
Reddit	104 6%	59 7%	45 5%	** **	** **	** **	** **	6 2%	5 2%	36 9% ef	28 7%	17 8% f	13 6%
PopJam	42 2%	18 2%	24 3%	** **	** **	** **	** **	11 4%	19 7% ghij	5 1%	5 1%	2 1%	1 **%
Tumblr	41 2%	22 3%	18 2%	** **	** **	** **	** **	6 2%	2 1%	11 3%	9 2%	6 3%	7 3%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

SOCIAL MEDIA APP FROM QC13 SELECTED FOR COVERAGE AT QC13A

Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	1576	771	805	-	-	-	-	234	244	352	365	185	196
Effective Weighted Sample	1346	660	687	-	-	-	-	197	200	289	305	176	184
Total	1794	884	910	-	-	-	-	263	258	408	428	214	224
Wink	36	23	12	**	**	**	**	7	7	6	4	10	1
	2%	3%	1%	**	**	**	**	3%	3%	2%	1%	5%	1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

SOCIAL MEDIA APP FROM QC13 SELECTED FOR COVERAGE AT QC13A

Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	1576	-	365	1153	1071	203	184	118	1386	190
Effective Weighted Sample	1346	-	303	990	1002	194	150	91	1188	159
Total	1794	-	388	1334	1460	168	89	78	1570	224
Facebook	283 16%	** **	55 14%	217 16%	223 15%	35 21%	16 18%	9 12%	255 16%	29 13%
Snapchat	283 16%	** **	85 22%	188 14%	234 16%	25 15%	13 15%	10 13%	241 15%	42 19%
TikTok	281 16%	** **	129 33%	144 11%	230 16%	25 15%	10 12%	16 21%	245 16%	36 16%
Instagram	277 15%	** **	32 8%	234 18%	227 16%	19 11%	17 19%	15 19%	236 15%	41 18%
Pinterest	159 9%	** **	23 6%	133 10%	134 9%	13 8%	6 7%	6 8%	137 9%	23 10%
Twitter	152 8%	** **	10 3%	132 10%	119 8%	19 11%	8 9%	6 8%	128 8%	23 10%
BeReal	137 8%	** **	8 2%	121 9%	107 7%	15 9%	9 10%	6 8%	119 8%	18 8%
Reddit	104 6%	** **	9 2%	94 7%	89 6%	7 4%	5 6%	3 3%	99 6%	5 2%
PopJam	42 2%	** **	22 6%	21 2%	33 2%	7 4%	1 1%	2 3%	39 2%	3 2%
Tumblr	41 2%	** **	7 2%	29 2%	32 2%	1 1%	3 4%	4 5%	38 2%	3 1%
Wink	36 2%	** **	8 2%	22 2%	31 2%	2 1%	1 1%	1 2%	33 2%	2 1%

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

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.

SOCIAL MEDIA APP FROM QC13 SELECTED FOR COVERAGE AT QC13A

Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1576	496	412	342	318	908	660	349	1174	416	598	426
Effective Weighted Sample	1346	426	360	299	283	786	574	297	1003	353	514	370
Total	1794	511	411	390	473	922	863	392	1340	501	674	458
Facebook	283 16%	68 13%	50 12%	73 19%	92 20%	118 13%	165 19%	69 17%	200 15%	86 17%	107 16%	66 14%
Snapchat	283 16%	66 13%	62 15%	66 17%	86 18%	128 14%	152 18%	46 12%	231 17%	80 16%	108 16%	55 12%
TikTok	281 16%	67 13%	72 17%	55 14%	86 18%	138 15%	140 16%	59 15%	212 16%	74 15%	110 16%	76 17%
Instagram	277 15%	77 15%	69 17%	72 18%	59 13%	146 16%	132 15%	59 15%	212 16%	64 13%	110 16%	74 16%
Pinterest	159 9%	42 8%	40 10%	31 8%	44 9%	82 9%	75 9%	41 11%	116 9%	55 11%	53 8%	40 9%
Twitter	152 8%	55 11%	30 7%	28 7%	38 8%	85 9%	65 8%	31 8%	115 9%	38 8%	59 9%	45 10%
BeReal	137 8%	44 9%	40 10%	25 6%	27 6%	84 9%	53 6%	36 9%	97 7%	39 8%	45 7%	46 10%
Reddit	104 6%	45 9%	24 6%	17 4%	17 4%	69 7%	34 4%	20 5%	75 6%	35 7%	34 5%	27 6%
PopJam	42 2%	16 3%	11 3%	8 2%	8 2%	27 3%	15 2%	9 2%	32 2%	15 3%	19 3%	9 2%
Tumblr	41 2%	19 4%	5 1%	8 2%	9 2%	24 3%	17 2%	8 2%	28 2%	9 2%	14 2%	10 2%
Wink	36 2%	13 3%	8 2%	8 2%	6 1%	21 2%	14 2%	15 4%	20 2%	7 1%	14 2%	10 2%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

QC13A. Thinking about (SOCIAL MEDIA APP FROM QC13)... Which of these reasons, if any, are why you use it? (MULTI CODE)

Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		~a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1576	-	1576	-	-	478	717	381	-	1195	381	639	937
Effective Weighted Sample	1346	-	1346	-	-	397	594	360	-	989	360	528	818
Total	1794	-	1794	-	-	521	836	438	-	1356	438	714	1081
To keep up with what my friends are doing	1126 63%	** **	1126 63%	** **	** **	283 54%	548 66%	295 67%	** **	831 61%	295 67%	400 56%	726 67%
						c	c	c				a	a
I like to see what's on my feed	770 43%	** **	770 43%	** **	** **	196 38%	362 43%	213 49%	** **	558 41%	213 49%	268 38%	502 46%
							c	c				a	a
I use it to follow influencers and celebrities	659 37%	** **	659 37%	** **	** **	154 30%	328 39%	176 40%	** **	482 36%	176 40%	228 32%	431 40%
							c	c				a	a
I like to use the different features - like filters, messaging, posting photos, games, etc.	645 36%	** **	645 36%	** **	** **	196 38%	289 35%	160 36%	** **	486 36%	160 36%	267 37%	378 35%
To keep up with my family	592 33%	** **	592 33%	** **	** **	180 34%	254 30%	158 36%	** **	434 32%	158 36%	241 34%	351 32%
Other reasons	77 4%	** **	77 4%	** **	** **	32 6%	38 5%	7 2%	** **	70 5%	7 2%	48 7%	28 3%
						e				c		b	b
Don't know	27 2%	** **	27 2%	** **	** **	8 2%	14 2%	5 1%	** **	22 2%	5 1%	11 2%	16 2%

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

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.

QC13A. Thinking about (SOCIAL MEDIA APP FROM QC13)... Which of these reasons, if any, are why you use it? (MULTI CODE)

Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%	a	b		~a	~b	~c	~d	e	f	g	h	i	j
Unweighted total	1576	771	805	-	-	-	-	234	244	352	365	185	196
Effective Weighted Sample	1346	660	687	-	-	-	-	197	200	289	305	176	184
Total	1794	884	910	-	-	-	-	263	258	408	428	214	224
To keep up with what my friends are doing	1126 63%	531 60%	596 65%	**	**	**	**	129 49%	154 60%	259 64%	289 68%	143 67%	153 68%
								e	f	g	e	e	e
I like to see what's on my feed	770 43%	360 41%	411 45%	**	**	**	**	98 37%	98 38%	162 40%	199 47%	100 47%	113 50%
													e
I use it to follow influencers and celebrities	659 37%	307 35%	352 39%	**	**	**	**	75 28%	80 31%	147 36%	181 42%	85 40%	92 41%
											e		e
I like to use the different features - like filters, messaging, posting photos, games, etc.	645 36%	282 32%	364 40%	**	**	**	**	91 35%	105 41%	120 30%	169 39%	70 33%	90 40%
			a										
To keep up with my family	592 33%	280 32%	312 34%	**	**	**	**	93 35%	87 34%	118 29%	136 32%	69 32%	89 40%
Other reasons	77 4%	37 4%	40 4%	**	**	**	**	18 7%	13 5%	18 4%	21 5%	1 1%	6 3%
								i					
Don't know	27 2%	13 1%	15 2%	**	**	**	**	3 1%	5 2%	7 2%	7 2%	3 1%	3 1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC13A. Thinking about (SOCIAL MEDIA APP FROM QC13)... Which of these reasons, if any, are why you use it? (MULTI CODE)

Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	1576	-	365	1153	1071	203	184	118	1386	190
Effective Weighted Sample	1346	-	303	990	1002	194	150	91	1188	159
Total	1794	-	388	1334	1460	168	89	78	1570	224
To keep up with what my friends are doing	1126	**	203	873	916	103	56	51	984	143
	63%	**	52%	65%	63%	61%	63%	65%	63%	64%
				b						
I like to see what's on my feed	770	**	144	593	631	66	39	35	663	107
	43%	**	37%	44%	43%	39%	44%	45%	42%	48%
I use it to follow influencers and celebrities	659	**	123	517	537	57	32	32	577	81
	37%	**	32%	39%	37%	34%	36%	41%	37%	36%
I like to use the different features - like filters, messaging, posting photos, games, etc.	645	**	150	473	513	64	31	38	576	70
	36%	**	39%	35%	35%	38%	35%	48%	37%	31%
To keep up with my family	592	**	135	429	488	49	25	29	517	75
	33%	**	35%	32%	33%	29%	29%	37%	33%	34%
Other reasons	77	**	27	47	64	8	4	2	69	8
	4%	**	7%	4%	4%	5%	4%	2%	4%	4%
			c							
Don't know	27	**	4	22	20	4	1	2	22	5
	2%	**	1%	2%	1%	2%	1%	3%	1%	2%

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

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.

QC13A. Thinking about (SOCIAL MEDIA APP FROM QC13)... Which of these reasons, if any, are why you use it? (MULTI CODE)

Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	1576	496	412	342	318	908	660	349	1174	416	598	426
Effective Weighted Sample	1346	426	360	299	283	786	574	297	1003	353	514	370
Total	1794	511	411	390	473	922	863	392	1340	501	674	458
To keep up with what my friends are doing	1126 63%	309 60%	251 61%	253 65%	309 65%	561 61%	563 65%	230 59%	866 65%	309 62%	447 66%	272 59%
I like to see what's on my feed	770 43%	227 44%	179 44%	155 40%	206 44%	407 44%	361 42%	173 44%	571 43%	219 44%	272 40%	211 46%
I use it to follow influencers and celebrities	659 37%	198 39%	159 39%	140 36%	156 33%	357 39%	296 34%	147 38%	492 37%	187 37%	249 37%	170 37%
I like to use the different features - like filters, messaging, posting photos, games, etc.	645 36%	185 36%	158 38%	135 35%	162 34%	343 37%	298 35%	132 34%	487 36%	204 41%	237 35%	159 35%
To keep up with my family	592 33%	169 33%	107 26%	133 34%	179 38% b	276 30%	312 36% b	136 35%	437 33%	188 38%	213 32%	138 30%
Other reasons	77 4%	22 4%	21 5%	12 3%	21 5%	43 5%	34 4%	20 5%	54 4%	16 3%	26 4%	26 6%
Don't know	27 2%	4 1%	6 1%	13 3%	5 1%	10 1%	17 2%	9 2%	19 1%	4 1%	10 2%	9 2%

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

QC13A. Thinking about (SOCIAL MEDIA APP FROM QC13)... Which of these reasons, if any, are why you use it? (MULTI CODE)

Base : Children aged 8-17 who use one of the flagged social media apps/ sites (ADDED AT WAVE 2)

	Total	SOCIAL MEDIA APP SELECTED AT QC13										
		BeReal a	Facebook b	Instagram c	Pinterest d	PopJam ~e	Reddit ~f	Snapchat g	TikTok h	Tumblr ~i	Twitter j	Wink ~k
Significance Level: 99%												
Unweighted total	1576	126	245	247	131	38	91	248	248	35	134	33
Effective Weighted Sample	1346	109	209	208	113	32	78	209	212	30	119	29
Total	1794	137	283	277	159	42	104	283	281	41	152	36
To keep up with what my friends are doing	1126 63%	117 85% cdghj	212 75% dhj	196 71% dhj	60 38%	** **	** **	197 70% dh	139 49%	** **	85 56% d	** **
I like to see what's on my feed	770 43%	56 41% g	103 36% g	121 44% g	76 47% g	** **	** **	65 23% bg	139 49% bg	** **	88 58% abg	** **
I use it to follow influencers and celebrities	659 37%	32 24%	69 24%	134 48% abg	68 43% abg	** **	** **	76 27%	119 42% abg	** **	82 54% abg	** **
I like to use the different features - like filters, messaging, posting photos, games, etc.	645 36%	48 35%	84 30%	85 31%	57 36%	** **	** **	128 45% bch	79 28%	** **	51 33%	** **
To keep up with my family	592 33%	27 20%	167 59% acdghj	91 33% h	49 31% h	** **	** **	99 35% ah	47 17%	** **	46 30% h	** **
Other reasons	77 4%	- -%	8 3%	8 3%	26 17% abcgj	** **	** **	4 1%	21 7% ag	** **	3 2%	** **
Don't know	27 2%	4 3%	2 1%	5 2%	4 2%	** **	** **	3 1%	4 1%	** **	4 3%	** **

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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 TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	5389	2720	2669	431	805	1488	1778	888	431	4070	888	3160	2229
	79%	81%	78%	48%	59%	82%	98%	98%	48%	82%	98%	70%	98%
					a	ab	abc	abc		a	ab		a
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	6518	3221	3297	833	1261	1758	1782	884	833	4801	884	4302	2216
	96%	95%	96%	92%	93%	97%	98%	98%	92%	96%	98%	95%	98%
						ab	ab	ab		a	a		a
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	3927	2001	1926	287	519	1000	1401	719	287	2921	719	2125	1802
	58%	59%	56%	32%	38%	55%	77%	79%	32%	59%	79%	47%	80%
					a	ab	abc	abc		a	ab		a
USE SOCIAL MEDIA APPS/ SITES	4330	2217	2113	206	405	1147	1693	878	206	3245	878	2153	2176
	64%	66%	62%	23%	30%	63%	93%	97%	23%	65%	97%	48%	96%
		b			a	ab	abc	abcd		a	ab		a
ANY OF THESE	6642	3290	3352	853	1297	1779	1807	906	853	4884	906	4381	2261
	98%	97%	98%	94%	95%	98%	100%	100%	94%	98%	100%	97%	100%
						ab	abc	abc		a	ab		a
NONE OF THESE	153	88	65	53	62	33	5	-	53	99	-	149	4
	2%	3%	2%	6%	5%	2%	2%	0%	6%	2%	0%	3%	0%
				cde	cde	de			bc	c		b	
ALL OF THESE	3263	1708	1556	142	296	777	1353	695	142	2425	695	1509	1755
	48%	51%	46%	16%	22%	43%	75%	77%	16%	49%	77%	33%	77%
		b			a	ab	abc	abc		a	ab		a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	5389 79%	2681 79%	2708 80%	208 46%	223 49%	403 59%	401 59%	745 82%	742 82%	884 98%	895 99%	441 97%	447 99%
						ab	ab	abcd	abcd	abcdef	abcdef	abcdef	abcdef
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	6518 96%	3271 96%	3247 96%	405 89%	428 94%	643 95%	618 91%	887 98%	872 96%	893 99%	889 98%	443 98%	441 97%
					a	a		abcd	ad	abcdef	abcd	ad	ad
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	3927 58%	2023 60%	1904 56%	150 33%	137 30%	283 42%	236 35%	536 59%	464 51%	694 77%	707 78%	360 79%	360 79%
		b				ab		abcd	abcd	abcdef	abcdef	abcdef	abcdef
USE SOCIAL MEDIA APPS/ SITES	4330 64%	2120 62%	2210 65%	108 24%	98 22%	199 29%	206 30%	557 61%	591 65%	826 91%	868 96%	431 95%	447 99%
						b	b	abcd	abcd	abcdef	abcdefg	abcdef	abcdefgi
ANY OF THESE	6642 98%	3323 98%	3320 98%	419 93%	433 96%	655 96%	642 94%	892 98%	887 98%	903 100%	904 100%	453 100%	453 100%
						a		abd	ad	abcdef	abcdef	abcd	abcd
NONE OF THESE	153 2%	75 2%	78 2%	34 7%	20 4%	24 4%	38 6%	14 2%	19 2%	3 *%	2 *%	- -%	- -%
				ceghij	eghij	ghij	efghij	h	ghij				
ALL OF THESE	3263 48%	1630 48%	1633 48%	76 17%	66 15%	150 22%	146 21%	401 44%	376 41%	658 73%	695 77%	345 76%	350 77%
						b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdef

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	5389	284	2180	2751	4413	495	266	215	4712	677
	79%	45%	70%	98%	79%	82%	79%	80%	80%	77%
			a	ab						
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	6518	583	2979	2759	5352	581	324	261	5683	835
	96%	92%	95%	98%	96%	96%	96%	97%	96%	95%
			a	ab						
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	3927	182	1441	2164	3225	339	189	174	3489	438
	58%	29%	46%	77%	58%	56%	56%	65%	59%	50%
			a	ab				abc	b	
USE SOCIAL MEDIA APPS/ SITES	4330	122	1413	2635	3536	396	212	186	3815	514
	64%	19%	45%	94%	63%	65%	63%	69%	65%	58%
			a	ab					b	
ANY OF THESE	6642	598	3034	2805	5454	593	330	264	5783	859
	98%	94%	97%	100%	98%	98%	98%	98%	98%	97%
			a	ab						
NONE OF THESE	153	38	97	5	131	12	6	5	129	24
	2%	6%	3%	*%	2%	2%	2%	2%	2%	3%
		bc	c							
ALL OF THESE	3263	78	983	2077	2670	287	156	150	2904	359
	48%	12%	31%	74%	48%	48%	46%	56%	49%	41%
			a	ab				abc	b	

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

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 TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	5389	1583	1314	1123	1347	2896	2470	1129	4029	1609	2105	1226
	79%	83%	79%	79%	76%	81%	77%	84%	78%	79%	80%	81%
		bcd				df		b				
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	6518	1833	1607	1366	1688	3441	3053	1302	4924	1958	2524	1445
	96%	96%	96%	96%	96%	96%	96%	97%	96%	96%	96%	96%
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	3927	1173	895	845	998	2068	1843	887	2845	1267	1512	850
	58%	62%	54%	59%	57%	58%	58%	66%	55%	62%	57%	56%
		bd		b		b		b		bc		
USE SOCIAL MEDIA APPS/ SITES	4330	1297	986	925	1102	2282	2027	952	3190	1336	1689	966
	64%	68%	59%	65%	62%	64%	63%	71%	62%	66%	64%	64%
		bdef		b		b	b	b				
ANY OF THESE	6642	1859	1638	1400	1719	3497	3119	1324	5018	1992	2580	1468
	98%	98%	98%	98%	97%	98%	98%	99%	98%	98%	98%	97%
NONE OF THESE	153	44	34	27	48	78	75	20	124	38	53	40
	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	3%
ALL OF THESE	3263	1029	709	708	804	1738	1512	763	2353	1022	1267	740
	48%	54%	42%	50%	46%	49%	47%	57%	46%	50%	48%	49%
		bdef		b		b	b	b				

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

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	4194	2155	2039	284	456	1203	1473	778	284	3132	778	2284	1910
Effective Weighted Sample	3488	1796	1692	187	350	1011	1229	731	187	2580	731	1819	1670
Total	4533	2318	2215	206	405	1315	1724	883	206	3443	883	2338	2195
Yes	3513	1830	1683	141	316	1012	1343	701	141	2670	701	1792	1721
	78%	79%	76%	69%	78%	77%	78%	79%	69%	78%	79%	77%	78%
							a	a		a	a		
No	978	465	513	60	83	291	365	180	60	739	180	521	457
	22%	20%	23%	29%	21%	22%	21%	20%	29%	21%	20%	22%	21%
Don't know	41	22	19	5	6	12	16	2	5	34	2	25	16
	1%	1%	1%	2%	1%	1%	1%	*%	2%	1%	*%	1%	1%
				e					c				

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

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.

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	4194	2088	2106	151	133	229	227	589	614	731	742	388	390
Effective Weighted Sample	3488	1723	1765	100	87	173	176	495	516	601	627	365	367
Total	4533	2236	2296	108	98	199	206	647	668	847	877	436	447
Yes	3513 78%	1714 77%	1799 78%	79 74%	62 63%	154 78%	162 78%	508 79%	504 75%	635 75%	708 81%	338 77%	364 81%
No	978 22%	504 23%	474 21%	26 24%	33 34% dehj	44 22%	40 19%	133 21%	158 24%	204 24%	160 18%	96 22%	83 19%
Don't know	41 1%	18 1%	23 1%	2 2%	3 3% j	1 *%	5 2% j	5 1%	7 1%	8 1%	9 1%	2 1%	- -%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	4194	181	1557	2314	2781	549	492	372	3733	461
Effective Weighted Sample	3488	111	1262	1999	2595	500	405	277	3109	384
Total	4533	122	1563	2687	3706	417	218	191	3983	549
Yes	3513	78	1208	2100	2838	340	173	163	3117	396
	78%	64%	77%	78%	77%	82%	79%	85%	78%	72%
			a	a				a	b	
No	978	41	337	569	835	72	44	27	828	150
	22%	33%	22%	21%	23%	17%	20%	14%	21%	27%
		bc			bd					a
Don't know	41	3	18	18	33	5	2	1	38	3
	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%

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

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.

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	4194	1376	1047	884	872	2423	1756	929	3073	1231	1693	966
Effective Weighted Sample	3488	1131	884	742	754	2015	1487	772	2561	1024	1392	819
Total	4533	1339	1055	968	1152	2394	2120	994	3335	1392	1766	1015
Yes	3513 78%	1084 81% b	781 74%	751 78%	885 77%	1865 78%	1635 77%	812 82% b	2538 76%	1135 82% bc	1362 77%	757 75%
No	978 22%	251 19%	266 25% a	215 22%	243 21%	517 22%	457 22%	175 18%	773 23% a	241 17%	394 22% a	254 25% a
Don't know	41 1%	4 *%	9 1%	2 *%	25 2% ace	12 1%	27 1% a	7 1%	24 1%	15 1%	10 1%	4 *%

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	4194	2155	2039	284	456	1203	1473	778	284	3132	778	2284	1910
Effective Weighted Sample	3488	1796	1692	187	350	1011	1229	731	187	2580	731	1819	1670
Total	4533	2318	2215	206	405	1315	1724	883	206	3443	883	2338	2195
Strongly disagree	272 6%	121 5%	151 7%	25 12% bde	22 5%	113 9% de	84 5%	29 3%	25 12% bc	219 6% c	29 3%	192 8% b	80 4%
Slightly disagree	758 17%	376 16%	382 17%	39 19%	63 15%	256 19% e	276 16%	125 14%	39 19%	595 17%	125 14%	423 18%	335 15%
Neither agree nor disagree	1384 31%	697 30%	687 31%	45 22%	116 29%	398 30%	537 31% a	288 33% a	45 22%	1050 31%	288 33% a	689 29%	695 32%
Slightly agree	1436 32%	715 31%	721 33%	59 29%	134 33%	373 28%	564 33%	306 35% c	59 29%	1070 31%	306 35%	692 30%	744 34% a
Strongly agree	635 14%	379 16% b	256 12%	36 17%	65 16%	160 12%	249 14%	125 14%	36 17%	474 14%	125 14%	315 13%	320 15%
Don't know	47 1%	28 1%	20 1%	2 1%	5 1%	16 1%	14 1%	10 1%	2 1%	35 1%	10 1%	26 1%	21 1%
SUMMARY CODES													
TOTAL DISAGREE	1030 23%	498 21%	533 24%	64 31% de	85 21%	368 28% bde	360 21%	154 17%	64 31% c	813 24% c	154 17%	615 26% b	415 19%
TOTAL AGREE	2071 46%	1095 47%	976 44%	95 46%	199 49% c	533 41%	813 47% c	432 49% c	95 46%	1544 45%	432 49%	1007 43%	1064 48% a
TOTAL NEITHER/ DON'T KNOW	1431 32%	725 31%	706 32%	47 23%	121 30%	414 31%	551 32%	298 34% a	47 23%	1086 32%	298 34% a	715 31%	716 33%

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

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.

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	4194	2088	2106	151	133	229	227	589	614	731	742	388	390
Effective Weighted Sample	3488	1723	1765	100	87	173	176	495	516	601	627	365	367
Total	4533	2236	2296	108	98	199	206	647	668	847	877	436	447
Strongly disagree	272 6%	132 6%	141 6%	14 13% ghij	11 11% i	10 5%	12 6%	55 9% hi	57 9% hi	44 5% i	40 5%	8 2%	21 5%
Slightly disagree	758 17%	361 16%	397 17%	16 15%	23 23%	30 15%	32 16%	121 19%	135 20%	133 16%	143 16%	61 14%	64 14%
Neither agree nor disagree	1384 31%	703 31%	681 30%	23 22%	22 22%	54 27%	62 30%	202 31%	195 29%	276 33%	261 30%	147 34%	141 32%
Slightly agree	1436 32%	666 30%	770 34%	33 30%	27 27%	65 33%	69 34%	166 26%	207 31%	257 30%	307 35% e	147 34%	160 36% e
Strongly agree	635 14%	346 15%	289 13%	20 19%	16 16%	37 19% f	28 13%	90 14%	69 10%	127 15%	122 14%	70 16%	55 12%
Don't know	47 1%	28 1%	19 1%	2 2%	* *% i	2 1%	3 1%	12 2%	4 1%	8 1%	6 1%	4 1%	6 1%
SUMMARY CODES													
TOTAL DISAGREE	1030 23%	493 22%	537 23%	30 28% i	33 34% ghij	41 20%	44 21%	176 27% ij	192 29% ghij	178 21%	182 21%	68 16%	85 19%
TOTAL AGREE	2071 46%	1012 45%	1059 46%	53 49%	43 43%	102 51% e	97 47%	256 40%	276 41%	384 45%	429 49% e	217 50% e	215 48%
TOTAL NEITHER/ DON'T KNOW	1431 32%	731 33%	700 30%	25 23%	22 22%	56 28%	65 32%	214 33%	199 30%	285 34%	266 30%	151 35%	147 33%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	4194	181	1557	2314	2781	549	492	372	3733	461
Effective Weighted Sample	3488	111	1262	1999	2595	500	405	277	3109	384
Total	4533	122	1563	2687	3706	417	218	191	3983	549
Strongly disagree	272 6%	13 11% c	126 8% c	127 5%	212 6%	34 8%	16 7%	11 6%	227 6%	46 8%
Slightly disagree	758 17%	24 19%	301 19% c	413 15%	600 16%	68 16%	45 20%	45 24% a	670 17%	88 16%
Neither agree nor disagree	1384 31%	32 26%	457 29%	826 31%	1139 31%	124 30%	71 33%	50 26%	1216 31%	168 31%
Slightly agree	1436 32%	34 28%	455 29%	897 33%	1180 32%	142 34%	61 28%	53 28%	1271 32%	165 30%
Strongly agree	635 14%	20 16%	208 13%	395 15%	533 14%	45 11%	26 12%	31 16%	555 14%	80 14%
Don't know	47 1%	1 1%	16 1%	30 1%	42 1%	4 1%	* *%	1 1%	44 1%	3 1%
SUMMARY CODES										
TOTAL DISAGREE	1030 23%	37 30%	427 27% c	540 20%	812 22%	102 24%	60 28%	56 29% a	897 23%	134 24%
TOTAL AGREE	2071 46%	54 44%	663 42%	1292 48% b	1713 46%	187 45%	87 40%	84 44%	1826 46%	244 45%
TOTAL NEITHER/ DON'T KNOW	1431 32%	32 26%	473 30%	855 32%	1181 32%	128 31%	72 33%	51 27%	1260 32%	171 31%

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

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.

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	4194	1376	1047	884	872	2423	1756	929	3073	1231	1693	966
Effective Weighted Sample	3488	1131	884	742	754	2015	1487	772	2561	1024	1392	819
Total	4533	1339	1055	968	1152	2394	2120	994	3335	1392	1766	1015
Strongly disagree	272 6%	63 5%	70 7%	56 6%	79 7%	133 6%	135 6%	85 9% b	181 5%	87 6%	120 7%	46 4%
Slightly disagree	758 17%	221 17%	198 19%	167 17%	168 15%	420 18%	335 16%	197 20% b	524 16%	250 18%	302 17%	150 15%
Neither agree nor disagree	1384 31%	316 24%	310 29% a	311 32% ae	440 38% abe	625 26%	751 35% abe	290 29%	1015 30%	462 33% c	521 30%	249 25%
Slightly agree	1436 32%	462 34% d	341 32%	305 32%	326 28%	802 34% d	631 30%	287 29%	1094 33%	407 29%	560 32%	387 38% ab
Strongly agree	635 14%	268 20% bcdf	130 12%	117 12%	119 10%	397 17% bcdf	236 11%	129 13%	482 14%	173 12%	251 14%	175 17% a
Don't know	47 1%	10 1%	7 1%	12 1%	19 2%	17 1%	31 1%	7 1%	38 1%	13 1%	12 1%	9 1%
SUMMARY CODES												
TOTAL DISAGREE	1030 23%	284 21%	268 25%	223 23%	247 21%	552 23%	470 22%	282 28% b	706 21%	336 24%	422 24%	196 19%
TOTAL AGREE	2071 46%	729 54% bcdf	470 45%	422 44%	446 39%	1199 50% bcdf	868 41%	416 42%	1576 47% a	580 42%	811 46%	561 55% ab

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	4194	1376	1047	884	872	2423	1756	929	3073	1231	1693	966
Effective Weighted Sample	3488	1131	884	742	754	2015	1487	772	2561	1024	1392	819
Total	4533	1339	1055	968	1152	2394	2120	994	3335	1392	1766	1015
TOTAL NEITHER/ DON'T KNOW	1431	325	317	323	459	642	782	296	1053	475	533	258
	32%	24%	30%	33%	40%	27%	37%	30%	32%	34%	30%	25%
			a	ae	abce		abe			c		

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

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Yes – there is a minimum age requirement	5740	2811	2929	771	1133	1490	1557	790	771	4180	790	3781	1960
	84%	83%	86%	85%	83%	82%	86%	87%	85%	84%	87%	83%	87%
							c	c					a
No – there is not a minimum age requirement	395	212	183	60	74	112	110	40	60	295	40	274	121
	6%	6%	5%	7%	5%	6%	6%	4%	7%	6%	4%	6%	5%
Don't know	660	356	304	76	153	211	145	76	76	508	76	475	185
	10%	11%	9%	8%	11%	12%	8%	8%	8%	10%	8%	10%	8%
					d	d						b	

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

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.

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Yes – there is a minimum age requirement	5740 84%	2855 84%	2885 85%	379 84%	392 87%	575 85%	557 82%	744 82%	745 82%	772 85%	785 87%	385 85%	405 89% def
No – there is not a minimum age requirement	395 6%	218 6%	177 5%	37 8% j	23 5%	33 5%	40 6%	60 7%	51 6%	62 7%	48 5%	25 6%	15 3%
Don't know	660 10%	324 10%	336 10%	38 8%	38 8%	71 10%	82 12%	101 11%	109 12%	72 8%	73 8%	42 9%	34 7%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Yes – there is a minimum age requirement	5740	542	2615	2408	4702	516	287	236	4970	770
	84%	85%	83%	86%	84%	85%	85%	88%	84%	87%
No – there is not a minimum age requirement	395	39	180	162	329	33	19	15	355	40
	6%	6%	6%	6%	6%	5%	6%	5%	6%	5%
Don't know	660	55	336	240	555	56	30	19	587	73
	10%	9%	11%	9%	10%	9%	9%	7%	10%	8%

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

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.

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE					IMPACTING OR LIMITING CONDITIONS			FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Yes – there is a minimum age requirement	5740 84%	1629 86%	1440 86% df	1193 84%	1454 82%	3069 86% df	2648 83%	1187 88% b	4314 84%	1725 85%	2221 84%	1302 86%
No – there is not a minimum age requirement	395 6%	132 7% b	76 5%	84 6%	101 6%	208 6%	185 6%	73 5%	294 6%	121 6%	146 6%	90 6%
Don't know	660 10%	142 7%	156 9%	150 10% a	211 12% ae	297 8%	361 11% ae	83 6%	534 10% a	184 9%	265 10%	116 8%

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

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	4194	2155	2039	284	456	1203	1473	778	284	3132	778	2284	1910
Effective Weighted Sample	3488	1796	1692	187	350	1011	1229	731	187	2580	731	1819	1670
Total	4533	2318	2215	206	405	1315	1724	883	206	3443	883	2338	2195
Yes – there is a minimum age requirement	3799	1916	1882	167	321	1068	1475	768	167	2863	768	1905	1894
	84%	83%	85%	81%	79%	81%	86%	87%	81%	83%	87%	81%	86%
							bc	bc					a
No – there is not a minimum age requirement	302	166	136	26	36	92	110	39	26	237	39	182	120
	7%	7%	6%	13%	9%	7%	6%	4%	13%	7%	4%	8%	5%
				de	e				bc			b	
Don't know	432	235	197	13	48	155	140	76	13	343	76	250	181
	10%	10%	9%	6%	12%	12%	8%	9%	6%	10%	9%	11%	8%
						d							

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

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.

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	4194	2088	2106	151	133	229	227	589	614	731	742	388	390
Effective Weighted Sample	3488	1723	1765	100	87	173	176	495	516	601	627	365	367
Total	4533	2236	2296	108	98	199	206	647	668	847	877	436	447
Yes – there is a minimum age requirement	3799 84%	1858 83%	1941 85%	87 81%	80 82%	166 84%	155 75%	519 80%	549 82%	716 85%	758 86%	370 85%	399 89%
No – there is not a minimum age requirement	302 7%	168 8%	134 6%	16 15% fhij	10 10% j	15 7%	21 10% j	51 8% j	41 6%	62 7%	48 5%	24 6%	15 3%
Don't know	432 10%	211 9%	221 10%	5 5%	8 8%	18 9%	30 15% gh	76 12%	78 12%	69 8%	71 8%	42 10%	34 8%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	4194	181	1557	2314	2781	549	492	372	3733	461
Effective Weighted Sample	3488	111	1262	1999	2595	500	405	277	3109	384
Total	4533	122	1563	2687	3706	417	218	191	3983	549
Yes – there is a minimum age requirement	3799	97	1274	2293	3101	349	183	166	3334	465
	84%	79%	82%	85%	84%	84%	84%	87%	84%	85%
No – there is not a minimum age requirement	302	17	118	159	249	24	16	13	271	31
	7%	14%	8%	6%	7%	6%	7%	7%	7%	6%
Don't know	432	8	171	235	356	44	20	12	378	53
	10%	7%	11%	9%	10%	11%	9%	6%	10%	10%

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

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.

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALY b	LEAST c
Significance Level: 99%												
Unweighted total	4194	1376	1047	884	872	2423	1756	929	3073	1231	1693	966
Effective Weighted Sample	3488	1131	884	742	754	2015	1487	772	2561	1024	1392	819
Total	4533	1339	1055	968	1152	2394	2120	994	3335	1392	1766	1015
Yes – there is a minimum age requirement	3799 84%	1136 85%	902 86%	807 83%	935 81%	2039 85%	1742 82%	868 87% b	2768 83%	1173 84%	1467 83%	875 86%
No – there is not a minimum age requirement	302 7%	106 8%	55 5%	63 6%	78 7%	160 7%	140 7%	61 6%	221 7%	95 7%	113 6%	67 7%
Don't know	432 10%	97 7%	98 9%	98 10%	139 12% ae	195 8%	237 11% ae	65 7%	346 10% a	123 9%	187 11% c	72 7%

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	5763	2815	2948	1113	1269	1361	1326	694	1113	3956	694	4059	1704
Effective Weighted Sample	4562	2227	2335	714	983	1146	1107	651	714	3216	651	3077	1490
Total	5740	2811	2929	771	1133	1490	1557	790	771	4180	790	3781	1960
Age under 10	116 2%	68 2%	48 2%	17 2% d	43 4% de	43 3% de	8 1%	5 1%	17 2%	94 2% c	5 1%	108 3% b	8 *%
Aged 10	115 2%	88 3% b	27 1%	15 2% e	18 2% e	62 4% abde	19 1%	2 *%	15 2% c	99 2% c	2 *%	104 3% b	12 1%
Aged 11	116 2%	87 3% b	29 1%	15 2%	19 2%	51 3% de	23 2%	6 1%	15 2%	94 2%	6 1%	95 3% b	21 1%
Aged 12	611 11%	318 11%	292 10%	83 11% e	130 12% e	167 11% e	188 12% e	43 5%	83 11% c	485 12% c	43 5%	465 12% b	145 7%
Aged 13	2500 44%	1226 44%	1274 44%	276 36%	417 37%	642 43% ab	800 51% abc	365 46% ab	276 36% a	1859 44% a	365 46% a	1508 40%	992 51% a
Aged 14	518 9%	244 9%	275 9%	60 8%	91 8%	105 7%	168 11% c	95 12% abc	60 8%	364 9%	95 12% ab	285 8%	233 12% a
Aged 15	161 3%	89 3%	72 2%	20 3%	35 3%	22 1%	50 3% c	34 4% c	20 3%	106 3%	34 4%	81 2%	80 4% a
Aged 16	944 16%	413 15%	531 18% a	180 23% cd	212 19% d	221 15% d	170 11%	160 20% cd	180 23% b	603 14%	160 20% b	654 17%	290 15%
Aged 17	28 *%	18 1%	9 *%	3 *%	6 1%	1 *%	5 *%	14 2% acd	3 *%	11 *%	14 2% ab	10 *%	18 1% a
Aged 18 or over	222 4%	99 4%	123 4%	43 6% d	44 4%	59 4%	43 3%	33 4%	43 6% b	146 3%	33 4%	155 4%	67 3%

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	5763	2815	2948	1113	1269	1361	1326	694	1113	3956	694	4059	1704
Effective Weighted Sample	4562	2227	2335	714	983	1146	1107	651	714	3216	651	3077	1490
Total	5740	2811	2929	771	1133	1490	1557	790	771	4180	790	3781	1960
Don't know	409	161	248	58	117	117	84	33	58	318	33	316	93
	7%	6%	8%	8%	10%	8%	5%	4%	8%	8%	4%	8%	5%
			a		de	e				c		b	
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	5740	2811	2929	771	1133	1490	1557	790	771	4180	790	3781	1960
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	2500	1226	1274	276	417	642	800	365	276	1859	365	1508	992
	44%	44%	44%	36%	37%	43%	51%	46%	36%	44%	46%	40%	51%
						ab	abc	ab		a	a		a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	958	561	397	130	211	324	238	56	130	772	56	771	186
	17%	20%	14%	17%	19%	22%	15%	7%	17%	18%	7%	20%	10%
		b		e	e	ade	e		c	c		b	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1873	863	1010	307	387	407	436	336	307	1230	336	1185	688
	33%	31%	34%	40%	34%	27%	28%	43%	40%	29%	43%	31%	35%
			a	cd	cd			bcd	b		b		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3240	1585	1655	495	716	847	758	425	495	2320	425	2273	967
	56%	56%	56%	64%	63%	57%	49%	54%	64%	56%	54%	60%	49%
				cde	cde	d			bc			b	

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	CHILD'S GENDER		CHILD'S AGE AND GENDER										
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%	a	b	a	b	c	d	e	f	g	h	i	j	
Unweighted total	5763	2894	2869	560	553	644	625	682	679	665	661	343	351
Effective Weighted Sample	4562	2271	2291	351	363	499	485	573	573	547	560	322	329
Total	5740	2855	2885	379	392	575	557	744	745	772	785	385	405
Age under 10	116 2%	60 2%	56 2%	7 2%	10 3%	26 5%	17 3%	22 3%	21 3%	3 *%	5 1%	2 1%	3 1%
					g	ghij	gh	gh	gh				
Aged 10	115 2%	58 2%	58 2%	7 2%	8 2%	12 2%	6 1%	28 4%	34 5%	9 1%	9 1%	2 *%	- -%
								dghij	dghij				
Aged 11	116 2%	66 2%	50 2%	7 2%	9 2%	14 2%	6 1%	30 4%	21 3%	12 2%	11 1%	4 1%	3 1%
								dhij					
Aged 12	611 11%	301 11%	310 11%	42 11%	41 10%	62 11%	68 12%	82 11%	85 11%	92 12%	96 12%	22 6%	20 5%
				j		j	ij	ij	ij	ij	ij		
Aged 13	2500 44%	1215 43%	1285 45%	136 36%	140 36%	196 34%	221 40%	322 43%	321 43%	392 51%	407 52%	169 44%	196 48%
								c	c	abcdf	abcdef	c	abc
Aged 14	518 9%	253 9%	265 9%	28 7%	33 8%	49 8%	42 8%	50 7%	54 7%	91 12%	77 10%	35 9%	59 15%
										ef			abcdef
Aged 15	161 3%	95 3%	66 2%	11 3%	9 2%	23 4%	12 2%	11 1%	11 1%	26 3%	24 3%	24 6%	10 3%
												bdef	
Aged 16	944 16%	493 17%	451 16%	101 27%	79 20%	110 19%	102 18%	112 15%	109 15%	84 11%	87 11%	86 22%	75 18%
				cdefgh	gh	gh	gh					efgh	gh
Aged 17	28 *%	9 *%	18 1%	- -%	3 1%	5 1%	1 *%	1 *%	- -%	1 *%	3 *%	3 1%	11 3%
													defgh

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	5763	2894	2869	560	553	644	625	682	679	665	661	343	351
Effective Weighted Sample	4562	2271	2291	351	363	499	485	573	573	547	560	322	329
Total	5740	2855	2885	379	392	575	557	744	745	772	785	385	405
Aged 18 or over	222	114	108	19	24	18	26	35	23	23	21	19	14
	4%	4%	4%	5%	6%	3%	5%	5%	3%	3%	3%	5%	3%
Don't know	409	192	218	22	36	61	57	51	66	39	45	20	14
	7%	7%	8%	6%	9%	11%	10%	7%	9%	5%	6%	5%	3%
					h	ghij	ghj	j					
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	5740	2855	2885	379	392	575	557	744	745	772	785	385	405
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	2500	1215	1285	136	140	196	221	322	321	392	407	169	196
	44%	43%	45%	36%	36%	34%	40%	43%	43%	51%	52%	44%	48%
								c	c	abcdf	abcdef	c	abc
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	958	484	473	62	67	114	97	162	161	116	122	30	26
	17%	17%	16%	16%	17%	20%	17%	22%	22%	15%	16%	8%	6%
				ij	ij	ij	ij	ghij	ghij	ij	ij		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1873	964	909	159	148	204	183	209	197	225	211	167	169
	33%	34%	32%	42%	38%	36%	33%	28%	26%	29%	27%	43%	42%
				defgh	efgh	efh						defgh	defgh
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3240	1640	1600	243	252	379	336	423	425	380	378	216	209
	56%	57%	55%	64%	64%	66%	60%	57%	57%	49%	48%	56%	52%
				ghj	ghj	efghij	gh	h	gh				

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	5763	810	2712	2074	3622	811	797	533	5028	735
Effective Weighted Sample	4562	507	2151	1789	3369	698	623	378	4004	563
Total	5740	542	2615	2408	4702	516	287	236	4970	770
Age under 10	116 2%	10 2%	93 4%	12 1%	88 2%	15 3%	7 2%	7 3%	107 2%	8 1%
		c	c							
Aged 10	115 2%	5 1%	79 3%	29 1%	95 2%	7 1%	8 3%	5 2%	107 2%	8 1%
			ac							
Aged 11	116 2%	13 2%	59 2%	41 2%	101 2%	4 1%	4 1%	7 3%	104 2%	11 1%
Aged 12	611 11%	61 11%	288 11%	249 10%	501 11%	63 12%	24 8%	22 9%	536 11%	75 10%
Aged 13	2500 44%	214 39%	1024 39%	1209 50%	2054 44%	220 43%	126 44%	100 42%	2146 43%	354 46%
			ab							
Aged 14	518 9%	43 8%	198 8%	254 11%	427 9%	50 10%	27 9%	14 6%	441 9%	77 10%
			b							
Aged 15	161 3%	13 2%	61 2%	83 3%	138 3%	12 2%	7 2%	5 2%	145 3%	16 2%
Aged 16	944 16%	111 20%	473 18%	319 13%	763 16%	84 16%	51 18%	46 19%	813 16%	131 17%
		c	c							
Aged 17	28 *%	2 *%	7 *%	17 1%	22 *%	3 *%	2 1%	1 *%	23 *%	4 1%
Aged 18 or over	222 4%	28 5%	108 4%	81 3%	179 4%	18 3%	9 3%	16 7%	186 4%	37 5%
								ac		
Don't know	409 7%	43 8%	225 9%	114 5%	333 7%	40 8%	22 8%	14 6%	360 7%	49 6%
		c	c							

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

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Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	5763	810	2712	2074	3622	811	797	533	5028	735
Effective Weighted Sample	4562	507	2151	1789	3369	698	623	378	4004	563
Total	5740	542	2615	2408	4702	516	287	236	4970	770
SUMMARY										
AWARE OF MINIMUM AGE REQUIREMENT	5740	542	2615	2408	4702	516	287	236	4970	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	2500	214	1024	1209	2054	220	126	100	2146	354
	44%	39%	39%	50% ab	44%	43%	44%	42%	43%	46%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	958	89	519	330	785	89	43	41	855	103
	17%	16%	20% c	14%	17%	17%	15%	17%	17%	13%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1873	196	847	755	1530	167	96	81	1609	264
	33%	36%	32%	31%	33%	32%	33%	34%	32%	34%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3240	328	1590	1200	2647	296	161	136	2824	417
	56%	61% c	61% c	50%	56%	57%	56%	58%	57%	54%

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

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QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	5763	1769	1590	1192	1189	3359	2381	1158	4378	1643	2293	1368
Effective Weighted Sample	4562	1410	1265	947	976	2675	1910	939	3441	1299	1800	1103
Total	5740	1629	1440	1193	1454	3069	2648	1187	4314	1725	2221	1302
Age under 10	116 2%	48 3%	24 2%	23 2%	20 1%	73 2%	43 2%	31 3%	81 2%	33 2%	46 2%	31 2%
Aged 10	115 2%	44 3%	20 1%	34 3%	18 1%	64 2%	52 2%	23 2%	89 2%	36 2%	50 2%	26 2%
Aged 11	116 2%	38 2%	31 2%	18 2%	28 2%	69 2%	47 2%	25 2%	82 2%	37 2%	45 2%	24 2%
Aged 12	611 11%	187 11%	142 10%	142 12%	140 10%	328 11%	283 11%	109 9%	472 11%	170 10%	250 11%	147 11%
Aged 13	2500 44%	714 44%	644 45%	484 41%	646 44%	1358 44%	1130 43%	558 47%	1867 43%	760 44%	935 42%	614 47% b
Aged 14	518 9%	156 10%	137 10%	109 9%	114 8%	293 10%	223 8%	120 10%	380 9%	141 8%	194 9%	134 10%
Aged 15	161 3%	47 3%	47 3%	28 2%	39 3%	94 3%	67 3%	29 2%	120 3%	43 3%	62 3%	40 3%
Aged 16	944 16%	232 14%	249 17%	216 18%	243 17%	481 16%	459 17%	171 14%	733 17%	279 16%	395 18% c	173 13%
Aged 17	28 *%	9 1%	8 1%	3 *%	8 1%	17 1%	11 *%	7 1%	21 *%	11 1%	8 *%	5 *%
Aged 18 or over	222 4%	54 3%	60 4%	55 5%	52 4%	114 4%	107 4%	43 4%	164 4%	83 5%	80 4%	37 3%
Don't know	409 7%	100 6%	79 5%	80 7%	147 10% abce	179 6%	227 9% abe	72 6%	305 7%	132 8%	155 7%	71 5%

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

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Base : All parents who say there is a minimum age requirement to have a social media profile

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	5763	1769	1590	1192	1189	3359	2381	1158	4378	1643	2293	1368
Effective Weighted Sample	4562	1410	1265	947	976	2675	1910	939	3441	1299	1800	1103
Total	5740	1629	1440	1193	1454	3069	2648	1187	4314	1725	2221	1302
SUMMARY												
AWARE OF MINIMUM AGE REQUIREMENT	5740 100%	1629 100%	1440 100%	1193 100%	1454 100%	3069 100%	2648 100%	1187 100%	4314 100%	1725 100%	2221 100%	1302 100%
AWARE AND GIVES THE CORRECT AGE (13)	2500 44%	714 44%	644 45%	484 41%	646 44%	1358 44%	1130 43%	558 47%	1867 43%	760 44%	935 42%	614 47% b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	958 17%	317 19% bdf	216 15%	218 18%	206 14%	534 17%	424 16%	188 16%	724 17%	276 16%	391 18%	228 18%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1873 33%	498 31%	501 35%	411 34%	456 31%	999 33%	867 33%	370 31%	1418 33%	556 32%	740 33%	389 30%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3240 56%	915 56%	796 55%	709 59%	809 56%	1711 56%	1518 57%	630 53%	2447 57%	964 56%	1285 58% c	688 53%

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

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Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Age under 10	116 2%	68 2%	48 1%	17 2% d	43 3% de	43 2% de	8 *% de	5 1%	17 2%	94 2% c	5 1%	108 2% b	8 *%
Aged 10	115 2%	88 3% b	27 1%	15 2% e	18 1%	62 3% bde	19 1%	2 *%	15 2% c	99 2% c	2 *%	104 2% b	12 1%
Aged 11	116 2%	87 3% b	29 1%	15 2%	19 1%	51 3% de	23 1%	6 1%	15 2%	94 2%	6 1%	95 2% b	21 1%
Aged 12	611 9%	318 9%	292 9%	83 9% e	130 10% e	167 9% e	188 10% e	43 5%	83 9% c	485 10% c	43 5%	465 10% b	145 6%
Aged 13	2500 37%	1226 36%	1274 37%	276 30%	417 31%	642 35%	800 44% abc	365 40% ab	276 30%	1859 37% a	365 40% a	1508 33%	992 44% a
Aged 14	518 8%	244 7%	275 8%	60 7%	91 7%	105 6%	168 9% c	95 10% abc	60 7%	364 7%	95 10% ab	285 6%	233 10% a
Aged 15	161 2%	89 3%	72 2%	20 2%	35 3%	22 1%	50 3% c	34 4% c	20 2%	106 2%	34 4% b	81 2%	80 4% a
Aged 16	944 14%	413 12%	531 16% a	180 20% cd	212 16% d	221 12%	170 9%	160 18% cd	180 20% b	603 12%	160 18% b	654 14%	290 13%
Aged 17	28 *%	18 1%	9 *%	3 *%	6 *%	1 *%	5 *% abcd	14 2%	3 *%	11 *%	14 2% ab	10 *%	18 1% a
Aged 18 or over	222 3%	99 3%	123 4%	43 5% d	44 3%	59 3%	43 2%	33 4%	43 5% b	146 3%	33 4%	155 3%	67 3%

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Don't know	409	161	248	58	117	117	84	33	58	318	33	316	93
	6%	5%	7%	6%	9%	6%	5%	4%	6%	6%	4%	7%	4%
			a		de	e				c		b	
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	5740	2811	2929	771	1133	1490	1557	790	771	4180	790	3781	1960
	84%	83%	86%	85%	83%	82%	86%	87%	85%	84%	87%	83%	87%
							c	c					a
AWARE AND GIVES THE CORRECT AGE (13)	2500	1226	1274	276	417	642	800	365	276	1859	365	1508	992
	37%	36%	37%	30%	31%	35%	44%	40%	30%	37%	40%	33%	44%
							abc	ab		a	a		a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	958	561	397	130	211	324	238	56	130	772	56	771	186
	14%	17%	12%	14%	16%	18%	13%	6%	14%	16%	6%	17%	8%
		b		e	e	de	e		c	c		b	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1873	863	1010	307	387	407	436	336	307	1230	336	1185	688
	28%	26%	30%	34%	28%	22%	24%	37%	34%	25%	37%	26%	30%
			a	cd	c			bcd	b		b		a
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3240	1585	1655	495	716	847	758	425	495	2320	425	2273	967
	48%	47%	48%	55%	53%	47%	42%	47%	55%	47%	47%	50%	43%
				cde	cd				bc			b	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	395	212	183	60	74	112	110	40	60	295	40	274	121
	6%	6%	5%	7%	5%	6%	6%	4%	7%	6%	4%	6%	5%

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

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.

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Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	660	356	304	76	153	211	145	76	76	508	76	475	185
	10%	11%	9%	8%	11%	12%	8%	8%	8%	10%	8%	10%	8%
					d	d						b	

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Age under 10	116 2%	60 2%	56 2%	7 2%	10 2%	26 4%	17 2%	22 2%	21 2%	3 *%	5 1%	2 *%	3 1%
					g	ghij	gh	gh	gh				
Aged 10	115 2%	58 2%	58 2%	7 2%	8 2%	12 2%	6 1%	28 3%	34 4%	9 1%	9 1%	2 *%	- -%
								dghij	dghij				
Aged 11	116 2%	66 2%	50 1%	7 1%	9 2%	14 2%	6 1%	30 3%	21 2%	12 1%	11 1%	4 1%	3 1%
								dj					
Aged 12	611 9%	301 9%	310 9%	42 9%	41 9%	62 9%	68 10%	82 9%	85 9%	92 10%	96 11%	22 5%	20 5%
						j	ij	j	ij	ij	ij		
Aged 13	2500 37%	1215 36%	1285 38%	136 30%	140 31%	196 29%	221 33%	322 36%	321 35%	392 43%	407 45%	169 37%	196 43%
										abcdef	abcdef	c	abcd
Aged 14	518 8%	253 7%	265 8%	28 6%	33 7%	49 7%	42 6%	50 6%	54 6%	91 10%	77 8%	35 8%	59 13%
										ef			abcdef
Aged 15	161 2%	95 3%	66 2%	11 2%	9 2%	23 3%	12 2%	11 1%	11 1%	26 3%	24 3%	24 5%	10 2%
												def	
Aged 16	944 14%	493 15%	451 13%	101 22%	79 17%	110 16%	102 15%	112 12%	109 12%	84 9%	87 10%	86 19%	75 17%
				defgh	gh	gh	gh					efgh	gh
Aged 17	28 *%	9 *%	18 1%	- -%	3 1%	5 1%	1 *%	1 *%	- -%	1 *%	3 *%	3 1%	11 2%
													defgh

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Aged 18 or over	222 3%	114 3%	108 3%	19 4%	24 5%	18 3%	26 4%	35 4%	23 3%	23 2%	21 2%	19 4%	14 3%
Don't know	409 6%	192 6%	218 6%	22 5%	36 8%	61 9%	57 8%	51 6%	66 7%	39 4%	45 5%	20 4%	14 3%
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	5740 84%	2855 84%	2885 85%	379 84%	392 87%	575 85%	557 82%	744 82%	745 82%	772 85%	785 87%	385 85%	405 89%
AWARE AND GIVES THE CORRECT AGE (13)	2500 37%	1215 36%	1285 38%	136 30%	140 31%	196 29%	221 33%	322 36%	321 35%	392 43%	407 45%	169 37%	196 43%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	958 14%	484 14%	473 14%	62 14%	67 15%	114 17%	97 14%	162 18%	161 18%	116 13%	122 13%	30 7%	26 6%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1873 28%	964 28%	909 27%	159 35%	148 33%	204 30%	183 27%	209 23%	197 22%	225 25%	211 23%	167 37%	169 37%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3240 48%	1640 48%	1600 47%	243 54%	252 56%	379 56%	336 50%	423 47%	425 47%	380 42%	378 42%	216 48%	209 46%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
SAY THERE IS NO MINIMUM AGE REQUIREMENT	395 6%	218 6%	177 5%	37 8%	23 5%	33 5%	40 6%	60 7%	51 6%	62 7%	48 5%	25 6%	15 3%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	660 10%	324 10%	336 10%	38 8%	38 8%	71 10%	82 12%	101 11%	109 12%	72 8%	73 8%	42 9%	34 7%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Age under 10	116	10	93	12	88	15	7	7	107	8
	2%	2%	3%	*%	2%	2%	2%	3%	2%	1%
		c	c							
Aged 10	115	5	79	29	95	7	8	5	107	8
	2%	1%	3%	1%	2%	1%	3%	2%	2%	1%
			ac							
Aged 11	116	13	59	41	101	4	4	7	104	11
	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%
								b		
Aged 12	611	61	288	249	501	63	24	22	536	75
	9%	10%	9%	9%	9%	10%	7%	8%	9%	9%
Aged 13	2500	214	1024	1209	2054	220	126	100	2146	354
	37%	34%	33%	43%	37%	36%	37%	37%	36%	40%
				ab						
Aged 14	518	43	198	254	427	50	27	14	441	77
	8%	7%	6%	9%	8%	8%	8%	5%	7%	9%
				b						
Aged 15	161	13	61	83	138	12	7	5	145	16
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
Aged 16	944	111	473	319	763	84	51	46	813	131
	14%	17%	15%	11%	14%	14%	15%	17%	14%	15%
		c	c							
Aged 17	28	2	7	17	22	3	2	1	23	4
	*%	*%	*%	1%	*%	*%	1%	*%	*%	*%
Aged 18 or over	222	28	108	81	179	18	9	16	186	37
	3%	4%	3%	3%	3%	3%	3%	6%	3%	4%
								ac		

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Don't know	409	43	225	114	333	40	22	14	360	49
	6%	7%	7%	4%	6%	7%	7%	5%	6%	6%
		c	c							
SUMMARY										
AWARE OF MINIMUM AGE REQUIREMENT	5740	542	2615	2408	4702	516	287	236	4970	770
	84%	85%	83%	86%	84%	85%	85%	88%	84%	87%
AWARE AND GIVES THE CORRECT AGE (13)	2500	214	1024	1209	2054	220	126	100	2146	354
	37%	34%	33%	43%	37%	36%	37%	37%	36%	40%
				ab						
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	958	89	519	330	785	89	43	41	855	103
	14%	14%	17%	12%	14%	15%	13%	15%	14%	12%
			c							
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1873	196	847	755	1530	167	96	81	1609	264
	28%	31%	27%	27%	27%	28%	29%	30%	27%	30%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3240	328	1590	1200	2647	296	161	136	2824	417
	48%	52%	51%	43%	47%	49%	48%	51%	48%	47%
		c	c							
SAY THERE IS NO MINIMUM AGE REQUIREMENT	395	39	180	162	329	33	19	15	355	40
	6%	6%	6%	6%	6%	5%	6%	5%	6%	5%

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	660	55	336	240	555	56	30	19	587	73
	10%	9%	11%	9%	10%	9%	9%	7%	10%	8%

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Age under 10	116 2%	48 3% df	24 1%	23 2%	20 1%	73 2%	43 1%	31 2%	81 2%	33 2%	46 2%	31 2%
Aged 10	115 2%	44 2% d	20 1%	34 2% d	18 1%	64 2%	52 2%	23 2%	89 2%	36 2%	50 2%	26 2%
Aged 11	116 2%	38 2%	31 2%	18 1%	28 2%	69 2%	47 1%	25 2%	82 2%	37 2%	45 2%	24 2%
Aged 12	611 9%	187 10%	142 8%	142 10%	140 8%	328 9%	283 9%	109 8%	472 9%	170 8%	250 9%	147 10%
Aged 13	2500 37%	714 38%	644 39%	484 34%	646 37%	1358 38%	1130 35%	558 42% b	1867 36%	760 37%	935 36%	614 41% b
Aged 14	518 8%	156 8%	137 8%	109 8%	114 6%	293 8%	223 7%	120 9%	380 7%	141 7%	194 7%	134 9%
Aged 15	161 2%	47 2%	47 3%	28 2%	39 2%	94 3%	67 2%	29 2%	120 2%	43 2%	62 2%	40 3%
Aged 16	944 14%	232 12%	249 15%	216 15%	243 14%	481 13%	459 14%	171 13%	733 14%	279 14%	395 15% c	173 11%
Aged 17	28 *%	9 *%	8 *%	3 *%	8 *%	17 *%	11 *%	7 1%	21 *%	11 1%	8 *%	5 *%
Aged 18 or over	222 3%	54 3%	60 4%	55 4%	52 3%	114 3%	107 3%	43 3%	164 3%	83 4%	80 3%	37 2%
Don't know	409 6%	100 5%	79 5%	80 6%	147 8% abe	179 5%	227 7% be	72 5%	305 6%	132 7%	155 6%	71 5%

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
SUMMARY												
AWARE OF MINIMUM AGE REQUIREMENT	5740 84%	1629 86%	1440 86% df	1193 84%	1454 82%	3069 86% df	2648 83%	1187 88% b	4314 84%	1725 85%	2221 84%	1302 86%
AWARE AND GIVES THE CORRECT AGE (13)	2500 37%	714 38%	644 39%	484 34%	646 37%	1358 38%	1130 35%	558 42% b	1867 36%	760 37%	935 36%	614 41% b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	958 14%	317 17% bdf	216 13%	218 15%	206 12%	534 15% d	424 13%	188 14%	724 14%	276 14%	391 15%	228 15%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1873 28%	498 26%	501 30%	411 29%	456 26%	999 28%	867 27%	370 28%	1418 28%	556 27%	740 28%	389 26%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3240 48%	915 48%	796 48%	709 50%	809 46%	1711 48%	1518 48%	630 47%	2447 48%	964 48%	1285 49%	688 46%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	395 6%	132 7% b	76 5%	84 6%	101 6%	208 6%	185 6%	73 5%	294 6%	121 6%	146 6%	90 6%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	660 10%	142 7%	156 9%	150 10% a	211 12% ae	297 8%	361 11% ae	83 6%	534 10% a	184 9%	265 10%	116 8%

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	4194	2155	2039	284	456	1203	1473	778	284	3132	778	2284	1910
Effective Weighted Sample	3488	1796	1692	187	350	1011	1229	731	187	2580	731	1819	1670
Total	4533	2318	2215	206	405	1315	1724	883	206	3443	883	2338	2195
Age under 10	111 2%	64 3%	46 2%	16 8% cde	39 10% cde	42 3% de	8 *% de	5 1% de	16 8% bc	90 3% c	5 1% c	102 4% b	8 *% b
Aged 10	103 2%	78 3% b	24 1% b	10 5% de	12 3% e	61 5% de	19 1% de	2 *% de	10 5% c	91 3% c	2 *% c	91 4% b	12 1% b
Aged 11	93 2%	71 3% b	22 1% b	5 2% de	11 3% e	47 4% de	23 1% de	6 1% de	5 2% de	81 2% c	6 1% c	72 3% b	21 1% b
Aged 12	436 10%	232 10%	204 9%	27 13% e	44 11% e	135 10% e	188 11% e	42 5% e	27 13% c	367 11% c	42 5% c	292 12% b	144 7% b
Aged 13	1660 37%	820 35%	840 38%	40 20%	83 20%	433 33% ab	749 43% abc	355 40% abc	40 20%	1265 37% a	355 40% a	701 30% a	959 44% a
Aged 14	354 8%	185 8%	169 8%	8 4%	20 5%	68 5% bc	164 10% bc	93 11% abc	8 4% bc	252 7% abc	93 11% ab	123 5% ab	231 11% a
Aged 15	111 2%	60 3%	51 2%	5 2%	9 2%	16 1% c	47 3% c	34 4% c	5 2% c	72 2% c	34 4% b	34 1% b	77 4% a
Aged 16	513 11%	229 10%	283 13% a	27 13%	45 11%	138 10% bcd	149 9% bcd	154 17% bcd	27 13% bcd	332 10% bcd	154 17% b	242 10% b	271 12% b
Aged 17	22 *%	17 1%	5 *%	1 *%	2 1%	1 *%	5 *%	14 2% cd	1 *% cd	7 *% cd	14 2% b	4 *% b	18 1% a
Aged 18 or over	140 3%	63 3%	77 3%	12 6% d	15 4%	44 3%	39 2%	30 3%	12 6%	98 3%	30 3%	80 3%	60 3%

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	4194	2155	2039	284	456	1203	1473	778	284	3132	778	2284	1910
Effective Weighted Sample	3488	1796	1692	187	350	1011	1229	731	187	2580	731	1819	1670
Total	4533	2318	2215	206	405	1315	1724	883	206	3443	883	2338	2195
Don't know	257	97	160	16	41	84	83	33	16	208	33	164	93
	6%	4%	7%	8%	10%	6%	5%	4%	8%	6%	4%	7%	4%
			a		de							b	
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	3799	1916	1882	167	321	1068	1475	768	167	2863	768	1905	1894
	84%	83%	85%	81%	79%	81%	86%	87%	81%	83%	87%	81%	86%
							bc	bc					a
AWARE AND GIVES THE CORRECT AGE (13)	1660	820	840	40	83	433	749	355	40	1265	355	701	959
	37%	35%	38%	20%	20%	33%	43%	40%	20%	37%	40%	30%	44%
						ab	abc	abc		a	a		a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	742	445	296	58	106	285	238	55	58	629	55	557	185
	16%	19%	13%	28%	26%	22%	14%	6%	28%	18%	6%	24%	8%
		b		de	de	de	e		bc	c		b	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1140	554	586	53	91	266	404	326	53	761	326	483	656
	25%	24%	26%	26%	22%	20%	23%	37%	26%	22%	37%	21%	30%
								abcd			ab		a
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	2139	1097	1042	127	238	635	726	413	127	1598	413	1204	935
	47%	47%	47%	62%	59%	48%	42%	47%	62%	46%	47%	52%	43%
				cde	cde	d			bc			b	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	302	166	136	26	36	92	110	39	26	237	39	182	120
	7%	7%	6%	13%	9%	7%	6%	4%	13%	7%	4%	8%	5%
				de	e				bc			b	

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	4194	2155	2039	284	456	1203	1473	778	284	3132	778	2284	1910
Effective Weighted Sample	3488	1796	1692	187	350	1011	1229	731	187	2580	731	1819	1670
Total	4533	2318	2215	206	405	1315	1724	883	206	3443	883	2338	2195
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	432	235	197	13	48	155	140	76	13	343	76	250	181
	10%	10%	9%	6%	12%	12%	8%	9%	6%	10%	9%	11%	8%

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	CHILD'S GENDER		CHILD'S AGE AND GENDER										
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%	a	b	a	b	c	d	e	f	g	h	i	j	
Unweighted total	4194	2088	2106	151	133	229	227	589	614	731	742	388	390
Effective Weighted Sample	3488	1723	1765	100	87	173	176	495	516	601	627	365	367
Total	4533	2236	2296	108	98	199	206	647	668	847	877	436	447
Age under 10	111 2%	58 3%	52 2%	7 6%	9 9%	25 13%	14 7%	22 3%	20 3%	3 *%	5 1%	2 *%	3 1%
				ghij	fghij	efghij	ghij	ghij	ghi				
Aged 10	103 2%	52 2%	51 2%	5 5%	4 4%	8 4%	4 2%	27 4%	33 5%	9 1%	9 1%	2 *%	- -%
				ghij	ij	hij		ghij	ghij				
Aged 11	93 2%	56 3%	37 2%	3 3%	2 2%	10 5%	1 1%	28 4%	19 3%	12 1%	11 1%	4 1%	3 1%
						ghij		ghij					
Aged 12	436 10%	214 10%	222 10%	13 12%	15 15%	21 11%	23 11%	67 10%	68 10%	92 11%	96 11%	21 5%	20 5%
					ij	j	ij	ij	ij	ij	ij		
Aged 13	1660 37%	780 35%	880 38%	23 21%	17 18%	32 16%	50 24%	204 32%	229 34%	359 42%	390 44%	162 37%	193 43%
								bc	abc	abcdef	abcdef	abcd	abcdef
Aged 14	354 8%	173 8%	181 8%	5 5%	4 4%	12 6%	8 4%	32 5%	35 5%	90 11%	74 8%	34 8%	59 13%
										def			bdef
Aged 15	111 2%	63 3%	48 2%	2 2%	3 3%	6 3%	2 1%	8 1%	9 1%	23 3%	24 3%	24 6%	10 2%
												ef	
Aged 16	513 11%	258 12%	254 11%	17 16%	9 9%	26 13%	18 9%	66 10%	72 11%	69 8%	80 9%	79 18%	75 17%
												defgh	efgh
Aged 17	22 *%	6 *%	16 1%	- -%	1 1%	1 1%	1 1%	1 *%	- -%	1 *%	3 *%	3 1%	11 2%
													efgh

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	CHILD'S GENDER		CHILD'S AGE AND GENDER										
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	4194	2088	2106	151	133	229	227	589	614	731	742	388	390
Effective Weighted Sample	3488	1723	1765	100	87	173	176	495	516	601	627	365	367
Total	4533	2236	2296	108	98	199	206	647	668	847	877	436	447
Aged 18 or over	140 3%	76 3%	63 3%	4 3%	8 8%	7 4%	7 4%	27 4%	17 3%	19 2%	20 2%	19 4%	11 2%
Don't know	257 6%	120 5%	137 6%	9 8%	7 8%	17 8%	24 12%	37 6%	47 7%	38 5%	45 5%	20 4%	14 3%
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	3799 84%	1858 83%	1941 85%	87 81%	80 82%	166 84%	155 75%	519 80%	549 82%	716 85%	758 86%	370 85%	399 89%
AWARE AND GIVES THE CORRECT AGE (13)	1660 37%	780 35%	880 38%	23 21%	17 18%	32 16%	50 24%	204 32%	229 34%	359 42%	390 44%	162 37%	193 43%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	742 16%	380 17%	362 16%	28 26%	31 31%	63 32%	43 21%	145 22%	140 21%	116 14%	122 14%	29 7%	26 6%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1140 25%	577 26%	563 25%	28 26%	25 26%	53 27%	37 18%	133 21%	133 20%	203 24%	202 23%	160 37%	166 37%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	2139 47%	1078 48%	1061 46%	64 59%	63 64%	133 67%	104 51%	315 49%	320 48%	357 42%	369 42%	208 48%	206 46%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	4194	2088	2106	151	133	229	227	589	614	731	742	388	390
Effective Weighted Sample	3488	1723	1765	100	87	173	176	495	516	601	627	365	367
Total	4533	2236	2296	108	98	199	206	647	668	847	877	436	447
SAY THERE IS NO MINIMUM AGE REQUIREMENT	302 7%	168 8%	134 6%	16 15% fnij	10 10% j	15 7%	21 10% j	51 8% j	41 6%	62 7%	48 5%	24 6%	15 3%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	432 10%	211 9%	221 10%	5 5%	8 8%	18 9%	30 15% gh	76 12%	78 12%	69 8%	71 8%	42 10%	34 8%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	4194	181	1557	2314	2781	549	492	372	3733	461
Effective Weighted Sample	3488	111	1262	1999	2595	500	405	277	3109	384
Total	4533	122	1563	2687	3706	417	218	191	3983	549
Age under 10	111	9	88	12	85	14	6	6	104	6
	2%	7%	6%	*%	2%	3%	3%	3%	3%	1%
		c	c							
Aged 10	103	3	69	29	84	7	7	4	95	7
	2%	2%	4%	1%	2%	2%	3%	2%	2%	1%
		c								
Aged 11	93	3	47	41	82	3	2	6	84	8
	2%	3%	3%	2%	2%	1%	1%	3%	2%	2%
		c						b		
Aged 12	436	17	160	248	360	44	17	15	386	50
	10%	14%	10%	9%	10%	11%	8%	8%	10%	9%
Aged 13	1660	27	449	1140	1358	150	80	72	1446	214
	37%	22%	29%	42%	37%	36%	36%	37%	36%	39%
			ab							
Aged 14	354	4	80	250	294	34	17	9	314	40
	8%	3%	5%	9%	8%	8%	8%	5%	8%	7%
			b							
Aged 15	111	2	25	80	96	7	5	3	101	10
	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%
Aged 16	513	15	177	293	405	51	27	29	450	63
	11%	13%	11%	11%	11%	12%	12%	15%	11%	11%
Aged 17	22	-	4	17	17	3	2	1	18	4
	*%	-%	*%	1%	*%	1%	1%	*%	*%	1%
Aged 18 or over	140	7	59	69	114	13	4	9	114	26
	3%	5%	4%	3%	3%	3%	2%	5%	3%	5%
Don't know	257	10	117	114	205	24	17	12	222	36
	6%	8%	7%	4%	6%	6%	8%	6%	6%	7%
			c							

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	4194	181	1557	2314	2781	549	492	372	3733	461
Effective Weighted Sample	3488	111	1262	1999	2595	500	405	277	3109	384
Total	4533	122	1563	2687	3706	417	218	191	3983	549
SUMMARY										
AWARE OF MINIMUM AGE REQUIREMENT	3799	97	1274	2293	3101	349	183	166	3334	465
	84%	79%	82%	85%	84%	84%	84%	87%	84%	85%
				b						
AWARE AND GIVES THE CORRECT AGE (13)	1660	27	449	1140	1358	150	80	72	1446	214
	37%	22%	29%	42%	37%	36%	36%	37%	36%	39%
				ab						
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	742	32	363	329	611	67	32	32	670	72
	16%	26%	23%	12%	16%	16%	15%	17%	17%	13%
		c	c							
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1140	28	345	710	927	107	54	51	996	144
	25%	23%	22%	26%	25%	26%	25%	27%	25%	26%
				b						
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	2139	70	825	1154	1743	199	103	94	1888	251
	47%	57%	53%	43%	47%	48%	47%	49%	47%	46%
		c	c							
SAY THERE IS NO MINIMUM AGE REQUIREMENT	302	17	118	159	249	24	16	13	271	31
	7%	14%	8%	6%	7%	6%	7%	7%	7%	6%
		c								
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	432	8	171	235	356	44	20	12	378	53
	10%	7%	11%	9%	10%	11%	9%	6%	10%	10%

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	4194	1376	1047	884	872	2423	1756	929	3073	1231	1693	966
Effective Weighted Sample	3488	1131	884	742	754	2015	1487	772	2561	1024	1392	819
Total	4533	1339	1055	968	1152	2394	2120	994	3335	1392	1766	1015
Age under 10	111 2%	48 4% df	23 2%	23 2%	17 1%	71 3%	39 2%	31 3%	76 2%	29 2%	45 3%	31 3%
Aged 10	103 2%	39 3%	17 2%	32 3%	15 1%	56 2%	46 2%	20 2%	80 2%	32 2%	42 2%	26 3%
Aged 11	93 2%	33 2%	24 2%	15 2%	21 2%	57 2%	35 2%	20 2%	66 2%	29 2%	42 2%	18 2%
Aged 12	436 10%	149 11%	89 8%	98 10%	100 9%	238 10%	198 9%	91 9%	320 10%	126 9%	178 10%	106 10%
Aged 13	1660 37%	488 36%	414 39%	326 34%	420 36%	902 38%	746 35%	399 40%	1210 36%	513 37%	622 35%	416 41% b
Aged 14	354 8%	107 8%	94 9%	76 8%	75 7%	201 8%	151 7%	90 9%	252 8%	100 7%	132 7%	92 9%
Aged 15	111 2%	38 3%	24 2%	23 2%	26 2%	62 3%	50 2%	19 2%	83 2%	25 2%	46 3%	31 3%
Aged 16	513 11%	132 10%	133 13%	121 13%	123 11%	265 11%	244 12%	105 11%	387 12%	166 12%	203 12%	93 9%
Aged 17	22 *%	9 1%	5 1%	2 *%	6 1%	14 1%	8 *%	7 1%	15 *%	9 1%	7 *%	4 *%
Aged 18 or over	140 3%	38 3%	32 3%	36 4%	33 3%	71 3%	69 3%	32 3%	98 3%	52 4%	54 3%	21 2%
Don't know	257 6%	55 4%	46 4%	54 6%	100 9%	101 4%	154 7%	55 6%	182 5%	91 7%	95 5%	37 4%

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	4194	1376	1047	884	872	2423	1756	929	3073	1231	1693	966
Effective Weighted Sample	3488	1131	884	742	754	2015	1487	772	2561	1024	1392	819
Total	4533	1339	1055	968	1152	2394	2120	994	3335	1392	1766	1015
SUMMARY												
AWARE OF MINIMUM AGE REQUIREMENT	3799 84%	1136 85%	902 86%	807 83%	935 81%	2039 85%	1742 82%	868 87% b	2768 83%	1173 84%	1467 83%	875 86%
AWARE AND GIVES THE CORRECT AGE (13)	1660 37%	488 36%	414 39%	326 34%	420 36%	902 38%	746 35%	399 40%	1210 36%	513 37%	622 35%	416 41% b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	742 16%	269 20% bdf	154 15%	167 17%	152 13%	423 18% d	319 15%	161 16%	541 16%	216 16%	307 17%	181 18%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1140 25%	324 24%	289 27%	259 27%	263 23%	612 26%	522 25%	253 25%	835 25%	353 25%	442 25%	241 24%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	2139 47%	648 48%	488 46%	481 50%	515 45%	1136 47%	996 47%	469 47%	1559 47%	660 47%	844 48%	460 45%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	302 7%	106 8%	55 5%	63 6%	78 7%	160 7%	140 7%	61 6%	221 7%	95 7%	113 6%	67 7%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	432 10%	97 7%	98 9%	98 10%	139 12% ae	195 8%	237 11% ae	65 7%	346 10% a	123 9%	187 11% c	72 7%

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	3512	1773	1739	225	366	981	1263	677	225	2610	677	1859	1653
Effective Weighted Sample	2929	1480	1449	149	280	827	1054	635	149	2152	635	1484	1446
Total	3799	1916	1882	167	321	1068	1475	768	167	2863	768	1905	1894
Age under 10	111	64	46	16	39	42	8	5	16	90	5	102	8
	3%	3%	2%	10%	12%	4%	1%	1%	10%	3%	1%	5%	*%
				cde	cde	de			bc	c		b	
Aged 10	103	78	24	10	12	61	19	2	10	91	2	91	12
	3%	4%	1%	6%	4%	6%	1%	*%	6%	3%	*%	5%	1%
		b		de	de	de			c	c		b	
Aged 11	93	71	22	5	11	47	23	6	5	81	6	72	21
	2%	4%	1%	3%	3%	4%	2%	1%	3%	3%	1%	4%	1%
		b		e	e	de			c	c		b	
Aged 12	436	232	204	27	44	135	188	42	27	367	42	292	144
	11%	12%	11%	16%	14%	13%	13%	5%	16%	13%	5%	15%	8%
				e	e	e	e		c	c		b	
Aged 13	1660	820	840	40	83	433	749	355	40	1265	355	701	959
	44%	43%	45%	24%	26%	41%	51%	46%	24%	44%	46%	37%	51%
				ab	ab	ab	abc	ab	a	a	a	a	a
Aged 14	354	185	169	8	20	68	164	93	8	252	93	123	231
	9%	10%	9%	5%	6%	6%	11%	12%	5%	9%	12%	6%	12%
							c	bc				a	
Aged 15	111	60	51	5	9	16	47	34	5	72	34	34	77
	3%	3%	3%	3%	3%	2%	3%	4%	3%	3%	4%	2%	4%
								c				a	
Aged 16	513	229	283	27	45	138	149	154	27	332	154	242	271
	13%	12%	15%	16%	14%	13%	10%	20%	16%	12%	20%	13%	14%
								cd			b		
Aged 17	22	17	5	1	2	1	5	14	1	7	14	4	18
	1%	1%	*%	*%	1%	*%	*%	2%	*%	*%	2%	*%	1%
								cd			b		a

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	3512	1773	1739	225	366	981	1263	677	225	2610	677	1859	1653
Effective Weighted Sample	2929	1480	1449	149	280	827	1054	635	149	2152	635	1484	1446
Total	3799	1916	1882	167	321	1068	1475	768	167	2863	768	1905	1894
Aged 18 or over	140	63	77	12	15	44	39	30	12	98	30	80	60
	4%	3%	4%	7%	5%	4%	3%	4%	7%	3%	4%	4%	3%
Don't know	257	97	160	16	41	84	83	33	16	208	33	164	93
	7%	5%	8%	10%	13%	8%	6%	4%	10%	7%	4%	9%	5%
			a		de	e				c		b	
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	3799	1916	1882	167	321	1068	1475	768	167	2863	768	1905	1894
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1660	820	840	40	83	433	749	355	40	1265	355	701	959
	44%	43%	45%	24%	26%	41%	51%	46%	24%	44%	46%	37%	51%
						ab	abc	ab		a	a		a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	742	445	296	58	106	285	238	55	58	629	55	557	185
	20%	23%	16%	35%	33%	27%	16%	7%	35%	22%	7%	29%	10%
		b		de	de	de	e		bc	c		b	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1140	554	586	53	91	266	404	326	53	761	326	483	656
	30%	29%	31%	32%	28%	25%	27%	42%	32%	27%	42%	25%	35%
								bcd			b		a
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	2139	1097	1042	127	238	635	726	413	127	1598	413	1204	935
	56%	57%	55%	76%	74%	59%	49%	54%	76%	56%	54%	63%	49%
				cde	cde	d			bc			b	

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	CHILD'S GENDER		CHILD'S AGE AND GENDER										
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	3512	1734	1778	120	105	188	178	474	507	622	641	330	347
Effective Weighted Sample	2929	1434	1495	80	70	143	137	400	427	511	543	310	326
Total	3799	1858	1941	87	80	166	155	519	549	716	758	370	399
Age under 10	111 3%	58 3%	52 3%	7 8%	9 12%	25 15%	14 9%	22 4%	20 4%	3 *%	5 1%	2 1%	3 1%
				ghij	fghij	efghij	ghij	ghij	ghij				
Aged 10	103 3%	52 3%	51 3%	5 6%	4 5%	8 5%	4 3%	27 5%	33 6%	9 1%	9 1%	2 *%	- -%
				ghij	ij	hij	j	ghij	ghij				
Aged 11	93 2%	56 3%	37 2%	3 3%	2 3%	10 6%	1 1%	28 5%	19 4%	12 2%	11 1%	4 1%	3 1%
						ghij		ghij					
Aged 12	436 11%	214 12%	222 11%	13 15%	15 18%	21 13%	23 15%	67 13%	68 12%	92 13%	96 13%	21 6%	20 5%
				j	ij	j	ij	ij	ij	ij	ij		
Aged 13	1660 44%	780 42%	880 45%	23 26%	17 22%	32 20%	50 32%	204 39%	229 42%	359 50%	390 51%	162 44%	193 48%
								bc	abc	abcde	abcdef	abc	abcd
Aged 14	354 9%	173 9%	181 9%	5 6%	4 4%	12 7%	8 5%	32 6%	35 6%	90 13%	74 10%	34 9%	59 15%
										ef			def
Aged 15	111 3%	63 3%	48 2%	2 2%	3 4%	6 4%	2 2%	8 1%	9 2%	23 3%	24 3%	24 7%	10 3%
												ef	
Aged 16	513 13%	258 14%	254 13%	17 20%	9 12%	26 16%	18 12%	66 13%	72 13%	69 10%	80 11%	79 21%	75 19%
				g								efgh	gh
Aged 17	22 1%	6 *%	16 1%	- -%	1 1%	1 1%	1 1%	1 *%	- -%	1 *%	3 *%	3 1%	11 3%
													efgh

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	CHILD'S GENDER		CHILD'S AGE AND GENDER										
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	3512	1734	1778	120	105	188	178	474	507	622	641	330	347
Effective Weighted Sample	2929	1434	1495	80	70	143	137	400	427	511	543	310	326
Total	3799	1858	1941	87	80	166	155	519	549	716	758	370	399
Aged 18 or over	140	76	63	4	8	7	7	27	17	19	20	19	11
	4%	4%	3%	4%	10%	4%	5%	5%	3%	3%	3%	5%	3%
					fghj								
Don't know	257	120	137	9	7	17	24	37	47	38	45	20	14
	7%	6%	7%	10%	9%	10%	16%	7%	9%	5%	6%	5%	3%
						j	eghij		j				
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	3799	1858	1941	87	80	166	155	519	549	716	758	370	399
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1660	780	880	23	17	32	50	204	229	359	390	162	193
	44%	42%	45%	26%	22%	20%	32%	39%	42%	50%	51%	44%	48%
								bc	abc	abcde	abcdef	abc	abcd
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	742	380	362	28	31	63	43	145	140	116	122	29	26
	20%	20%	19%	32%	38%	38%	28%	28%	26%	16%	16%	8%	7%
				ghij	ghij	fghij	ghij	ghij	ghij	ij	ij		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1140	577	563	28	25	53	37	133	133	203	202	160	166
	30%	31%	29%	32%	31%	32%	24%	26%	24%	28%	27%	43%	42%
												defgh	defgh
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	2139	1078	1061	64	63	133	104	315	320	357	369	208	206
	56%	58%	55%	74%	78%	80%	68%	61%	58%	50%	49%	56%	52%
				fghij	efghij	efghij	ghj	gh	h				

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	3512	142	1269	1985	2331	459	406	316	3124	388
Effective Weighted Sample	2929	87	1032	1715	2177	418	334	235	2608	326
Total	3799	97	1274	2293	3101	349	183	166	3334	465
Age under 10	111 3%	9 9% c	88 7% c	12 1%	85 3%	14 4%	6 3%	6 4%	104 3%	6 1%
Aged 10	103 3%	3 3%	69 5% c	29 1%	84 3%	7 2%	7 4%	4 3%	95 3%	7 2%
Aged 11	93 2%	3 4%	47 4% c	41 2%	82 3%	3 1%	2 1%	6 4% b	84 3%	8 2%
Aged 12	436 11%	17 17%	160 13%	248 11%	360 12%	44 13%	17 9%	15 9%	386 12%	50 11%
Aged 13	1660 44%	27 28%	449 35%	1140 50% ab	1358 44%	150 43%	80 43%	72 43%	1446 43%	214 46%
Aged 14	354 9%	4 4%	80 6%	250 11% b	294 9%	34 10%	17 9%	9 5%	314 9%	40 9%
Aged 15	111 3%	2 2%	25 2%	80 4%	96 3%	7 2%	5 3%	3 2%	101 3%	10 2%
Aged 16	513 13%	15 16%	177 14%	293 13%	405 13%	51 15%	27 15%	29 18%	450 13%	63 13%
Aged 17	22 1%	- -%	4 *%	17 1%	17 1%	3 1%	2 1%	1 *%	18 1%	4 1%
Aged 18 or over	140 4%	7 7%	59 5%	69 3%	114 4%	13 4%	4 2%	9 5%	114 3%	26 6%
Don't know	257 7%	10 10%	117 9%	114 5% c	205 7%	24 7%	17 9%	12 7%	222 7%	36 8%

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	3512	142	1269	1985	2331	459	406	316	3124	388
Effective Weighted Sample	2929	87	1032	1715	2177	418	334	235	2608	326
Total	3799	97	1274	2293	3101	349	183	166	3334	465
SUMMARY										
AWARE OF MINIMUM AGE REQUIREMENT	3799	97	1274	2293	3101	349	183	166	3334	465
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1660	27	449	1140	1358	150	80	72	1446	214
	44%	28%	35%	50%	44%	43%	43%	43%	43%	46%
				ab						
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	742	32	363	329	611	67	32	32	670	72
	20%	33%	28%	14%	20%	19%	18%	19%	20%	15%
		c	c							
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1140	28	345	710	927	107	54	51	996	144
	30%	29%	27%	31%	30%	31%	30%	31%	30%	31%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	2139	70	825	1154	1743	199	103	94	1888	251
	56%	72%	65%	50%	56%	57%	57%	57%	57%	54%
		c	c							

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

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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	3512	1167	885	737	709	2052	1446	804	2561	1043	1395	833
Effective Weighted Sample	2929	960	753	622	613	1713	1227	673	2135	870	1150	708
Total	3799	1136	902	807	935	2039	1742	868	2768	1173	1467	875
Age under 10	111 3%	48 4% df	23 3%	23 3%	17 2%	71 3%	39 2%	31 4%	76 3%	29 2%	45 3%	31 3%
Aged 10	103 3%	39 3%	17 2%	32 4%	15 2%	56 3%	46 3%	20 2%	80 3%	32 3%	42 3%	26 3%
Aged 11	93 2%	33 3%	24 3%	15 2%	21 2%	57 3%	35 2%	20 2%	66 2%	29 3%	42 3%	18 2%
Aged 12	436 11%	149 13%	89 10%	98 12%	100 11%	238 12%	198 11%	91 10%	320 12%	126 11%	178 12%	106 12%
Aged 13	1660 44%	488 43%	414 46%	326 40%	420 45%	902 44%	746 43%	399 46%	1210 44%	513 44%	622 42%	416 47%
Aged 14	354 9%	107 9%	94 10%	76 9%	75 8%	201 10%	151 9%	90 10%	252 9%	100 9%	132 9%	92 11%
Aged 15	111 3%	38 3%	24 3%	23 3%	26 3%	62 3%	50 3%	19 2%	83 3%	25 2%	46 3%	31 4%
Aged 16	513 13%	132 12%	133 15%	121 15%	123 13%	265 13%	244 14%	105 12%	387 14%	166 14%	203 14%	93 11%
Aged 17	22 1%	9 1%	5 1%	2 *%	6 1%	14 1%	8 *%	7 1%	15 1%	9 1%	7 *%	4 *%
Aged 18 or over	140 4%	38 3%	32 4%	36 4%	33 4%	71 3%	69 4%	32 4%	98 4%	52 4%	54 4%	21 2%
Don't know	257 7%	55 5%	46 5%	54 7%	100 11%	101 5%	154 9%	55 6%	182 7%	91 8%	95 6%	37 4%

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	3512	1167	885	737	709	2052	1446	804	2561	1043	1395	833
Effective Weighted Sample	2929	960	753	622	613	1713	1227	673	2135	870	1150	708
Total	3799	1136	902	807	935	2039	1742	868	2768	1173	1467	875
SUMMARY												
AWARE OF MINIMUM AGE REQUIREMENT	3799 100%	1136 100%	902 100%	807 100%	935 100%	2039 100%	1742 100%	868 100%	2768 100%	1173 100%	1467 100%	875 100%
AWARE AND GIVES THE CORRECT AGE (13)	1660 44%	488 43%	414 46%	326 40%	420 45%	902 44%	746 43%	399 46%	1210 44%	513 44%	622 42%	416 47%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	742 20%	269 24% bdf	154 17%	167 21%	152 16%	423 21%	319 18%	161 19%	541 20%	216 18%	307 21%	181 21%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1140 30%	324 28%	289 32%	259 32%	263 28%	612 30%	522 30%	253 29%	835 30%	353 30%	442 30%	241 28%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	2139 56%	648 57%	488 54%	481 60%	515 55%	1136 56%	996 57%	469 54%	1559 56%	660 56%	844 58%	460 53%

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Strongly disagree	2008 30%	956 28%	1052 31%	387 43% cde	587 43% cde	420 23%	371 20%	243 27% d	387 43% bc	1378 28%	243 27%	1470 32% b	538 24%
Slightly disagree	1312 19%	613 18%	698 20%	200 22% c	256 19%	312 17%	349 19%	195 22%	200 22%	916 18%	195 22%	828 18%	484 21% a
Neither agree nor disagree	974 14%	510 15%	464 14%	100 11%	154 11%	290 16% ab	286 16% ab	144 16% ab	100 11%	730 15% a	144 16% a	616 14%	358 16%
Slightly agree	1733 25%	881 26%	852 25%	132 15%	203 15%	596 33% abe	574 32% abe	229 25% ab	132 15%	1372 28% a	229 25% a	1094 24%	639 28% a
Strongly agree	687 10%	379 11% b	308 9%	82 9%	131 10%	179 10%	207 11%	88 10%	82 9%	517 10%	88 10%	471 10%	216 10%
Don't know	81 1%	39 1%	42 1%	5 1%	28 2% ac	16 1%	25 1%	7 1%	5 1%	69 1%	7 1%	51 1%	30 1%
SUMMARY CODES													
TOTAL DISAGREE	3320 49%	1569 46%	1750 51% a	587 65% cde	843 62% cde	732 40%	720 40%	438 48% cd	587 65% bc	2295 46%	438 48%	2298 51% b	1022 45%
TOTAL AGREE	2420 36%	1259 37%	1160 34%	214 24%	334 25%	775 43% abe	781 43% abe	317 35% ab	214 24%	1889 38% a	317 35% a	1565 35%	855 38%
TOTAL NEITHER/ DON'T KNOW	1055 16%	549 16%	506 15%	105 12%	183 13%	305 17% a	311 17% a	151 17% a	105 12%	799 16% a	151 17% a	667 15%	389 17%

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

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.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 16-17	
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15		MALE 16-17
		a	b	a	b	c	d	e	f	g	h	i	j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Strongly disagree	2008 30%	985 29%	1023 30%	188 41% efghij	199 44% efghij	270 40% efghij	317 47% efghij	199 22%	221 24%	202 22%	169 19%	126 28% h	117 26% h
Slightly disagree	1312 19%	650 19%	662 19%	103 23%	97 21%	133 20%	123 18%	153 17%	159 18%	181 20%	168 19%	81 18%	115 25% def
Neither agree nor disagree	974 14%	500 15%	474 14%	52 12%	47 10%	92 14%	62 9%	139 15% d	151 17% bd	144 16% d	143 16% d	73 16% d	72 16% d
Slightly agree	1733 25%	843 25%	890 26%	60 13%	72 16%	101 15%	102 15%	301 33% abcdj	294 33% abcdj	259 29% abcd	315 35% abcdj	122 27% abcd	107 24% abcd
Strongly agree	687 10%	384 11% b	303 9%	48 11%	34 8%	72 11%	59 9%	106 12%	73 8%	110 12%	97 11%	48 11%	40 9%
Don't know	81 1%	36 1%	45 1%	2 *%	3 1%	12 2%	17 2%	8 1%	8 1%	10 1%	15 2%	4 1%	3 1%
SUMMARY CODES													
TOTAL DISAGREE	3320 49%	1635 48%	1685 50%	291 64% efghij	297 66% efghij	403 59% efghi	439 65% efghij	352 39%	380 42%	383 42%	337 37%	206 45% h	232 51% efgh
TOTAL AGREE	2420 36%	1227 36%	1193 35%	108 24%	106 23%	173 25%	161 24%	407 45% abcdj	368 41% abcdj	369 41% abcdj	412 45% abcdj	170 38% abcd	147 32% abd
TOTAL NEITHER/ DON'T KNOW	1055 16%	536 16%	519 15%	55 12%	50 11%	104 15%	79 12%	147 16%	159 17% bd	154 17% bd	158 17% bd	77 17% bd	74 16% bd

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Strongly disagree	2008 30%	277 44% bc	1047 33% c	605 22%	1682 30%	160 26%	92 27%	75 28%	1712 29%	296 34%
Slightly disagree	1312 19%	148 23% b	577 18%	542 19%	1088 19%	114 19%	65 19%	45 17%	1129 19%	183 21%
Neither agree nor disagree	974 14%	67 11%	425 14%	442 16% a	788 14%	91 15%	54 16%	41 15%	864 15%	110 12%
Slightly agree	1733 25%	85 13%	735 23% a	878 31% ab	1391 25%	175 29%	92 27%	74 28%	1512 26%	221 25%
Strongly agree	687 10%	55 9%	307 10%	314 11%	569 10%	61 10%	29 9%	28 10%	622 11%	65 7%
Don't know	81 1%	4 1%	40 1%	29 1%	68 1%	4 1%	4 1%	5 2%	73 1%	8 1%
SUMMARY CODES										
TOTAL DISAGREE	3320 49%	425 67% bc	1624 52% c	1147 41%	2769 50%	273 45%	157 47%	120 45%	2841 48%	479 54% a
TOTAL AGREE	2420 36%	140 22%	1042 33% a	1192 42% ab	1960 35%	236 39%	121 36%	103 38%	2134 36%	286 32%
TOTAL NEITHER/ DON'T KNOW	1055 16%	71 11%	465 15%	471 17% a	856 15%	95 16%	58 17%	46 17%	937 16%	119 13%

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

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.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Strongly disagree	2008 30%	580 30%	539 32%	365 26%	512 29%	1119 31%	877 27%	376 28%	1544 30%	540 27%	777 30%	469 31%
		c	cf			cf						a
Slightly disagree	1312 19%	381 20%	318 19%	280 20%	327 18%	699 20%	607 19%	254 19%	1007 20%	390 19%	496 19%	299 20%
Neither agree nor disagree	974 14%	230 12%	216 13%	226 16%	294 17%	446 12%	521 16%	205 15%	704 14%	338 17%	383 15%	150 10%
				ae	abe		abe			c	c	
Slightly agree	1733 25%	470 25%	428 26%	391 27%	442 25%	898 25%	833 26%	357 27%	1306 25%	522 26%	696 26%	400 27%
Strongly agree	687 10%	231 12%	155 9%	145 10%	156 9%	386 11%	301 9%	137 10%	519 10%	214 11%	248 9%	179 12%
		df										
Don't know	81 1%	10 1%	16 1%	19 1%	36 2%	26 1%	55 2%	14 1%	62 1%	26 1%	32 1%	11 1%
					ae		ae					
SUMMARY CODES												
TOTAL DISAGREE	3320 49%	961 51%	857 51%	645 45%	839 47%	1818 51%	1484 46%	630 47%	2551 50%	930 46%	1273 48%	768 51%
		c	cf			cf						a
TOTAL AGREE	2420 36%	701 37%	583 35%	536 38%	598 34%	1284 36%	1134 35%	494 37%	1825 35%	736 36%	944 36%	579 38%
TOTAL NEITHER/ DON'T KNOW	1055 16%	241 13%	232 14%	246 17%	330 19%	472 13%	576 18%	219 16%	766 15%	364 18%	415 16%	161 11%
				ae	abe		abe			c	c	

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	CHILD'S AGE (3)	
		3-12	13-17
Significance Level: 99%		a	b
Unweighted total	6795	4830	1965
Effective Weighted Sample	5378	3667	1717
Total	6795	4530	2265
Strongly disagree	2008 30%	1470 32% b	538 24%
Slightly disagree	1312 19%	828 18%	484 21% a
Neither agree nor disagree	974 14%	616 14%	358 16%
Slightly agree	1733 25%	1094 24%	639 28% a
Strongly agree	687 10%	471 10%	216 10%
Don't know	81 1%	51 1%	30 1%
SUMMARY CODES			
TOTAL DISAGREE	3320 49%	2298 51% b	1022 45%
TOTAL AGREE	2420 36%	1565 35%	855 38%
TOTAL NEITHER/ DON'T KNOW	1055 16%	667 15%	389 17%

Columns Tested: a,b

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.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	4320	2177	2143	888	1039	1063	856	474	888	2958	474	3224	1096
Effective Weighted Sample	3404	1713	1691	570	806	891	716	447	570	2400	447	2445	963
Total	4295	2152	2143	630	942	1170	1012	541	630	3124	541	3022	1273
Strongly disagree	1239 29%	597 28%	642 30%	278 44%	397 42%	271 23%	160 16%	133 25%	278 44%	828 26%	133 25%	986 33%	253 20%
				cde	cde	d		d	bc			b	
Slightly disagree	814 19%	383 18%	431 20%	131 21%	171 18%	205 18%	183 18%	124 23%	131 21%	559 18%	124 23%	544 18%	270 21%
Neither agree nor disagree	686 16%	367 17%	319 15%	70 11%	115 12%	211 18%	195 19%	96 18%	70 11%	521 17%	96 18%	458 15%	228 18%
						ab	ab	ab		a	a		
Slightly agree	1044 24%	532 25%	512 24%	87 14%	141 15%	360 31%	329 33%	127 24%	87 14%	831 27%	127 24%	678 22%	366 29%
						abe	abe	ab		a	a		a
Strongly agree	450 10%	242 11%	208 10%	63 10%	92 10%	108 9%	128 13%	58 11%	63 10%	329 11%	58 11%	312 10%	138 11%
Don't know	62 1%	31 1%	31 1%	2 *%	27 3%	14 1%	16 2%	3 1%	2 *%	56 2%	3 1%	44 1%	17 1%
					ae					a			
SUMMARY CODES													
TOTAL DISAGREE	2053 48%	980 46%	1073 50%	409 65%	568 60%	476 41%	343 34%	257 47%	409 65%	1387 44%	257 47%	1530 51%	523 41%
			a	cde	cde	d		d	bc			b	
TOTAL AGREE	1494 35%	774 36%	720 34%	149 24%	233 25%	469 40%	458 45%	185 34%	149 24%	1160 37%	185 34%	990 33%	504 40%
						ab	abe	ab		a	a		a
TOTAL NEITHER/ DON'T KNOW	748 17%	399 19%	350 16%	72 11%	141 15%	225 19%	211 21%	99 18%	72 11%	577 18%	99 18%	502 17%	246 19%
						a	ab	a		a	a		

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

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.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	4320	2220	2100	457	431	540	499	536	527	437	419	250	224
Effective Weighted Sample	3404	1739	1665	291	279	417	390	447	444	364	352	235	212
Total	4295	2182	2113	317	313	484	458	584	585	514	499	284	257
Strongly disagree	1239 29%	616 28%	623 29%	137 43% efghij	140 45% efghij	188 39% efghij	209 45% efghij	129 22% h	142 24% h	95 18%	65 13% h	67 23% h	66 26% h
Slightly disagree	814 19%	413 19%	401 19%	64 20%	67 22%	94 20%	77 17%	97 17%	107 18%	102 20%	81 16%	55 19%	69 27% deh
Neither agree nor disagree	686 16%	352 16%	334 16%	37 12%	33 10%	66 14%	49 11%	105 18% bd	106 18% bd	92 18% bd	103 21% abcd	53 19% bd	43 17%
Slightly agree	1044 24%	519 24%	526 25%	40 13%	46 15%	72 15%	69 15%	181 31% abcdj	179 31% abcdj	148 29% abcd	181 36% abcdj	77 27% abcd	50 20%
Strongly agree	450 10%	254 12%	195 9%	37 12%	26 8%	51 11%	41 9%	65 11%	43 7%	70 14% f	59 12%	32 11%	26 10%
Don't know	62 1%	28 1%	34 2%	2 1%	* *% b	12 2%	15 3% b	7 1%	7 1%	7 1%	10 2%	1 *% b	2 1%
SUMMARY CODES													
TOTAL DISAGREE	2053 48%	1028 47%	1024 48%	201 63% efghi	208 66% efghij	283 58% efghi	285 62% efghi	226 39% h	250 43% h	197 38%	146 29% h	121 43% h	136 53% egh
TOTAL AGREE	1494 35%	773 35%	721 34%	77 24%	72 23%	123 25%	110 24%	246 42% abcdj	223 38% abcd	218 42% abcdj	240 48% abcdj	108 38% abcd	77 30%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	4320	2220	2100	457	431	540	499	536	527	437	419	250	224
Effective Weighted Sample	3404	1739	1665	291	279	417	390	447	444	364	352	235	212
Total	4295	2182	2113	317	313	484	458	584	585	514	499	284	257
TOTAL NEITHER/ DON'T KNOW	748	381	368	39	33	78	64	112	113	98	113	54	45
	17%	17%	17%	12%	11%	16%	14%	19%	19%	19%	23%	19%	18%
								b	ab	b	abd	b	

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	4320	623	2172	1366	2711	613	591	405	3809	511
Effective Weighted Sample	3404	387	1719	1184	2522	525	464	290	3015	392
Total	4295	422	2107	1602	3531	385	210	169	3766	530
Strongly disagree	1239	195	702	284	1045	94	54	45	1066	173
	29%	46%	33%	18%	30%	25%	26%	27%	28%	33%
		bc	c							
Slightly disagree	814	95	386	302	674	69	41	31	709	105
	19%	23%	18%	19%	19%	18%	19%	18%	19%	20%
Neither agree nor disagree	686	43	315	297	562	63	35	26	604	83
	16%	10%	15%	19%	16%	16%	17%	16%	16%	16%
				ab						
Slightly agree	1044	49	467	503	827	117	56	44	922	123
	24%	12%	22%	31%	23%	31%	27%	26%	24%	23%
			a	ab		a				
Strongly agree	450	39	201	198	371	38	21	19	411	39
	10%	9%	10%	12%	11%	10%	10%	11%	11%	7%
Don't know	62	1	36	16	53	3	3	3	55	7
	1%	*%	2%	1%	1%	1%	1%	2%	1%	1%
SUMMARY CODES										
TOTAL DISAGREE	2053	290	1087	586	1718	164	95	76	1774	278
	48%	69%	52%	37%	49%	43%	45%	45%	47%	53%
		bc	c							
TOTAL AGREE	1494	88	668	702	1198	155	77	64	1333	161
	35%	21%	32%	44%	34%	40%	37%	38%	35%	30%
			a	ab		a				
TOTAL NEITHER/ DON'T KNOW	748	44	352	314	615	66	38	29	658	90
	17%	10%	17%	20%	17%	17%	18%	17%	17%	17%
			a	a						

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

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.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	4320	1300	1153	934	917	2453	1851	788	3296	1208	1763	948
Effective Weighted Sample	3404	1033	903	745	752	1936	1487	629	2594	947	1384	764
Total	4295	1189	1028	943	1121	2217	2064	786	3275	1270	1697	895
Strongly disagree	1239 29%	338 28%	340 33% cf	234 25%	321 29%	678 31% c	555 27%	197 25%	980 30%	327 26%	483 28%	279 31%
Slightly disagree	814 19%	218 18%	190 19%	182 19%	220 20%	408 18%	402 19%	140 18%	634 19%	262 21%	299 18%	173 19%
Neither agree nor disagree	686 16%	173 15%	156 15%	153 16%	201 18%	329 15%	353 17%	145 18%	489 15%	225 18% c	278 16% c	107 12%
Slightly agree	1044 24%	291 25%	240 23%	254 27%	258 23%	532 24%	512 25%	207 26%	787 24%	306 24%	446 26%	213 24%
Strongly agree	450 10%	160 13% bdf	92 9%	105 11%	92 8%	252 11%	197 10%	85 11%	340 10%	128 10%	169 10%	114 13%
Don't know	62 1%	8 1%	10 1%	15 2%	29 3% abe	17 1%	45 2% ae	12 2%	45 1%	21 2%	22 1%	7 1%
SUMMARY CODES												
TOTAL DISAGREE	2053 48%	556 47%	530 52% c	416 44%	541 48%	1086 49%	957 46%	337 43%	1614 49% a	589 46%	782 46%	452 51%
TOTAL AGREE	1494 35%	452 38% bd	333 32%	359 38% d	350 31%	784 35%	709 34%	291 37%	1128 34%	435 34%	615 36%	327 37%
TOTAL NEITHER/ DON'T KNOW	748 17%	181 15%	165 16%	168 18%	230 20% ae	346 16%	398 19% ae	157 20%	534 16%	246 19% c	299 18% c	115 13%

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	4194	2155	2039	284	456	1203	1473	778	284	3132	778	2284	1910
Effective Weighted Sample	3488	1796	1692	187	350	1011	1229	731	187	2580	731	1819	1670
Total	4533	2318	2215	206	405	1315	1724	883	206	3443	883	2338	2195
Strongly disagree	818 18%	398 17%	421 19%	41 20%	57 14%	176 13%	318 18%	227 26%	41 20%	550 16%	227 26%	328 14%	490 22%
							c	bcd			b		a
Slightly disagree	834 18%	404 17%	431 19%	42 21%	64 16%	205 16%	330 19%	193 22%	42 21%	599 17%	193 22%	361 15%	474 22%
								c			b		a
Neither agree nor disagree	760 17%	401 17%	359 16%	29 14%	70 17%	240 18%	277 16%	144 16%	29 14%	587 17%	144 16%	405 17%	355 16%
Slightly agree	1515 33%	780 34%	735 33%	55 27%	130 32%	535 41%	569 33%	226 26%	55 27%	1234 36%	226 26%	881 38%	634 29%
						abde	e			c		b	
Strongly agree	556 12%	313 13%	243 11%	38 18%	74 18%	152 12%	205 12%	87 10%	38 18%	431 13%	87 10%	342 15%	214 10%
				e	cde				c			b	
Don't know	48 1%	22 1%	26 1%	* *%	10 3%	7 1%	25 1%	5 1%	* *%	42 1%	5 1%	20 1%	28 1%
					ce								
SUMMARY CODES													
TOTAL DISAGREE	1653 36%	802 35%	851 38%	84 41%	121 30%	380 29%	647 38%	421 48%	84 41%	1148 33%	421 48%	689 29%	964 44%
				c			bc	bcd			b		a
TOTAL AGREE	2071 46%	1092 47%	979 44%	93 45%	204 50%	687 52%	775 45%	313 35%	93 45%	1665 48%	313 35%	1223 52%	848 39%
					e	de	e			c		b	
TOTAL NEITHER/ DON'T KNOW	808 18%	423 18%	385 17%	30 14%	80 20%	247 19%	302 17%	150 17%	30 14%	629 18%	150 17%	425 18%	383 17%

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

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.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	4194	2088	2106	151	133	229	227	589	614	731	742	388	390
Effective Weighted Sample	3488	1723	1765	100	87	173	176	495	516	601	627	365	367
Total	4533	2236	2296	108	98	199	206	647	668	847	877	436	447
Strongly disagree	818 18%	402 18%	417 18%	19 17%	23 23% e	23 11%	34 16%	81 13%	94 14%	163 19% e	154 18%	116 27% cdefgh	111 25% cefh
Slightly disagree	834 18%	398 18%	436 19%	21 19%	22 22%	33 17%	31 15%	99 15%	106 16%	167 20%	163 19%	78 18%	115 26% defh
Neither agree nor disagree	760 17%	380 17%	381 17%	18 17%	11 11%	38 19%	32 15%	110 17%	130 19%	140 17%	137 16%	73 17%	72 16%
Slightly agree	1515 33%	732 33%	784 34%	27 25%	28 28%	62 31%	68 33%	266 41% agij	268 40% agij	257 30%	313 36% ij	119 27%	107 24%
Strongly agree	556 12%	306 14%	251 11%	23 21% fhij	15 15%	40 20% fhij	34 17%	86 13%	67 10%	110 13%	95 11%	47 11%	40 9%
Don't know	48 1%	19 1%	29 1%	* *%	- -%	3 1%	8 4% efi	4 1%	3 1%	10 1%	15 2%	3 1%	3 1%
SUMMARY CODES													
TOTAL DISAGREE	1653 36%	800 36%	853 37%	39 36%	44 45% cef	56 28%	65 31%	180 28%	200 30%	330 39% cef	318 36% e	195 45% cdefh	226 51% cdefgh
TOTAL AGREE	2071 46%	1037 46%	1034 45%	50 46%	43 43%	102 51% ij	102 49% j	352 54% ghij	335 50% ij	367 43% j	408 47% j	166 38%	147 33%
TOTAL NEITHER/ DON'T KNOW	808 18%	399 18%	410 18%	19 17%	11 11%	41 21%	39 19%	114 18%	133 20%	150 18%	152 17%	75 17%	74 17%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	4194	181	1557	2314	2781	549	492	372	3733	461
Effective Weighted Sample	3488	111	1262	1999	2595	500	405	277	3109	384
Total	4533	122	1563	2687	3706	417	218	191	3983	549
Strongly disagree	818 18%	24 19%	222 14%	531 20% b	682 18%	62 15%	38 17%	37 19%	714 18%	104 19%
Slightly disagree	834 18%	26 22%	249 16%	522 19%	698 19%	70 17%	38 17%	28 15%	716 18%	119 22%
Neither agree nor disagree	760 17%	20 16%	277 18%	430 16%	611 16%	75 18%	41 19%	34 18%	678 17%	82 15%
Slightly agree	1515 33%	30 25%	583 37% ac	869 32%	1218 33%	154 37%	78 36%	65 34%	1329 33%	187 34%
Strongly agree	556 12%	22 18%	215 14%	308 11%	457 12%	54 13%	22 10%	23 12%	504 13%	52 9%
Don't know	48 1%	- -%	16 1%	27 1%	40 1%	2 *%	2 1%	4 2%	42 1%	6 1%
SUMMARY CODES										
TOTAL DISAGREE	1653 36%	50 41%	471 30%	1053 39% b	1380 37%	132 32%	76 35%	65 34%	1430 36%	223 41%
TOTAL AGREE	2071 46%	53 43%	798 51% c	1177 44%	1675 45%	208 50%	100 46%	88 46%	1833 46%	239 43%
TOTAL NEITHER/ DON'T KNOW	808 18%	20 16%	294 19%	457 17%	651 18%	77 18%	42 19%	38 20%	720 18%	88 16%

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

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QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	4194	1376	1047	884	872	2423	1756	929	3073	1231	1693	966
Effective Weighted Sample	3488	1131	884	742	754	2015	1487	772	2561	1024	1392	819
Total	4533	1339	1055	968	1152	2394	2120	994	3335	1392	1766	1015
Strongly disagree	818 18%	252 19%	204 19%	154 16%	202 18%	455 19%	356 17%	186 19%	599 18%	254 18%	297 17%	193 19%
Slightly disagree	834 18%	259 19%	202 19%	173 18%	197 17%	460 19%	369 17%	192 19%	611 18%	239 17%	331 19%	187 18%
Neither agree nor disagree	760 17%	197 15%	170 16%	171 18%	217 19%	367 15%	389 18%	171 17%	536 16%	261 19%	302 17%	125 12%
Slightly agree	1515 33%	418 31%	361 34%	341 35%	394 34%	779 33%	735 35%	328 33%	1127 34%	456 33%	612 35%	347 34%
Strongly agree	556 12%	210 16%	109 10%	119 12%	119 10%	318 13%	238 11%	108 11%	425 13%	164 12%	207 12%	156 15%
Don't know	48 1%	5 *%	10 1%	11 1%	23 2%	15 1%	33 2%	9 1%	36 1%	18 1%	17 1%	6 1%
SUMMARY CODES												
TOTAL DISAGREE	1653 36%	510 38%	406 38%	326 34%	398 35%	916 38%	725 34%	378 38%	1210 36%	493 35%	628 36%	381 37%
TOTAL AGREE	2071 46%	627 47%	470 45%	459 47%	513 45%	1097 46%	973 46%	436 44%	1552 47%	620 45%	819 46%	503 50%
TOTAL NEITHER/ DON'T KNOW	808 18%	201 15%	180 17%	182 19%	240 21%	381 16%	422 20%	180 18%	572 17%	279 20%	319 18%	131 13%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
YouTube/ YouTube Kids	6002	2965	3037	790	1214	1644	1583	771	790	4441	771	4052	1950
	88%	88%	89%	87%	89%	91%	87%	85%	87%	89%	85%	89%	86%
					e	ade				c		b	
WhatsApp	3767	1867	1900	225	395	973	1447	727	225	2815	727	1933	1834
	55%	55%	56%	25%	29%	54%	80%	80%	25%	56%	80%	43%	81%
						ab	abc	abc		a	ab		a
TikTok	3599	1838	1761	168	341	945	1419	727	168	2705	727	1780	1820
	53%	54%	52%	19%	25%	52%	78%	80%	19%	54%	80%	39%	80%
					a	ab	abc	abc		a	ab		a
Snapchat	3092	1601	1491	156	274	632	1306	724	156	2213	724	1351	1741
	46%	47%	44%	17%	20%	35%	72%	80%	17%	44%	80%	30%	77%
		b				ab	abc	abcd		a	ab		a
Instagram (inc. Instagram Direct)	2754	1461	1293	115	191	453	1204	792	115	1848	792	966	1789
	41%	43%	38%	13%	14%	25%	66%	87%	13%	37%	87%	21%	79%
		b				ab	abc	abcd		a	ab		a
Facebook (inc. Messenger)	2339	1305	1034	149	266	469	866	589	149	1601	589	1046	1293
	34%	39%	30%	16%	20%	26%	48%	65%	16%	32%	65%	23%	57%
		b				ab	abc	abcd		a	ab		a
FaceTime	2150	1137	1014	168	315	583	683	403	168	1580	403	1225	926
	32%	34%	30%	19%	23%	32%	38%	44%	19%	32%	44%	27%	41%
		b				ab	abc	abcd		a	ab		a
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	1167	515	651	25	92	292	477	281	25	861	281	527	639
	17%	15%	19%	3%	7%	16%	26%	31%	3%	17%	31%	12%	28%
			a		a	ab	abc	abc		a	ab		a
Microsoft Teams	879	473	406	25	59	239	355	201	25	653	201	409	470
	13%	14%	12%	3%	4%	13%	20%	22%	3%	13%	22%	9%	21%
						ab	abc	abc		a	ab		a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Twitch	814 12%	477 14% b	337 10%	36 4%	80 6%	183 10% ab	349 19% abc	165 18% abc	36 4%	613 12% a	165 18% ab	374 8%	441 19% a
Pinterest	781 11%	407 12%	374 11%	25 3%	53 4%	149 8% ab	340 19% abc	214 24% abcd	25 3%	542 11% a	214 24% ab	292 6%	489 22% a
Twitter	702 10%	388 11% b	314 9%	12 1%	29 2%	98 5% ab	302 17% abc	262 29% abcd	12 1%	429 9% a	262 29% ab	190 4%	512 23% a
Zoom	633 9%	343 10%	289 8%	22 2%	89 7% a	179 10% ab	203 11% ab	140 15% abcd	22 2%	471 9% a	140 15% ab	339 7%	293 13% a
Discord	612 9%	314 9%	297 9%	7 1%	33 2% a	121 7% ab	298 16% abc	152 17% abc	7 1%	453 9% a	152 17% ab	216 5%	396 17% a
Skype	484 7%	285 8% b	199 6%	24 3%	61 4%	143 8% ab	162 9% ab	94 10% ab	24 3%	366 7% a	94 10% ab	272 6%	212 9% a
Reddit	335 5%	193 6% b	142 4%	9 1%	19 1%	53 3% a	165 9% abc	89 10% abc	9 1%	236 5% a	89 10% ab	115 3%	220 10% a
BeReal	245 4%	47 1%	198 6% a	5 1%	11 1%	38 2% a	131 7% abc	60 7% abc	5 1%	180 4% a	60 7% ab	75 2%	169 7% a
Telegram	215 3%	120 4%	95 3%	17 2%	21 2%	50 3%	74 4% ab	53 6% abc	17 2%	145 3% a	53 6% ab	104 2%	111 5% a
PopJam	189 3%	103 3%	87 3%	26 3%	36 3%	65 4%	45 2%	17 2%	26 3%	146 3%	17 2%	149 3% b	40 2%

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

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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
YuBo	185 3%	131 4% b	54 2%	17 2%	27 2%	43 2%	59 3%	39 4% ab	17 2%	129 3%	39 4% ab	97 2%	88 4% a
Vimeo	179 3%	103 3%	76 2%	9 1%	26 2%	44 2%	51 3%	48 5% a abcd	9 1%	122 2% a	48 5% ab	93 2%	86 4% a
GoNoodle	149 2%	86 3%	64 2%	15 2%	42 3%	42 2%	34 2%	17 2%	15 2%	117 2%	17 2%	114 3%	35 2%
Viber	138 2%	87 3% b	51 1%	10 1%	14 1%	32 2%	55 3%	26 3% ab ab	10 1%	102 2%	26 3% a	67 1%	70 3% a
Tumblr	135 2%	83 2%	52 2%	6 1%	10 1%	28 2%	55 3% ab	36 4% abc	6 1%	92 2%	36 4% ab	55 1%	79 4% a
Dailymotion	122 2%	77 2% b	45 1%	12 1%	10 1%	34 2%	35 2%	32 4% ab	12 1%	78 2%	32 4% ab	63 1%	59 3% a
Wink	117 2%	70 2%	48 1%	12 1%	13 1%	38 2%	31 2%	24 3% b	12 1%	82 2%	24 3%	69 2%	48 2%
Kik	113 2%	75 2% b	37 1%	5 1%	12 1%	26 1%	39 2% ab	31 3% abc	5 1%	77 2%	31 3% ab	49 1%	64 3% a
Triller	107 2%	80 2% b	28 1%	8 1%	9 1%	23 1%	38 2% b	29 3% abc	8 1%	70 1%	29 3% ab	55 1%	53 2% a
Signal	94 1%	56 2%	37 1%	5 1%	10 1%	23 1%	33 2%	23 3% ab	5 1%	66 1%	23 3% a	46 1%	48 2% a

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

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OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
YouNow	84 1%	62 2% b	22 1%	11 1%	14 1%	20 1%	27 2%	12 1%	11 1%	61 1%	12 1%	57 1%	26 1%
Clash	78 1%	57 2% b	21 1%	9 1%	14 1%	16 1%	30 2%	10 1%	9 1%	60 1%	10 1%	47 1%	31 1%
Fruitlab	74 1%	48 1%	26 1%	8 1%	12 1%	14 1%	28 2%	12 1%	8 1%	54 1%	12 1%	44 1%	30 1%
GoBubble	71 1%	44 1%	27 1%	8 1%	6 *%	16 1%	29 2% b	12 1%	8 1%	50 1%	12 1%	37 1%	33 1%
Whisper	68 1%	49 1% b	19 1%	5 1%	8 1%	16 1%	27 1%	11 1%	5 1%	51 1%	11 1%	38 1%	30 1%
Imgur	62 1%	44 1% b	18 1%	9 1%	8 1%	8 *%	22 1%	15 2% c	9 1%	38 1%	15 2%	34 1%	28 1%
GROM social	61 1%	48 1% b	13 *%	6 1%	11 1%	13 1%	20 1%	11 1%	6 1%	44 1%	11 1%	35 1%	25 1%
Momio	55 1%	38 1% b	17 *%	5 1%	5 *%	22 1%	13 1%	10 1%	5 1%	40 1%	10 1%	39 1%	17 1%
NONE OF THESE	195 3%	107 3%	88 3%	70 8% cde	72 5% cde	45 2% de	7 *%	2 *%	70 8% bc	124 2% c	2 *%	188 4% b	7 *%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th November 2022.

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OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
YouTube/ YouTube Kids	6002	3049	2953	389	401	620	594	835	809	808	775	397	374
	88%	90%	87%	86%	89%	91%	87%	92%	89%	89%	86%	88%	82%
		b				ahj		adhj	j	j			
WhatsApp	3767	1850	1917	120	105	198	197	474	499	702	745	357	370
	55%	54%	56%	26%	23%	29%	29%	52%	55%	77%	82%	79%	82%
								abcd	abcd	abcdef	abcdef	abcdef	abcdef
TikTok	3599	1740	1860	101	67	164	177	468	476	669	750	336	390
	53%	51%	55%	22%	15%	24%	26%	52%	53%	74%	83%	74%	86%
			a	b		b	b	abcd	abcd	abcdef	abcdefgi	abcdef	abcdefgi
Snapchat	3092	1417	1675	74	82	135	139	266	366	606	700	336	388
	46%	42%	49%	16%	18%	20%	21%	29%	40%	67%	77%	74%	86%
			a					abcd	abcde	abcdef	abcdefg	abcdef	abcdefghi
Instagram (inc. Instagram Direct)	2754	1324	1430	70	45	99	93	222	231	544	659	389	403
	41%	39%	42%	15%	10%	15%	14%	25%	25%	60%	73%	86%	89%
								abcd	abcd	abcdef	abcdefg	abcdefgh	abcdefgh
Facebook (inc. Messenger)	2339	1174	1165	79	70	134	131	258	211	426	440	276	314
	34%	35%	34%	17%	15%	20%	19%	29%	23%	47%	49%	61%	69%
								abcd	b	abcdef	abcdef	abcdefgh	abcdefgh
FaceTime	2150	948	1203	73	95	148	167	271	312	292	390	164	239
	32%	28%	35%	16%	21%	22%	25%	30%	34%	32%	43%	36%	53%
			a				a	abc	abcd	abcd	abcdefg	abcd	abcdefghi
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	1167	572	595	15	10	44	48	139	153	233	245	142	139
	17%	17%	18%	3%	2%	6%	7%	15%	17%	26%	27%	31%	31%
						b	ab	abcd	abcd	abcdef	abcdef	abcdef	abcdef
Microsoft Teams	879	428	450	15	10	36	23	120	119	155	200	103	99
	13%	13%	13%	3%	2%	5%	3%	13%	13%	17%	22%	23%	22%
								abcd	abcd	abcd	abcdef	abcdef	abcdef

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Twitch	814 12%	544 16% b	270 8%	28 6% b	9 2%	53 8% bd	27 4%	123 14% abcdf	60 7% b	232 26% abcdefhj	117 13% abcdf	109 24% abcdefhj	57 12% abdf
Pinterest	781 11%	258 8%	523 15% a	11 3%	13 3%	23 3%	29 4%	60 7% ab	89 10% abcd	104 11% abcde	237 26% abcdefgi	59 13% abcde	155 34% abcdefghi
Twitter	702 10%	384 11%	318 9%	11 2% b	1 *%	19 3% b	9 1%	53 6% abcd	45 5% bd	152 17% abcdef	150 17% abcdef	150 33% abcdefgh	112 25% abcdefgh
Zoom	633 9%	319 9%	314 9%	13 3%	8 2%	52 8% ab	37 5% b	81 9% ab	99 11% abd	103 11% abd	99 11% abd	70 15% abcde	70 16% abcde
Discord	612 9%	387 11% b	224 7%	7 1%	* *%	20 3% b	13 2% b	82 9% abcdf	39 4% ab	184 20% abcdefhj	115 13% abcdf	96 21% abcdefhj	56 12% abcdf
Skype	484 7%	245 7%	239 7%	15 3%	8 2%	30 4%	30 4%	65 7% ab	78 9% abcd	88 10% abcd	75 8% abcd	46 10% abcd	48 10% abcd
Reddit	335 5%	209 6% b	126 4%	4 1%	5 1%	14 2%	5 1%	33 4% abd	19 2% ab	108 12% abcdefh	57 6% abcdf	50 11% abcdefh	40 9% abcdef
BeReal	245 4%	84 2%	161 5% a	3 1%	1 *%	4 1%	7 1%	11 1%	26 3% abc	46 5% abcde	85 9% abcdefgi	19 4% abcde	40 9% abcdef
Telegram	215 3%	123 4%	92 3%	12 3%	5 1%	13 2%	7 1%	21 2%	29 3%	40 4% bd	34 4% bd	36 8% abcdefh	17 4% d
PopJam	189 3%	97 3%	92 3%	13 3%	13 3%	21 3%	15 2%	27 3%	38 4%	26 3%	19 2%	11 2%	6 1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
YuBo	185 3%	93 3%	92 3%	9 2%	7 2%	19 3%	8 1%	25 3%	19 2%	29 3%	31 3%	12 3%	27 6%
Vimeo	179 3%	107 3%	72 2%	6 1%	4 1%	16 2%	10 1%	27 3%	17 2%	35 4%	17 2%	23 5%	25 6%
GoNoodle	149 2%	82 2%	68 2%	7 2%	8 2%	23 3%	19 3%	21 2%	21 2%	22 2%	12 1%	9 2%	8 2%
Viber	138 2%	83 2%	55 2%	6 1%	4 1%	8 1%	6 1%	19 2%	13 1%	33 4%	22 2%	16 4%	9 2%
Tumblr	135 2%	74 2%	60 2%	4 1%	2 *	4 1%	6 1%	22 2%	6 1%	27 3%	27 3%	17 4%	19 4%
Dailymotion	122 2%	71 2%	51 1%	6 1%	6 1%	3 *	7 1%	22 2%	12 1%	20 2%	14 2%	20 4%	12 3%
Wink	117 2%	70 2%	47 1%	8 2%	4 1%	8 1%	5 1%	20 2%	18 2%	20 2%	11 1%	15 3%	9 2%
Kik	113 2%	69 2%	43 1%	3 1%	1 *	5 1%	7 1%	17 2%	9 1%	26 3%	13 1%	19 4%	12 3%
Triller	107 2%	60 2%	47 1%	3 1%	5 1%	5 1%	4 1%	16 2%	7 1%	24 3%	14 2%	13 3%	16 4%
Signal	94 1%	53 2%	41 1%	4 1%	1 *	7 1%	2 *	13 1%	10 1%	14 2%	19 2%	14 3%	8 2%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
YouNow	84 1%	47 1%	36 1%	7 1%	5 1%	7 1%	7 1%	11 1%	8 1%	15 2%	12 1%	8 2%	4 1%
Clash	78 1%	44 1%	34 1%	5 1%	3 1%	12 2%	2 *%	9 1%	7 1%	13 1%	17 2%	6 1%	4 1%
Fruitlab	74 1%	41 1%	33 1%	1 *%	7 1%	7 1%	4 1%	11 1%	3 *%	16 2% f	13 1%	5 1%	6 1%
GoBubble	71 1%	33 1%	37 1%	5 1%	3 1%	2 *%	4 1%	9 1%	7 1%	12 1%	17 2% c	6 1%	7 1%
Whisper	68 1%	40 1%	29 1%	4 1%	1 *%	6 1%	2 *%	12 1%	4 *%	13 1%	14 2%	4 1%	7 2%
Imgur	62 1%	40 1%	21 1%	5 1%	4 1%	8 1%	1 *%	5 1%	3 *%	15 2% d	7 1%	8 2% d	7 1% d
GROM social	61 1%	41 1%	20 1%	4 1%	1 *%	7 1%	3 *%	9 1%	3 *%	12 1%	8 1%	7 2%	3 1%
Momio	55 1%	37 1%	18 1%	2 *%	4 1%	5 1%	1 *%	17 2% d	6 1%	8 1%	5 1%	6 1% d	4 1%
NONE OF THESE	195 3%	93 3%	102 3%	38 8% efghij	32 7% efghij	32 5% efghij	39 6% efghij	17 2% hj	27 3% ghij	4 *%	3 *%	2 *%	- -%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
YouTube/ YouTube Kids	6002	559	2828	2449	4930	539	297	236	5241	760
	88%	88%	90% c	87%	88%	89%	88%	88%	89%	86%
WhatsApp	3767	149	1251	2246	3126	326	174	142	3306	461
	55%	23%	40% a	80% ab	56%	54%	52%	53%	56%	52%
TikTok	3599	106	1157	2202	2916	350	175	160	3190	409
	53%	17%	37% a	78% ab	52%	58% a	52%	59% a	54% b	46%
Snapchat	3092	100	817	2059	2504	290	161	136	2723	369
	46%	16%	26% a	73% ab	45%	48%	48%	51%	46%	42%
Instagram (inc. Instagram Direct)	2754	70	583	1978	2273	229	133	119	2454	300
	41%	11%	19% a	70% ab	41%	38%	40%	44%	42% b	34%
Facebook (inc. Messenger)	2339	103	698	1431	1882	230	127	100	2059	280
	34%	16%	22% a	51% ab	34%	38%	38%	37%	35%	32%
FaceTime	2150	112	879	1095	1756	221	102	72	1879	271
	32%	18%	28% a	39% ab	31%	36% ad	30%	27%	32%	31%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	1167	16	353	762	939	117	62	48	1013	153
	17%	2%	11% a	27% ab	17%	19%	19%	18%	17%	17%
Microsoft Teams	879	15	269	569	718	93	46	22	767	112
	13%	2%	9% a	20% ab	13% d	15% d	14% d	8%	13%	13%

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

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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Twitch	814	22	247	520	676	74	31	33	732	82
	12%	3%	8%	19%	12%	12%	9%	12%	12%	9%
			a	ab						
Pinterest	781	17	177	547	644	61	43	33	686	95
	11%	3%	6%	19%	12%	10%	13%	12%	12%	11%
			a	ab						
Twitter	702	7	109	555	568	74	34	26	641	61
	10%	1%	3%	20%	10%	12%	10%	10%	11%	7%
			a	ab					b	
Zoom	633	16	254	340	540	43	31	18	567	65
	9%	3%	8%	12%	10%	7%	9%	7%	10%	7%
			a	ab						
Discord	612	2	133	455	514	50	21	27	550	62
	9%	*%	4%	16%	9%	8%	6%	10%	9%	7%
			a	ab	c					
Skype	484	16	191	255	400	41	25	18	431	53
	7%	3%	6%	9%	7%	7%	7%	7%	7%	6%
			a	ab						
Reddit	335	6	66	248	283	23	14	15	312	23
	5%	1%	2%	9%	5%	4%	4%	5%	5%	3%
				ab					b	
BeReal	245	4	36	196	196	22	15	12	223	21
	4%	1%	1%	7%	4%	4%	4%	5%	4%	2%
				ab						
Telegram	215	8	73	129	177	17	10	11	192	22
	3%	1%	2%	5%	3%	3%	3%	4%	3%	3%
				ab						
PopJam	189	14	102	71	154	16	7	12	173	16
	3%	2%	3%	3%	3%	3%	2%	4%	3%	2%

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

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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
YuBo	185 3%	9 1%	74 2%	100 4% a	159 3%	8 1%	9 3%	9 3%	168 3%	17 2%
Vimeo	179 3%	8 1%	63 2%	100 4% ab	156 3% b	7 1%	7 2%	9 3% b	159 3%	20 2%
GoNoodle	149 2%	9 1%	85 3%	52 2%	122 2%	10 2%	9 3%	9 3%	135 2%	15 2%
Viber	138 2%	7 1%	48 2%	77 3% b	118 2%	6 1%	8 2%	6 2%	130 2%	8 1%
Tumblr	135 2%	5 1%	30 1%	86 3% ab	105 2%	12 2%	11 3%	7 3%	128 2%	7 1%
Dailymotion	122 2%	10 2%	42 1%	63 2%	112 2% b	4 1%	3 1%	4 1%	115 2%	7 1%
Wink	117 2%	8 1%	48 2%	55 2%	100 2%	7 1%	6 2%	5 2%	110 2%	7 1%
Kik	113 2%	3 *%	35 1%	70 2% ab	95 2%	6 1%	6 2%	5 2%	103 2%	9 1%
Triller	107 2%	7 1%	32 1%	69 2% b	93 2%	6 1%	4 1%	5 2%	99 2%	9 1%
Signal	94 1%	3 *%	34 1%	54 2% a	76 1%	8 1%	5 2%	5 2%	90 2%	4 *%

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

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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
YouNow	84 1%	7 1%	36 1%	39 1%	67 1%	6 1%	5 1%	5 2%	81 1%	3 *%
Clash	78 1%	5 1%	31 1%	41 1%	69 1%	3 1%	2 1%	4 2%	68 1%	11 1%
Fruitlab	74 1%	4 1%	27 1%	42 2%	60 1%	5 1%	3 1%	7 2%	71 1%	3 *%
GoBubble	71 1%	5 1%	18 1%	46 2%	56 1%	7 1%	4 1%	4 1%	65 1%	6 1%
Whisper	68 1%	3 1%	26 1%	36 1%	60 1%	3 *%	4 1%	1 *%	59 1%	9 1%
Imgur	62 1%	6 1%	20 1%	35 1%	55 1%	1 *%	2 1%	3 1%	55 1%	7 1%
GROM social	61 1%	3 *%	22 1%	33 1%	51 1%	2 *%	3 1%	5 2%	55 1%	6 1%
Momio	55 1%	4 1%	23 1%	28 1%	45 1%	4 1%	4 1%	3 1%	52 1%	3 *%
NONE OF THESE	195 3%	53 8%	121 4%	7 *%	168 3%	14 2%	7 2%	6 2%	166 3%	29 3%

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

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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
YouTube/ YouTube Kids	6002 88%	1701 89%	1497 90% d	1261 88%	1523 86%	3198 89% df	2784 87%	1170 87%	4561 89%	1795 88%	2323 88%	1338 89%
WhatsApp	3767 55% df	1118 59% df	947 57% d	784 55%	900 51%	2065 58% df	1684 53%	769 57%	2853 55%	1138 56%	1435 55%	902 60% b
TikTok	3599 53%	1036 54% b	808 48%	795 56% b	943 53% b	1844 52% b	1738 54% b	792 59% b	2654 52%	1151 57%	1386 53%	807 54%
Snapchat	3092 46%	890 47% b	688 41%	664 47% b	838 47% b	1578 44% b	1502 47% b	672 50% b	2269 44%	988 49% b	1166 44%	684 45%
Instagram (inc. Instagram Direct)	2754 41%	897 47% bcdef	623 37%	564 40%	659 37%	1519 43% bdf	1223 38%	617 46% b	2005 39%	819 40%	1040 39%	664 44% b
Facebook (inc. Messenger)	2339 34%	710 37% be	480 29%	503 35% b	639 36% b	1190 33% b	1142 36% b	575 43% b	1647 32%	758 37%	918 35%	501 33%
FaceTime	2150 32%	664 35% df	549 33% d	459 32% d	469 27%	1213 34% df	928 29%	462 34%	1601 31%	631 31%	826 31%	527 35%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	1167 17%	351 18%	262 16%	261 18%	289 16%	614 17%	550 17%	262 19%	869 17%	357 18%	431 16%	284 19%
Microsoft Teams	879 13%	309 16% bcdf	215 13%	159 11%	189 11%	524 15% cdf	348 11%	223 17% b	617 12%	272 13%	312 12%	231 15% b

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Twitch	814 12%	313 16%	171 10%	151 11%	177 10%	485 14%	329 10%	222 16%	540 11%	241 12%	307 12%	211 14%
		bcdef				bdf		b				
Pinterest	781 11%	302 16%	174 10%	149 10%	151 9%	477 13%	300 9%	203 15%	538 10%	252 12%	267 10%	212 14%
		bcdf				bdf		b				b
Twitter	702 10%	269 14%	154 9%	123 9%	154 9%	423 12%	277 9%	145 11%	523 10%	185 9%	278 11%	195 13%
		bcdf				bcdf						a
Zoom	633 9%	255 13%	151 9%	109 8%	115 7%	407 11%	224 7%	129 10%	469 9%	173 9%	233 9%	186 12%
		bcdf				cdf						ab
Discord	612 9%	223 12%	136 8%	115 8%	133 8%	359 10%	248 8%	185 14%	392 8%	161 8%	242 9%	156 10%
		bcdf				f		b				
Skype	484 7%	213 11%	93 6%	94 7%	81 5%	307 9%	175 5%	96 7%	359 7%	124 6%	188 7%	140 9%
		bcdef				bdf						a
Reddit	335 5%	147 8%	71 4%	48 3%	67 4%	218 6%	116 4%	77 6%	238 5%	99 5%	123 5%	81 5%
		bcdf				cdf						
BeReal	245 4%	101 5%	54 3%	49 3%	39 2%	155 4%	89 3%	69 5%	162 3%	71 4%	83 3%	78 5%
		bdf				df		b				b
Telegram	215 3%	115 6%	29 2%	28 2%	42 2%	144 4%	70 2%	59 4%	143 3%	59 3%	69 3%	72 5%
		bcdef				bcdf		b				ab

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
PopJam	189 3%	85 4%	44 3%	31 2%	30 2%	128 4%	61 2%	38 3%	139 3%	63 3%	76 3%	43 3%
		bcd	f	df								
YuBo	185 3%	100 5%	26 2%	37 3%	22 1%	126 4%	59 2%	68 5%	108 2%	70 3%	73 3%	38 2%
		bcd	ef	bcdef		bdf		b				
Vimeo	179 3%	91 5%	40 2%	19 1%	29 2%	131 4%	48 2%	36 3%	129 3%	44 2%	72 3%	54 4%
		bcd				cd						
GoNoodle	149 2%	57 3%	36 2%	22 2%	35 2%	93 3%	56 2%	36 3%	103 2%	53 3%	60 2%	33 2%
Viber	138 2%	62 3%	34 2%	22 2%	19 1%	96 3%	41 1%	30 2%	97 2%	32 2%	56 2%	42 3%
		cd				df						
Tumblr	135 2%	66 3%	27 2%	19 1%	23 1%	93 3%	42 1%	28 2%	93 2%	36 2%	48 2%	40 3%
		bcd				f						
Dailymotion	122 2%	65 3%	24 1%	24 2%	9 1%	89 2%	33 1%	32 2%	80 2%	34 2%	45 2%	41 3%
		bcd		d		df						
Wink	117 2%	54 3%	28 2%	12 1%	22 1%	82 2%	34 1%	39 3%	70 1%	36 2%	38 1%	37 2%
		cd				cf		b				
Kik	113 2%	46 2%	23 1%	21 1%	22 1%	68 2%	43 1%	24 2%	80 2%	37 2%	41 2%	27 2%
Triller	107 2%	67 4%	11 1%	15 1%	14 1%	78 2%	29 1%	27 2%	75 1%	33 2%	31 1%	39 3%
		bcd				bdf						b

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 - WAVE 1 - 5th to 27th May 2022 & WAVE 2 - 3rd to 24th 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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Signal	94 1%	57 3%	21 1%	8 1%	8 *%	78 2%	16 1%	21 2%	67 1%	27 1%	34 1%	26 2%
		bcd				cd						
YouNow	84 1%	40 2%	17 1%	16 1%	11 1%	57 2%	27 1%	23 2%	55 1%	29 1%	36 1%	16 1%
		df										
Clash	78 1%	41 2%	12 1%	10 1%	15 1%	53 1%	25 1%	23 2%	49 1%	24 1%	32 1%	18 1%
		bcd										
Fruitlab	74 1%	43 2%	17 1%	8 1%	6 *%	60 2%	14 *%	20 1%	48 1%	18 1%	38 1%	17 1%
		bcd				cd						
GoBubble	71 1%	38 2%	9 1%	14 1%	10 1%	46 1%	24 1%	16 1%	48 1%	16 1%	29 1%	23 2%
		bdf										
Whisper	68 1%	34 2%	12 1%	12 1%	11 1%	46 1%	22 1%	19 1%	42 1%	24 1%	20 1%	19 1%
		bdf										
Imgur	62 1%	42 2%	11 1%	4 *%	4 *%	53 1%	9 *%	22 2%	35 1%	18 1%	26 1%	16 1%
		bcd				cd		b				
GROM social	61 1%	34 2%	10 1%	5 *%	12 1%	44 1%	16 1%	19 1%	35 1%	21 1%	24 1%	13 1%
		bcd				cf						
Momio	55 1%	30 2%	10 1%	11 1%	5 *%	40 1%	15 *%	17 1%	35 1%	24 1%	17 1%	14 1%
		bdf				df						

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
NONE OF THESE	195	57	40	30	68	97	98	26	157	58	63	49
	3%	3%	2%	2%	4%	3%	3%	2%	3%	3%	2%	3%

Columns Tested: a,b,c,d,e,f - 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
YouTube/ YouTube Kids	6002	2965	3037	790	1214	1644	1583	771	790	4441	771	4052	1950
	88%	88%	89%	87%	89%	91%	87%	85%	87%	89%	85%	89%	86%
					e	ade				c		b	
WhatsApp	3767	1867	1900	225	395	973	1447	727	225	2815	727	1933	1834
	55%	55%	56%	25%	29%	54%	80%	80%	25%	56%	80%	43%	81%
						ab	abc	abc		a	ab		a
TikTok	3599	1838	1761	168	341	945	1419	727	168	2705	727	1780	1820
	53%	54%	52%	19%	25%	52%	78%	80%	19%	54%	80%	39%	80%
					a	ab	abc	abc		a	ab		a
Snapchat	3092	1601	1491	156	274	632	1306	724	156	2213	724	1351	1741
	46%	47%	44%	17%	20%	35%	72%	80%	17%	44%	80%	30%	77%
		b				ab	abc	abcd		a	ab		a
Instagram (inc. Instagram Direct)	2754	1461	1293	115	191	453	1204	792	115	1848	792	966	1789
	41%	43%	38%	13%	14%	25%	66%	87%	13%	37%	87%	21%	79%
		b				ab	abc	abcd		a	ab		a
Facebook (inc. Messenger)	2339	1305	1034	149	266	469	866	589	149	1601	589	1046	1293
	34%	39%	30%	16%	20%	26%	48%	65%	16%	32%	65%	23%	57%
		b				ab	abc	abcd		a	ab		a
Twitch	814	477	337	36	80	183	349	165	36	613	165	374	441
	12%	14%	10%	4%	6%	10%	19%	18%	4%	12%	18%	8%	19%
		b				ab	abc	abc		a	ab		a
Pinterest	781	407	374	25	53	149	340	214	25	542	214	292	489
	11%	12%	11%	3%	4%	8%	19%	24%	3%	11%	24%	6%	22%
						ab	abc	abcd		a	ab		a
Twitter	702	388	314	12	29	98	302	262	12	429	262	190	512
	10%	11%	9%	1%	2%	5%	17%	29%	1%	9%	29%	4%	23%
		b				ab	abc	abcd		a	ab		a

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

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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Discord	612 9%	314 9%	297 9%	7 1%	33 2%	121 7%	298 16%	152 17%	7 1%	453 9%	152 17%	216 5%	396 17%
					a	ab	abc	abc		a	ab		a
Reddit	335 5%	193 6%	142 4%	9 1%	19 1%	53 3%	165 9%	89 10%	9 1%	236 5%	89 10%	115 3%	220 10%
		b				a	abc	abc		a	ab		a
BeReal	245 4%	47 1%	198 6%	5 1%	11 1%	38 2%	131 7%	60 7%	5 1%	180 4%	60 7%	75 2%	169 7%
			a			a	abc	abc		a	ab		a
YuBo	185 3%	131 4%	54 2%	17 2%	27 2%	43 2%	59 3%	39 4%	17 2%	129 3%	39 4%	97 2%	88 4%
		b						ab			ab		a
Vimeo	179 3%	103 3%	76 2%	9 1%	26 2%	44 2%	51 3%	48 5%	9 1%	122 2%	48 5%	93 2%	86 4%
							a	abcd		a	ab		a
Tumblr	135 2%	83 2%	52 2%	6 1%	10 1%	28 2%	55 3%	36 4%	6 1%	92 2%	36 4%	55 1%	79 4%
							ab	abc			ab		a
Dailymotion	122 2%	77 2%	45 1%	12 1%	10 1%	34 2%	35 2%	32 4%	12 1%	78 2%	32 4%	63 1%	59 3%
		b						ab			ab		a
Wink	117 2%	70 2%	48 1%	12 1%	13 1%	38 2%	31 2%	24 3%	12 1%	82 2%	24 3%	69 2%	48 2%
								b					
Kik	113 2%	75 2%	37 1%	5 1%	12 1%	26 1%	39 2%	31 3%	5 1%	77 2%	31 3%	49 1%	64 3%
		b					ab	abc			ab		a
Triller	107 2%	80 2%	28 1%	8 1%	9 1%	23 1%	38 2%	29 3%	8 1%	70 1%	29 3%	55 1%	53 2%
		b					b	abc			ab		a

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

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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Signal	94 1%	56 2%	37 1%	5 1%	10 1%	23 1%	33 2%	23 3% ab	5 1%	66 1%	23 3% a	46 1%	48 2% a
YouNow	84 1%	62 2% b	22 1%	11 1%	14 1%	20 1%	27 2%	12 1%	11 1%	61 1%	12 1%	57 1%	26 1%
Clash	78 1%	57 2% b	21 1%	9 1%	14 1%	16 1%	30 2%	10 1%	9 1%	60 1%	10 1%	47 1%	31 1%
Fruitlab	74 1%	48 1%	26 1%	8 1%	12 1%	14 1%	28 2%	12 1%	8 1%	54 1%	12 1%	44 1%	30 1%
Whisper	68 1%	49 1% b	19 1%	5 1%	8 1%	16 1%	27 1%	11 1%	5 1%	51 1%	11 1%	38 1%	30 1%
Imgur	62 1%	44 1% b	18 1%	9 1%	8 1%	8 *%	22 1%	15 2% c	9 1%	38 1%	15 2%	34 1%	28 1%
NONE OF THESE	221 3%	114 3%	107 3%	74 8% cde	80 6% cde	54 3% de	9 1%	4 *%	74 8% bc	143 3% c	4 *%	209 5% b	12 1%
Base for stats	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Mean number of apps/ sites (out of 25)	3.9	4.1 b	3.7	2.0	2.3 a	3.4 ab	5.5 abc	6.2 abcd	2.0	3.8 a	6.2 ab	2.9	5.9 a
Standard deviation	2.91	3.09	2.70	2.03	2.09	2.45	2.73	2.76	2.03	2.79	2.76	2.48	2.66
Standard error	.04	.05	.05	.06	.05	.06	.07	.10	.06	.04	.10	.04	.06

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

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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
YouTube/ YouTube Kids	6002 88%	3049 90%	2953 87%	389 86%	401 89%	620 91%	594 87%	835 92%	809 89%	808 89%	775 86%	397 88%	374 82%
WhatsApp	3767 55%	1850 54%	1917 56%	120 26%	105 23%	198 29%	197 29%	474 52%	499 55%	702 77%	745 82%	357 79%	370 82%
TikTok	3599 53%	1740 51%	1860 55%	101 22%	67 15%	164 24%	177 26%	468 52%	476 53%	669 74%	750 83%	336 74%	390 86%
Snapchat	3092 46%	1417 42%	1675 49%	74 16%	82 18%	135 20%	139 21%	266 29%	366 40%	606 67%	700 77%	336 74%	388 86%
Instagram (inc. Instagram Direct)	2754 41%	1324 39%	1430 42%	70 15%	45 10%	99 15%	93 14%	222 25%	231 25%	544 60%	659 73%	389 86%	403 89%
Facebook (inc. Messenger)	2339 34%	1174 35%	1165 34%	79 17%	70 15%	134 20%	131 19%	258 29%	211 23%	426 47%	440 49%	276 61%	314 69%
Twitch	814 12%	544 16%	270 8%	28 6%	9 2%	53 8%	27 4%	123 14%	60 7%	232 26%	117 13%	109 24%	57 12%
Pinterest	781 11%	258 8%	523 15%	11 3%	13 3%	23 3%	29 4%	60 7%	89 10%	104 11%	237 26%	59 13%	155 34%
Twitter	702 10%	384 11%	318 9%	11 2%	1 *	19 3%	9 1%	53 6%	45 5%	152 17%	150 17%	150 33%	112 25%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Discord	612 9%	387 11%	224 7%	7 1%	* *%	20 3%	13 2%	82 9%	39 4%	184 20%	115 13%	96 21%	56 12%
		b				b	b	abcdf	ab	abcdefhj	abcdf	abcdefhj	abcdf
Reddit	335 5%	209 6%	126 4%	4 1%	5 1%	14 2%	5 1%	33 4%	19 2%	108 12%	57 6%	50 11%	40 9%
		b				abd				abcdefh	abcdf	abcdefh	abcdef
BeReal	245 4%	84 2%	161 5%	3 1%	1 *%	4 1%	7 1%	11 1%	26 3%	46 5%	85 9%	19 4%	40 9%
			a						abc	abcde	abcdefgi	abcde	abcdef
YuBo	185 3%	93 3%	92 3%	9 2%	7 2%	19 3%	8 1%	25 3%	19 2%	29 3%	31 3%	12 3%	27 6%
													abdef
Vimeo	179 3%	107 3%	72 2%	6 1%	4 1%	16 2%	10 1%	27 3%	17 2%	35 4%	17 2%	23 5%	25 6%
										b		abdfh	abcdfh
Tumblr	135 2%	74 2%	60 2%	4 1%	2 *%	4 1%	6 1%	22 2%	6 1%	27 3%	27 3%	17 4%	19 4%
								bcf		bcdf	bcdf	abcdf	abcdf
Dailymotion	122 2%	71 2%	51 1%	6 1%	6 1%	3 *%	7 1%	22 2%	12 1%	20 2%	14 2%	20 4%	12 3%
								c		c		abcdfh	c
Wink	117 2%	70 2%	47 1%	8 2%	4 1%	8 1%	5 1%	20 2%	18 2%	20 2%	11 1%	15 3%	9 2%
												bd	
Kik	113 2%	69 2%	43 1%	3 1%	1 *%	5 1%	7 1%	17 2%	9 1%	26 3%	13 1%	19 4%	12 3%
										bc		abcdfh	bc

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Triller	107 2%	60 2%	47 1%	3 1%	5 1%	5 1%	4 1%	16 2%	7 1%	24 3%	14 2%	13 3%	16 4%
										cd		acdf	acdf
Signal	94 1%	53 2%	41 1%	4 1%	1 *	7 1%	2 *	13 1%	10 1%	14 2%	19 2%	14 3%	8 2%
											d	bd	
YouNow	84 1%	47 1%	36 1%	7 1%	5 1%	7 1%	7 1%	11 1%	8 1%	15 2%	12 1%	8 2%	4 1%
Clash	78 1%	44 1%	34 1%	5 1%	3 1%	12 2%	2 *	9 1%	7 1%	13 1%	17 2%	6 1%	4 1%
Fruitlab	74 1%	41 1%	33 1%	1 *	7 1%	7 1%	4 1%	11 1%	3 *	16 2%	13 1%	5 1%	6 1%
										f			
Whisper	68 1%	40 1%	29 1%	4 1%	1 *	6 1%	2 *	12 1%	4 *	13 1%	14 2%	4 1%	7 2%
Imgur	62 1%	40 1%	21 1%	5 1%	4 1%	8 1%	1 *	5 1%	3 *	15 2%	7 1%	8 2%	7 1%
										d		d	d
NONE OF THESE	221 3%	100 3%	120 4%	39 9%	35 8%	34 5%	46 7%	21 2%	33 4%	5 *	5 1%	3 1%	1 *
				efghij	efghij	ghij	efghij	gh	ghij				
Base for stats	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Mean number of apps/ sites (out of 25)	3.9	3.9	3.9	2.1	1.9	2.3	2.2	3.4	3.3	5.4	5.6	6.0	6.3
						b	b	abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh
Standard deviation	2.91	3.00	2.81	2.19	1.84	2.22	1.94	2.54	2.35	2.97	2.47	2.95	2.56
Standard error	.04	.05	.05	.08	.07	.08	.07	.09	.08	.11	.09	.15	.13
Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j													

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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
YouTube/ YouTube Kids	6002	559	2828	2449	4930	539	297	236	5241	760
	88%	88%	90%	87%	88%	89%	88%	88%	89%	86%
			c							
WhatsApp	3767	149	1251	2246	3126	326	174	142	3306	461
	55%	23%	40%	80%	56%	54%	52%	53%	56%	52%
			a	ab						
TikTok	3599	106	1157	2202	2916	350	175	160	3190	409
	53%	17%	37%	78%	52%	58%	52%	59%	54%	46%
			a	ab		a		a	b	
Snapchat	3092	100	817	2059	2504	290	161	136	2723	369
	46%	16%	26%	73%	45%	48%	48%	51%	46%	42%
			a	ab						
Instagram (inc. Instagram Direct)	2754	70	583	1978	2273	229	133	119	2454	300
	41%	11%	19%	70%	41%	38%	40%	44%	42%	34%
			a	ab					b	
Facebook (inc. Messenger)	2339	103	698	1431	1882	230	127	100	2059	280
	34%	16%	22%	51%	34%	38%	38%	37%	35%	32%
			a	ab						
Twitch	814	22	247	520	676	74	31	33	732	82
	12%	3%	8%	19%	12%	12%	9%	12%	12%	9%
			a	ab						
Pinterest	781	17	177	547	644	61	43	33	686	95
	11%	3%	6%	19%	12%	10%	13%	12%	12%	11%
			a	ab						
Twitter	702	7	109	555	568	74	34	26	641	61
	10%	1%	3%	20%	10%	12%	10%	10%	11%	7%
			a	ab					b	

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

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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Discord	612 9%	2 *%	133 4% a	455 16% ab	514 9% c	50 8%	21 6%	27 10%	550 9%	62 7%
Reddit	335 5%	6 1%	66 2%	248 9% ab	283 5%	23 4%	14 4%	15 5%	312 5% b	23 3%
BeReal	245 4%	4 1%	36 1%	196 7% ab	196 4%	22 4%	15 4%	12 5%	223 4%	21 2%
YuBo	185 3%	9 1%	74 2%	100 4% a	159 3%	8 1%	9 3%	9 3%	168 3%	17 2%
Vimeo	179 3%	8 1%	63 2%	100 4% ab	156 3% b	7 1%	7 2%	9 3% b	159 3%	20 2%
Tumblr	135 2%	5 1%	30 1%	86 3% ab	105 2%	12 2%	11 3%	7 3%	128 2%	7 1%
Dailymotion	122 2%	10 2%	42 1%	63 2% ab	112 2% b	4 1%	3 1%	4 1%	115 2%	7 1%
Wink	117 2%	8 1%	48 2%	55 2% ab	100 2%	7 1%	6 2%	5 2%	110 2%	7 1%
Kik	113 2%	3 *%	35 1%	70 2% ab	95 2%	6 1%	6 2%	5 2%	103 2%	9 1%
Triller	107 2%	7 1%	32 1%	69 2% b	93 2%	6 1%	4 1%	5 2%	99 2%	9 1%

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

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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Signal	94	3	34	54	76	8	5	5	90	4
	1%	*%	1%	2%	1%	1%	2%	2%	2%	*%
				a						
YouNow	84	7	36	39	67	6	5	5	81	3
	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%
Clash	78	5	31	41	69	3	2	4	68	11
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Fruitlab	74	4	27	42	60	5	3	7	71	3
	1%	1%	1%	2%	1%	1%	1%	2%	1%	*%
Whisper	68	3	26	36	60	3	4	1	59	9
	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%
Imgur	62	6	20	35	55	1	2	3	55	7
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
NONE OF THESE	221	55	139	9	190	16	8	7	185	36
	3%	9%	4%	*%	3%	3%	2%	3%	3%	4%
		bc	c							
Base for stats	6795	636	3132	2810	5585	605	336	269	5912	883
Mean number of apps/ sites (out of 25)	3.9	1.9	2.7	5.6	3.9	3.9	3.8	4.1	4.0	3.4
			a	ab					b	
Standard deviation	2.91	2.05	2.31	2.75	2.93	2.66	2.87	3.05	2.94	2.61
Standard error	.04	.07	.04	.06	.04	.09	.09	.12	.04	.09

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

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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
YouTube/ YouTube Kids	6002 88%	1701 89%	1497 90% d	1261 88%	1523 86%	3198 89% df	2784 87%	1170 87%	4561 89%	1795 88%	2323 88%	1338 89%
WhatsApp	3767 55%	1118 59% df	947 57% d	784 55%	900 51%	2065 58% df	1684 53%	769 57%	2853 55%	1138 56%	1435 55%	902 60% b
TikTok	3599 53%	1036 54% b	808 48%	795 56% b	943 53% b	1844 52%	1738 54% b	792 59% b	2654 52%	1151 57%	1386 53%	807 54%
Snapchat	3092 46%	890 47% b	688 41%	664 47% b	838 47% b	1578 44%	1502 47% b	672 50% b	2269 44%	988 49% b	1166 44%	684 45%
Instagram (inc. Instagram Direct)	2754 41%	897 47% bcdef	623 37%	564 40%	659 37%	1519 43% bdf	1223 38%	617 46% b	2005 39%	819 40%	1040 39%	664 44% b
Facebook (inc. Messenger)	2339 34%	710 37% be	480 29%	503 35% b	639 36% b	1190 33% b	1142 36% b	575 43% b	1647 32%	758 37%	918 35%	501 33%
Twitch	814 12%	313 16% bcdef	171 10%	151 11%	177 10%	485 14% bdf	329 10%	222 16% b	540 11%	241 12%	307 12%	211 14%
Pinterest	781 11%	302 16% bcdf	174 10%	149 10%	151 9%	477 13% bdf	300 9%	203 15% b	538 10%	252 12%	267 10%	212 14% b
Twitter	702 10%	269 14% bcdf	154 9%	123 9%	154 9%	423 12% bcdf	277 9%	145 11%	523 10%	185 9%	278 11%	195 13% a

Columns Tested: a,b,c,d,e,f - 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Discord	612 9%	223 12% bcdf	136 8%	115 8%	133 8%	359 10% f	248 8%	185 14% b	392 8%	161 8%	242 9%	156 10%
Reddit	335 5%	147 8% bcdf	71 4%	48 3%	67 4%	218 6% cdf	116 4%	77 6%	238 5%	99 5%	123 5%	81 5%
BeReal	245 4%	101 5% bdf	54 3%	49 3%	39 2%	155 4% df	89 3%	69 5% b	162 3%	71 4%	83 3%	78 5% b
YuBo	185 3%	100 5% bcdef	26 2%	37 3%	22 1%	126 4% bdf	59 2%	68 5% b	108 2%	70 3%	73 3%	38 2%
Vimeo	179 3%	91 5% bcdf	40 2%	19 1%	29 2%	131 4% cdf	48 2%	36 3%	129 3%	44 2%	72 3%	54 4%
Tumblr	135 2%	66 3% bcdf	27 2%	19 1%	23 1%	93 3% f	42 1%	28 2%	93 2%	36 2%	48 2%	40 3%
Dailymotion	122 2%	65 3% bcdf	24 1%	24 2% d	9 1%	89 2% df	33 1%	32 2%	80 2%	34 2%	45 2%	41 3%
Wink	117 2%	54 3% cdf	28 2%	12 1%	22 1%	82 2% cf	34 1%	39 3% b	70 1%	36 2%	38 1%	37 2%
Kik	113 2%	46 2%	23 1%	21 1%	22 1%	68 2%	43 1%	24 2%	80 2%	37 2%	41 2%	27 2%

Columns Tested: a,b,c,d,e,f - 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Triller	107 2%	67 4% bcdef	11 1%	15 1%	14 1%	78 2% bdf	29 1%	27 2%	75 1%	33 2%	31 1%	39 3% b
Signal	94 1%	57 3% bcdf	21 1%	8 1%	8 *%	78 2% cdf	16 1%	21 2%	67 1%	27 1%	34 1%	26 2%
YouNow	84 1%	40 2% df	17 1%	16 1%	11 1%	57 2%	27 1%	23 2%	55 1%	29 1%	36 1%	16 1%
Clash	78 1%	41 2% bcdf	12 1%	10 1%	15 1%	53 1%	25 1%	23 2%	49 1%	24 1%	32 1%	18 1%
Fruitlab	74 1%	43 2% bcdf	17 1%	8 1%	6 *%	60 2% cdf	14 *%	20 1%	48 1%	18 1%	38 1%	17 1%
Whisper	68 1%	34 2% bdf	12 1%	12 1%	11 1%	46 1%	22 1%	19 1%	42 1%	24 1%	20 1%	19 1%
Imgur	62 1%	42 2% bcdf	11 1%	4 *%	4 *%	53 1% cdf	9 *%	22 2% b	35 1%	18 1%	26 1%	16 1%
NONE OF THESE	221 3%	64 3%	46 3%	33 2%	77 4% c	110 3%	109 3%	32 2%	175 3%	63 3%	70 3%	57 4%
Base for stats	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Mean number of apps/ sites (out of 25)	3.9	4.4 bcdef	3.6	3.8	3.6	4.1 bcdf	3.7	4.4 b	3.8	4.0	3.8	4.1 b
Standard deviation	2.91	3.48	2.69	2.60	2.57	3.16	2.58	2.98	2.84	2.86	2.81	3.21
Columns Tested: a,b,c,d,e,f - 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Standard error	.04	.08	.06	.07	.07	.05	.05	.08	.04	.07	.05	.08

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
TikTok	2322 34%	1175 35%	1147 34%	53 6%	116 9%	583 32%	1034 57%	536 59%	53 6%	1734 35%	536 59%	999 22%	1323 58%
						ab	abc	abc		a	ab		a
WhatsApp	2300 34%	1150 34%	1150 34%	33 4%	90 7%	586 32%	1050 58%	541 60%	33 4%	1726 35%	541 60%	946 21%	1354 60%
					a	ab	abc	abc		a	ab		a
YouTube/ YouTube Kids	2270 33%	1115 33%	1156 34%	341 38%	526 39%	496 27%	595 33%	313 35%	341 38%	1617 32%	313 35%	1516 33%	754 33%
				c	cd		c	c	b				
Snapchat	2205 32%	1092 32%	1113 33%	34 4%	91 7%	441 24%	1047 58%	591 65%	34 4%	1580 32%	591 65%	779 17%	1426 63%
					a	ab	abc	abcd		a	ab		a
Instagram	1987 29%	1044 31%	943 28%	33 4%	66 5%	256 14%	966 53%	666 74%	33 4%	1288 26%	666 74%	501 11%	1486 66%
		b				ab	abc	abcd		a	ab		a
Facebook	1523 22%	839 25%	683 20%	34 4%	79 6%	248 14%	674 37%	488 54%	34 4%	1001 20%	488 54%	470 10%	1053 46%
		b				ab	abc	abcd		a	ab		a
Twitter	422 6%	237 7%	185 5%	4 *%	5 *%	63 3%	174 10%	175 19%	4 *%	242 5%	175 19%	96 2%	326 14%
						ab	abc	abcd		a	ab		a
Discord	363 5%	183 5%	180 5%	1 *%	12 1%	59 3%	186 10%	105 12%	1 *%	256 5%	105 12%	106 2%	257 11%
						ab	abc	abc		a	ab		a
Pinterest	355 5%	175 5%	180 5%	10 1%	12 1%	55 3%	168 9%	110 12%	10 1%	235 5%	110 12%	106 2%	249 11%
						ab	abc	abc		a	ab		a

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

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Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Twitch	322 5%	175 5%	147 4%	6 1%	19 1%	48 3%	163 9%	85 9%	6 1%	231 5%	85 9%	106 2%	216 10%
						a	abc	abc		a	ab		a
BeReal	167 2%	20 1%	146 4%	* *%	5 *%	20 1%	95 5%	47 5%	* *%	120 2%	47 5%	38 1%	128 6%
			a			a	abc	abc		a	ab		a
Reddit	160 2%	89 3%	71 2%	2 *%	8 1%	25 1%	80 4%	45 5%	2 *%	113 2%	45 5%	52 1%	107 5%
						a	abc	abc		a	ab		a
YuBo	58 1%	41 1%	17 *%	2 *%	5 *%	8 *%	25 1%	19 2%	2 *%	38 1%	19 2%	19 *%	39 2%
			b				ab	abc			ab		a
Wink	48 1%	27 1%	21 1%	1 *%	4 *%	15 1%	16 1%	11 1%	1 *%	35 1%	11 1%	22 *%	26 1%
								ab			a		a
Tumblr	46 1%	26 1%	20 1%	* *%	1 *%	3 *%	24 1%	17 2%	* *%	28 1%	17 2%	13 *%	32 1%
							abc	abc			ab		a
Vimeo	32 *%	22 1%	10 *%	* *%	4 *%	6 *%	13 1%	9 1%	* *%	22 *%	9 1%	13 *%	19 1%
								a			a		a
Triller	30 *%	21 1%	9 *%	1 *%	2 *%	8 *%	12 1%	7 1%	1 *%	22 *%	7 1%	13 *%	17 1%
Kik	27 *%	20 1%	7 *%	1 *%	* *%	6 *%	9 1%	11 1%	1 *%	15 *%	11 1%	9 *%	18 1%
								ab			ab		a
YouNow	26 *%	21 1%	5 *%	5 1%	3 *%	1 *%	12 1%	6 1%	5 1%	16 *%	6 1%	13 *%	14 1%
			b										

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

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Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Signal	23	12	11	*	1	3	8	10	*	13	10	7	16
	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	1%
								abc			ab		a
Dailymotion	23	14	8	*	2	4	5	11	*	12	11	9	13
	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	1%
								abc			ab		
Whisper	22	16	6	1	1	3	11	6	1	15	6	10	13
	*%	*%	*%	*%	*%	*%	1%	1%	*%	*%	1%	*%	1%
Imgur	19	14	6	3	2	4	5	6	3	10	6	11	8
	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%
Fruitlab	17	11	5	4	1	3	4	5	4	8	5	10	6
	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%
Clash	16	13	3	-	2	4	7	4	-	13	4	9	7
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Child does not have a profile on ANY of these	1537	718	820	428	571	449	65	25	428	1085	25	1480	57
	23%	21%	24%	47%	42%	25%	4%	3%	47%	22%	3%	33%	3%
				cde	cde	de			bc	c		b	
Don't know	76	42	34	7	18	27	18	6	7	63	6	55	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
SUMMARY													
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	221	114	107	74	80	54	9	4	74	143	4	209	12
	3%	3%	3%	8%	6%	3%	1%	*%	8%	3%	*%	5%	1%
				cde	cde	de			bc	c		b	

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

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Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
CHILD HAS A PROFILE ON ANY OF THESE	4961	2504	2457	397	690	1283	1719	871	397	3693	871	2785	2175
	73%	74%	72%	44%	51%	71%	95%	96%	44%	74%	96%	61%	96%
					a	ab	abc	abc		a	ab		a
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	2785	1424	1362	397	690	1283	415	-	397	2388	-	2785	-
	41%	42%	40%	44%	51%	71%	23%	-%	44%	48%	-%	61%	-%
				de	ade	abde	e		c	c		b	
Base for stats	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Mean number of apps/ sites (out of 25)	2.2	2.2	2.1	.6	.8	1.6	3.5	4.2	.6	2.1	4.2	1.3	3.9
					a	ab	abc	abcd		a	ab		a
Standard deviation	2.32	2.39	2.25	.98	1.14	1.73	2.34	2.61	.98	2.17	2.61	1.67	2.44
Standard error	.03	.04	.04	.03	.03	.04	.06	.09	.03	.03	.09	.02	.06

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

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Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
TikTok	2322 34%	1061 31%	1261 37%	30 7%	22 5%	52 8%	64 9%	277 31%	306 34%	469 52%	565 62%	233 51%	303 67%
			a				b	abcd	abcd	abcdef	abcdefgi	abcdef	abcdefgi
WhatsApp	2300 34%	1101 32%	1199 35%	17 4%	16 4%	45 7%	45 7%	273 30%	313 35%	499 55%	551 61%	267 59%	274 60%
								abcd	abcd	abcdef	abcdef	abcdef	abcdef
YouTube/ YouTube Kids	2270 33%	1250 37%	1021 30%	173 38%	167 37%	268 39%	258 38%	292 32%	204 22%	336 37%	259 29%	180 40%	133 29%
		b		fhj	fh	efhj	fhj	f		fh		fhj	
Snapchat	2205 32%	1006 30%	1199 35%	20 5%	14 3%	43 6%	48 7%	171 19%	270 30%	489 54%	559 62%	282 62%	308 68%
			a				b	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefg
Instagram	1987 29%	917 27%	1071 32%	21 5%	12 3%	36 5%	30 4%	120 13%	136 15%	416 46%	549 61%	323 71%	343 76%
			a					abcd	abcd	abcdef	abcdefg	abcdefgh	abcdefgh
Facebook	1523 22%	766 23%	757 22%	21 5%	13 3%	38 6%	40 6%	143 16%	105 12%	331 37%	343 38%	232 51%	256 57%
								abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh
Twitter	422 6%	236 7%	186 5%	4 1%	* *%	3 *%	2 *%	36 4%	27 3%	90 10%	84 9%	104 23%	72 16%
								abcd	bcd	abcdef	abcdef	abcdefgh	abcdefgh
Discord	363 5%	238 7%	124 4%	1 *%	* *%	8 1%	4 1%	43 5%	16 2%	118 13%	68 7%	68 15%	37 8%
		b						abcdf	b	abcdefh	abcdf	abcdefhj	abcdf
Pinterest	355 5%	109 3%	246 7%	6 1%	4 1%	5 1%	7 1%	25 3%	30 3%	40 4%	128 14%	32 7%	77 17%
			a					c	cd	abcd	abcdefgi	abcdef	abcdefgi

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Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Twitch	322 5%	232 7%	90 3%	5 1%	1 *%	15 2%	4 1%	32 4%	16 2%	115 13%	48 5%	66 14%	20 4%
		b				b		abd		abcdefhj	abcdf	abcdefhj	abd
BeReal	167 2%	49 1%	117 3%	- -%	* *%	- -%	5 1%	3 *%	16 2%	32 3%	64 7%	14 3%	32 7%
			a						abce	abcde	abcdefg	abcde	abcdefg
Reddit	160 2%	104 3%	56 2%	2 *%	- -%	5 1%	2 *%	21 2%	4 *%	52 6%	28 3%	23 5%	22 5%
		b						bdf		abcdef	abcdf	abcdf	abcdf
YuBo	58 1%	29 1%	28 1%	1 *%	1 *%	4 1%	1 *%	6 1%	2 *%	12 1%	13 1%	7 1%	12 3%
													abcdef
Wink	48 1%	32 1%	16 *%	1 *%	* *%	3 *%	* *%	8 1%	7 1%	11 1%	5 1%	8 2%	3 1%
												bd	
Tumblr	46 1%	25 1%	21 1%	* *%	* *%	1 *%	* *%	3 *%	1 *%	11 1%	12 1%	10 2%	7 2%
										df	df	abcdef	abcdf
Vimeo	32 *%	21 1%	11 *%	- -%	* *%	3 *%	* *%	3 *%	3 *%	9 1%	4 *%	5 1%	4 1%
												d	
Triller	30 *%	20 1%	11 *%	* *%	1 *%	- -%	2 *%	8 1%	1 *%	9 1%	4 *%	3 1%	4 1%
Kik	27 *%	15 *%	12 *%	1 *%	- -%	- -%	* *%	2 *%	4 *%	6 1%	4 *%	7 1%	4 1%
												bcd	

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Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
YouNow	26 *%	17 1%	9 *%	5 1%	* *%	2 *%	1 *%	- -%	1 *%	9 1%	3 *%	2 1%	3 1%
Signal	23 *%	13 *%	10 *%	- -%	* *%	1 *%	* *%	1 *%	1 *%	5 1%	4 *%	6 1%	4 1%
Dailymotion	23 *%	16 *%	7 *%	* *%	- -%	2 *%	1 *%	3 *%	1 *%	4 *%	1 *%	7 2%	3 1%
Whisper	22 *%	12 *%	10 *%	1 *%	- -%	1 *%	- -%	2 *%	1 *%	6 1%	6 1%	2 1%	4 1%
Imgur	19 *%	13 *%	6 *%	1 *%	1 *%	2 *%	- -%	3 *%	1 *%	4 *%	1 *%	4 1%	3 1%
Fruitlab	17 *%	8 *%	9 *%	- -%	4 1%	* *%	* *%	3 *%	* *%	3 *%	1 *%	2 *%	3 1%
Clash	16 *%	10 *%	6 *%	- -%	- -%	2 *%	* *%	4 *%	- -%	2 *%	5 1%	2 1%	1 *%
Child does not have a profile on ANY of these	1537 23%	774 23%	763 22%	204 45%	224 49%	287 42%	283 42%	226 25%	222 25%	41 5%	24 3%	15 3%	10 2%
Don't know	76 1%	30 1%	46 1%	3 1%	4 1%	5 1%	12 2%	12 1%	15 2%	7 1%	11 1%	2 *%	4 1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
SUMMARY													
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	221	100	120	39	35	34	46	21	33	5	5	3	1
	3%	3%	4%	9%	8%	5%	7%	2%	4%	*%	1%	1%	*%
				efghij	efghij	ghij	efghij	gh	ghij				
CHILD HAS A PROFILE ON ANY OF THESE	4961	2493	2467	207	190	353	337	647	636	853	866	433	438
	73%	73%	73%	46%	42%	52%	50%	71%	70%	94%	96%	96%	97%
						b		abcd	abcd	abcdef	abcdef	abcdef	abcdef
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	2785	1409	1376	207	190	353	337	647	636	202	213	-	-
	41%	41%	41%	46%	42%	52%	50%	71%	70%	22%	23%	-%	-%
				ghij	ghij	bghij	ghij	abcdghij	abcdghij	ij	ij		
Base for stats	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Mean number of apps/ sites (out of 25)	2.2	2.1	2.2	.7	.6	.8	.8	1.6	1.6	3.4	3.7	4.2	4.3
						b	b	abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh
Standard deviation	2.32	2.34	2.30	1.07	.87	1.15	1.13	1.80	1.66	2.39	2.28	2.74	2.47
Standard error	.03	.04	.04	.04	.03	.04	.04	.06	.06	.09	.08	.14	.12

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
TikTok	2322	36	583	1614	1875	232	112	102	2058	264
	34%	6%	19%	57%	34%	38%	33%	38%	35%	30%
			a	ab		a				
WhatsApp	2300	20	570	1625	1905	214	105	76	2018	282
	34%	3%	18%	58%	34%	35%	31%	28%	34%	32%
			a	ab		d				
YouTube/ YouTube Kids	2270	221	1045	929	1857	209	110	94	2002	269
	33%	35%	33%	33%	33%	35%	33%	35%	34%	30%
Snapchat	2205	17	442	1671	1762	225	118	100	1926	279
	32%	3%	14%	59%	32%	37%	35%	37%	33%	32%
			a	ab		a				
Instagram	1987	21	257	1615	1628	181	100	79	1759	228
	29%	3%	8%	57%	29%	30%	30%	29%	30%	26%
			a	ab						
Facebook	1523	22	288	1132	1214	159	83	66	1335	188
	22%	3%	9%	40%	22%	26%	25%	25%	23%	21%
			a	ab		a				
Twitter	422	4	49	345	333	50	22	17	381	41
	6%	1%	2%	12%	6%	8%	6%	6%	6%	5%
				ab						
Discord	363	-	53	294	318	26	9	9	320	43
	5%	-%	2%	10%	6%	4%	3%	3%	5%	5%
			a	ab	c					
Pinterest	355	9	51	275	291	28	23	13	324	31
	5%	1%	2%	10%	5%	5%	7%	5%	5%	4%
				ab						
Twitch	322	3	60	244	265	39	11	8	284	37
	5%	*%	2%	9%	5%	6%	3%	3%	5%	4%
				ab		cd				

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

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.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
BeReal	167 2%	* *%	14 *%	148 5% ab	129 2%	20 3%	12 4%	5 2%	150 3%	17 2%
Reddit	160 2%	2 *%	26 1%	120 4% ab	133 2%	16 3%	6 2%	4 1%	148 2%	12 1%
YuBo	58 1%	1 *%	12 *%	46 2% ab	50 1%	* *%	3 1%	5 2% b	50 1%	7 1%
Wink	48 1%	1 *%	16 1%	26 1%	39 1%	3 1%	2 1%	3 1%	43 1%	4 *%
Tumblr	46 1%	* *%	3 *%	38 1% ab	37 1%	1 *%	4 1%	3 1%	42 1%	4 *%
Vimeo	32 *%	* *%	6 *%	23 1% b	30 1%	1 *%	1 *%	1 *%	28 *%	3 *%
Triller	30 *%	* *%	9 *%	21 1%	28 *%	1 *%	1 *%	1 1%	30 1%	- -%
Kik	27 *%	1 *%	6 *%	19 1% b	23 *%	1 *%	1 *%	2 1%	26 *%	1 *%
YouNow	26 *%	2 *%	7 *%	18 1%	22 *%	2 *%	1 *%	1 *%	24 *%	3 *%
Signal	23 *%	* *%	4 *%	18 1% b	18 *%	2 *%	2 1%	1 *%	21 *%	2 *%

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

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.

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Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Dailymotion	23 *% *	*% *	*% 5	1% 18 b	*% 20	-% -	*% *	1% 2	*% 21	*% 2
Whisper	22 *% -	-% -	*% 5	1% 16	*% 20	*% 1	*% *	*% 1	*% 21	*% 1
Imgur	19 *% 1	*% 1	*% 7	*% 12	*% 18	-% -	*% *	*% 1	*% 18	*% 1
Fruitlab	17 *% 1	*% 1	*% 7	*% 9	*% 15	*% 1	*% 1	*% 1	*% 17	-% -
Clash	16 *% -	-% -	*% 5	*% 11	*% 13	*% 2	*% *	1% 1	*% 15	*% 1
Child does not have a profile on ANY of these	1537 23% bc	325 51% bc	1072 34% c	114 4%	1281 23%	126 21%	74 22%	56 21%	1305 22%	233 26%
Don't know	76 1%	3 *%	42 1%	24 1%	66 1%	4 1%	5 2%	1 *%	72 1%	4 *%
SUMMARY										
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	221 3%	55 9% bc	139 4% c	9 *%	190 3%	16 3%	8 2%	7 3%	185 3%	36 4%
CHILD HAS A PROFILE ON ANY OF THESE	4961 73%	253 40%	1878 60% a	2663 95% ab	4049 72%	458 76%	249 74%	205 76%	4351 74%	610 69%

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

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Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	2785	253	1878	603	2255	266	140	123	2455	330
	41%	40%	60%	21%	40%	44%	42%	46%	42%	37%
		c	ac							
Base for stats	6795	636	3132	2810	5585	605	336	269	5912	883
Mean number of apps/ sites (out of 25)	2.2	.6	1.1	3.7	2.2	2.3	2.2	2.2	2.2	1.9
			a	ab					b	
Standard deviation	2.32	.99	1.43	2.44	2.33	2.29	2.22	2.24	2.34	2.17
Standard error	.03	.03	.03	.05	.04	.07	.07	.09	.03	.07
Columns Tested: a,b,c - a,b,c,d - a,b										

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QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
TikTok	2322 34%	650 34%	501 30%	527 37% be	632 36% b	1151 32%	1159 36% be	525 39%	1702 33%	747 37%	880 33%	540 36%
WhatsApp	2300 34%	651 34%	554 33%	502 35%	582 33%	1205 34%	1084 34%	519 39% b	1690 33%	715 35%	853 32%	564 37% b
YouTube/ YouTube Kids	2270 33%	647 34%	537 32%	480 34%	602 34%	1184 33%	1082 34%	528 39% b	1622 32%	697 34%	912 35%	474 31%
Snapchat	2205 32%	604 32%	491 29%	486 34%	617 35% be	1095 31%	1103 35% be	486 36% b	1628 32%	692 34%	824 31%	505 33%
Instagram	1987 29%	627 33% bdf	450 27%	424 30%	476 27%	1077 30%	901 28%	448 33% b	1458 28%	599 30%	716 27%	515 34% ab
Facebook	1523 22%	452 24% b	283 17%	329 23% b	453 26% be	736 21% b	782 24% be	371 28% b	1089 21%	501 25%	591 22%	327 22%
Twitter	422 6%	169 9% bcdf	83 5%	81 6%	89 5%	252 7% b	170 5%	78 6%	325 6%	115 6%	158 6%	123 8% a
Discord	363 5%	123 6%	85 5%	63 4%	90 5%	209 6%	152 5%	107 8% b	241 5%	98 5%	129 5%	98 6%
Pinterest	355 5%	130 7% bdf	78 5%	80 6%	62 4%	208 6% d	142 4%	104 8% b	234 5%	117 6%	108 4%	107 7% b

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

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Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Twitch	322 5%	122 6% bdf	71 4%	63 4%	66 4%	194 5%	128 4%	83 6%	228 4%	90 4%	118 4%	88 6%
BeReal	167 2%	62 3% d	37 2%	43 3% d	24 1%	99 3% d	67 2%	41 3%	117 2%	49 2%	57 2%	52 3%
Reddit	160 2%	76 4% bcdf	24 1%	24 2%	34 2%	100 3% b	58 2%	36 3%	112 2%	50 2%	56 2%	39 3%
YuBo	58 1%	25 1%	11 1%	15 1%	7 *%	35 1%	22 1%	18 1%	37 1%	19 1%	24 1%	14 1%
Wink	48 1%	24 1% f	11 1%	7 *%	6 *%	35 1%	13 *%	14 1%	30 1%	14 1%	18 1%	13 1%
Tumblr	46 1%	22 1%	9 1%	10 1%	5 *%	30 1%	15 *%	13 1%	28 1%	9 *%	16 1%	16 1%
Vimeo	32 *%	19 1% b	1 *%	5 *%	7 *%	20 1%	12 *%	6 *%	24 *%	6 *%	13 1%	11 1%
Triller	30 *%	17 1%	4 *%	6 *%	3 *%	21 1%	10 *%	8 1%	22 *%	13 1%	7 *%	9 1%
Kik	27 *%	12 1%	5 *%	2 *%	8 *%	17 *%	10 *%	6 *%	17 *%	9 *%	8 *%	10 1%
YouNow	26 *%	14 1%	4 *%	5 *%	3 *%	18 1%	8 *%	6 *%	17 *%	13 1%	9 *%	4 *%

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Signal	23 *% bcdf	19 1% bcdf	3 *% bcdf	- -% bcdf	1 *% bcdf	22 1% cf	1 *% cf	6 *% cf	16 *% cf	5 *% cf	10 *% cf	8 1% cf
Dailymotion	23 *% bdf	19 1% bdf	- -% bdf	4 *% bdf	- -% bdf	19 1% b	4 *% b	5 *% b	17 *% b	6 *% b	6 *% b	11 1% b
Whisper	22 *% cdf	16 1% cdf	4 *% cdf	- -% cdf	2 *% cdf	20 1% f	2 *% f	9 1% f	10 *% f	8 *% f	3 *% f	10 1% b
Imgur	19 *% f	11 1% f	4 *% f	3 *% f	1 *% f	15 *% f	5 *% f	6 *% f	14 *% f	7 *% f	7 *% f	6 *% f
Fruitlab	17 *% f	10 1% f	4 *% f	1 *% f	1 *% f	14 *% f	3 *% f	4 *% f	10 *% f	5 *% f	7 *% f	4 *% f
Clash	16 *% f	11 1% f	1 *% f	1 *% f	3 *% f	13 *% f	4 *% f	4 *% f	12 *% f	2 *% f	5 *% f	7 *% f
Child does not have a profile on ANY of these	1537 23%	428 22%	427 26% f	303 21%	376 21%	855 24%	679 21%	218 16%	1254 24% a	418 21%	588 22%	349 23%
Don't know	76 1%	17 1%	19 1%	12 1%	27 2%	36 1%	39 1%	7 1%	56 1%	29 1%	20 1%	11 1%

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

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QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
SUMMARY												
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	221 3%	64 3%	46 3%	33 2%	77 4%	110 3%	109 3%	32 2%	175 3%	63 3%	70 3%	57 4%
CHILD HAS A PROFILE ON ANY OF THESE	4961 73%	1394 73%	1180 71%	1079 76% b	1287 73%	2574 72%	2366 74%	1086 81% b	3657 71%	1519 75%	1955 74%	1091 72%
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	2785 41%	788 41%	706 42%	598 42%	684 39%	1494 42%	1282 40%	558 42%	2081 40%	845 42%	1166 44% c	575 38%
Base for stats	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Mean number of apps/ sites (out of 25)	2.2	2.4 bdef	1.9	2.2 b	2.1	2.2 b	2.2 b	2.6 b	2.1	2.3	2.1	2.4 b
Standard deviation	2.32	2.66	2.10	2.23	2.17	2.42	2.20	2.44	2.27	2.33	2.21	2.54
Standard error	.03	.06	.05	.06	.06	.04	.04	.07	.03	.05	.04	.06

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6224	3123	3101	1082	1403	1583	1431	725	1082	4417	725	4423	1801
Effective Weighted Sample	4939	2480	2459	691	1085	1331	1193	681	691	3587	681	3370	1574
Total	6244	3130	3114	741	1258	1740	1681	826	741	4678	826	4167	2078
Creative and building games (e.g. Roblox, Minecraft)	2911 47%	1427 46%	1484 48%	251 34%	661 53%	976 56%	736 44%	287 35%	251 34%	2373 51%	287 35%	2086 50%	825 40%
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	2282 37%	1142 36%	1140 37%	50 7%	231 18%	797 46%	830 49%	373 45%	50 7%	1859 40%	373 45%	1277 31%	1005 48%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	2077 33%	1010 32%	1067 34%	167 23%	466 37%	601 35%	565 34%	278 34%	167 23%	1632 35%	278 34%	1358 33%	719 35%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1943 31%	956 31%	987 32%	256 35%	435 35%	512 29%	468 28%	272 33%	256 35%	1415 30%	272 33%	1326 32%	617 30%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	1896 30%	998 32%	899 29%	103 14%	315 25%	634 36%	586 35%	258 31%	103 14%	1535 33%	258 31%	1206 29%	690 33%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	1580 25%	812 26%	768 25%	41 6%	129 10%	413 24%	640 38%	357 43%	41 6%	1182 25%	357 43%	719 17%	861 41%

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

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.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6224	3123	3101	1082	1403	1583	1431	725	1082	4417	725	4423	1801
Effective Weighted Sample	4939	2480	2459	691	1085	1331	1193	681	691	3587	681	3370	1574
Total	6244	3130	3114	741	1258	1740	1681	826	741	4678	826	4167	2078
Sports (e.g. FIFA, NBA, Rocket League)	1511 24%	769 25%	742 24%	59 8%	195 16%	440 25%	532 32%	286 35%	59 8%	1167 25%	286 35%	818 20%	693 33%
					a	ab	abc	abc		a	ab		a
Playing against one other person (e.g. Words with Friends, Online chess)	1351 22%	726 23%	625 20%	56 7%	148 12%	423 24%	473 28%	252 31%	56 7%	1044 22%	252 31%	739 18%	613 29%
		b			a	ab	ab	abc		a	ab		a
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	1088 17%	569 18%	519 17%	77 10%	217 17%	375 22%	289 17%	130 16%	77 10%	881 19%	130 16%	767 18%	321 15%
					a	abde	a	a		a	a		
Makeovers (e.g. Glamm'd, Homescapes)	887 14%	448 14%	439 14%	101 14%	220 17%	302 17%	184 11%	80 10%	101 14%	706 15%	80 10%	681 16%	206 10%
					de	de				c		b	
Interactive stories (e.g. Episode, Chapters)	836 13%	413 13%	423 14%	135 18%	166 13%	226 13%	193 11%	116 14%	135 18%	585 13%	116 14%	579 14%	257 12%
				bcd					b				
Simulation experience (e.g. flying a plane)	836 13%	422 13%	415 13%	84 11%	132 11%	244 14%	265 16%	110 13%	84 11%	642 14%	110 13%	520 12%	316 15%
						b	ab						a
Other type of games	239 4%	107 3%	132 4%	117 16%	58 5%	34 2%	15 1%	14 2%	117 16%	107 2%	14 2%	217 5%	22 1%
				bcde	cde				bc			b	

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

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.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6224	3123	3101	1082	1403	1583	1431	725	1082	4417	725	4423	1801
Effective Weighted Sample	4939	2480	2459	691	1085	1331	1193	681	691	3587	681	3370	1574
Total	6244	3130	3114	741	1258	1740	1681	826	741	4678	826	4167	2078
Don't know	116	58	58	43	39	15	9	10	43	63	10	98	18
	2%	2%	2%	6%	3%	1%	1%	1%	6%	1%	1%	2%	1%
				bcd	cd				bc			b	
Base for stats	6244	3130	3114	741	1258	1740	1681	826	741	4678	826	4167	2078
Mean number of types (out of 13)	3.1	3.1	3.1	2.0	2.7	3.4	3.4	3.4	2.0	3.2	3.4	3.0	3.4
					a	ab	ab	ab		a	a		a
Standard deviation	2.08	2.12	2.04	1.58	1.84	2.07	2.15	2.23	1.58	2.07	2.23	2.01	2.18
Standard error	.03	.04	.04	.05	.05	.05	.06	.08	.05	.03	.08	.03	.05

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

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QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 16-17	
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15		MALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6224	3242	2982	558	524	724	679	814	769	755	676	391	334
Effective Weighted Sample	4939	2558	2382	353	338	557	528	683	648	621	571	367	314
Total	6244	3227	3017	374	367	642	616	893	847	880	801	439	386
Creative and building games (e.g. Roblox, Minecraft)	2911 47%	1530 47%	1381 46%	133 36%	118 32%	369 58%	292 47%	494 55%	481 57%	375 43%	361 45%	158 36%	129 33%
						abdghij	abij	abdghij	abdghij	bj	abij		
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	2282 37%	1449 45%	833 28%	35 9%	15 4%	164 25%	68 11%	497 56%	300 35%	502 57%	328 41%	251 57%	122 31%
		b		b		abd	b	abcdfhj	abcd	abcdfhj	abcdj	abcdfhj	abd
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	2077 33%	1255 39%	822 27%	114 30%	53 15%	292 45%	175 28%	354 40%	247 29%	327 37%	238 30%	168 38%	109 28%
		b		b		abdfghj	b	abdfhj	b	bdfhj	b	bdfhj	b
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1943 31%	739 23%	1205 40%	112 30%	143 39%	185 29%	249 41%	188 21%	324 38%	170 19%	298 37%	82 19%	190 49%
			a	egi	cegi	egi	acegi		acegi		cegi		abcefg
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	1896 30%	888 28%	1009 33%	50 14%	53 14%	150 23%	165 27%	281 31%	353 42%	281 32%	305 38%	125 28%	133 34%
			a			ab	ab	abc	abcdegi	abc	abcdi	ab	abc
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	1580 25%	1217 38%	362 12%	26 7%	15 4%	107 17%	22 4%	318 36%	95 11%	496 56%	144 18%	270 62%	87 23%
		b				abdf		abcdfhj	bd	abcdfhj	abdf	abcdfhj	abdf

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6224	3242	2982	558	524	724	679	814	769	755	676	391	334
Effective Weighted Sample	4939	2558	2382	353	338	557	528	683	648	621	571	367	314
Total	6244	3227	3017	374	367	642	616	893	847	880	801	439	386
Sports (e.g. FIFA, NBA, Rocket League)	1511 24%	1194 37%	317 11%	41 11%	18 5%	157 24%	38 6%	363 41%	77 9%	408 46%	124 16%	226 51%	59 15%
		b		b		abdfhj		abcdfhj		abcdfhj	bdf	abcdefhj	bdf
Playing against one other person (e.g. Words with Friends, Online chess)	1351 22%	772 24%	579 19%	29 8%	27 7%	88 14%	60 10%	242 27%	181 21%	274 31%	199 25%	140 32%	112 29%
		b				ab		abcd	abcd	abcdf	abcd	abcdf	abcdf
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	1088 17%	364 11%	725 24%	31 8%	46 13%	88 14%	129 21%	114 13%	261 31%	95 11%	193 24%	36 8%	95 25%
			a			i	abcegi		abcdeghi		abcegi		abcegi
Makeovers (e.g. Glamm'd, Homescapes)	887 14%	124 4%	763 25%	15 4%	86 23%	33 5%	187 30%	30 3%	272 32%	29 3%	155 19%	18 4%	62 16%
			a				acegij		abceghij		acegi		acegi
Interactive stories (e.g. Episode, Chapters)	836 13%	347 11%	490 16%	59 16%	77 21%	76 12%	90 15%	83 9%	142 17%	72 8%	121 15%	57 13%	59 15%
			a	eg	cegi		eg		eg		eg		eg
Simulation experience (e.g. flying a plane)	836 13%	522 16%	315 10%	47 13%	38 10%	94 15%	39 6%	151 17%	94 11%	161 18%	104 13%	69 16%	40 10%
		b		d		d		bdfj	d	bdfj	d	d	
Other type of games	239 4%	113 3%	126 4%	52 14%	65 18%	30 5%	29 5%	14 2%	20 2%	8 1%	7 1%	8 2%	6 2%
				cdefghij	cdefghij	egh	egh						

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6224	3242	2982	558	524	724	679	814	769	755	676	391	334
Effective Weighted Sample	4939	2558	2382	353	338	557	528	683	648	621	571	367	314
Total	6244	3227	3017	374	367	642	616	893	847	880	801	439	386
Don't know	116	50	66	19	24	15	24	6	9	4	5	6	4
	2%	2%	2%	5%	6%	2%	4%	1%	1%	*%	1%	1%	1%
				efghij	cefg hij	g	efgh						
Base for stats	6244	3227	3017	374	367	642	616	893	847	880	801	439	386
Mean number of types (out of 13)	3.1	3.3	3.0	2.0	2.1	2.9	2.5	3.5	3.4	3.6	3.2	3.7	3.1
		b				abd	ab	abcdhj	abcd	abcdhj	abcd	abcdhj	abd
Standard deviation	2.08	2.12	2.03	1.49	1.67	1.98	1.67	2.04	2.11	2.23	2.03	2.20	2.24
Standard error	.03	.04	.04	.06	.07	.07	.06	.07	.08	.08	.08	.11	.12

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6224	767	3048	2230	3924	872	860	568	5470	754
Effective Weighted Sample	4939	479	2416	1922	3649	757	680	414	4365	580
Total	6244	509	2950	2599	5119	566	311	248	5446	798
Creative and building games (e.g. Roblox, Minecraft)	2911	175	1579	1081	2360	279	158	114	2533	377
	47%	34%	54%	42%	46%	49%	51%	46%	47%	47%
			ac	a						
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	2282	27	940	1237	1849	219	123	91	2008	274
	37%	5%	32%	48%	36%	39%	39%	37%	37%	34%
			a	ab						
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	2077	102	1049	871	1698	194	104	81	1822	255
	33%	20%	36%	34%	33%	34%	33%	33%	33%	32%
			a	a						
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1943	168	959	762	1591	184	96	72	1696	248
	31%	33%	33%	29%	31%	33%	31%	29%	31%	31%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	1896	67	908	871	1543	172	104	78	1654	242
	30%	13%	31%	33%	30%	30%	33%	31%	30%	30%
			a	a						
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	1580	24	487	1012	1296	143	81	60	1406	174
	25%	5%	16%	39%	25%	25%	26%	24%	26%	22%
			a	ab						

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

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.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6224	767	3048	2230	3924	872	860	568	5470	754
Effective Weighted Sample	4939	479	2416	1922	3649	757	680	414	4365	580
Total	6244	509	2950	2599	5119	566	311	248	5446	798
Sports (e.g. FIFA, NBA, Rocket League)	1511	37	587	841	1233	138	77	64	1336	175
	24%	7%	20%	32%	24%	24%	25%	26%	25%	22%
			a	ab						
Playing against one other person (e.g. Words with Friends, Online chess)	1351	35	526	731	1114	115	64	58	1197	154
	22%	7%	18%	28%	22%	20%	21%	24%	22%	19%
			a	ab						
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	1088	46	584	433	892	99	53	43	946	142
	17%	9%	20%	17%	17%	18%	17%	17%	17%	18%
			ac	a						
Makeovers (e.g. Glamm'd, Homescapes)	887	67	513	287	720	82	49	37	786	101
	14%	13%	17%	11%	14%	14%	16%	15%	14%	13%
			c							
Interactive stories (e.g. Episode, Chapters)	836	95	404	311	690	69	40	37	728	108
	13%	19%	14%	12%	13%	12%	13%	15%	13%	14%
		bc								
Simulation experience (e.g. flying a plane)	836	58	373	383	678	73	40	45	742	95
	13%	11%	13%	15%	13%	13%	13%	18%	14%	12%
							a			
Other type of games	239	96	106	35	196	23	11	9	208	31
	4%	19%	4%	1%	4%	4%	4%	3%	4%	4%
		bc	c							

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

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.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6224	767	3048	2230	3924	872	860	568	5470	754
Effective Weighted Sample	4939	479	2416	1922	3649	757	680	414	4365	580
Total	6244	509	2950	2599	5119	566	311	248	5446	798
Don't know	116	25	69	18	96	12	5	4	100	16
	2%	5%	2%	1%	2%	2%	2%	2%	2%	2%
		bc	c							
Base for stats	6244	509	2950	2599	5119	566	311	248	5446	798
Mean number of types (out of 13)	3.1	2.0	3.1	3.4	3.1	3.2	3.2	3.2	3.1	3.0
			a	ab						
Standard deviation	2.08	1.45	2.03	2.15	2.07	2.04	2.17	2.23	2.07	2.12
Standard error	.03	.05	.04	.05	.03	.07	.07	.09	.03	.08

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

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.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6224	1890	1695	1314	1302	3585	2616	1228	4731	1800	2501	1432
Effective Weighted Sample	4939	1510	1347	1047	1077	2856	2111	996	3737	1433	1972	1152
Total	6244	1750	1531	1334	1607	3280	2941	1266	4715	1914	2432	1369
Creative and building games (e.g. Roblox, Minecraft)	2911 47%	806 46%	719 47%	593 44%	782 49%	1525 47%	1375 47%	643 51%	2178 46%	877 46%	1147 47%	649 47%
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	2282 37%	647 37%	517 34%	485 36%	623 39%	1164 35%	1108 38%	520 41%	1698 36%	734 38%	860 35%	516 38%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	2077 33%	589 34%	514 34%	444 33%	525 33%	1103 34%	969 33%	485 38%	1520 32%	617 32%	832 34%	471 34%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1943 31%	592 34%	510 33%	365 27%	474 29%	1102 34%	839 29%	375 30%	1494 32%	593 31%	736 30%	468 34%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	1896 30%	569 33%	450 29%	401 30%	469 29%	1020 31%	869 30%	439 35%	1401 30%	569 30%	764 31%	424 31%

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6224	1890	1695	1314	1302	3585	2616	1228	4731	1800	2501	1432
Effective Weighted Sample	4939	1510	1347	1047	1077	2856	2111	996	3737	1433	1972	1152
Total	6244	1750	1531	1334	1607	3280	2941	1266	4715	1914	2432	1369
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	1580 25%	447 26%	358 23%	361 27%	410 26%	805 25%	771 26%	363 29%	1158 25%	467 24%	638 26%	358 26%
Sports (e.g. FIFA, NBA, Rocket League)	1511 24%	493 28%	390 25%	302 23%	322 20%	883 27%	624 21%	279 22%	1176 25%	387 20%	610 25%	416 30%
Playing against one other person (e.g. Words with Friends, Online chess)	1351 22%	422 24%	283 18%	265 20%	377 23%	705 21%	642 22%	296 23%	990 21%	424 22%	548 23%	275 20%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	1088 17%	373 21%	262 17%	205 15%	245 15%	635 19%	451 15%	225 18%	817 17%	319 17%	430 18%	263 19%
Makeovers (e.g. Glamm'd, Homescapes)	887 14%	253 14%	224 15%	192 14%	215 13%	477 15%	407 14%	164 13%	681 14%	305 16%	327 13%	184 13%
Interactive stories (e.g. Episode, Chapters)	836 13%	252 14%	201 13%	163 12%	218 14%	453 14%	381 13%	178 14%	622 13%	254 13%	338 14%	187 14%
Simulation experience (e.g. flying a plane)	836 13%	294 17%	184 12%	171 13%	181 11%	478 15%	352 12%	202 16%	593 13%	227 12%	347 14%	199 15%

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6224	1890	1695	1314	1302	3585	2616	1228	4731	1800	2501	1432
Effective Weighted Sample	4939	1510	1347	1047	1077	2856	2111	996	3737	1433	1972	1152
Total	6244	1750	1531	1334	1607	3280	2941	1266	4715	1914	2432	1369
Other type of games	239 4%	61 3%	62 4%	53 4%	64 4%	123 4%	116 4%	44 3%	189 4%	61 3%	107 4%	51 4%
Don't know	116 2%	28 2%	30 2%	23 2%	35 2%	57 2%	58 2%	21 2%	80 2%	41 2%	35 1%	22 2%
Base for stats	6244	1750	1531	1334	1607	3280	2941	1266	4715	1914	2432	1369
Mean number of types (out of 13)	3.1	3.3 bcdf	3.1	3.0	3.1	3.2 cf	3.0	3.3 b	3.1	3.0	3.2	3.3 a
Standard deviation	2.08	2.23	1.90	2.13	2.02	2.09	2.07	2.21	2.04	2.03	2.10	2.15
Standard error	.03	.05	.05	.06	.06	.03	.04	.06	.03	.05	.04	.06

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

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6224	3123	3101	1082	1403	1583	1431	725	1082	4417	725	4423	1801
Effective Weighted Sample	4939	2480	2459	691	1085	1331	1193	681	691	3587	681	3370	1574
Total	6244	3130	3114	741	1258	1740	1681	826	741	4678	826	4167	2078
Yes	3871	1989	1882	166	459	1216	1374	656	166	3049	656	2186	1685
	62%	64%	60%	22%	37%	70%	82%	79%	22%	65%	79%	52%	81%
					a	ab	abc	abc		a	ab		a
No	2277	1095	1182	566	785	479	286	162	566	1549	162	1909	367
	36%	35%	38%	76%	62%	28%	17%	20%	76%	33%	20%	46%	18%
				bcde	cde	de			bc	c		b	
Don't know	97	46	51	9	14	45	21	8	9	79	8	72	25
	2%	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%
						b							

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

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.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6224	3242	2982	558	524	724	679	814	769	755	676	391	334
Effective Weighted Sample	4939	2558	2382	353	338	557	528	683	648	621	571	367	314
Total	6244	3227	3017	374	367	642	616	893	847	880	801	439	386
Yes	3871	2188	1682	83	84	260	199	669	547	781	593	396	259
	62%	68%	56%	22%	23%	41%	32%	75%	65%	89%	74%	90%	67%
		b				abd	ab	abcdf	abcd	abcdefhj	abcdf	abcdefhj	abcd
No	2277	999	1278	283	283	376	408	206	273	94	192	40	122
	36%	31%	42%	76%	77%	59%	66%	23%	32%	11%	24%	9%	32%
			a	cdefghij	cdefghij	efghij	cefg hij	gi	eghi		gi		egi
Don't know	97	40	57	8	1	5	8	18	27	5	16	3	5
	2%	1%	2%	2%	*%	1%	1%	2%	3%	1%	2%	1%	1%
									bcg				

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6224	767	3048	2230	3924	872	860	568	5470	754
Effective Weighted Sample	4939	479	2416	1922	3649	757	680	414	4365	580
Total	6244	509	2950	2599	5119	566	311	248	5446	798
Yes	3871	101	1539	2086	3152	363	199	157	3405	466
	62%	20%	52%	80%	62%	64%	64%	63%	63%	58%
			a	ab						
No	2277	401	1360	479	1883	196	109	89	1956	321
	36%	79%	46%	18%	37%	35%	35%	36%	36%	40%
		bc	c							
Don't know	97	7	51	34	84	8	3	2	85	12
	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%

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

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.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6224	1890	1695	1314	1302	3585	2616	1228	4731	1800	2501	1432
Effective Weighted Sample	4939	1510	1347	1047	1077	2856	2111	996	3737	1433	1972	1152
Total	6244	1750	1531	1334	1607	3280	2941	1266	4715	1914	2432	1369
Yes	3871 62%	1130 65% b	865 57%	836 63% b	1029 64% b	1995 61% b	1865 63% b	864 68% b	2846 60%	1224 64%	1524 63%	833 61%
No	2277 36%	592 34%	639 42% acdef	481 36%	555 35%	1231 38%	1036 35%	380 30%	1799 38% a	664 35%	878 36%	514 38%
Don't know	97 2%	28 2%	27 2%	16 1%	24 1%	54 2%	39 1%	21 2%	71 1%	26 1%	29 1%	22 2%

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

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Yes	3871	1989	1882	166	459	1216	1374	656	166	3049	656	2186	1685
	57%	59%	55%	18%	34%	67%	76%	72%	18%	61%	72%	48%	74%
		b			a	ab	abc	ab		a	ab		a
No	2277	1095	1182	566	785	479	286	162	566	1549	162	1909	367
	34%	32%	35%	62%	58%	26%	16%	18%	62%	31%	18%	42%	16%
				cde	cde	de			bc	c		b	
Don't know	97	46	51	9	14	45	21	8	9	79	8	72	25
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
						b							
CHILD DOES NOT PLAY GAMES	551	248	303	165	101	72	131	80	165	305	80	363	187
	8%	7%	9%	18%	7%	4%	7%	9%	18%	6%	9%	8%	8%
				bcde	c		c	c	bc		b		

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

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.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Yes	3871	2188	1682	83	84	260	199	669	547	781	593	396	259
	57%	64%	50%	18%	18%	38%	29%	74%	60%	86%	65%	88%	57%
		b				abd	ab	abcdfhj	abcd	abcdefhj	abcdj	abcdefhj	abcd
No	2277	999	1278	283	283	376	408	206	273	94	192	40	122
	34%	29%	38%	62%	62%	55%	60%	23%	30%	10%	21%	9%	27%
			a	efghij	efghij	efghij	efghij	gi	eghi		gi		gi
Don't know	97	40	57	8	1	5	8	18	27	5	16	3	5
	1%	1%	2%	2%	*	1%	1%	2%	3%	1%	2%	1%	1%
									bcg				
CHILD DOES NOT PLAY GAMES	551	170	380	79	86	38	64	13	59	26	105	14	67
	8%	5%	11%	18%	19%	6%	9%	1%	7%	3%	12%	3%	15%
			a	cdefghi	cdefghi	e	egi		eg		cefgi		cefgi

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Yes	3871	101	1539	2086	3152	363	199	157	3405	466
	57%	16%	49%	74%	56%	60%	59%	58%	58%	53%
			a	ab						
No	2277	401	1360	479	1883	196	109	89	1956	321
	34%	63%	43%	17%	34%	32%	33%	33%	33%	36%
		bc	c							
Don't know	97	7	51	34	84	8	3	2	85	12
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
CHILD DOES NOT PLAY GAMES	551	127	182	211	467	39	25	20	466	85
	8%	20%	6%	8%	8%	6%	7%	8%	8%	10%
		bc								

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

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.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Yes	3871 57%	1130 59%	865 52%	836 59%	1029 58%	1995 56%	1865 58%	864 64%	2846 55%	1224 60%	1524 58%	833 55%
No	2277 34%	592 31%	639 38% adf	481 34%	555 31%	1231 34%	1036 32%	380 28%	1799 35% a	664 33%	878 33%	514 34%
Don't know	97 1%	28 1%	27 2%	16 1%	24 1%	54 2%	39 1%	21 2%	71 1%	26 1%	29 1%	22 1%
CHILD DOES NOT PLAY GAMES	551 8%	153 8%	141 8%	93 7%	159 9%	294 8%	253 8%	78 6%	427 8% a	116 6%	201 8%	139 9% a

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	3624	1872	1752	244	521	1110	1174	575	244	2805	575	2162	1462
Effective Weighted Sample	2977	1543	1434	150	396	931	978	539	150	2295	539	1702	1276
Total	3871	1989	1882	166	459	1216	1374	656	166	3049	656	2186	1685
Playing on their own - against the games console/ computer or other device	2489	1278	1210	104	307	749	889	439	104	1946	439	1394	1095
	64%	64%	64%	63%	67%	62%	65%	67%	63%	64%	67%	64%	65%
Playing with or against someone they know/ that they have met in person	2826	1454	1373	79	264	909	1077	497	79	2250	497	1523	1304
	73%	73%	73%	48%	58%	75%	78%	76%	48%	74%	76%	70%	77%
						ab	ab	ab		a	a		a
Playing with or against someone they do not know/ they have not met in person	1228	624	604	24	94	358	486	266	24	938	266	584	644
	32%	31%	32%	15%	20%	29%	35%	41%	15%	31%	41%	27%	38%
						ab	abc	abc		a	ab		a
Don't know	44	19	26	4	5	22	8	7	4	34	7	30	15
	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%

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

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.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	3624	2071	1553	126	118	299	222	620	490	675	499	351	224
Effective Weighted Sample	2977	1695	1282	75	74	227	170	518	413	556	422	330	209
Total	3871	2188	1682	83	84	260	199	669	547	781	593	396	259
Playing on their own - against the games console/ computer or other device	2489	1472	1016	43	61	177	130	439	311	543	346	271	168
	64%	67%	60%	52%	73%	68%	65%	66%	57%	70%	58%	68%	65%
		b				f		f		afh		afh	
Playing with or against someone they know/ that they have met in person	2826	1680	1147	49	30	159	105	507	402	632	445	333	164
	73%	77%	68%	59%	36%	61%	53%	76%	73%	81%	75%	84%	63%
		b		b		b		abcdj	bcd	abcdfj	abcdj	abcdfhj	b
Playing with or against someone they do not know/ they have not met in person	1228	805	423	18	7	64	30	214	144	320	166	190	76
	32%	37%	25%	21%	8%	25%	15%	32%	26%	41%	28%	48%	29%
		b				b		bd	bd	abcdfj	bd	abcdfhj	bd
Don't know	44	11	33	1	2	1	4	7	15	2	6	-	7
	1%	*%	2%	2%	3%	*%	2%	1%	3%	*%	1%	-%	3%
			a						gi				gi

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	3624	157	1538	1798	2351	486	475	312	3221	403
Effective Weighted Sample	2977	92	1234	1546	2194	442	388	234	2653	327
Total	3871	101	1539	2086	3152	363	199	157	3405	466
Playing on their own - against the games console/ computer or other device	2489	70	965	1365	2032	228	128	101	2202	287
	64%	70%	63%	65%	64%	63%	64%	64%	65%	62%
Playing with or against someone they know/ that they have met in person	2826	41	1068	1609	2301	265	147	113	2471	356
	73%	41%	69%	77%	73%	73%	74%	72%	73%	76%
			a	ab						
Playing with or against someone they do not know/ they have not met in person	1228	15	412	742	1000	125	59	44	1070	158
	32%	15%	27%	36%	32%	34%	30%	28%	31%	34%
				ab						
Don't know	44	2	21	17	36	5	1	1	40	4
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%

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

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.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	3624	1165	896	763	790	2061	1553	813	2657	1093	1453	822
Effective Weighted Sample	2977	951	739	638	675	1689	1305	673	2182	899	1193	677
Total	3871	1130	865	836	1029	1995	1865	864	2846	1224	1524	833
Playing on their own - against the games console/ computer or other device	2489 64%	773 68% df	557 64%	522 62%	628 61%	1330 67% f	1151 62%	546 63%	1833 64%	782 64%	968 63%	560 67%
Playing with or against someone they know/ that they have met in person	2826 73%	826 73%	643 74%	607 73%	744 72%	1469 74%	1351 72%	625 72%	2101 74%	877 72%	1102 72%	634 76%
Playing with or against someone they do not know/ they have not met in person	1228 32%	360 32%	282 33%	251 30%	330 32%	642 32%	581 31%	291 34%	896 31%	364 30%	466 31%	312 37% ab
Don't know	44 1%	5 *%	12 1%	6 1%	22 2% a	17 1%	28 1%	11 1%	29 1%	18 1%	13 1%	7 1%

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

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	2859	1465	1394	-	-	1110	1174	575	-	2284	575	1397	1462
Effective Weighted Sample	2440	1256	1185	-	-	931	978	539	-	1906	539	1164	1276
Total	3245	1651	1595	-	-	1216	1374	656	-	2590	656	1560	1685
Yes	2463	1279	1184	**	**	861	1082	520	**	1943	520	1124	1339
	76%	77%	74%	**	**	71%	79%	79%	**	75%	79%	72%	79%
							c	c					a
No	755	361	394	**	**	345	282	128	**	627	128	426	329
	23%	22%	25%	**	**	28%	21%	20%	**	24%	20%	27%	20%
						de						b	
Don't know	27	11	16	**	**	10	9	7	**	20	7	10	17
	1%	1%	1%	**	**	1%	1%	1%	**	1%	1%	1%	1%

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

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.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	2859	1646	1213	-	-	-	-	620	490	675	499	351	224
Effective Weighted Sample	2440	1399	1042	-	-	-	-	518	413	556	422	330	209
Total	3245	1846	1399	-	-	-	-	669	547	781	593	396	259
Yes	2463	1532	931	**	**	**	**	518	343	671	412	343	177
	76%	83%	67%	**	**	**	**	77%	63%	86%	69%	86%	68%
		b						fh		efhj		efhj	
No	755	301	454	**	**	**	**	148	197	103	178	50	78
	23%	16%	32%	**	**	**	**	22%	36%	13%	30%	13%	30%
			a					gi	egi		egi		gi
Don't know	27	13	14	**	**	**	**	3	7	6	3	4	4
	1%	1%	1%	**	**	**	**	*%	1%	1%	*%	1%	1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	2859	-	953	1798	1946	362	342	209	2541	318
Effective Weighted Sample	2440	-	799	1546	1821	344	293	167	2171	272
Total	3245	-	1031	2086	2652	303	165	126	2849	396
Yes	2463	**	730	1644	2008	228	131	96	2157	306
	76%	**	71%	79%	76%	75%	79%	76%	76%	77%
				b						
No	755	**	294	426	621	72	33	29	667	89
	23%	**	29%	20%	23%	24%	20%	23%	23%	22%
			c							
Don't know	27	**	7	16	23	2	*	1	25	2
	1%	**	1%	1%	1%	1%	1%	1%	1%	1%

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

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.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	2859	899	719	605	626	1618	1231	652	2105	852	1131	659
Effective Weighted Sample	2440	771	614	522	551	1384	1067	561	1794	730	960	569
Total	3245	947	734	697	857	1681	1554	741	2390	1014	1256	721
Yes	2463 76%	716 76%	548 75%	555 80%	634 74%	1264 75%	1188 76%	585 79%	1791 75%	765 75%	948 76%	562 78%
No	755 23%	225 24%	180 25%	137 20%	212 25%	406 24%	350 22%	149 20%	581 24%	240 24%	295 23%	157 22%
Don't know	27 1%	5 1%	6 1%	5 1%	11 1%	11 1%	16 1%	7 1%	18 1%	9 1%	13 1%	2 *%

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	2169	1131	1038	-	-	795	920	454	-	1715	454	1010	1159
Effective Weighted Sample	1849	968	881	-	-	665	765	425	-	1427	425	838	1010
Total	2463	1279	1184	-	-	861	1082	520	-	1943	520	1124	1339
People I am friends with/ people that I know outside of the game	2143	1092	1051	**	**	745	951	447	**	1696	447	981	1162
	87%	85%	89%	**	**	87%	88%	86%	**	87%	86%	87%	87%
People that I only know through playing the game	1001	541	460	**	**	299	458	244	**	757	244	402	599
	41%	42%	39%	**	**	35%	42%	47%	**	39%	47%	36%	45%
							c	c			b		a
Don't know	15	7	8	**	**	11	4	-	**	15	-	11	4
	1%	1%	1%	**	**	1%	*%	-%	**	1%	-%	1%	*%

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

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.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Unweighted total	2169	1362	807	-	-	-	-	480	315	579	341	303	151
Effective Weighted Sample	1849	1159	690	-	-	-	-	400	265	478	287	285	140
Total	2463	1532	931	-	-	-	-	518	343	671	412	343	177
People I am friends with/ people that I know outside of the game	2143 87%	1344 88%	799 86%	**	**	**	**	449 87%	297 87%	595 89%	355 86%	300 87%	147 83%
People that I only know through playing the game	1001 41%	640 42%	361 39%	**	**	**	**	181 35%	118 35%	290 43%	167 41%	168 49%	75 43%
Don't know	15 1%	8 1%	7 1%	**	**	**	**	6 1%	5 1%	2 *%	2 *%	- -%	- -%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	2169	-	684	1410	1470	273	270	156	1924	245
Effective Weighted Sample	1849	-	573	1210	1376	260	230	121	1643	209
Total	2463	-	730	1644	2008	228	131	96	2157	306
People I am friends with/ people that I know outside of the game	2143	**	633	1438	1751	193	117	82	1877	266
	87%	**	87%	87%	87%	85%	89%	85%	87%	87%
People that I only know through playing the game	1001	**	257	697	826	93	47	36	891	110
	41%	**	35%	42%	41%	41%	36%	37%	41%	36%
				b						
Don't know	15	**	7	7	11	2	1	1	9	6
	1%	**	1%	*%	1%	1%	1%	1%	*%	2%
										a

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

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.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	2169	677	539	478	465	1216	943	511	1579	640	855	509
Effective Weighted Sample	1849	578	459	412	409	1037	818	441	1343	547	727	439
Total	2463	716	548	555	634	1264	1188	585	1791	765	948	562
People I am friends with/ people that I know outside of the game	2143	633	483	473	546	1116	1019	498	1573	659	820	501
	87%	88%	88%	85%	86%	88%	86%	85%	88%	86%	87%	89%
People that I only know through playing the game	1001	305	202	222	268	506	490	253	704	303	380	251
	41%	43%	37%	40%	42%	40%	41%	43%	39%	40%	40%	45%
Don't know	15	2	*	3	9	2	12	3	11	8	7	-
	1%	*%	*%	1%	1%	*%	1%	*%	1%	1%	1%	-%

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	2859	1465	1394	-	-	1110	1174	575	-	2284	575	1397	1462
Effective Weighted Sample	2440	1256	1185	-	-	931	978	539	-	1906	539	1164	1276
Total	3245	1651	1595	-	-	1216	1374	656	-	2590	656	1560	1685
People I am friends with/ people that I know outside of the game	2143 66%	1092 66%	1051 66%	** **	** **	745 61%	951 69%	447 68%	** **	1696 65%	447 68%	981 63%	1162 69%
							c	c					a
People that I only know through playing the game	1001 31%	541 33%	460 29%	** **	** **	299 25%	458 33%	244 37%	** **	757 29%	244 37%	402 26%	599 36%
							c	c			b		a
Don't know	15 *%	7 *%	8 1%	** **	** **	11 1%	4 *%	- -%	** **	15 1%	- -%	11 1%	4 *%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	782 24%	372 23%	410 26%	** **	** **	355 29%	291 21%	136 21%	** **	647 25%	136 21%	437 28%	346 21%
							de					b	

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

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.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	~a	~b	~c	~d	e	f	g	h	i	j
Unweighted total	2859	1646	1213	-	-	-	-	620	490	675	499	351	224
Effective Weighted Sample	2440	1399	1042	-	-	-	-	518	413	556	422	330	209
Total	3245	1846	1399	-	-	-	-	669	547	781	593	396	259
People I am friends with/ people that I know outside of the game	2143 66%	1344 73%	799 57%	**	**	**	**	449 67%	297 54%	595 76%	355 60%	300 76%	147 57%
		b						fj		efhj		efhj	
People that I only know through playing the game	1001 31%	640 35%	361 26%	**	**	**	**	181 27%	118 22%	290 37%	167 28%	168 42%	75 29%
		b								efh		efhj	
Don't know	15 *%	8 *%	7 *%	**	**	**	**	6 1%	5 1%	2 *%	2 *%	- -%	- -%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	782 24%	315 17%	468 33%	**	**	**	**	151 23%	204 37%	110 14%	181 31%	54 14%	82 32%
			a					gi	egi		egi		gi

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	2859	-	953	1798	1946	362	342	209	2541	318
Effective Weighted Sample	2440	-	799	1546	1821	344	293	167	2171	272
Total	3245	-	1031	2086	2652	303	165	126	2849	396
People I am friends with/ people that I know outside of the game	2143	**	633	1438	1751	193	117	82	1877	266
	66%	**	61%	69%	66%	64%	71%	65%	66%	67%
				b						
People that I only know through playing the game	1001	**	257	697	826	93	47	36	891	110
	31%	**	25%	33%	31%	31%	28%	28%	31%	28%
				b						
Don't know	15	**	7	7	11	2	1	1	9	6
	*%	**	1%	*%	*%	1%	1%	*%	*%	2%
										a
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	782	**	301	442	644	74	34	30	692	90
	24%	**	29%	21%	24%	25%	21%	24%	24%	23%
			c							

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

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.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	2859	899	719	605	626	1618	1231	652	2105	852	1131	659
Effective Weighted Sample	2440	771	614	522	551	1384	1067	561	1794	730	960	569
Total	3245	947	734	697	857	1681	1554	741	2390	1014	1256	721
People I am friends with/ people that I know outside of the game	2143 66%	633 67%	483 66%	473 68%	546 64%	1116 66%	1019 66%	498 67%	1573 66%	659 65%	820 65%	501 69%
People that I only know through playing the game	1001 31%	305 32%	202 27%	222 32%	268 31%	506 30%	490 32%	253 34%	704 29%	303 30%	380 30%	251 35%
Don't know	15 *%	2 *%	* *%	3 *%	9 1% e	2 *%	12 1%	3 *%	11 *%	8 1%	7 1%	- -%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	782 24%	230 24%	186 25%	142 20%	224 26%	417 25%	366 24%	156 21%	599 25%	249 25%	308 24%	159 22%

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

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	2169	1131	1038	-	-	795	920	454	-	1715	454	1010	1159
Effective Weighted Sample	1849	968	881	-	-	665	765	425	-	1427	425	838	1010
Total	2463	1279	1184	-	-	861	1082	520	-	1943	520	1124	1339
I use in game chat or messaging	827	518	308	**	**	293	383	151	**	676	151	395	431
	34%	41%	26%	**	**	34%	35%	29%	**	35%	29%	35%	32%
		b											
Xbox chat/ app	913	471	443	**	**	272	436	206	**	707	206	373	540
	37%	37%	37%	**	**	32%	40%	40%	**	36%	40%	33%	40%
							c	c					a
PlayStation chat/ app	577	290	288	**	**	159	265	154	**	424	154	216	361
	23%	23%	24%	**	**	18%	24%	30%	**	22%	30%	19%	27%
							c	c			b		a
Discord	472	231	241	**	**	98	246	128	**	344	128	147	325
	19%	18%	20%	**	**	11%	23%	25%	**	18%	25%	13%	24%
							c	c			b		a
Twitch	285	159	126	**	**	55	158	71	**	214	71	87	198
	12%	12%	11%	**	**	6%	15%	14%	**	11%	14%	8%	15%
							c	c					a
Steam Chat	201	120	81	**	**	41	108	52	**	149	52	64	137
	8%	9%	7%	**	**	5%	10%	10%	**	8%	10%	6%	10%
							c	c					a
Skype	169	94	75	**	**	45	83	41	**	128	41	68	100
	7%	7%	6%	**	**	5%	8%	8%	**	7%	8%	6%	8%
Google Hangouts	114	77	37	**	**	27	56	30	**	84	30	40	73
	5%	6%	3%	**	**	3%	5%	6%	**	4%	6%	4%	5%
		b											
Ventrilo	93	54	38	**	**	25	43	25	**	68	25	33	60
	4%	4%	3%	**	**	3%	4%	5%	**	3%	5%	3%	4%
TeamSpeak	67	48	19	**	**	19	32	16	**	51	16	33	34
	3%	4%	2%	**	**	2%	3%	3%	**	3%	3%	3%	3%
		b											

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

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.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	2169	1131	1038	-	-	795	920	454	-	1715	454	1010	1159
Effective Weighted Sample	1849	968	881	-	-	665	765	425	-	1427	425	838	1010
Total	2463	1279	1184	-	-	861	1082	520	-	1943	520	1124	1339
Element	53	34	19	**	**	13	27	12	**	41	12	20	33
	2%	3%	2%	**	**	2%	3%	2%	**	2%	2%	2%	2%
Mumble	43	29	14	**	**	17	16	10	**	34	10	26	17
	2%	2%	1%	**	**	2%	1%	2%	**	2%	2%	2%	1%
Blizzard (WAVE 1 ONLY)	42	42	-	**	**	10	22	11	**	31	11	13	29
	2%	3%	-%	**	**	1%	2%	2%	**	2%	2%	1%	2%
		b											
Tox	39	31	8	**	**	15	13	11	**	28	11	17	22
	2%	2%	1%	**	**	2%	1%	2%	**	1%	2%	2%	2%
		b											
VR chat (ADDED AT WAVE 2)	39	-	39	**	**	11	24	4	**	35	4	18	21
	2%	-%	3%	**	**	1%	2%	1%	**	2%	1%	2%	2%
			a										
Rec room (ADDED AT WAVE 2)	33	-	33	**	**	15	11	7	**	26	7	20	14
	1%	-%	3%	**	**	2%	1%	1%	**	1%	1%	2%	1%
			a										
I do this on other apps/ sites	154	70	84	**	**	85	52	17	**	137	17	100	53
	6%	6%	7%	**	**	10%	5%	3%	**	7%	3%	9%	4%
						de				c		b	
Don't know	152	65	87	**	**	91	50	12	**	140	12	104	49
	6%	5%	7%	**	**	11%	5%	2%	**	7%	2%	9%	4%
						de				c		b	

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

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.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%	a	b	~a	~b	~c	~d	e	f	g	h	i	j	
Unweighted total	2169	1362	807	-	-	-	-	480	315	579	341	303	151
Effective Weighted Sample	1849	1159	690	-	-	-	-	400	265	478	287	285	140
Total	2463	1532	931	-	-	-	-	518	343	671	412	343	177
I use in game chat or messaging	827 34%	490 32%	336 36%	** **	** **	** **	** **	171 33%	121 35%	220 33%	163 40% i	99 29%	52 29%
Xbox chat/ app	913 37%	632 41% b	282 30%	** **	** **	** **	** **	181 35%	91 27%	308 46% efh	128 31%	143 42% fh	63 35%
PlayStation chat/ app	577 23%	419 27% b	159 17%	** **	** **	** **	** **	106 20%	53 16%	193 29% efh	72 17%	120 35% efhj	34 19%
Discord	472 19%	305 20%	167 18%	** **	** **	** **	** **	68 13%	31 9%	155 23% ef	91 22% ef	83 24% ef	45 25% ef
Twitch	285 12%	187 12%	98 10%	** **	** **	** **	** **	33 6%	22 6%	101 15% ef	58 14% ef	53 16% ef	18 10%
Steam Chat	201 8%	138 9%	63 7%	** **	** **	** **	** **	26 5%	15 4%	79 12% ef	30 7%	34 10%	19 11%
Skype	169 7%	86 6%	82 9% a	** **	** **	** **	** **	24 5%	22 6%	44 6%	39 9%	19 6%	21 12% e
Google Hangouts	114 5%	61 4%	53 6%	** **	** **	** **	** **	16 3%	12 3%	25 4%	31 8% e	20 6%	10 6%
Ventrilo	93 4%	50 3%	43 5%	** **	** **	** **	** **	15 3%	10 3%	21 3%	22 5%	14 4%	11 6%
TeamSpeak	67 3%	46 3%	21 2%	** **	** **	** **	** **	13 2%	6 2%	21 3%	11 3%	12 3%	4 2%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	2169	1362	807	-	-	-	-	480	315	579	341	303	151
Effective Weighted Sample	1849	1159	690	-	-	-	-	400	265	478	287	285	140
Total	2463	1532	931	-	-	-	-	518	343	671	412	343	177
Element	53 2%	30 2%	23 2%	** **	** **	** **	** **	8 2%	6 2%	14 2%	14 3%	8 2%	4 2%
Mumble	43 2%	31 2%	12 1%	** **	** **	** **	** **	12 2%	5 2%	11 2%	5 1%	8 2%	2 1%
Blizzard (WAVE 1 ONLY)	42 2%	22 1%	20 2%	** **	** **	** **	** **	6 1%	4 1%	11 2%	11 3%	6 2%	5 3%
Tox	39 2%	21 1%	18 2%	** **	** **	** **	** **	10 2%	5 1%	6 1%	7 2%	6 2%	6 3%
VR chat (ADDED AT WAVE 2)	39 2%	19 1%	20 2%	** **	** **	** **	** **	6 1%	5 1%	12 2%	12 3%	1 *%	3 2%
Rec room (ADDED AT WAVE 2)	33 1%	15 1%	19 2%	** **	** **	** **	** **	9 2%	7 2%	3 *%	8 2%	3 1%	4 2%
I do this on other apps/ sites	154 6%	72 5%	81 9%	** **	** **	** **	** **	42 8%	43 13%	23 3%	29 7%	8 2%	9 5%
Don't know	152 6%	81 5%	72 8%	** **	** **	** **	** **	50 10%	41 12%	24 4%	26 6%	7 2%	5 3%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	2169	-	684	1410	1470	273	270	156	1924	245
Effective Weighted Sample	1849	-	573	1210	1376	260	230	121	1643	209
Total	2463	-	730	1644	2008	228	131	96	2157	306
I use in game chat or messaging	827	**	253	545	669	76	49	32	729	98
	34%	**	35%	33%	33%	33%	37%	34%	34%	32%
Xbox chat/ app	913	**	227	647	723	98	54	37	792	121
	37%	**	31%	39%	36%	43%	41%	39%	37%	39%
				b						
PlayStation chat/ app	577	**	136	418	470	54	27	26	506	71
	23%	**	19%	25%	23%	24%	21%	27%	23%	23%
				b						
Discord	472	**	78	378	398	37	19	18	426	46
	19%	**	11%	23%	20%	16%	14%	19%	20%	15%
				b						
Twitch	285	**	44	233	237	30	8	10	261	24
	12%	**	6%	14%	12%	13%	6%	11%	12%	8%
				b						
Steam Chat	201	**	36	159	177	13	6	5	184	17
	8%	**	5%	10%	9%	6%	5%	5%	9%	6%
				b						
Skype	169	**	37	126	145	11	5	8	154	15
	7%	**	5%	8%	7%	5%	4%	8%	7%	5%
Google Hangouts	114	**	24	86	96	9	4	6	107	6
	5%	**	3%	5%	5%	4%	3%	6%	5%	2%
Ventrilo	93	**	21	68	80	5	3	5	82	10
	4%	**	3%	4%	4%	2%	2%	5%	4%	3%
TeamSpeak	67	**	17	47	60	4	1	2	64	2
	3%	**	2%	3%	3%	2%	1%	2%	3%	1%
Element	53	**	13	39	46	2	*	4	52	1
	2%	**	2%	2%	2%	1%	*%	4%	2%	*%

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

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.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	2169	-	684	1410	1470	273	270	156	1924	245
Effective Weighted Sample	1849	-	573	1210	1376	260	230	121	1643	209
Total	2463	-	730	1644	2008	228	131	96	2157	306
Mumble	43	**	17	27	35	4	*	4	36	7
	2%	**	2%	2%	2%	2%	*%	4%	2%	2%
Blizzard (WAVE 1 ONLY)	42	**	8	34	37	3	1	1	38	4
	2%	**	1%	2%	2%	1%	1%	1%	2%	1%
Tox	39	**	15	25	35	2	1	*	39	-
	2%	**	2%	1%	2%	1%	1%	*%	2%	-%
VR chat (ADDED AT WAVE 2)	39	**	11	26	32	5	2	1	29	10
	2%	**	2%	2%	2%	2%	1%	1%	1%	3%
Rec room (ADDED AT WAVE 2)	33	**	11	22	25	3	3	2	29	4
	1%	**	2%	1%	1%	1%	2%	2%	1%	1%
I do this on other apps/ sites	154	**	74	76	135	9	8	2	129	25
	6%	**	10%	5%	7%	4%	6%	2%	6%	8%
			c							
Don't know	152	**	73	74	124	13	7	7	125	28
	6%	**	10%	4%	6%	6%	6%	8%	6%	9%
			c							

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

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.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2169	677	539	478	465	1216	943	511	1579	640	855	509
Effective Weighted Sample	1849	578	459	412	409	1037	818	441	1343	547	727	439
Total	2463	716	548	555	634	1264	1188	585	1791	765	948	562
I use in game chat or messaging	827	229	203	173	220	432	393	218	594	257	331	179
	34%	32%	37%	31%	35%	34%	33%	37%	33%	34%	35%	32%
Xbox chat/ app	913	260	201	226	221	461	447	214	662	274	367	220
	37%	36%	37%	41%	35%	36%	38%	37%	37%	36%	39%	39%
PlayStation chat/ app	577	182	109	133	152	291	285	146	412	193	223	124
	23%	25%	20%	24%	24%	23%	24%	25%	23%	25%	24%	22%
Discord	472	169	96	105	99	265	204	140	314	129	182	124
	19%	24%	18%	19%	16%	21%	17%	24%	18%	17%	19%	22%
		df						b				
Twitch	285	127	48	60	49	175	109	89	183	78	104	88
	12%	18%	9%	11%	8%	14%	9%	15%	10%	10%	11%	16%
		bcdf				bdf		b				
Steam Chat	201	80	38	57	26	118	84	67	131	51	98	39
	8%	11%	7%	10%	4%	9%	7%	12%	7%	7%	10%	7%
		df		d		d		b				
Skype	169	87	23	31	28	110	59	45	113	49	58	55
	7%	12%	4%	6%	4%	9%	5%	8%	6%	6%	6%	10%
		bcdf				bdf						
Google Hangouts	114	60	21	19	14	81	33	32	72	32	26	49
	5%	8%	4%	3%	2%	6%	3%	5%	4%	4%	3%	9%
		bcdf				df						ab
Ventrilo	93	34	12	25	21	46	46	29	60	28	35	25
	4%	5%	2%	5%	3%	4%	4%	5%	3%	4%	4%	5%
TeamSpeak	67	36	7	9	15	42	24	21	41	16	24	20
	3%	5%	1%	2%	2%	3%	2%	4%	2%	2%	3%	3%
		bcf										

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

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2169	677	539	478	465	1216	943	511	1579	640	855	509
Effective Weighted Sample	1849	578	459	412	409	1037	818	441	1343	547	727	439
Total	2463	716	548	555	634	1264	1188	585	1791	765	948	562
Element	53 2%	28 4%	9 2%	11 2%	6 1%	37 3%	16 1%	14 2%	36 2%	14 2%	23 2%	15 3%
Mumble	43 2%	24 3%	8 2%	8 1%	3 *%	32 3%	11 1%	15 3%	24 1%	12 2%	21 2%	10 2%
Blizzard (WAVE 1 ONLY)	42 2%	23 3%	6 1%	8 1%	5 1%	29 2%	13 1%	10 2%	29 2%	11 2%	15 2%	16 3%
Tox	39 2%	26 4%	3 *%	6 1%	4 1%	28 2%	11 1%	11 2%	26 1%	13 2%	13 1%	13 2%
VR chat (ADDED AT WAVE 2)	39 2%	12 2%	7 1%	6 1%	12 2%	19 2%	19 2%	17 3%	21 1%	14 2%	15 2%	3 *%
Rec room (ADDED AT WAVE 2)	33 1%	12 2%	6 1%	5 1%	9 1%	18 1%	15 1%	11 2%	20 1%	13 2%	12 1%	6 1%
I do this on other apps/ sites	154 6%	41 6%	40 7%	32 6%	40 6%	81 6%	72 6%	29 5%	118 7%	59 8%	46 5%	34 6%
Don't know	152 6%	32 4%	33 6%	34 6%	50 8%	65 5%	85 7%	28 5%	117 7%	39 5%	60 6%	29 5%

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

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3981	1981	2000	-	-	1645	1540	796	-	3185	796	2016	1965
Effective Weighted Sample	3406	1704	1702	-	-	1385	1285	748	-	2666	748	1689	1717
Total	4530	2252	2278	-	-	1812	1812	906	-	3624	906	2265	2265
Curious Cat	214	126	88	**	**	76	91	47	**	168	47	101	114
	5%	6%	4%	**	**	4%	5%	5%	**	5%	5%	4%	5%
Tellonym	167	116	50	**	**	41	69	56	**	110	56	51	116
	4%	5%	2%	**	**	2%	4%	6%	**	3%	6%	2%	5%
		b						c			b		a
Ask.fm	166	105	62	**	**	51	74	41	**	125	41	65	102
	4%	5%	3%	**	**	3%	4%	5%	**	3%	5%	3%	4%
		b											
Quora (ADDED AT WAVE 2)	145	-	145	**	**	27	72	46	**	99	46	42	103
	3%	-%	6%	**	**	2%	4%	5%	**	3%	5%	2%	5%
			a				c	c			b		a
Questi	121	84	38	**	**	34	49	38	**	83	38	42	79
	3%	4%	2%	**	**	2%	3%	4%	**	2%	4%	2%	3%
		b						c			b		a
Connected2Me	114	84	30	**	**	31	49	34	**	80	34	45	69
	3%	4%	1%	**	**	2%	3%	4%	**	2%	4%	2%	3%
		b						c					
Superfy	88	64	24	**	**	20	44	24	**	64	24	41	47
	2%	3%	1%	**	**	1%	2%	3%	**	2%	3%	2%	2%
		b						c					
Sendit (ADDED AT WAVE 2)	85	-	85	**	**	18	45	21	**	64	21	25	60
	2%	-%	4%	**	**	1%	2%	2%	**	2%	2%	1%	3%
			a				c						a
NGL (ADDED AT WAVE 2)	44	-	44	**	**	11	23	11	**	34	11	19	26
	1%	-%	2%	**	**	1%	1%	1%	**	1%	1%	1%	1%
			a										
Piksa (WAVE 1 ONLY)	36	36	-	**	**	9	15	12	**	24	12	16	20
	1%	2%	-%	**	**	1%	1%	1%	**	1%	1%	1%	1%
		b											

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

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.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3981	1981	2000	-	-	1645	1540	796	-	3185	796	2016	1965
Effective Weighted Sample	3406	1704	1702	-	-	1385	1285	748	-	2666	748	1689	1717
Total	4530	2252	2278	-	-	1812	1812	906	-	3624	906	2265	2265
Beacon (ADDED AT WAVE 2)	7	-	7	**	**	2	2	2	**	4	2	2	4
	%	-%	%	**	**	%	%	%	**	%	%	%	%
I use other Q and A apps/ sites	75	45	30	**	**	25	28	23	**	52	23	32	44
	2%	2%	1%	**	**	1%	2%	3%	**	1%	3%	1%	2%
I do not use any of these	3536	1740	1796	**	**	1518	1362	655	**	2880	655	1875	1661
	78%	77%	79%	**	**	84%	75%	72%	**	79%	72%	83%	73%
						de				c		b	
Don't know	218	116	102	**	**	73	89	57	**	162	57	91	127
	5%	5%	4%	**	**	4%	5%	6%	**	4%	6%	4%	6%
SUMMARY													
ANY OF THESE APPS OR SITES	776	396	380	**	**	221	361	194	**	582	194	299	477
	17%	18%	17%	**	**	12%	20%	21%	**	16%	21%	13%	21%
						c	c	c		b		a	
Base for stats	4530	2252	2278	**	**	1812	1812	906	**	3624	906	2265	2265
Mean number of apps/ sites (out of 8)	.3	.3	.3	**	**	.2	.3	.4	**	.3	.4	.2	.3
						c	c	c		b		a	
Standard deviation	.78	.82	.73	**	**	.61	.79	.99	**	.71	.99	.67	.86
Standard error	.01	.02	.02	**	**	.02	.02	.04	**	.01	.04	.01	.02

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

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.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Unweighted total	3981	2005	1976	-	-	-	-	826	819	777	763	402	394
Effective Weighted Sample	3406	1704	1702	-	-	-	-	693	692	640	645	378	370
Total	4530	2265	2265	-	-	-	-	906	906	906	906	453	453
Curious Cat	214 5%	106 5%	108 5%	** **	** **	** **	** **	34 4%	42 5%	47 5%	44 5%	25 6%	21 5%
Tellonym	167 4%	64 3%	102 5% a	** **	** **	** **	** **	19 2%	23 3%	25 3%	44 5% e	21 5%	36 8% efg
Ask.fm	166 4%	88 4%	78 3%	** **	** **	** **	** **	28 3%	23 3%	39 4%	35 4%	21 5%	20 4%
Quora (ADDED AT WAVE 2)	145 3%	70 3%	75 3%	** **	** **	** **	** **	17 2%	10 1%	34 4% f	38 4% f	19 4% f	27 6% ef
Questi	121 3%	63 3%	58 3%	** **	** **	** **	** **	17 2%	16 2%	24 3%	25 3%	22 5% ef	17 4%
Connected2Me	114 3%	60 3%	54 2%	** **	** **	** **	** **	20 2%	11 1%	25 3%	24 3%	15 3%	18 4% f
Superfy	88 2%	47 2%	40 2%	** **	** **	** **	** **	11 1%	10 1%	26 3%	18 2%	11 2%	13 3%
Sendit (ADDED AT WAVE 2)	85 2%	31 1%	54 2%	** **	** **	** **	** **	8 1%	11 1%	10 1%	35 4% efg	13 3% e	8 2%
NGL (ADDED AT WAVE 2)	44 1%	30 1%	14 1%	** **	** **	** **	** **	7 1%	3 *%	15 2%	8 1%	8 2%	3 1%
Piksa (WAVE 1 ONLY)	36 1%	20 1%	16 1%	** **	** **	** **	** **	4 *0%	5 1%	10 1%	4 *%	5 1%	7 2%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER										
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j	
Significance Level: 99%														
Unweighted total	3981	2005	1976	-	-	-	-	826	819	777	763	402	394	
Effective Weighted Sample	3406	1704	1702	-	-	-	-	693	692	640	645	378	370	
Total	4530	2265	2265	-	-	-	-	906	906	906	906	453	453	
Beacon (ADDED AT WAVE 2)	7	4	3	**	**	**	**	2	-	-	2	1	1	
	*%	*%	*%	**	**	**	**	*%	-%	-%	*%	*%	*%	
I use other Q and A apps/ sites	75	37	39	**	**	**	**	13	12	13	15	11	12	
	2%	2%	2%	**	**	**	**	1%	1%	1%	2%	2%	3%	
I do not use any of these	3536	1772	1764	**	**	**	**	745	774	693	669	334	321	
	78%	78%	78%	**	**	**	**	82%	85%	76%	74%	74%	71%	
								ghij	ghij					
Don't know	218	128	91	**	**	**	**	44	28	48	41	35	22	
	5%	6%	4%	**	**	**	**	5%	3%	5%	5%	8%	5%	
												f		
SUMMARY														
ANY OF THESE APPS OR SITES	776	366	410	**	**	**	**	117	104	165	196	84	110	
	17%	16%	18%	**	**	**	**	13%	11%	18%	22%	18%	24%	
										ef	ef	f	ef	
Base for stats	4530	2265	2265	**	**	**	**	906	906	906	906	453	453	
Mean number of apps/ sites (out of 8)	.3	.3	.3	**	**	**	**	.2	.2	.3	.3	.4	.4	
										ef	ef	ef	ef	
Standard deviation	.78	.80	.75	**	**	**	**	.62	.61	.80	.78	1.07	.90	
Standard error	.01	.02	.02	**	**	**	**	.02	.02	.03	.03	.05	.05	
Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j														

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.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3981	-	1432	2409	2741	481	466	293	3511	470
Effective Weighted Sample	3406	-	1204	2078	2566	458	401	234	3009	401
Total	4530	-	1553	2810	3727	402	223	178	3950	580
Curious Cat	214	**	64	145	188	6	12	9	194	20
	5%	**	4%	5%	5%	2%	5%	5%	5%	3%
					b		b			
Tellonym	167	**	35	124	146	6	6	9	159	8
	4%	**	2%	4%	4%	2%	3%	5%	4%	1%
				b				b		
Ask.fm	166	**	41	119	137	12	9	9	157	9
	4%	**	3%	4%	4%	3%	4%	5%	4%	2%
Quora (ADDED AT WAVE 2)	145	**	18	118	129	6	4	5	129	16
	3%	**	1%	4%	3%	1%	2%	3%	3%	3%
				b						
Questi	121	**	27	92	107	6	4	5	116	6
	3%	**	2%	3%	3%	1%	2%	3%	3%	1%
				b						
Connected2Me	114	**	24	88	98	5	4	7	112	2
	3%	**	2%	3%	3%	1%	2%	4%	3%	*%
				b				b		
Superfy	88	**	17	70	75	4	4	5	82	5
	2%	**	1%	2%	2%	1%	2%	3%	2%	1%
				b						
Sendit (ADDED AT WAVE 2)	85	**	16	69	68	7	6	3	79	6
	2%	**	1%	2%	2%	2%	3%	2%	2%	1%
				b						
NGL (ADDED AT WAVE 2)	44	**	9	35	39	1	1	3	42	3
	1%	**	1%	1%	1%	*%	1%	2%	1%	*%
Piksa (WAVE 1 ONLY)	36	**	9	26	29	2	2	3	35	2
	1%	**	1%	1%	1%	1%	1%	2%	1%	*%

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

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.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3981	-	1432	2409	2741	481	466	293	3511	470
Effective Weighted Sample	3406	-	1204	2078	2566	458	401	234	3009	401
Total	4530	-	1553	2810	3727	402	223	178	3950	580
Beacon (ADDED AT WAVE 2)	7	**	2	4	2	1	*	2	7	-
	%	**	%	%	%	%	%	1%	%	-%
								a		
I use other Q and A apps/ sites	75	**	24	47	65	3	4	3	69	7
	2%	**	2%	2%	2%	1%	2%	2%	2%	1%
I do not use any of these	3536	**	1316	2102	2899	330	172	134	3053	483
	78%	**	85%	75%	78%	82%	77%	76%	77%	83%
			c							a
Don't know	218	**	54	143	171	30	10	8	185	33
	5%	**	4%	5%	5%	7%	4%	5%	5%	6%
SUMMARY										
ANY OF THESE APPS OR SITES	776	**	182	565	657	42	41	35	712	64
	17%	**	12%	20%	18%	11%	18%	20%	18%	11%
			b	b	b	b	b	b	b	b
Base for stats	4530	**	1553	2810	3727	402	223	178	3950	580
Mean number of apps/ sites (out of 8)	.3	**	.2	.3	.3	.2	.3	.4	.3	.1
			b	b	b	b	b	b	b	b
Standard deviation	.78	**	.60	.86	.80	.51	.63	.92	.81	.51
Standard error	.01	**	.02	.02	.02	.02	.03	.05	.01	.02

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

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.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3981	1237	1035	831	860	2272	1691	866	2968	1150	1550	938
Effective Weighted Sample	3406	1064	888	717	761	1952	1468	746	2536	989	1316	815
Total	4530	1291	1072	952	1193	2364	2144	989	3373	1383	1713	1024
Curious Cat	214 5%	88 7%	40 4%	42 4%	43 4%	128 5%	85 4%	61 6%	149 4%	73 5%	78 5%	56 5%
		bdf										
Tellonym	167 4%	90 7%	29 3%	26 3%	22 2%	119 5%	48 2%	52 5%	103 3%	54 4%	57 3%	46 4%
		bcdf				bdf		b				
Ask.fm	166 4%	86 7%	26 2%	37 4%	17 1%	112 5%	54 3%	42 4%	118 3%	55 4%	52 3%	50 5%
		bdf		d		bdf						
Quora (ADDED AT WAVE 2)	145 3%	63 5%	34 3%	22 2%	26 2%	97 4%	48 2%	32 3%	107 3%	43 3%	47 3%	42 4%
		cdf				f						
Questi	121 3%	71 5%	7 1%	31 3%	13 1%	78 3%	44 2%	30 3%	84 2%	30 2%	43 3%	40 4%
		bdef		bd		bd	b					
Connected2Me	114 3%	71 6%	19 2%	14 1%	10 1%	90 4%	24 1%	33 3%	71 2%	31 2%	37 2%	39 4%
		bcdf				bcdf						
Superfy	88 2%	57 4%	11 1%	8 1%	12 1%	68 3%	20 1%	31 3%	50 1%	22 2%	30 2%	33 3%
		bcdf				bcdf		b				
Sendit (ADDED AT WAVE 2)	85 2%	38 3%	15 1%	13 1%	19 2%	53 2%	32 1%	21 2%	55 2%	29 2%	19 1%	25 2%
NGL (ADDED AT WAVE 2)	44 1%	22 2%	4 *	6 1%	13 1%	25 1%	19 1%	9 1%	36 1%	11 1%	13 1%	19 2%
		b										

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

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3981	1237	1035	831	860	2272	1691	866	2968	1150	1550	938
Effective Weighted Sample	3406	1064	888	717	761	1952	1468	746	2536	989	1316	815
Total	4530	1291	1072	952	1193	2364	2144	989	3373	1383	1713	1024
Piksa (WAVE 1 ONLY)	36 1%	28 2%	7 1%	1 *%	- -%	35 1%	1 *%	10 1%	21 1%	9 1%	9 1%	18 2%
		bcd	f			cd						b
Beacon (ADDED AT WAVE 2)	7 *%	2 *%	1 *%	1 *%	2 *%	4 *%	3 *%	- -%	7 *%	1 *%	- -%	3 *%
I use other Q and A apps/ sites	75 2%	28 2%	16 2%	16 2%	15 1%	45 2%	31 1%	16 2%	57 2%	20 1%	25 1%	21 2%
I do not use any of these	3536 78%	915 71%	878 82%	731 77%	992 83%	1792 76%	1723 80%	736 74%	2698 80%	1069 77%	1354 79%	796 78%
		ae	a	ace	a	ae	ae	a				
Don't know	218 5%	36 3%	48 5%	61 6%	73 6%	84 4%	134 6%	37 4%	157 5%	73 5%	84 5%	29 3%
			ae	ae					c			
SUMMARY												
ANY OF THESE APPS OR SITES	776 17%	341 26%	147 14%	160 17%	128 11%	487 21%	288 13%	217 22%	518 15%	241 17%	275 16%	200 19%
		bcd	d	bdf	b							
Base for stats	4530	1291	1072	952	1193	2364	2144	989	3373	1383	1713	1024
Mean number of apps/ sites (out of 8)	.3	.5	.2	.2	.2	.4	.2	.3	.3	.3	.2	.4
		bcd		bcd				b				ab
Standard deviation	.78	1.11	.56	.59	.56	.92	.57	.80	.76	.75	.66	1.01
Standard error	.01	.03	.02	.02	.02	.02	.01	.03	.01	.02	.02	.03

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

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3981	1981	2000	-	-	1645	1540	796	-	3185	796	2016	1965
Effective Weighted Sample	3406	1704	1702	-	-	1385	1285	748	-	2666	748	1689	1717
Total	4530	2252	2278	-	-	1812	1812	906	-	3624	906	2265	2265
Yes – there is a minimum age requirement	3502 77%	1755 78%	1747 77%	** **	** **	1223 68%	1500 83%	779 86%	** **	2723 75%	779 86%	1583 70%	1919 85%
No – there is not a minimum age requirement	185 4%	94 4%	91 4%	** **	** **	95 5%	61 3%	28 3%	** **	156 4%	28 3%	114 5%	71 3%
Don't know	843 19%	402 18%	440 19%	** **	** **	493 27%	251 14%	99 11%	** **	744 21%	99 11%	568 25%	275 12%

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

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.

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Unweighted total	3981	2005	1976	-	-	-	-	826	819	777	763	402	394
Effective Weighted Sample	3406	1704	1702	-	-	-	-	693	692	640	645	378	370
Total	4530	2265	2265	-	-	-	-	906	906	906	906	453	453
Yes – there is a minimum age requirement	3502 77%	1710 75%	1793 79%	**	**	**	**	603 67%	621 68%	730 81%	770 85%	377 83%	402 89%
										ef	ef	ef	efg
No – there is not a minimum age requirement	185 4%	115 5%	70 3%	**	**	**	**	60 7%	36 4%	37 4%	24 3%	18 4%	11 2%
		b						hj					
Don't know	843 19%	441 19%	402 18%	**	**	**	**	244 27%	250 28%	139 15%	112 12%	59 13%	40 9%
								ghij	ghij	j			

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3981	-	1432	2409	2741	481	466	293	3511	470
Effective Weighted Sample	3406	-	1204	2078	2566	458	401	234	3009	401
Total	4530	-	1553	2810	3727	402	223	178	3950	580
Yes – there is a minimum age requirement	3502	**	1050	2319	2901	295	168	137	3051	451
	77%	**	68%	83%	78%	73%	75%	77%	77%	78%
				b						
No – there is not a minimum age requirement	185	**	83	95	149	15	12	9	175	9
	4%	**	5%	3%	4%	4%	6%	5%	4%	2%
			c						b	
Don't know	843	**	420	396	677	92	42	32	724	119
	19%	**	27%	14%	18%	23%	19%	18%	18%	21%
			c							

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

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.

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	SOCIAL GRADE					IMPACTING OR LIMITING CONDITIONS			FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	3981	1237	1035	831	860	2272	1691	866	2968	1150	1550	938
Effective Weighted Sample	3406	1064	888	717	761	1952	1468	746	2536	989	1316	815
Total	4530	1291	1072	952	1193	2364	2144	989	3373	1383	1713	1024
Yes – there is a minimum age requirement	3502 77%	1031 80% d	827 77%	741 78%	882 74%	1858 79% d	1623 76%	813 82% b	2567 76%	1066 77%	1315 77%	834 82% b
No – there is not a minimum age requirement	185 4%	50 4%	40 4%	35 4%	60 5%	90 4%	95 4%	31 3%	146 4%	62 4%	73 4%	36 4%
Don't know	843 19%	210 16%	206 19%	176 18%	250 21%	416 18%	426 20%	145 15%	660 20% a	255 18%	326 19%	153 15%

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please answer based on what you think is true not what you think the age should be. NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All children aged 8-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3981	1981	2000	-	-	1645	1540	796	-	3185	796	2016	1965
Effective Weighted Sample	3406	1704	1702	-	-	1385	1285	748	-	2666	748	1689	1717
Total	4530	2252	2278	-	-	1812	1812	906	-	3624	906	2265	2265
Age under 10	64 1%	29 1%	35 2%	** **	** **	49 3% de	9 1%	6 1%	** **	58 2%	6 1%	52 2% b	12 1%
Aged 10	146 3%	81 4%	66 3%	** **	** **	107 6% de	34 2%	6 1%	** **	140 4% c	6 1%	122 5% b	25 1%
Aged 11	101 2%	72 3% b	29 1%	** **	** **	60 3% e	32 2%	9 1%	** **	92 3%	9 1%	69 3% b	32 1%
Aged 12	407 9%	207 9%	201 9%	** **	** **	148 8%	210 12% ce	49 5%	** **	358 10% c	49 5%	240 11% b	167 7%
Aged 13	1679 37%	857 38%	822 36%	** **	** **	431 24%	822 45% c	425 47% c	** **	1254 35%	425 47% b	587 26%	1091 48% a
Aged 14	261 6%	135 6%	125 6%	** **	** **	52 3%	138 8% c	71 8% c	** **	190 5%	71 8% b	73 3%	188 8% a
Aged 15	175 4%	85 4%	90 4%	** **	** **	57 3%	73 4%	45 5%	** **	130 4%	45 5%	74 3%	101 4%
Aged 16	324 7%	161 7%	163 7%	** **	** **	130 7% d	80 4%	113 12% cd	** **	211 6%	113 12% b	155 7%	169 7%
Aged 17	17 *% *	14 1%	3 *% *	** **	** **	2 *% *	3 *% *	12 1% cd	** **	4 *% *	12 1% b	3 *% *	14 1%
Aged 18 or older	98 2%	48 2%	51 2%	** **	** **	67 4% de	23 1%	9 1%	** **	89 2%	9 1%	68 3% b	30 1%

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

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QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please answer based on what you think is true not what you think the age should be. NB. QUESTION ASKED USING LIST OF OPTIONS AT WAVE 1. QUESTION ASKED USING OPEN TEXT BOX AT WAVE 2. (SINGLE CODE)

Base : All children aged 8-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3981	1981	2000	-	-	1645	1540	796	-	3185	796	2016	1965
Effective Weighted Sample	3406	1704	1702	-	-	1385	1285	748	-	2666	748	1689	1717
Total	4530	2252	2278	-	-	1812	1812	906	-	3624	906	2265	2265
Don't know	230	68	163	**	**	121	76	33	**	197	33	140	90
	5%	3%	7%	**	**	7%	4%	4%	**	5%	4%	6%	4%
			a			de						b	
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	3502	1755	1747	**	**	1223	1500	779	**	2723	779	1583	1919
	77%	78%	77%	**	**	68%	83%	86%	**	75%	86%	70%	85%
							c	c			b		a
AWARE AND GIVES THE CORRECT AGE (13)	1679	857	822	**	**	431	822	425	**	1254	425	587	1091
	37%	38%	36%	**	**	24%	45%	47%	**	35%	47%	26%	48%
							c	c			b		a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	718	388	330	**	**	363	285	70	**	649	70	482	236
	16%	17%	15%	**	**	20%	16%	8%	**	18%	8%	21%	10%
						de	e			c		b	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	875	443	432	**	**	307	316	251	**	624	251	374	501
	19%	20%	19%	**	**	17%	17%	28%	**	17%	28%	16%	22%
								cd			b		a
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1824	898	925	**	**	792	678	354	**	1470	354	996	828
	40%	40%	41%	**	**	44%	37%	39%	**	41%	39%	44%	37%
						d						b	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	185	94	91	**	**	95	61	28	**	156	28	114	71
	4%	4%	4%	**	**	5%	3%	3%	**	4%	3%	5%	3%
												b	

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

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Base : All children aged 8-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3981	1981	2000	-	-	1645	1540	796	-	3185	796	2016	1965
Effective Weighted Sample	3406	1704	1702	-	-	1385	1285	748	-	2666	748	1689	1717
Total	4530	2252	2278	-	-	1812	1812	906	-	3624	906	2265	2265
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	843	402	440	**	**	493	251	99	**	744	99	568	275
	19%	18%	19%	**	**	27%	14%	11%	**	21%	11%	25%	12%
						de				c		b	

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

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.

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Base : All children aged 8-17

	CHILD'S GENDER		CHILD'S AGE AND GENDER										
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%	a	b	~a	~b	~c	~d	e	f	g	h	i	j	
Unweighted total	3981	2005	1976	-	-	-	-	826	819	777	763	402	394
Effective Weighted Sample	3406	1704	1702	-	-	-	-	693	692	640	645	378	370
Total	4530	2265	2265	-	-	-	-	906	906	906	906	453	453
Age under 10	64 1%	28 1%	36 2%	** **	** **	** **	** **	20 2%	29 3%	4 *%	5 1%	3 1%	2 *%
Aged 10	146 3%	77 3%	69 3%	** **	** **	** **	** **	59 7%	48 5%	17 2%	17 2%	2 *%	5 1%
Aged 11	101 2%	56 2%	45 2%	** **	** **	** **	** **	39 4%	21 2%	14 2%	19 2%	3 1%	6 1%
Aged 12	407 9%	208 9%	199 9%	** **	** **	** **	** **	75 8%	73 8%	109 12%	102 11%	24 5%	25 5%
Aged 13	1679 37%	777 34%	901 40%	** **	** **	** **	** **	199 22%	233 26%	381 42%	441 49%	198 44%	227 50%
Aged 14	261 6%	139 6%	122 5%	** **	** **	** **	** **	28 3%	24 3%	75 8%	63 7%	36 8%	35 8%
Aged 15	175 4%	78 3%	98 4%	** **	** **	** **	** **	20 2%	37 4%	32 4%	41 4%	25 6%	20 4%
Aged 16	324 7%	176 8%	148 7%	** **	** **	** **	** **	74 8%	57 6%	41 5%	39 4%	61 14%	52 11%
Aged 17	17 *%	7 *%	10 *%	** **	** **	** **	** **	2 *%	- -%	3 *%	- -%	2 1%	10 2%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

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Base : All children aged 8-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	3981	2005	1976	-	-	-	-	826	819	777	763	402	394
Effective Weighted Sample	3406	1704	1702	-	-	-	-	693	692	640	645	378	370
Total	4530	2265	2265	-	-	-	-	906	906	906	906	453	453
Aged 18 or older	98 2%	55 2%	44 2%	**	**	**	**	38 4%	29 3%	12 1%	11 1%	5 1%	4 1%
Don't know	230 5%	110 5%	120 5%	**	**	**	**	50 6%	72 8%	44 5%	32 3%	16 4%	17 4%
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	3502 77%	1710 75%	1793 79%	**	**	**	**	603 67%	621 68%	730 81%	770 85%	377 83%	402 89%
AWARE AND GIVES THE CORRECT AGE (13)	1679 37%	777 34%	901 40%	**	**	**	**	199 22%	233 26%	381 42%	441 49%	198 44%	227 50%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	718 16%	368 16%	350 15%	**	**	**	**	193 21%	170 19%	143 16%	142 16%	32 7%	38 8%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	875 19%	454 20%	421 19%	**	**	**	**	161 18%	146 16%	162 18%	155 17%	131 29%	120 27%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1824 40%	932 41%	891 39%	**	**	**	**	404 45%	388 43%	349 39%	329 36%	179 40%	175 39%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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Base : All children aged 8-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	~a	~b	~c	~d	e	f	g	h	i	j
Unweighted total	3981	2005	1976	-	-	-	-	826	819	777	763	402	394
Effective Weighted Sample	3406	1704	1702	-	-	-	-	693	692	640	645	378	370
Total	4530	2265	2265	-	-	-	-	906	906	906	906	453	453
SAY THERE IS NO MINIMUM AGE REQUIREMENT	185	115	70	**	**	**	**	60	36	37	24	18	11
	4%	5%	3%	**	**	**	**	7%	4%	4%	3%	4%	2%
		b						hj					
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	843	441	402	**	**	**	**	244	250	139	112	59	40
	19%	19%	18%	**	**	**	**	27%	28%	15%	12%	13%	9%
								ghij	ghij	j			

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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Base : All children aged 8-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	3981	-	1432	2409	2741	481	466	293	3511	470
Effective Weighted Sample	3406	-	1204	2078	2566	458	401	234	3009	401
Total	4530	-	1553	2810	3727	402	223	178	3950	580
Age under 10	64 1%	** **	44 3% c	17 1%	53 1%	5 1%	2 1%	5 3%	62 2%	2 *%
Aged 10	146 3%	** **	97 6% c	45 2%	115 3%	13 3%	9 4%	10 6%	130 3%	16 3%
Aged 11	101 2%	** **	44 3%	55 2%	84 2%	11 3%	3 1%	3 2%	90 2%	11 2%
Aged 12	407 9%	** **	129 8%	270 10%	331 9%	42 10%	18 8%	16 9%	368 9%	39 7%
Aged 13	1679 37%	** **	359 23%	1256 45% b	1400 38%	131 33%	86 39%	61 34%	1451 37%	228 39%
Aged 14	261 6%	** **	39 3%	210 7% b	219 6%	21 5%	13 6%	8 4%	227 6%	34 6%
Aged 15	175 4%	** **	54 3%	118 4%	150 4%	14 4%	8 3%	4 2%	152 4%	24 4%
Aged 16	324 7%	** **	116 7%	183 6%	263 7%	31 8%	12 6%	17 10%	276 7%	48 8%
Aged 17	17 *%	** **	2 *%	15 1%	15 *%	- -%	1 1%	- -%	16 *%	1 *%
Aged 18 or older	98 2%	** **	58 4% c	40 1%	81 2%	7 2%	6 3%	4 2%	87 2%	12 2%
Don't know	230 5%	** **	107 7% c	110 4%	190 5%	20 5%	11 5%	9 5%	193 5%	37 6%

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

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.

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Base : All children aged 8-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	3981	-	1432	2409	2741	481	466	293	3511	470
Effective Weighted Sample	3406	-	1204	2078	2566	458	401	234	3009	401
Total	4530	-	1553	2810	3727	402	223	178	3950	580
SUMMARY										
AWARE OF MINIMUM AGE REQUIREMENT	3502	**	1050	2319	2901	295	168	137	3051	451
	77%	**	68%	83%	78%	73%	75%	77%	77%	78%
				b						
AWARE AND GIVES THE CORRECT AGE (13)	1679	**	359	1256	1400	131	86	61	1451	228
	37%	**	23%	45%	38%	33%	39%	34%	37%	39%
				b						
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	718	**	315	387	583	71	31	34	650	68
	16%	**	20%	14%	16%	18%	14%	19%	16%	12%
			c							
AWARE BUT GIVES AN AGE OF 14 OR OLDER	875	**	269	566	728	73	40	33	757	118
	19%	**	17%	20%	20%	18%	18%	18%	19%	20%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1824	**	690	1063	1501	164	82	76	1600	223
	40%	**	44%	38%	40%	41%	37%	43%	41%	39%
			c							
SAY THERE IS NO MINIMUM AGE REQUIREMENT	185	**	83	95	149	15	12	9	175	9
	4%	**	5%	3%	4%	4%	6%	5%	4%	2%
			c						b	
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	843	**	420	396	677	92	42	32	724	119
	19%	**	27%	14%	18%	23%	19%	18%	18%	21%
			c							

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

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Base : All children aged 8-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	3981	1237	1035	831	860	2272	1691	866	2968	1150	1550	938
Effective Weighted Sample	3406	1064	888	717	761	1952	1468	746	2536	989	1316	815
Total	4530	1291	1072	952	1193	2364	2144	989	3373	1383	1713	1024
Age under 10	64 1%	28 2% b	7 1%	15 2%	12 1%	35 1%	27 1%	20 2%	42 1%	19 1%	22 1%	22 2%
Aged 10	146 3%	54 4% df	49 5% df	25 3%	18 2%	103 4% df	44 2%	22 2%	122 4%	34 2%	57 3%	48 5%
Aged 11	101 2%	33 3%	25 2%	21 2%	21 2%	59 2%	42 2%	16 2%	83 2%	25 2%	52 3%	22 2%
Aged 12	407 9%	149 12% bdf	85 8%	92 10%	81 7%	234 10%	173 8%	93 9%	298 9%	129 9%	130 8%	124 12% b
Aged 13	1679 37%	470 36%	420 39%	318 33%	461 39%	890 38%	779 36%	409 41%	1220 36%	503 36%	617 36%	407 40%
Aged 14	261 6%	73 6%	57 5%	60 6%	69 6%	130 5%	129 6%	58 6%	196 6%	83 6%	109 6%	55 5%
Aged 15	175 4%	66 5%	32 3%	38 4%	37 3%	98 4%	75 4%	35 4%	129 4%	55 4%	60 4%	41 4%
Aged 16	324 7%	80 6%	82 8%	82 9%	79 7%	162 7%	161 7%	83 8%	230 7%	106 8%	115 7%	66 6%
Aged 17	17 *%	5 *%	2 *%	5 1%	4 *%	7 *%	9 *%	8 1%	9 *%	5 *%	7 *%	2 *%
Aged 18 or older	98 2%	21 2%	23 2%	27 3%	26 2%	44 2%	53 2%	30 3%	68 2%	32 2%	42 2%	16 2%
Don't know	230 5%	52 4%	44 4%	57 6%	74 6%	96 4%	131 6% e	40 4%	171 5%	73 5%	102 6% c	32 3%

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

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Base : All children aged 8-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	3981	1237	1035	831	860	2272	1691	866	2968	1150	1550	938
Effective Weighted Sample	3406	1064	888	717	761	1952	1468	746	2536	989	1316	815
Total	4530	1291	1072	952	1193	2364	2144	989	3373	1383	1713	1024
SUMMARY												
AWARE OF MINIMUM AGE REQUIREMENT	3502 77%	1031 80% d	827 77%	741 78%	882 74%	1858 79% d	1623 76%	813 82% b	2567 76%	1066 77%	1315 77%	834 82% b
AWARE AND GIVES THE CORRECT AGE (13)	1679 37%	470 36%	420 39%	318 33%	461 39%	890 38%	779 36%	409 41%	1220 36%	503 36%	617 36%	407 40%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	718 16%	264 20% bdf	167 16% d	154 16% d	132 11%	431 18% df	286 13%	151 15%	544 16%	207 15%	262 15%	215 21% ab
AWARE BUT GIVES AN AGE OF 14 OR OLDER	875 19%	245 19%	196 18%	212 22%	215 18%	441 19%	428 20%	213 22%	632 19%	282 20%	333 19%	181 18%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1824 40%	561 43% d	407 38%	423 44% bd	421 35%	968 41% d	844 39%	405 41%	1347 40%	563 41%	697 41%	428 42%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	185 4%	50 4%	40 4%	35 4%	60 5%	90 4%	95 4%	31 3%	146 4%	62 4%	73 4%	36 4%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	843 19%	210 16%	206 19%	176 18%	250 21%	416 18%	426 20%	145 15%	660 20% a	255 18%	326 19%	153 15%

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

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3282	1675	1607	-	-	1062	1449	771	-	2511	771	1391	1891
Effective Weighted Sample	2811	1439	1372	-	-	889	1208	724	-	2093	724	1159	1653
Total	3719	1889	1830	-	-	1147	1693	878	-	2841	878	1543	2176
I share, comment or post things	1130	638	492	**	**	281	520	328	**	802	328	391	739
	30%	34%	27%	**	**	25%	31%	37%	**	28%	37%	25%	34%
		b					c	cd			b		a
I 'like' things and follow accounts, but don't really share, comment or post things	1582	760	822	**	**	397	796	389	**	1193	389	574	1009
	43%	40%	45%	**	**	35%	47%	44%	**	42%	44%	37%	46%
							c	c					a
I only really read or watch things	961	466	495	**	**	440	364	156	**	805	156	544	417
	26%	25%	27%	**	**	38%	22%	18%	**	28%	18%	35%	19%
						de				c		b	
Don't know	46	25	21	**	**	28	13	4	**	41	4	34	12
	1%	1%	1%	**	**	2%	1%	*%	**	1%	*%	2%	1%
						de						b	

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

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.

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	~a	~b	~c	~d	e	f	g	h	i	j
Unweighted total	3282	1604	1678	-	-	-	-	509	553	713	736	382	389
Effective Weighted Sample	2811	1366	1445	-	-	-	-	426	464	587	621	359	365
Total	3719	1813	1905	-	-	-	-	557	591	826	868	431	447
I share, comment or post things	1130 30%	490 27%	640 34%	** **	** **	** **	** **	127 23%	154 26%	225 27%	295 34%	137 32%	191 43%
			a								ef	e	efghi
I 'like' things and follow accounts, but don't really share, comment or post things	1582 43%	770 42%	812 43%	** **	** **	** **	** **	203 36%	195 33%	366 44%	430 50%	202 47%	188 42%
										f	ef	ef	f
I only really read or watch things	961 26%	532 29%	429 23%	** **	** **	** **	** **	215 39%	226 38%	225 27%	139 16%	92 21%	65 14%
			b					ghij	ghij	hj			
Don't know	46 1%	22 1%	24 1%	** **	** **	** **	** **	12 2%	16 3%	9 1%	4 *%	- -%	4 1%
								hi	hi				

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3282	-	886	2274	2241	413	379	249	2919	363
Effective Weighted Sample	2811	-	740	1964	2097	393	323	196	2503	311
Total	3719	-	938	2635	3033	345	186	155	3269	450
I share, comment or post things	1130	**	221	869	936	95	50	48	1004	125
	30%	**	24%	33%	31%	28%	27%	31%	31%	28%
				b						
I 'like' things and follow accounts, but don't really share, comment or post things	1582	**	323	1180	1279	154	84	66	1404	178
	43%	**	34%	45%	42%	44%	45%	43%	43%	40%
				b						
I only really read or watch things	961	**	369	567	780	92	50	39	823	138
	26%	**	39%	22%	26%	27%	27%	25%	25%	31%
			c							
Don't know	46	**	25	19	37	5	2	2	37	8
	1%	**	3%	1%	1%	1%	1%	1%	1%	2%
			c							

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

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.

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	3282	1050	818	701	697	1868	1398	730	2437	945	1292	783
Effective Weighted Sample	2811	900	704	606	617	1603	1216	629	2085	814	1097	680
Total	3719	1091	847	804	956	1939	1760	829	2758	1126	1426	852
I share, comment or post things	1130 30%	359 33%	256 30%	238 30%	271 28%	616 32%	510 29%	254 31%	828 30%	328 29%	441 31%	271 32%
I 'like' things and follow accounts, but don't really share, comment or post things	1582 43%	460 42%	334 39%	358 45%	417 44%	795 41%	775 44%	373 45%	1160 42%	507 45%	575 40%	362 42%
I only really read or watch things	961 26%	261 24%	250 30%	197 25%	251 26%	511 26%	449 26%	191 23%	743 27%	277 25%	389 27%	216 25%
Don't know	46 1%	10 1%	7 1%	10 1%	17 2%	17 1%	27 2%	12 1%	27 1%	14 1%	21 1%	3 *%

Columns Tested: a,b,c,d,e,f - 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 TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3981	1981	2000	-	-	1645	1540	796	-	3185	796	2016	1965
Effective Weighted Sample	3406	1704	1702	-	-	1385	1285	748	-	2666	748	1689	1717
Total	4530	2252	2278	-	-	1812	1812	906	-	3624	906	2265	2265
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	4154	2073	2080	**	**	1488	1778	888	**	3266	888	1924	2229
	92%	92%	91%	**	**	82%	98%	98%	**	90%	98%	85%	98%
							c	c			b		a
USES ANY SOCIAL MEDIA APPS/ SITES	3719	1889	1830	**	**	1147	1693	878	**	2841	878	1543	2176
	82%	84%	80%	**	**	63%	93%	97%	**	78%	97%	68%	96%
		b					c	cd			b		a
EITHER OF THESE	4226	2101	2124	**	**	1538	1791	896	**	3329	896	1983	2242
	93%	93%	93%	**	**	85%	99%	99%	**	92%	99%	88%	99%
							c	c			b		a
NEITHER OF THESE	304	151	154	**	**	274	21	10	**	295	10	282	23
	7%	7%	7%	**	**	15%	1%	1%	**	8%	1%	12%	1%
						de				c		b	

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

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 TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	~a	~b	~c	~d	e	f	g	h	i	j
Unweighted total	3981	2005	1976	-	-	-	-	826	819	777	763	402	394
Effective Weighted Sample	3406	1704	1702	-	-	-	-	693	692	640	645	378	370
Total	4530	2265	2265	-	-	-	-	906	906	906	906	453	453
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	4154	2070	2084	**	**	**	**	745	742	884	895	441	447
	92%	91%	92%	**	**	**	**	82%	82%	98%	99%	97%	99%
										ef	ef	ef	ef
USES ANY SOCIAL MEDIA APPS/ SITES	3719	1813	1905	**	**	**	**	557	591	826	868	431	447
	82%	80%	84%	**	**	**	**	61%	65%	91%	96%	95%	99%
			a							ef	efg	ef	efgi
EITHER OF THESE	4226	2099	2127	**	**	**	**	764	774	890	901	445	452
	93%	93%	94%	**	**	**	**	84%	85%	98%	99%	98%	100%
										ef	ef	ef	ef
NEITHER OF THESE	304	166	138	**	**	**	**	142	132	16	5	8	1
	7%	7%	6%	**	**	**	**	16%	15%	2%	1%	2%	1%
								ghij	ghij				1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3981	-	1432	2409	2741	481	466	293	3511	470
Effective Weighted Sample	3406	-	1204	2078	2566	458	401	234	3009	401
Total	4530	-	1553	2810	3727	402	223	178	3950	580
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	4154	**	1248	2751	3401	383	205	164	3629	524
	92%	**	80%	98%	91%	95%	92%	92%	92%	90%
				b		a				
USES ANY SOCIAL MEDIA APPS/ SITES	3719	**	938	2635	3033	345	186	155	3269	450
	82%	**	60%	94%	81%	86%	83%	87%	83%	78%
				b						
EITHER OF THESE	4226	**	1293	2778	3461	389	208	168	3692	534
	93%	**	83%	99%	93%	97%	93%	95%	93%	92%
				b		a				
NEITHER OF THESE	304	**	260	33	266	13	15	10	258	46
	7%	**	17%	1%	7%	3%	7%	5%	7%	8%
			c		b					

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

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 TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	SOCIAL GRADE					IMPACTING OR LIMITING CONDITIONS			FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3981	1237	1035	831	860	2272	1691	866	2968	1150	1550	938
Effective Weighted Sample	3406	1064	888	717	761	1952	1468	746	2536	989	1316	815
Total	4530	1291	1072	952	1193	2364	2144	989	3373	1383	1713	1024
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	4154 92%	1206 93% df	985 92%	885 93% d	1056 89%	2191 93% d	1941 91%	915 93%	3088 92%	1243 90%	1588 93%	956 93% a
USES ANY SOCIAL MEDIA APPS/ SITES	3719 82%	1091 85% b	847 79%	804 84% b	956 80%	1939 82%	1760 82%	829 84%	2758 82%	1126 81%	1426 83%	852 83%
EITHER OF THESE	4226 93%	1220 94% d	1001 93%	898 94%	1085 91%	2221 94% d	1983 92%	934 94%	3138 93%	1267 92%	1612 94%	974 95% a
NEITHER OF THESE	304 7%	72 6%	71 7%	54 6%	107 9% ae	143 6%	161 8%	56 6%	235 7%	116 8% c	101 6%	50 5%

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

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3720	1859	1861	-	-	1408	1524	788	-	2932	788	1772	1948
Effective Weighted Sample	3186	1600	1586	-	-	1185	1272	740	-	2452	740	1483	1703
Total	4226	2101	2124	-	-	1538	1791	896	-	3329	896	1983	2242
All the time	849	454	395	**	**	387	314	149	**	700	149	479	370
	20%	22%	19%	**	**	25%	18%	17%	**	21%	17%	24%	17%
						de				c		b	
Most of the time	1964	966	998	**	**	632	902	429	**	1534	429	845	1119
	46%	46%	47%	**	**	41%	50%	48%	**	46%	48%	43%	50%
							c	c					a
Sometimes	1200	605	594	**	**	394	512	294	**	906	294	514	685
	28%	29%	28%	**	**	26%	29%	33%	**	27%	33%	26%	31%
								c			b		a
Never	65	21	44	**	**	26	27	12	**	53	12	31	34
	2%	1%	2%	**	**	2%	2%	1%	**	2%	1%	2%	2%
Don't know	148	56	92	**	**	99	36	13	**	136	13	114	34
	4%	3%	4%	**	**	6%	2%	1%	**	4%	1%	6%	2%
			a			de				c		b	
SUMMARY													
ALL OR MOST OF THE TIME	2813	1419	1393	**	**	1019	1216	578	**	2235	578	1324	1489
	67%	68%	66%	**	**	66%	68%	64%	**	67%	64%	67%	66%
EVER	4012	2025	1988	**	**	1413	1728	872	**	3140	872	1838	2174
	95%	96%	94%	**	**	92%	96%	97%	**	94%	97%	93%	97%
		b					c	c			b		a

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

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.

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%	a	b		~a	~b	~c	~d	e	f	g	h	i	j
Unweighted total	3720	1856	1864	-	-	-	-	697	711	764	760	395	393
Effective Weighted Sample	3186	1580	1606	-	-	-	-	585	600	630	642	371	369
Total	4226	2099	2127	-	-	-	-	764	774	890	901	445	452
All the time	849 20%	451 21%	398 19%	**	**	**	**	209 27%	178 23%	161 18%	153 17%	81 18%	68 15%
				**	**	**	**	ghij	hj				
Most of the time	1964 46%	933 44%	1031 48%	**	**	**	**	297 39%	336 43%	429 48%	473 52%	207 47%	222 49%
				**	**	**	**			e	ef		e
Sometimes	1200 28%	597 28%	603 28%	**	**	**	**	194 25%	200 26%	261 29%	251 28%	142 32%	152 34%
				**	**	**	**						ef
Never	65 2%	38 2%	27 1%	**	**	**	**	14 2%	13 2%	18 2%	9 1%	7 1%	5 1%
Don't know	148 4%	81 4%	68 3%	**	**	**	**	51 7%	48 6%	21 2%	15 2%	8 2%	4 1%
				**	**	**	**	ghij	ghij				
SUMMARY													
ALL OR MOST OF THE TIME	2813 67%	1383 66%	1429 67%	**	**	**	**	505 66%	514 66%	590 66%	626 69%	288 65%	290 64%
EVER	4012 95%	1980 94%	2032 96%	**	**	**	**	699 92%	714 92%	851 96%	877 97%	430 97%	442 98%
				**	**	**	**			e	ef	ef	ef

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3720	-	1206	2383	2550	464	431	275	3287	433
Effective Weighted Sample	3186	-	1014	2057	2388	441	370	218	2819	370
Total	4226	-	1293	2778	3461	389	208	168	3692	534
All the time	849	**	323	498	688	82	33	46	763	86
	20%	**	25%	18%	20%	21%	16%	27%	21%	16%
			c				c			
Most of the time	1964	**	527	1376	1627	172	96	69	1736	228
	46%	**	41%	50%	47%	44%	46%	41%	47%	43%
				b						
Sometimes	1200	**	326	817	964	120	68	48	1013	187
	28%	**	25%	29%	28%	31%	33%	29%	27%	35%
									a	
Never	65	**	27	34	56	5	2	2	55	10
	2%	**	2%	1%	2%	1%	1%	1%	1%	2%
Don't know	148	**	90	53	126	10	8	4	126	22
	4%	**	7%	2%	4%	3%	4%	2%	3%	4%
			c							
SUMMARY										
ALL OR MOST OF THE TIME	2813	**	850	1875	2315	254	129	114	2499	314
	67%	**	66%	67%	67%	65%	62%	68%	68%	59%
									b	
EVER	4012	**	1176	2691	3279	374	197	163	3511	501
	95%	**	91%	97%	95%	96%	95%	97%	95%	94%
				b						

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

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.

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3720	1169	968	783	783	2137	1566	817	2768	1057	1455	893
Effective Weighted Sample	3186	1005	831	677	694	1836	1361	705	2367	909	1237	776
Total	4226	1220	1001	898	1085	2221	1983	934	3138	1267	1612	974
All the time	849 20%	263 22%	202 20%	200 22%	184 17%	464 21%	384 19%	180 19%	626 20%	264 21%	329 20%	208 21%
Most of the time	1964 46%	581 48%	459 46%	422 47%	493 45%	1040 47%	915 46%	402 43%	1508 48%	575 45%	731 45%	487 50%
Sometimes	1200 28%	329 27%	290 29%	241 27%	329 30%	619 28%	570 29%	303 32% b	855 27%	375 30%	465 29%	240 25%
Never	65 2%	12 1%	14 1%	14 2%	24 2%	26 1%	38 2%	15 2%	43 1%	15 1%	33 2%	11 1%
Don't know	148 4%	35 3%	37 4%	20 2%	56 5% c	72 3%	77 4%	33 4%	106 3%	38 3%	55 3%	29 3%
SUMMARY												
ALL OR MOST OF THE TIME	2813 67%	844 69% d	661 66%	623 69% d	676 62%	1504 68%	1299 66%	582 62%	2134 68% a	840 66%	1060 66%	695 71% b
EVER	4012 95%	1173 96% d	951 95%	864 96% d	1005 93%	2123 96% d	1869 94%	885 95%	2989 95%	1214 96%	1524 95%	934 96%

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

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3720	1859	1861	-	-	1408	1524	788	-	2932	788	1772	1948
Effective Weighted Sample	3186	1600	1586	-	-	1185	1272	740	-	2452	740	1483	1703
Total	4226	2101	2124	-	-	1538	1791	896	-	3329	896	1983	2242
All the time	1192	622	569	**	**	388	511	292	**	899	292	517	675
	28%	30%	27%	**	**	25%	29%	33%	**	27%	33%	26%	30%
								c			b		
Most of the time	1596	793	803	**	**	511	740	344	**	1252	344	676	919
	38%	38%	38%	**	**	33%	41%	38%	**	38%	38%	34%	41%
							c					a	
Sometimes	1117	553	564	**	**	441	443	233	**	884	233	563	554
	26%	26%	27%	**	**	29%	25%	26%	**	27%	26%	28%	25%
Never	162	70	92	**	**	93	50	19	**	143	19	106	55
	4%	3%	4%	**	**	6%	3%	2%	**	4%	2%	5%	2%
						de				c		b	
Don't know	159	64	96	**	**	104	47	9	**	151	9	121	38
	4%	3%	5%	**	**	7%	3%	1%	**	5%	1%	6%	2%
						de				c		b	
SUMMARY													
ALL OR MOST OF THE TIME	2787	1415	1372	**	**	899	1252	636	**	2151	636	1193	1594
	66%	67%	65%	**	**	58%	70%	71%	**	65%	71%	60%	71%
							c	c			b		a
EVER	3904	1968	1936	**	**	1341	1695	869	**	3036	869	1756	2149
	92%	94%	91%	**	**	87%	95%	97%	**	91%	97%	89%	96%
		b					c	c			b		a

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

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.

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	~a	~b	~c	~d	e	f	g	h	i	j
Unweighted total	3720	1856	1864	-	-	-	-	697	711	764	760	395	393
Effective Weighted Sample	3186	1580	1606	-	-	-	-	585	600	630	642	371	369
Total	4226	2099	2127	-	-	-	-	764	774	890	901	445	452
All the time	1192 28%	572 27%	620 29%	** **	** **	** **	** **	182 24%	206 27%	238 27%	273 30%	151 34% e	141 31%
Most of the time	1596 38%	762 36%	833 39%	** **	** **	** **	** **	259 34%	253 33%	349 39%	391 43% efi	154 35%	190 42% f
Sometimes	1117 26%	584 28%	533 25%	** **	** **	** **	** **	225 29% h	216 28%	236 27%	207 23%	123 28%	110 24%
Never	162 4%	84 4%	77 4%	** **	** **	** **	** **	42 6% hj	51 7% ghij	30 3%	20 2%	12 3%	6 1%
Don't know	159 4%	96 5%	63 3%	** **	** **	** **	** **	56 7% hij	48 6% hij	37 4% hij	10 1%	4 1%	5 1%
SUMMARY													
ALL OR MOST OF THE TIME	2787 66%	1334 64%	1453 68% a	** **	** **	** **	** **	441 58%	458 59%	588 66% e	664 74% efg	305 69% ef	331 73% ef
EVER	3904 92%	1918 91%	1986 93%	** **	** **	** **	** **	666 87%	675 87%	824 93% ef	871 97% efg	428 96% ef	441 98% efg

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3720	-	1206	2383	2550	464	431	275	3287	433
Effective Weighted Sample	3186	-	1014	2057	2388	441	370	218	2819	370
Total	4226	-	1293	2778	3461	389	208	168	3692	534
All the time	1192	**	310	842	958	111	62	60	1062	129
	28%	**	24%	30%	28%	29%	30%	36%	29%	24%
				b						
Most of the time	1596	**	436	1108	1324	137	74	60	1400	196
	38%	**	34%	40%	38%	35%	36%	36%	38%	37%
				b						
Sometimes	1117	**	371	694	903	119	56	39	966	151
	26%	**	29%	25%	26%	31%	27%	23%	26%	28%
Never	162	**	75	76	142	7	7	5	130	32
	4%	**	6%	3%	4%	2%	4%	3%	4%	6%
			c							
Don't know	159	**	101	57	133	15	8	4	134	25
	4%	**	8%	2%	4%	4%	4%	2%	4%	5%
			c							
SUMMARY										
ALL OR MOST OF THE TIME	2787	**	746	1950	2282	248	137	120	2462	325
	66%	**	58%	70%	66%	64%	66%	71%	67%	61%
				b						
EVER	3904	**	1117	2644	3186	367	193	159	3428	477
	92%	**	86%	95%	92%	94%	93%	95%	93%	89%
				b						

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

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.

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3720	1169	968	783	783	2137	1566	817	2768	1057	1455	893
Effective Weighted Sample	3186	1005	831	677	694	1836	1361	705	2367	909	1237	776
Total	4226	1220	1001	898	1085	2221	1983	934	3138	1267	1612	974
All the time	1192	365	263	263	297	628	561	266	874	359	471	283
	28%	30%	26%	29%	27%	28%	28%	28%	28%	28%	29%	29%
Most of the time	1596	488	385	342	375	872	717	323	1221	457	607	392
	38%	40%	38%	38%	35%	39%	36%	35%	39%	36%	38%	40%
Sometimes	1117	274	284	231	320	558	550	262	816	356	415	229
	26%	22%	28%	26%	29%	25%	28%	28%	26%	28%	26%	23%
			a		a		a					
Never	162	55	30	28	46	84	74	39	116	54	55	36
	4%	4%	3%	3%	4%	4%	4%	4%	4%	4%	3%	4%
Don't know	159	39	39	35	46	78	81	43	110	41	63	35
	4%	3%	4%	4%	4%	4%	4%	5%	4%	3%	4%	4%
SUMMARY												
ALL OR MOST OF THE TIME	2787	852	648	605	673	1500	1278	589	2095	816	1078	675
	66%	70%	65%	67%	62%	68%	64%	63%	67%	64%	67%	69%
		df				d						
EVER	3904	1126	932	835	993	2058	1828	852	2912	1172	1494	904
	92%	92%	93%	93%	91%	93%	92%	91%	93%	92%	93%	93%

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

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3720	1859	1861	-	-	1408	1524	788	-	2932	788	1772	1948
Effective Weighted Sample	3186	1600	1586	-	-	1185	1272	740	-	2452	740	1483	1703
Total	4226	2101	2124	-	-	1538	1791	896	-	3329	896	1983	2242
All the time	954	520	434	**	**	385	360	210	**	745	210	479	475
	23%	25%	20%	**	**	25%	20%	23%	**	22%	23%	24%	21%
		b				d							
Most of the time	2148	1041	1107	**	**	714	967	468	**	1680	468	940	1208
	51%	50%	52%	**	**	46%	54%	52%	**	50%	52%	47%	54%
						c						a	
Sometimes	876	435	441	**	**	292	394	190	**	686	190	400	475
	21%	21%	21%	**	**	19%	22%	21%	**	21%	21%	20%	21%
Never	82	38	44	**	**	38	29	15	**	67	15	41	41
	2%	2%	2%	**	**	2%	2%	2%	**	2%	2%	2%	2%
Don't know	166	67	99	**	**	109	43	15	**	152	15	123	43
	4%	3%	5%	**	**	7%	2%	2%	**	5%	2%	6%	2%
						de				c		b	
SUMMARY													
ALL OR MOST OF THE TIME	3102	1561	1541	**	**	1099	1326	677	**	2425	677	1419	1683
	73%	74%	73%	**	**	71%	74%	76%	**	73%	76%	72%	75%
EVER	3978	1996	1982	**	**	1391	1720	867	**	3111	867	1819	2158
	94%	95%	93%	**	**	90%	96%	97%	**	93%	97%	92%	96%
						c	c			b		a	

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

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.

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%	a	b	~a	~b	~c	~d	e	f	g	h	i	j	
Unweighted total	3720	1856	1864	-	-	-	-	697	711	764	760	395	393
Effective Weighted Sample	3186	1580	1606	-	-	-	-	585	600	630	642	371	369
Total	4226	2099	2127	-	-	-	-	764	774	890	901	445	452
All the time	954 23%	540 26%	415 19%	**	**	**	**	212 28%	173 22%	198 22%	161 18%	130 29%	80 18%
		b						hj				hj	
Most of the time	2148 51%	1029 49%	1119 53%	**	**	**	**	343 45%	371 48%	475 53%	491 55%	211 47%	257 57%
								e		e		ef	
Sometimes	876 21%	403 19%	473 22%	**	**	**	**	137 18%	155 20%	175 20%	218 24%	90 20%	100 22%
								e		e			
Never	82 2%	38 2%	43 2%	**	**	**	**	20 3%	19 2%	15 2%	13 1%	3 1%	11 3%
Don't know	166 4%	89 4%	77 4%	**	**	**	**	52 7%	57 7%	26 3%	17 2%	11 3%	3 1%
								ghij	ghij				
SUMMARY													
ALL OR MOST OF THE TIME	3102 73%	1569 75%	1533 72%	**	**	**	**	555 73%	544 70%	674 76%	653 72%	340 77%	337 75%
EVER	3978 94%	1972 94%	2006 94%	**	**	**	**	692 91%	698 90%	849 95%	871 97%	430 97%	437 97%
								ef		ef		ef	ef

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3720	-	1206	2383	2550	464	431	275	3287	433
Effective Weighted Sample	3186	-	1014	2057	2388	441	370	218	2819	370
Total	4226	-	1293	2778	3461	389	208	168	3692	534
All the time	954	**	321	609	782	100	36	36	836	118
	23%	**	25%	22%	23%	26%	17%	21%	23%	22%
						c				
Most of the time	2148	**	589	1476	1746	197	116	89	1910	238
	51%	**	46%	53%	50%	51%	56%	53%	52%	45%
				b						
Sometimes	876	**	250	591	721	76	42	36	740	135
	21%	**	19%	21%	21%	20%	20%	21%	20%	25%
Never	82	**	30	45	74	3	3	2	71	11
	2%	**	2%	2%	2%	1%	2%	1%	2%	2%
Don't know	166	**	102	57	138	13	10	5	135	31
	4%	**	8%	2%	4%	3%	5%	3%	4%	6%
			c							
SUMMARY										
ALL OR MOST OF THE TIME	3102	**	911	2085	2528	297	152	125	2746	357
	73%	**	70%	75%	73%	76%	73%	74%	74%	67%
				b					b	
EVER	3978	**	1161	2676	3249	374	194	161	3486	492
	94%	**	90%	96%	94%	96%	93%	96%	94%	92%
				b						

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

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.

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	3720	1169	968	783	783	2137	1566	817	2768	1057	1455	893
Effective Weighted Sample	3186	1005	831	677	694	1836	1361	705	2367	909	1237	776
Total	4226	1220	1001	898	1085	2221	1983	934	3138	1267	1612	974
All the time	954 23%	314 26% b	189 19%	218 24%	229 21%	503 23%	447 23%	186 20%	729 23%	274 22%	363 23%	255 26%
Most of the time	2148 51%	589 48%	568 57% acdf	441 49%	541 50%	1157 52%	981 49%	461 49%	1622 52%	632 50%	819 51%	505 52%
Sometimes	876 21%	251 21%	185 18%	197 22%	238 22%	435 20%	435 22%	228 24% b	616 20%	296 23% c	335 21%	165 17%
Never	82 2%	15 1%	20 2%	14 2%	30 3%	35 2%	44 2%	17 2%	57 2%	25 2%	33 2%	15 2%
Don't know	166 4%	52 4%	39 4%	28 3%	48 4%	91 4%	75 4%	42 4%	115 4%	41 3%	62 4%	34 3%
SUMMARY												
ALL OR MOST OF THE TIME	3102 73%	902 74%	757 76%	659 73%	770 71%	1660 75%	1429 72%	647 69%	2351 75% a	906 72%	1182 73%	761 78% a
EVER	3978 94%	1153 95%	942 94%	856 95%	1008 93%	2095 94%	1864 94%	875 94%	2967 95%	1202 95%	1517 94%	926 95%

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

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3720	1859	1861	-	-	1408	1524	788	-	2932	788	1772	1948
Effective Weighted Sample	3186	1600	1586	-	-	1185	1272	740	-	2452	740	1483	1703
Total	4226	2101	2124	-	-	1538	1791	896	-	3329	896	1983	2242
All the time	420	238	183	**	**	143	175	103	**	318	103	189	231
	10%	11%	9%	**	**	9%	10%	11%	**	10%	11%	10%	10%
Most of the time	689	366	323	**	**	245	299	144	**	545	144	313	375
	16%	17%	15%	**	**	16%	17%	16%	**	16%	16%	16%	17%
Sometimes	2631	1272	1358	**	**	896	1148	587	**	2044	587	1181	1450
	62%	61%	64%	**	**	58%	64%	65%	**	61%	65%	60%	65%
						c	c	c					a
Never	218	100	118	**	**	106	82	30	**	188	30	125	93
	5%	5%	6%	**	**	7%	5%	3%	**	6%	3%	6%	4%
						e						b	
Don't know	268	126	142	**	**	149	87	33	**	236	33	175	93
	6%	6%	7%	**	**	10%	5%	4%	**	7%	4%	9%	4%
						de				c		b	
SUMMARY													
ALL OR MOST OF THE TIME	1109	603	506	**	**	388	474	247	**	862	247	503	606
	26%	29%	24%	**	**	25%	26%	28%	**	26%	28%	25%	27%
		b											
EVER	3740	1876	1864	**	**	1284	1622	834	**	2906	834	1683	2056
	88%	89%	88%	**	**	83%	91%	93%	**	87%	93%	85%	92%
						c	c	c			b		a

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

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.

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	3720	1856	1864	-	-	-	-	697	711	764	760	395	393
Effective Weighted Sample	3186	1580	1606	-	-	-	-	585	600	630	642	371	369
Total	4226	2099	2127	-	-	-	-	764	774	890	901	445	452
All the time	420 10%	205 10%	215 10%	** **	** **	** **	** **	82 11%	61 8%	79 9%	97 11%	45 10%	58 13%
Most of the time	689 16%	331 16%	358 17%	** **	** **	** **	** **	124 16%	122 16%	140 16%	159 18%	67 15%	77 17%
Sometimes	2631 62%	1308 62%	1323 62%	** **	** **	** **	** **	439 57%	457 59%	578 65%	570 63%	291 65%	296 66%
Never	218 5%	105 5%	112 5%	** **	** **	** **	** **	45 6%	60 8%	39 4%	42 5%	21 5%	9 2%
Don't know	268 6%	149 7%	119 6%	** **	** **	** **	** **	74 10%	75 10%	54 6%	33 4%	21 5%	11 3%
SUMMARY													
ALL OR MOST OF THE TIME	1109 26%	536 26%	573 27%	** **	** **	** **	** **	206 27%	182 24%	218 25%	256 28%	112 25%	135 30%
EVER	3740 88%	1844 88%	1896 89%	** **	** **	** **	** **	645 84%	639 83%	797 89%	826 92%	403 91%	431 95%
										ef	ef	ef	efgi

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3720	-	1206	2383	2550	464	431	275	3287	433
Effective Weighted Sample	3186	-	1014	2057	2388	441	370	218	2819	370
Total	4226	-	1293	2778	3461	389	208	168	3692	534
All the time	420	**	116	286	340	40	19	21	378	42
	10%	**	9%	10%	10%	10%	9%	12%	10%	8%
Most of the time	689	**	207	464	565	59	36	28	610	79
	16%	**	16%	17%	16%	15%	17%	17%	17%	15%
Sometimes	2631	**	753	1777	2142	254	132	103	2282	349
	62%	**	58%	64%	62%	65%	64%	61%	62%	65%
Never	218	**	88	121	181	20	9	7	195	23
	5%	**	7%	4%	5%	5%	4%	4%	5%	4%
Don't know	268	**	128	129	232	16	11	9	227	42
	6%	**	10%	5%	7%	4%	5%	6%	6%	8%
SUMMARY										
ALL OR MOST OF THE TIME	1109	**	323	751	905	99	56	49	988	121
	26%	**	25%	27%	26%	25%	27%	29%	27%	23%
EVER	3740	**	1076	2528	3047	352	188	152	3270	469
	88%	**	83%	91%	88%	91%	90%	90%	89%	88%

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

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.

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3720	1169	968	783	783	2137	1566	817	2768	1057	1455	893
Effective Weighted Sample	3186	1005	831	677	694	1836	1361	705	2367	909	1237	776
Total	4226	1220	1001	898	1085	2221	1983	934	3138	1267	1612	974
All the time	420	139	69	94	117	207	210	136	268	143	158	98
	10%	11%	7%	10%	11%	9%	11%	15%	9%	11%	10%	10%
		b			b		b	b				
Most of the time	689	214	154	157	164	368	321	194	463	238	274	123
	16%	18%	15%	17%	15%	17%	16%	21%	15%	19%	17%	13%
								b		c	c	
Sometimes	2631	733	656	542	682	1389	1225	522	2025	754	990	653
	62%	60%	66%	60%	63%	63%	62%	56%	65%	59%	61%	67%
									a			a
Never	218	62	52	51	53	114	104	26	183	65	78	54
	5%	5%	5%	6%	5%	5%	5%	3%	6%	5%	5%	6%
									a			
Don't know	268	72	70	54	70	142	124	56	200	68	111	46
	6%	6%	7%	6%	6%	6%	6%	6%	6%	5%	7%	5%
SUMMARY												
ALL OR MOST OF THE TIME	1109	352	223	251	281	575	531	329	731	381	432	221
	26%	29%	22%	28%	26%	26%	27%	35%	23%	30%	27%	23%
		b						b		c		
EVER	3740	1085	879	793	963	1964	1756	851	2756	1135	1422	873
	88%	89%	88%	88%	89%	88%	89%	91%	88%	90%	88%	90%

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

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3720	1859	1861	-	-	1408	1524	788	-	2932	788	1772	1948
Effective Weighted Sample	3186	1600	1586	-	-	1185	1272	740	-	2452	740	1483	1703
Total	4226	2101	2124	-	-	1538	1791	896	-	3329	896	1983	2242
All the time	648 15%	357 17%	291 14%	** **	** **	220 14%	282 16%	145 16%	** **	503 15%	145 16%	294 15%	354 16%
Most of the time	1036 25%	535 25%	501 24%	** **	** **	342 22%	443 25%	251 28% c	** **	785 24%	251 28%	439 22%	597 27% a
Sometimes	1620 38%	785 37%	835 39%	** **	** **	512 33%	749 42% c	359 40% c	** **	1261 38%	359 40%	679 34%	941 42% a
Never	508 12%	224 11%	284 13%	** **	** **	208 14%	201 11%	99 11%	** **	408 12%	99 11%	276 14% b	231 10%
Don't know	414 10%	201 10%	213 10%	** **	** **	255 17% de	116 6%	43 5%	** **	371 11% c	43 5%	294 15% b	120 5%
SUMMARY													
ALL OR MOST OF THE TIME	1684 40%	892 42% b	792 37%	** **	** **	563 37%	726 41%	396 44% c	** **	1288 39%	396 44% b	733 37%	950 42% a
EVER	3304 78%	1677 80%	1627 77%	** **	** **	1075 70%	1475 82% c	754 84% c	** **	2549 77%	754 84% b	1413 71%	1891 84% a

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

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.

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%		a	b	~a	~b	~c	~d	e	f	g	h	i	j
Unweighted total	3720	1856	1864	-	-	-	-	697	711	764	760	395	393
Effective Weighted Sample	3186	1580	1606	-	-	-	-	585	600	630	642	371	369
Total	4226	2099	2127	-	-	-	-	764	774	890	901	445	452
All the time	648 15%	327 16%	321 15%	** **	** **	** **	** **	116 15%	104 13%	140 16%	142 16%	71 16%	74 16%
Most of the time	1036 25%	482 23%	554 26%	** **	** **	** **	** **	167 22%	176 23%	206 23%	237 26%	109 25%	142 31% efg
Sometimes	1620 38%	780 37%	840 40%	** **	** **	** **	** **	242 32%	270 35%	365 41% e	383 43% ef	173 39%	186 41% e
Never	508 12%	271 13%	236 11%	** **	** **	** **	** **	106 14%	102 13%	105 12%	96 11%	61 14%	39 9%
Don't know	414 10%	239 11% b	175 8%	** **	** **	** **	** **	133 17% ghij	122 16% ghij	74 8% hj	42 5%	32 7% j	11 2%
SUMMARY													
ALL OR MOST OF THE TIME	1684 40%	809 39%	875 41%	** **	** **	** **	** **	283 37%	280 36%	346 39%	380 42%	180 40%	216 48% efg
EVER	3304 78%	1589 76%	1715 81% a	** **	** **	** **	** **	525 69%	550 71%	712 80% ef	763 85% ef	352 79% ef	402 89% efgi

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3720	-	1206	2383	2550	464	431	275	3287	433
Effective Weighted Sample	3186	-	1014	2057	2388	441	370	218	2819	370
Total	4226	-	1293	2778	3461	389	208	168	3692	534
All the time	648	**	186	446	521	57	37	33	593	55
	15%	**	14%	16%	15%	15%	18%	19%	16%	10%
									b	
Most of the time	1036	**	290	703	846	88	58	44	903	133
	25%	**	22%	25%	24%	23%	28%	26%	24%	25%
Sometimes	1620	**	418	1131	1338	151	70	62	1408	213
	38%	**	32%	41%	39%	39%	34%	37%	38%	40%
				b						
Never	508	**	161	333	418	52	20	18	439	68
	12%	**	12%	12%	12%	13%	10%	11%	12%	13%
Don't know	414	**	238	165	338	42	23	11	349	65
	10%	**	18%	6%	10%	11%	11%	7%	9%	12%
			c							
SUMMARY										
ALL OR MOST OF THE TIME	1684	**	476	1148	1367	145	95	77	1496	188
	40%	**	37%	41%	40%	37%	46%	46%	41%	35%
EVER	3304	**	894	2279	2705	295	165	139	2903	401
	78%	**	69%	82%	78%	76%	79%	83%	79%	75%
				b						

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

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.

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	3720	1169	968	783	783	2137	1566	817	2768	1057	1455	893
Effective Weighted Sample	3186	1005	831	677	694	1836	1361	705	2367	909	1237	776
Total	4226	1220	1001	898	1085	2221	1983	934	3138	1267	1612	974
All the time	648 15%	207 17%	157 16%	127 14%	155 14%	364 16%	282 14%	204 22% b	412 13%	193 15%	270 17%	139 14%
Most of the time	1036 25%	331 27% b	218 22%	234 26%	248 23%	549 25%	482 24%	254 27%	745 24%	331 26%	386 24%	237 24%
Sometimes	1620 38%	436 36%	380 38%	359 40%	435 40%	815 37%	794 40%	316 34%	1250 40% a	475 37%	614 38%	385 40%
Never	508 12%	133 11%	136 14%	94 10%	142 13%	268 12%	236 12%	71 8%	420 13% a	146 12%	184 11%	130 13%
Don't know	414 10%	113 9%	111 11%	84 9%	105 10%	224 10%	188 10%	88 9%	311 10%	123 10%	158 10%	82 8%
SUMMARY												
ALL OR MOST OF THE TIME	1684 40%	538 44% bdf	375 37%	361 40%	403 37%	913 41%	764 39%	458 49% b	1157 37%	523 41%	656 41%	376 39%
EVER	3304 78%	974 80%	754 75%	720 80%	838 77%	1728 78%	1559 79%	774 83% b	2407 77%	998 79%	1271 79%	761 78%

Columns Tested: a,b,c,d,e,f - 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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 1 ONLY)

	Total	WAVE		CHILD'S AGE				CHILD'S AGE (2)			CHILD'S AGE (3)		
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	~b	~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1152	1152	-	-	-	-	756	396	-	756	396	181	971
Effective Weighted Sample	998	998	-	-	-	-	634	369	-	634	369	151	849
Total	1331	1331	-	-	-	-	885	446	-	885	446	220	1111
Follow my friends/ like or comment on their posts or photos	951 71%	951 71%	** **	** **	** **	** **	604 68%	347 78% d	** **	604 68%	347 78% b	138 63%	813 73% a
Follow celebrities/ YouTubers/ TikTokers/ influencers	785 59%	785 59%	** **	** **	** **	** **	509 58%	276 62%	** **	509 58%	276 62%	117 53%	668 60%
Send supportive messages to friends if they are having a hard time	643 48%	643 48%	** **	** **	** **	** **	400 45%	243 54% d	** **	400 45%	243 54% b	87 39%	557 50%
Follow companies or brands that I like	517 39%	517 39%	** **	** **	** **	** **	307 35%	210 47% d	** **	307 35%	210 47% b	58 26%	460 41% a
Share/ discuss news stories with others	303 23%	303 23%	** **	** **	** **	** **	184 21%	120 27%	** **	184 21%	120 27%	41 18%	263 24%
Support causes or organisations by sharing or commenting on posts	261 20%	261 20%	** **	** **	** **	** **	158 18%	103 23%	** **	158 18%	103 23%	36 16%	225 20%
Sign petitions	137 10%	137 10%	** **	** **	** **	** **	75 9%	62 14% d	** **	75 9%	62 14% b	14 6%	123 11%

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

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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 1 ONLY)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	~b	~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1152	1152	-	-	-	-	756	396	-	756	396	181	971
Effective Weighted Sample	998	998	-	-	-	-	634	369	-	634	369	151	849
Total	1331	1331	-	-	-	-	885	446	-	885	446	220	1111
None of these	84	84	**	**	**	**	62	22	**	62	22	23	62
	6%	6%	**	**	**	**	7%	5%	**	7%	5%	10%	6%
Don't know	12	12	**	**	**	**	9	4	**	9	4	1	11
	1%	1%	**	**	**	**	1%	1%	**	1%	1%	1%	1%

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

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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 1 ONLY)

	CHILD'S GENDER		CHILD'S AGE AND GENDER										
	Total	MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 ~e	FEMALE 8-11 ~f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Unweighted total	1152	579	573	-	-	-	-	-	-	377	379	202	194
Effective Weighted Sample	998	495	503	-	-	-	-	-	-	311	323	187	182
Total	1331	660	671	-	-	-	-	-	-	438	447	223	224
Follow my friends/ like or comment on their posts or photos	951 71%	449 68%	502 75%	**	**	**	**	**	**	278 63%	326 73%	171 77%	176 79%
												g	g
Follow celebrities/ YouTubers/ TikTokers/ influencers	785 59%	367 56%	419 62%	**	**	**	**	**	**	239 55%	270 60%	128 57%	148 66%
Send supportive messages to friends if they are having a hard time	643 48%	253 38%	391 58%	**	**	**	**	**	**	157 36%	243 54%	95 43%	147 66%
			a								g		gi
Follow companies or brands that I like	517 39%	254 38%	264 39%	**	**	**	**	**	**	155 35%	152 34%	99 45%	111 50%
				**	**	**	**	**	**				gh
Share/ discuss news stories with others	303 23%	161 24%	143 21%	**	**	**	**	**	**	93 21%	91 20%	68 30%	52 23%
Support causes or organisations by sharing or commenting on posts	261 20%	115 17%	146 22%	**	**	**	**	**	**	67 15%	92 20%	48 22%	54 24%
Sign petitions	137 10%	55 8%	82 12%	**	**	**	**	**	**	29 7%	46 10%	27 12%	35 16%
				**	**	**	**	**	**				g

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 1 ONLY)

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 ~e	FEMALE 8-11 ~f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Unweighted total	1152	579	573	-	-	-	-	-	-	377	379	202	194
Effective Weighted Sample	998	495	503	-	-	-	-	-	-	311	323	187	182
Total	1331	660	671	-	-	-	-	-	-	438	447	223	224
None of these	84	48	37	**	**	**	**	**	**	37	25	11	11
	6%	7%	5%	**	**	**	**	**	**	8%	6%	5%	5%
Don't know	12	8	4	**	**	**	**	**	**	6	3	3	1
	1%	1%	1%	**	**	**	**	**	**	1%	1%	1%	*%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 1 ONLY)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	~b	c	a	b	c	~d	a	b
Unweighted total	1152	-	11	1085	819	134	120	79	1028	124
Effective Weighted Sample	998	-	11	939	761	127	103	62	891	109
Total	1331	-	10	1257	1096	120	64	51	1169	163
Follow my friends/ like or comment on their posts or photos	951 71%	** **	** **	904 72%	783 71%	91 76%	45 70%	** **	837 72%	114 70%
Follow celebrities/ YouTubers/ TikTokers/ influencers	785 59%	** **	** **	741 59%	647 59%	76 63%	36 57%	** **	692 59%	93 57%
Send supportive messages to friends if they are having a hard time	643 48%	** **	** **	607 48%	536 49%	58 49%	26 40%	** **	565 48%	78 48%
Follow companies or brands that I like	517 39%	** **	** **	481 38%	423 39%	51 42%	26 41%	** **	452 39%	66 40%
Share/ discuss news stories with others	303 23%	** **	** **	286 23%	259 24%	19 16%	11 18%	** **	268 23%	35 22%
Support causes or organisations by sharing or commenting on posts	261 20%	** **	** **	248 20%	212 19%	26 21%	12 19%	** **	232 20%	29 18%
Sign petitions	137 10%	** **	** **	129 10%	116 11%	13 11%	4 6%	** **	126 11%	11 7%
None of these	84 6%	** **	** **	81 6%	66 6%	8 6%	5 8%	** **	69 6%	15 9%
Don't know	12 1%	** **	** **	11 1%	11 1%	- -%	- -%	** **	12 1%	* *%

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

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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 1 ONLY)

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	1152	365	275	237	270	640	507	273	834	360	443	260
Effective Weighted Sample	998	317	235	204	242	552	446	238	722	315	375	228
Total	1331	390	298	284	351	688	635	311	968	434	489	298
Follow my friends/ like or comment on their posts or photos	951 71%	273 70%	212 71%	197 69%	265 75%	485 70%	462 73%	213 68%	714 74%	304 70%	363 74%	205 69%
Follow celebrities/ YouTubers/ TikTokkers/ influencers	785 59%	213 55%	185 62%	175 62%	207 59%	399 58%	383 60%	186 60%	572 59%	272 63%	288 59%	160 54%
Send supportive messages to friends if they are having a hard time	643 48%	190 49%	143 48%	133 47%	173 49%	332 48%	306 48%	165 53%	464 48%	219 50%	236 48%	132 44%
Follow companies or brands that I like	517 39%	150 38%	123 41%	105 37%	136 39%	273 40%	242 38%	122 39%	374 39%	174 40%	182 37%	119 40%
Share/ discuss news stories with others	303 23%	108 28%	64 22%	56 20%	73 21%	172 25%	130 20%	67 21%	227 23%	102 23%	101 21%	75 25%
Support causes or organisations by sharing or commenting on posts	261 20%	90 23%	56 19%	62 22%	51 14%	146 21%	113 18%	52 17%	203 21%	74 17%	92 19%	67 23%
Sign petitions	137 10%	55 14%	23 8%	27 10%	32 9%	77 11%	60 9%	38 12%	91 9%	52 12%	44 9%	36 12%
None of these	84 6%	20 5%	23 8%	16 6%	23 7%	43 6%	39 6%	16 5%	65 7%	19 4%	37 8%	24 8%

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

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Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 1 ONLY)

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	1152	365	275	237	270	640	507	273	834	360	443	260
Effective Weighted Sample	998	317	235	204	242	552	446	238	722	315	375	228
Total	1331	390	298	284	351	688	635	311	968	434	489	298
Don't know	12	1	2	3	6	3	9	3	7	5	3	2
	1%	*%	1%	1%	2%	*%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f - 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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 2 ONLY)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		~a	b	~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1160	-	1160	-	-	-	768	392	-	768	392	183	977
Effective Weighted Sample	1004	-	1004	-	-	-	638	371	-	638	371	152	854
Total	1356	-	1356	-	-	-	906	450	-	906	450	225	1131
Send supportive messages to friends if they are having a hard time	692 51%	** **	692 51%	** **	** **	** **	455 50%	238 53%	** **	455 50%	238 53%	95 42%	597 53%
Search out, share or discuss news stories with others on these apps and sites	336 25%	** **	336 25%	** **	** **	** **	202 22%	134 30% d	** **	202 22%	134 30% b	36 16%	301 27% a
Write my own posts about causes I care about	244 18%	** **	244 18%	** **	** **	** **	149 16%	94 21%	** **	149 16%	94 21%	30 13%	214 19%
Follow activists and campaigners who talk about causes I care about	227 17%	** **	227 17%	** **	** **	** **	128 14%	99 22% d	** **	128 14%	99 22% b	28 12%	199 18%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	171 13%	** **	171 13%	** **	** **	** **	101 11%	71 16%	** **	101 11%	71 16%	23 10%	148 13%
None of these	356 26%	** **	356 26%	** **	** **	** **	251 28%	105 23%	** **	251 28%	105 23%	85 38% b	271 24%

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

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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 2 ONLY)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		~a	b	~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1160	-	1160	-	-	-	768	392	-	768	392	183	977
Effective Weighted Sample	1004	-	1004	-	-	-	638	371	-	638	371	152	854
Total	1356	-	1356	-	-	-	906	450	-	906	450	225	1131
Don't know	33	**	33	**	**	**	23	10	**	23	10	3	30
	2%	**	2%	**	**	**	2%	2%	**	2%	2%	1%	3%

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

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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 2 ONLY)

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 ~e	FEMALE 8-11 ~f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Unweighted total	1160	580	580	-	-	-	-	-	-	387	381	193	199
Effective Weighted Sample	1004	500	504	-	-	-	-	-	-	319	319	184	187
Total	1356	675	682	-	-	-	-	-	-	453	454	222	228
Send supportive messages to friends if they are having a hard time	692 51%	256 38%	437 64%	** **	** **	** **	** **	** **	** **	170 37%	285 63%	86 39%	152 67%
			a								gi		gi
Search out, share or discuss news stories with others on these apps and sites	336 25%	159 24%	177 26%	** **	** **	** **	** **	** **	** **	93 20%	110 24%	66 30%	68 30%
Write my own posts about causes I care about	244 18%	106 16%	137 20%	** **	** **	** **	** **	** **	** **	60 13%	89 20%	46 21%	48 21%
Follow activists and campaigners who talk about causes I care about	227 17%	103 15%	124 18%	** **	** **	** **	** **	** **	** **	58 13%	69 15%	44 20%	55 24%
													g
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	171 13%	70 10%	102 15%	** **	** **	** **	** **	** **	** **	40 9%	61 13%	30 14%	41 18%
													g
None of these	356 26%	246 36%	110 16%	** **	** **	** **	** **	** **	** **	172 38%	79 17%	73 33%	31 14%
		b								hj		hj	

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 2 ONLY)

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 ~e	FEMALE 8-11 ~f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Unweighted total	1160	580	580	-	-	-	-	-	-	387	381	193	199
Effective Weighted Sample	1004	500	504	-	-	-	-	-	-	319	319	184	187
Total	1356	675	682	-	-	-	-	-	-	453	454	222	228
Don't know	33	16	17	**	**	**	**	**	**	9	13	7	4
	2%	2%	2%	**	**	**	**	**	**	2%	3%	3%	2%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 2 ONLY)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	~b	c	a	b	c	~d	a	b
Unweighted total	1160	-	4	1103	824	140	124	72	1017	143
Effective Weighted Sample	1004	-	4	951	767	133	98	55	884	121
Total	1356	-	3	1286	1117	120	66	54	1179	178
Send supportive messages to friends if they are having a hard time	692 51%	** **	** **	645 50%	567 51%	62 51%	37 56%	** **	597 51%	96 54%
Search out, share or discuss news stories with others on these apps and sites	336 25%	** **	** **	314 24%	280 25%	29 24%	14 22%	** **	310 26% b	27 15%
Write my own posts about causes I care about	244 18%	** **	** **	222 17%	205 18%	20 17%	11 17%	** **	209 18%	35 19%
Follow activists and campaigners who talk about causes I care about	227 17%	** **	** **	216 17%	180 16%	18 15%	10 16%	** **	193 16%	34 19%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	171 13%	** **	** **	162 13%	139 12%	14 12%	9 13%	** **	146 12%	25 14%
None of these	356 26%	** **	** **	344 27%	299 27%	29 24%	15 22%	** **	307 26%	49 28%
Don't know	33 2%	** **	** **	31 2%	25 2%	4 3%	3 4%	** **	28 2%	5 3%

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

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QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 2 ONLY)

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1160	361	302	247	243	663	490	274	847	294	437	315
Effective Weighted Sample	1004	315	266	221	220	581	434	239	730	254	380	276
Total	1356	378	304	292	374	682	666	319	990	372	506	338
Send supportive messages to friends if they are having a hard time	692 51%	219 58%	144 47%	145 50%	180 48%	363 53%	325 49%	178 56%	489 49%	206 55%	254 50%	174 51%
Search out, share or discuss news stories with others on these apps and sites	336 25%	113 30%	68 22%	70 24%	83 22%	181 27%	154 23%	73 23%	248 25%	102 28%	128 25%	79 23%
Write my own posts about causes I care about	244 18%	82 22% b	40 13%	50 17%	70 19%	122 18%	120 18%	65 20%	166 17%	81 22%	95 19%	50 15%
Follow activists and campaigners who talk about causes I care about	227 17%	91 24% bcdf	46 15%	36 12%	53 14%	137 20% f	90 13%	64 20%	151 15%	68 18%	71 14%	78 23% b
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	171 13%	64 17%	32 10%	30 10%	45 12%	95 14%	75 11%	43 14%	118 12%	63 17% b	48 9%	43 13%
None of these	356 26%	72 19%	98 32% a	73 25%	112 30% a	170 25%	185 28% a	74 23%	279 28%	75 20%	134 26%	103 30% a

Columns Tested: a,b,c,d,e,f - 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. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (ASKED AT WAVE 2 ONLY)

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	1160	361	302	247	243	663	490	274	847	294	437	315
Effective Weighted Sample	1004	315	266	221	220	581	434	239	730	254	380	276
Total	1356	378	304	292	374	682	666	319	990	372	506	338
Don't know	33	9	7	6	10	16	16	5	21	7	8	4
	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%

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

QC21. Thinking about all the sites/ apps you just said you have your own profile on, which one of these statements fits the best? (SINGLE CODE)

Base : Children aged 8-12 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	~e	~a	b	~c	a	~b
Unweighted total	1527	780	747	-	-	1185	342	-	-	1527	-	1527	-
Effective Weighted Sample	1273	655	618	-	-	992	284	-	-	1273	-	1273	-
Total	1698	861	836	-	-	1283	415	-	-	1698	-	1698	-
I set up these profiles myself	491	255	236	**	**	295	196	**	**	491	**	491	**
	29%	30%	28%	**	**	23%	47%	**	**	29%	**	29%	**
						c							
I set up these profiles with help from someone else	769	376	392	**	**	600	169	**	**	769	**	769	**
	45%	44%	47%	**	**	47%	41%	**	**	45%	**	45%	**
Someone else set up these profiles for me	412	217	195	**	**	364	48	**	**	412	**	412	**
	24%	25%	23%	**	**	28%	12%	**	**	24%	**	24%	**
						d							
Don't know	26	13	13	**	**	25	2	**	**	26	**	26	**
	2%	2%	2%	**	**	2%	0%	**	**	2%	**	2%	**

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

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.

QC21. Thinking about all the sites/ apps you just said you have your own profile on, which one of these statements fits the best? (SINGLE CODE)

Base : Children aged 8-12 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 ~i	FEMALE 16-17 ~j
Unweighted total	1527	762	765	-	-	-	-	597	588	165	177	-	-
Effective Weighted Sample	1273	631	643	-	-	-	-	499	493	134	151	-	-
Total	1698	849	849	-	-	-	-	647	636	202	213	-	-
I set up these profiles myself	491 29%	264 31%	227 27%	** **	** **	** **	** **	156 24%	139 22%	108 53%	88 42%	** **	** **
I set up these profiles with help from someone else	769 45%	369 43%	400 47%	** **	** **	** **	** **	293 45%	307 48%	76 38%	93 44%	** **	** **
Someone else set up these profiles for me	412 24%	201 24%	211 25%	** **	** **	** **	** **	184 29%	180 28%	16 8%	32 15%	** **	** **
Don't know	26 2%	15 2%	11 1%	** **	** **	** **	** **	13 2%	11 2%	2 1%	- -%	** **	** **

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC21. Thinking about all the sites/ apps you just said you have your own profile on, which one of these statements fits the best? (SINGLE CODE)

Base : Children aged 8-12 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	1527	-	1006	496	960	209	206	152	1360	167
Effective Weighted Sample	1273	-	841	416	911	202	203	143	1134	141
Total	1698	-	1067	603	1364	168	87	78	1493	205
I set up these profiles myself	491	**	207	274	393	48	26	24	441	50
	29%	**	19%	45%	29%	28%	30%	30%	30%	24%
				b						
I set up these profiles with help from someone else	769	**	502	257	621	75	34	38	691	78
	45%	**	47%	43%	46%	45%	40%	48%	46%	38%
Someone else set up these profiles for me	412	**	336	70	331	41	24	15	341	71
	24%	**	31%	12%	24%	24%	28%	19%	23%	35%
			c							a
Don't know	26	**	22	2	19	4	2	1	21	6
	2%	**	2%	*%	1%	3%	2%	2%	1%	3%

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

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.

QC21. Thinking about all the sites/ apps you just said you have your own profile on, which one of these statements fits the best? (SINGLE CODE)

Base : Children aged 8-12 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	1527	483	414	328	295	897	623	308	1163	426	647	347
Effective Weighted Sample	1273	402	346	275	255	748	526	259	969	359	537	291
Total	1698	495	431	362	400	926	762	354	1282	505	700	373
I set up these profiles myself	491 29%	156 31%	112 26%	110 30%	109 27%	268 29%	219 29%	100 28%	369 29%	146 29%	193 28%	123 33%
I set up these profiles with help from someone else	769 45%	234 47%	204 47%	169 47%	159 40%	438 47%	328 43%	142 40%	599 47%	216 43%	329 47%	175 47%
Someone else set up these profiles for me	412 24%	103 21%	106 25%	81 22%	120 30% a	209 23%	200 26%	109 31% b	294 23%	132 26%	171 24%	72 19%
Don't know	26 2%	2 *%	10 2%	2 1%	12 3% a	12 1%	14 2%	3 1%	21 2%	12 2%	7 1%	3 1%

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

QC21A. Please think about the site or app that you use the most. Who was it that helped you set up this profile/ set up this profile for you? (MULTI CODE)

Base : Children aged 8-12 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos and who had help setting up these profiles (ADDED AT WAVE 2)

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		~a	b	~a	~b	c	~d	~e	~a	b	~c	a	~b
Unweighted total	526	-	526	-	-	437	89	-	-	526	-	526	-
Effective Weighted Sample	441	-	441	-	-	365	76	-	-	441	-	441	-
Total	587	-	587	-	-	478	110	-	-	587	-	587	-
Your parent, guardian or carer	530	**	530	**	**	436	**	**	**	530	**	530	**
	90%	**	90%	**	**	91%	**	**	**	90%	**	90%	**
Your older brother or sister	79	**	79	**	**	54	**	**	**	79	**	79	**
	13%	**	13%	**	**	11%	**	**	**	13%	**	13%	**
One of your friends	18	**	18	**	**	7	**	**	**	18	**	18	**
	3%	**	3%	**	**	2%	**	**	**	3%	**	3%	**
Someone else in your family	16	**	16	**	**	12	**	**	**	16	**	16	**
	3%	**	3%	**	**	3%	**	**	**	3%	**	3%	**
Another person	1	**	1	**	**	1	**	**	**	1	**	1	**
	*%	**	*%	**	**	*%	**	**	**	*%	**	*%	**
Don't know	1	**	1	**	**	1	**	**	**	1	**	1	**
	*%	**	*%	**	**	*%	**	**	**	*%	**	*%	**

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

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.

QC21A. Please think about the site or app that you use the most. Who was it that helped you set up this profile/ set up this profile for you? (MULTI CODE)

Base : Children aged 8-12 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos and who had help setting up these profiles (ADDED AT WAVE 2)

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	~a	~b	~c	~d	e	f	~g	~h	~i	~j
Unweighted total	526	265	261	-	-	-	-	227	210	38	51	-	-
Effective Weighted Sample	441	221	220	-	-	-	-	190	175	31	46	-	-
Total	587	292	295	-	-	-	-	250	228	42	67	-	-
Your parent, guardian or carer	530	267	262	**	**	**	**	231	206	**	**	**	**
	90%	92%	89%	**	**	**	**	92%	90%	**	**	**	**
Your older brother or sister	79	34	45	**	**	**	**	23	31	**	**	**	**
	13%	12%	15%	**	**	**	**	9%	13%	**	**	**	**
One of your friends	18	6	13	**	**	**	**	4	3	**	**	**	**
	3%	2%	4%	**	**	**	**	2%	1%	**	**	**	**
Someone else in your family	16	8	9	**	**	**	**	6	6	**	**	**	**
	3%	3%	3%	**	**	**	**	3%	3%	**	**	**	**
Another person	1	-	1	**	**	**	**	-	1	**	**	**	**
	*%	-%	*%	**	**	**	**	-%	*%	**	**	**	**
Don't know	1	-	1	**	**	**	**	-	1	**	**	**	**
	*%	-%	*%	**	**	**	**	-%	1%	**	**	**	**

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC21A. Please think about the site or app that you use the most. Who was it that helped you set up this profile/ set up this profile for you? (MULTI CODE)

Base : Children aged 8-12 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos and who had help setting up these profiles (ADDED AT WAVE 2)

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	~b	~c	~d	a	~b
Unweighted total	526	-	357	161	343	69	66	48	461	65
Effective Weighted Sample	441	-	297	137	325	68	65	45	388	52
Total	587	-	383	195	482	54	26	26	518	69
Your parent, guardian or carer	530	**	354	169	434	**	**	**	467	**
	90%	**	93%	86%	90%	**	**	**	90%	**
Your older brother or sister	79	**	41	36	66	**	**	**	68	**
	13%	**	11%	19%	14%	**	**	**	13%	**
One of your friends	18	**	5	12	15	**	**	**	17	**
	3%	**	1%	6%	3%	**	**	**	3%	**
				b						
Someone else in your family	16	**	10	6	12	**	**	**	14	**
	3%	**	3%	3%	2%	**	**	**	3%	**
Another person	1	**	1	-	1	**	**	**	1	**
	*%	**	*%	-%	*%	**	**	**	*%	**
Don't know	1	**	-	-	1	**	**	**	1	**
	*%	**	-%	-%	*%	**	**	**	*%	**

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

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.

QC21A. Please think about the site or app that you use the most. Who was it that helped you set up this profile/ set up this profile for you? (MULTI CODE)

Base : Children aged 8-12 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos and who had help setting up these profiles (ADDED AT WAVE 2)

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	526	164	147	114	101	311	215	103	408	129	225	131
Effective Weighted Sample	441	141	124	97	89	265	183	88	340	109	188	112
Total	587	170	142	127	148	312	275	120	450	158	248	137
Your parent, guardian or carer	530 90%	152 89%	129 91%	113 89%	136 92%	280 90%	249 91%	109 91%	406 90%	132 83%	234 95%	124 90%
Your older brother or sister	79 13%	23 14%	12 8%	22 17%	22 15%	35 11%	44 16%	11 10%	64 14%	32 20%	25 10%	16 12%
One of your friends	18 3%	7 4%	5 4%	2 2%	4 3%	12 4%	6 2%	4 4%	14 3%	8 5%	6 2%	3 2%
Someone else in your family	16 3%	1 1%	5 4%	6 5%	3 2%	7 2%	10 4%	4 3%	10 2%	5 3%	8 3%	2 2%
Another person	1 *%	1 1%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 1%	- -%	- -%
Don't know	1 *%	- -%	1 1%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3420	1723	1697	-	-	1185	1469	766	-	2654	766	1527	1893
Effective Weighted Sample	2926	1479	1447	-	-	992	1225	719	-	2213	719	1273	1653
Total	3873	1942	1932	-	-	1283	1719	871	-	3002	871	1698	2175
I have an account just for my parents/ family to see	741 19%	403 21%	338 18%	** **	** **	335 26% de	284 17%	122 14%	** **	619 21% c	122 14%	399 24% b	341 16%
I have one account for my closest friends and another for everyone else	635 16%	339 17%	296 15%	** **	** **	167 13%	302 18% c	167 19% c	** **	469 16%	167 19%	231 14%	404 19% a
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	505 13%	261 13%	243 13%	** **	** **	115 9%	269 16% c	121 14% c	** **	384 13%	121 14%	166 10%	338 16% a
I have more than one but I don't use them all	449 12%	258 13% b	191 10%	** **	** **	97 8%	218 13% c	134 15% c	** **	315 10%	134 15% b	152 9%	297 14% a
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	443 11%	250 13%	193 10%	** **	** **	135 11%	203 12%	105 12%	** **	338 11%	105 12%	174 10%	269 12%

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

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.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3420	1723	1697	-	-	1185	1469	766	-	2654	766	1527	1893
Effective Weighted Sample	2926	1479	1447	-	-	992	1225	719	-	2213	719	1273	1653
Total	3873	1942	1932	-	-	1283	1719	871	-	3002	871	1698	2175
I have different accounts for sharing/ posting my own content and for following other people	371 10%	223 11% b	149 8% a	** **	** **	83 6%	169 10% c	119 14% c	** **	252 8%	119 14% b	110 6% a	261 12% a
Something else	47 1%	19 1%	28 1%	** **	** **	12 1%	29 2%	5 1%	** **	41 1%	5 1%	22 1%	25 1%
Don't know	91 2%	49 3%	42 2%	** **	** **	42 3%	32 2%	17 2%	** **	74 2%	17 2%	52 3%	39 2%
I don't have more than one profile	1567 40%	713 37%	855 44% a	** **	** **	535 42%	676 39%	356 41%	** **	1211 40%	356 41%	716 42%	851 39%
SUMMARY													
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	2215 57%	1180 61% b	1035 54%	** **	** **	706 55%	1011 59%	498 57%	** **	1717 57%	498 57%	930 55%	1285 59%

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

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.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	CHILD'S GENDER			CHILD'S AGE AND GENDER									
	Total	MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	3420	1716	1704	-	-	-	-	597	588	734	735	385	381
Effective Weighted Sample	2926	1461	1464	-	-	-	-	499	493	606	618	362	358
Total	3873	1933	1940	-	-	-	-	647	636	853	866	433	438
I have an account just for my parents/ family to see	741 19%	354 18%	387 20%	** **	** **	** **	** **	158 24% ghij	177 28% ghij	140 16%	144 17%	56 13%	66 15%
I have one account for my closest friends and another for everyone else	635 16%	294 15%	342 18%	** **	** **	** **	** **	86 13%	80 13%	133 16%	169 20% ef	74 17%	93 21% ef
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	505 13%	248 13%	256 13%	** **	** **	** **	** **	68 11%	47 7%	125 15% f	144 17% ef	56 13% f	65 15% f
I have more than one but I don't use them all	449 12%	208 11%	241 12%	** **	** **	** **	** **	39 6%	57 9%	113 13% e	105 12% e	55 13% e	79 18% efh
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	443 11%	204 11%	239 12%	** **	** **	** **	** **	67 10%	67 11%	91 11%	112 13%	45 10%	60 14%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Unweighted total	3420	1716	1704	-	-	-	-	597	588	734	735	385	381
Effective Weighted Sample	2926	1461	1464	-	-	-	-	499	493	606	618	362	358
Total	3873	1933	1940	-	-	-	-	647	636	853	866	433	438
I have different accounts for sharing/ posting my own content and for following other people	371 10%	184 10%	187 10%	** **	** **	** **	** **	46 7%	37 6%	82 10%	87 10%	56 13% ef	63 14% ef
Something else	47 1%	23 1%	24 1%	** **	** **	** **	** **	5 1%	7 1%	14 2%	15 2%	3 1%	2 1%
Don't know	91 2%	49 3%	43 2%	** **	** **	** **	** **	18 3%	24 4%	20 2%	13 1%	11 3%	6 1%
I don't have more than one profile	1567 40%	843 44% b	724 37%	** **	** **	** **	** **	284 44%	251 40%	359 42%	316 37%	200 46% hj	156 36%
SUMMARY													
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	2215 57%	1042 54%	1173 60% a	** **	** **	** **	** **	345 53%	361 57%	474 56%	537 62% ei	223 51%	275 63% ei

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3420	-	1006	2291	2330	428	402	260	3027	393
Effective Weighted Sample	2926	-	841	1978	2181	407	344	206	2594	335
Total	3873	-	1067	2663	3158	360	195	160	3389	485
I have an account just for my parents/ family to see	741 19%	** **	281 26% c	431 16%	621 20%	66 18%	32 16%	22 14%	662 20%	78 16%
I have one account for my closest friends and another for everyone else	635 16%	** **	133 12%	487 18% b	535 17%	46 13%	26 13%	28 18%	580 17% b	56 12%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	505 13%	** **	93 9%	396 15% b	419 13%	41 11%	27 14%	19 12%	446 13%	59 12%
I have more than one but I don't use them all	449 12%	** **	78 7%	350 13% b	369 12%	49 14%	19 10%	12 7%	406 12%	43 9%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	443 11%	** **	109 10%	317 12%	380 12%	29 8%	19 10%	16 10%	410 12% b	33 7%

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

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.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3420	-	1006	2291	2330	428	402	260	3027	393
Effective Weighted Sample	2926	-	841	1978	2181	407	344	206	2594	335
Total	3873	-	1067	2663	3158	360	195	160	3389	485
I have different accounts for sharing/ posting my own content and for following other people	371 10%	** **	73 7%	287 11% b	314 10%	23 6%	18 9%	16 10%	338 10%	33 7%
Something else	47 1%	** **	9 1%	38 1%	42 1%	2 1%	2 1%	* *%	39 1%	8 2%
Don't know	91 2%	** **	39 4% c	44 2%	70 2%	10 3%	3 2%	7 5%	74 2%	17 3%
I don't have more than one profile	1567 40%	** **	443 42%	1067 40%	1241 39%	163 45%	91 47% a	71 45%	1333 39%	234 48% a
SUMMARY										
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	2215 57%	** **	585 55%	1552 58%	1846 58%	187 52%	100 51%	81 51%	1981 58% b	233 48%

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

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.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3420	1064	880	735	725	1944	1460	770	2532	981	1350	821
Effective Weighted Sample	2926	911	757	636	642	1668	1270	665	2163	845	1145	713
Total	3873	1101	906	843	1004	2006	1847	882	2858	1179	1488	889
I have an account just for my parents/ family to see	741 19%	244 22% b	153 17%	165 20%	173 17%	396 20%	338 18%	164 19%	549 19%	255 22%	267 18%	159 18%
I have one account for my closest friends and another for everyone else	635 16%	208 19%	142 16%	132 16%	151 15%	350 17%	283 15%	151 17%	457 16%	207 18%	222 15%	156 17%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	505 13%	189 17% bcf	88 10%	101 12%	127 13%	277 14% b	227 12%	113 13%	366 13%	156 13%	173 12%	136 15%
I have more than one but I don't use them all	449 12%	166 15% bf	84 9%	91 11%	106 11%	250 12%	197 11%	120 14%	308 11%	123 10%	154 10%	135 15% ab
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	443 11%	162 15% bdf	88 10%	98 12%	93 9%	250 12%	191 10%	119 13%	293 10%	133 11%	164 11%	111 12%

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have their own profile on any of the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3420	1064	880	735	725	1944	1460	770	2532	981	1350	821
Effective Weighted Sample	2926	911	757	636	642	1668	1270	665	2163	845	1145	713
Total	3873	1101	906	843	1004	2006	1847	882	2858	1179	1488	889
I have different accounts for sharing/ posting my own content and for following other people	371 10%	139 13% bdf	75 8%	84 10%	72 7%	214 11%	156 8%	111 13% b	237 8%	107 9%	151 10%	85 10%
Something else	47 1%	16 1%	9 1%	10 1%	11 1%	25 1%	20 1%	18 2%	29 1%	19 2%	17 1%	9 1%
Don't know	91 2%	20 2%	23 3%	22 3%	26 3%	43 2%	48 3%	16 2%	68 2%	32 3%	33 2%	16 2%
I don't have more than one profile	1567 40%	369 34%	427 47% ace	329 39%	435 43% a	796 40% a	764 41% a	354 40%	1182 41%	442 38%	633 43%	369 41%
SUMMARY												
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	2215 57%	712 65% bdef	455 50%	492 58% b	543 54%	1167 58% b	1035 56%	512 58%	1609 56%	705 60%	822 55%	504 57%

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

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	2333	1165	1168	-	-	-	1538	795	-	1538	795	371	1962
Effective Weighted Sample	2020	1009	1011	-	-	-	1283	747	-	1283	747	308	1715
Total	2715	1351	1365	-	-	-	1810	905	-	1810	905	453	2262
Agree	811 30%	435 32%	376 28%	**	**	**	530 29%	281 31%	**	530 29%	281 31%	134 30%	677 30%
Neither agree nor disagree	725 27%	358 26%	367 27%	**	**	**	481 27%	243 27%	**	481 27%	243 27%	91 20%	634 28%
Disagree	1103 41%	519 38%	584 43%	**	**	**	742 41%	361 40%	**	742 41%	361 40%	205 45%	898 40%
Don't know	77 3%	38 3%	39 3%	**	**	**	57 3%	20 2%	**	57 3%	20 2%	23 5%	54 2%

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

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.

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 ~e	FEMALE 8-11 ~f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Unweighted total	2333	1179	1154	-	-	-	-	-	-	777	761	402	393
Effective Weighted Sample	2020	1011	1009	-	-	-	-	-	-	640	643	378	369
Total	2715	1359	1356	-	-	-	-	-	-	906	904	453	452
Agree	811 30%	428 31%	383 28%	**	**	**	**	**	**	268 30%	261 29%	159 35%	122 27%
Neither agree nor disagree	725 27%	362 27%	363 27%	**	**	**	**	**	**	250 28%	231 26%	112 25%	132 29%
Disagree	1103 41%	514 38%	589 43%	**	**	**	**	**	**	347 38%	394 44%	167 37%	194 43%
Don't know	77 3%	55 4%	22 2%	**	**	**	**	**	**	40 4%	17 2%	15 3%	5 1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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.

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	~b	c	a	b	c	d	a	b
Unweighted total	2333	-	15	2207	1659	274	247	153	2062	271
Effective Weighted Sample	2020	-	14	1906	1542	259	203	117	1789	234
Total	2715	-	13	2568	2237	240	132	106	2368	348
Agree	811	**	**	781	675	66	31	38	720	91
	30%	**	**	30%	30%	27%	24%	36%	30%	26%
Neither agree nor disagree	725	**	**	672	601	71	33	19	647	78
	27%	**	**	26%	27%	30%	25%	18%	27%	22%
Disagree	1103	**	**	1044	898	95	64	46	935	168
	41%	**	**	41%	40%	39%	48%	44%	39%	48%
										a
Don't know	77	**	**	71	62	9	4	2	66	11
	3%	**	**	3%	3%	4%	3%	2%	3%	3%

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

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.

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2333	729	582	491	519	1311	1010	554	1694	663	889	576
Effective Weighted Sample	2020	633	505	432	464	1138	891	483	1464	576	763	504
Total	2715	775	606	586	732	1382	1318	640	1975	816	1007	638
Agree	811 30%	263 34%	143 24%	183 31%	218 30%	406 29%	400 30%	208 32%	571 29%	273 33%	286 28%	198 31%
Neither agree nor disagree	725 27%	188 24%	155 26%	146 25%	232 32%	343 25%	377 29%	172 27%	517 26%	214 26%	287 29%	136 21%
Disagree	1103 41%	304 39%	279 46%	249 42%	267 36%	583 42%	516 39%	244 38%	834 42%	316 39%	404 40%	289 45%
Don't know	77 3%	20 3%	30 5%	9 2%	15 2%	50 4%	24 2%	16 3%	53 3%	13 2%	30 3%	16 2%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
PRE-SCHOOL	636	345	291	630	6	-	-	-	630	6	-	636	-
	9%	10%	9%	70%	*%	-%	-%	-%	70%	*%	-%	14%	-%
				bcde					bc			b	
PRIMARY	3132	1581	1551	266	1313	1539	13	-	266	2866	-	3132	-
	46%	47%	45%	29%	97%	85%	1%	-%	29%	58%	-%	69%	-%
				de	acde	ade			c	ac		b	
SECONDARY	2810	1353	1458	-	-	239	1760	811	-	1999	811	670	2140
	41%	40%	43%	-%	-%	13%	97%	90%	-%	40%	90%	15%	94%
						ab	abce	abc		a	ab		a
POST-SCHOOL	64	29	35	-	-	-	-	64	-	-	64	-	64
	1%	1%	1%	-%	-%	-%	-%	7%	-%	-%	7%	-%	3%
								abcd			ab		a
UNKNOWN	153	70	83	10	40	34	39	31	10	112	31	92	61
	2%	2%	2%	1%	3%	2%	2%	3%	1%	2%	3%	2%	3%
					a			a			a		

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
PRE-SCHOOL	636	316	320	313	317	3	3	-	-	-	-	-	-
	9%	9%	9%	69%	70%	*%	*%	-%	-%	-%	-%	-%	-%
				cdefghij	cdefghij								
PRIMARY	3132	1569	1563	137	129	655	658	768	771	9	4	-	-
	46%	46%	46%	30%	28%	96%	97%	85%	85%	1%	*%	-%	-%
				ghij	ghij	abefghij	abefghij	abghij	abghij				
SECONDARY	2810	1400	1410	-	-	-	-	115	124	884	876	401	410
	41%	41%	42%	-%	-%	-%	-%	13%	14%	98%	97%	89%	91%
								abcd	abcd	abcdefij	abcdefij	abcdef	abcdef
POST-SCHOOL	64	36	28	-	-	-	-	-	-	-	-	36	28
	1%	1%	1%	-%	-%	-%	-%	-%	-%	-%	-%	8%	6%
												abcdefgh	abcdefgh
UNKNOWN	153	77	76	3	7	22	18	22	11	13	25	16	15
	2%	2%	2%	1%	1%	3%	3%	2%	1%	1%	3%	4%	3%
						a						af	a

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
PRE-SCHOOL	636	636	-	-	494	86	28	28	547	89
	9%	100%	-%	-%	9%	14%	8%	10%	9%	10%
		bc				ac				
PRIMARY	3132	-	3132	-	2569	280	160	123	2722	410
	46%	-%	100%	-%	46%	46%	47%	46%	46%	46%
			ac							
SECONDARY	2810	-	-	2810	2358	208	139	105	2461	350
	41%	-%	-%	100%	42%	34%	41%	39%	42%	40%
				ab	b		b			
POST-SCHOOL	64	-	-	-	49	10	2	3	47	17
	1%	-%	-%	-%	1%	2%	1%	1%	1%	2%
										a
UNKNOWN	153	-	-	-	116	22	7	9	135	18
	2%	-%	-%	-%	2%	4%	2%	3%	2%	2%

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
PRE-SCHOOL	636 9%	162 8%	164 10%	155 11%	154 9%	326 9%	309 10%	83 6%	512 10%	184 9%	256 10%	132 9%
PRIMARY	3132 46%	898 47%	828 50% cf	610 43%	789 45%	1726 48% cf	1399 44%	555 41%	2443 48% a	923 45%	1258 48%	687 46%
SECONDARY	2810 41%	805 42% b	624 37%	622 44% b	743 42%	1429 40%	1365 43% b	652 49% b	2056 40%	857 42%	1044 40%	656 44%
POST-SCHOOL	64 1%	6 *%	18 1% a	9 1%	30 2% ae	24 1%	40 1% a	23 2% b	40 1%	27 1%	18 1%	13 1%
UNKNOWN	153 2%	33 2%	37 2%	30 2%	51 3%	69 2%	81 3%	31 2%	91 2%	39 2%	55 2%	20 1%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Yes	6356	3182	3174	829	1243	1713	1722	849	829	4678	849	4220	2136
	94%	94%	93%	92%	91%	95%	95%	94%	92%	94%	94%	93%	94%
						ab	ab						
No	132	66	66	23	33	31	26	20	23	89	20	91	41
	2%	2%	2%	3%	2%	2%	1%	2%	3%	2%	2%	2%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	286	117	169	53	73	67	58	36	53	197	36	205	81
	4%	3%	5%	6%	5%	4%	3%	4%	6%	4%	4%	5%	4%
			a	d	d								
Prefer not to say	21	12	8	1	11	2	6	1	1	19	1	14	7
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%
					c								

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Yes	6356 94%	3172 93%	3184 94%	404 89%	425 94%	622 92%	621 91%	858 95% a	855 94% a	861 95% a	861 95% ad	428 94%	422 93%
No	132 2%	67 2%	65 2%	10 2%	13 3%	14 2%	18 3%	15 2%	16 2%	15 2%	11 1%	12 3%	8 2%
Child is bilingual/ trilingual – using English equally with one or more other languages	286 4%	150 4%	136 4%	38 8% befghi	15 3%	39 6%	34 5%	33 4%	33 4%	27 3%	31 3%	13 3%	23 5%
Prefer not to say	21 *%	9 *%	12 *%	1 *%	- -%	4 1%	7 1%	- -%	2 *%	3 *%	3 *%	1 *%	- -%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Yes	6356	586	2924	2652	5228	584	290	254	5514	842
	94%	92%	93%	94%	94%	97%	86%	95%	93%	95%
					c	ac		c		
No	132	17	61	52	109	6	12	5	116	16
	2%	3%	2%	2%	2%	1%	4%	2%	2%	2%
							ab			
Child is bilingual/ trilingual – using English equally with one or more other languages	286	33	143	102	231	14	33	8	265	21
	4%	5%	5%	4%	4%	2%	10%	3%	4%	2%
							abd			
Prefer not to say	21	-	4	4	18	1	1	1	17	4
	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Yes	6356 94%	1755 92%	1575 94%	1325 93%	1676 95%	3330 93%	3001 94%	1253 93%	4830 94%	1888 93%	2484 94%	1414 94%
No	132 2%	34 2%	32 2%	35 2%	31 2%	66 2%	66 2%	26 2%	98 2%	55 3%	44 2%	20 1%
Child is bilingual/ trilingual – using English equally with one or more other languages	286 4%	106 6% df	62 4%	63 4%	53 3%	168 5%	116 4%	64 5%	209 4%	84 4%	99 4%	73 5%
Prefer not to say	21 *%	7 *%	3 *%	4 *%	7 *%	10 *%	11 *%	* *%	5 *%	3 *%	5 *%	1 *%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
WHITE													
English/ Welsh/ Scottish/ Northern Irish/ British	5391	2737	2654	681	1072	1484	1433	720	681	3989	720	3610	1781
	79%	81%	78%	75%	79%	82%	79%	79%	75%	80%	79%	80%	79%
		b				a				a			
Irish	52	18	33	8	9	14	17	4	8	40	4	37	15
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%
Gypsy, Traveller or Irish Traveller	5	3	2	1	2	-	-	2	1	2	2	3	2
	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
Any other White background	184	79	105	31	47	40	45	21	31	132	21	126	58
	3%	2%	3%	3%	3%	2%	3%	2%	3%	3%	2%	3%	3%
MIXED OR MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	126	66	60	22	26	20	34	24	22	80	24	72	54
	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	3%	2%	2%
								c					
White and Black African	99	50	49	16	20	30	25	8	16	75	8	72	27
	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%
White and Asian	114	49	65	16	33	28	28	9	16	89	9	84	30
	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%
Any other mixed/ multiple ethnic background	88	38	50	17	21	22	16	11	17	60	11	65	23
	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%

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

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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
ASIAN AND BRITISH ASIAN													
Indian	126 2%	67 2%	59 2%	19 2%	28 2%	33 2%	31 2%	15 2%	19 2%	92 2%	15 2%	89 2%	37 2%
Pakistani	170 2%	69 2%	101 3%	29 3%	29 2%	29 2%	55 3%	28 3%	29 3%	113 2%	28 3%	95 2%	75 3%
Bangladeshi	77 1%	19 1%	58 2%	10 1%	14 1%	12 1%	23 1%	18 2%	10 1%	49 1%	18 2%	41 1%	36 2%
Chinese	28 *%	16 *%	11 *%	* *%	1 *%	19 1%	5 *%	1 *%	* *%	26 1%	1 *%	25 1%	3 *%
Any other Asian background	45 1%	20 1%	24 1%	9 1%	8 1%	6 *%	13 1%	9 1%	9 1%	27 1%	9 1%	24 1%	21 1%
BLACK AND BLACK BRITISH													
Caribbean	60 1%	29 1%	31 1%	6 1%	12 1%	16 1%	19 1%	7 1%	6 1%	47 1%	7 1%	39 1%	21 1%
African	133 2%	67 2%	65 2%	25 3%	21 2%	30 2%	41 2%	15 2%	25 3%	92 2%	15 2%	81 2%	51 2%
Any other Black/ African/ Caribbean background	19 *%	13 *%	5 *%	- -%	1 *%	8 *%	8 *%	1 *%	- -%	17 *%	1 *%	15 *%	4 *%
OTHER ETHNIC GROUPS													
Arab	28 *%	9 *%	19 1%	3 *%	3 *%	8 *%	10 1%	4 *%	3 *%	21 *%	4 *%	14 *%	14 1%

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

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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Any other ethnic background	18 *%	8 *%	10 *%	4 *%	3 *%	2 *%	3 *%	6 1%	4 *%	8 *%	6 1%	8 *%	9 *%
Prefer not to say	34 *%	20 1%	14 *%	7 1%	7 1%	12 1%	4 *%	3 *%	7 1%	24 *%	3 *%	28 1%	6 *%

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
WHITE													
English/ Welsh/ Scottish/ Northern Irish/ British	5391 79%	2695 79%	2696 79%	336 74%	345 76%	521 77%	550 81%	737 81% a	747 82% ah	740 82% a	694 77%	360 80%	360 79%
Irish	52 1%	24 1%	28 1%	4 1%	4 1%	3 1%	6 1%	6 1%	8 1%	10 1%	8 1%	1 *%	2 *%
Gypsy, Traveller or Irish Traveller	5 *%	3 *%	2 *%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	1 *%
Any other White background	184 3%	100 3%	84 2%	20 4%	11 3%	23 3%	24 3%	21 2%	19 2%	27 3%	18 2%	9 2%	11 2%
MIXED OR MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	126 2%	59 2%	67 2%	12 3%	9 2%	13 2%	13 2%	10 1%	9 1%	10 1%	24 3%	12 3%	12 3%
White and Black African	99 1%	49 1%	50 1%	8 2%	8 2%	12 2%	8 1%	17 2%	13 1%	9 1%	16 2%	3 1%	5 1%
White and Asian	114 2%	48 1%	66 2%	8 2%	8 2%	19 3%	14 2%	8 1%	19 2%	10 1%	18 2%	3 1%	6 1%
Any other mixed/ multiple ethnic background	88 1%	45 1%	43 1%	7 2%	10 2%	6 1%	15 2%	11 1%	11 1%	11 1%	5 1%	9 2%	2 *%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
ASIAN AND BRITISH ASIAN													
Indian	126 2%	68 2%	58 2%	8 2%	11 2%	16 2%	12 2%	18 2%	14 2%	17 2%	14 2%	8 2%	7 1%
Pakistani	170 2%	87 3%	83 2%	15 3%	14 3%	18 3%	11 2%	17 2%	12 1%	26 3%	29 3%	11 2%	17 4% f
Bangladeshi	77 1%	40 1%	37 1%	4 1%	7 1%	11 2%	3 *	8 1%	4 *	10 1%	13 1%	8 2%	10 2% df
Chinese	28 *%	18 1%	10 *%	- -%	* *%	1 *%	- -%	12 1% d	7 1%	3 *%	2 *%	1 *%	- -%
Any other Asian background	45 1%	26 1%	18 1%	5 1% f	3 1% f	7 1% f	1 *%	6 1%	- -%	2 *%	11 1% f	5 1% f	3 1%
BLACK AND BLACK BRITISH													
Caribbean	60 1%	25 1%	35 1%	3 1%	4 1%	3 *%	9 1%	8 1%	8 1%	9 1%	10 1%	3 1%	4 1%
African	133 2%	63 2%	69 2%	15 3% d	11 2%	15 2%	6 1%	10 1%	19 2%	15 2%	26 3% d	7 2%	8 2%
Any other Black/ African/ Caribbean background	19 *%	9 *%	10 *%	- -%	- -%	1 *%	* *%	5 1%	3 *%	2 *%	6 1%	1 *%	- -%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
OTHER ETHNIC GROUPS													
Arab	28 *%	15 *%	13 *%	2 *%	2 *%	1 *%	2 *%	6 1%	1 *%	3 *%	7 1%	3 1%	1 *%
Any other ethnic background	18 *%	8 *%	10 *%	2 *%	2 *%	3 *%	- -%	* *%	1 *%	- -%	3 *%	3 1%	3 1%
Prefer not to say	34 *%	16 *%	18 1%	4 1%	3 1%	3 *%	5 1%	5 1%	7 1%	2 *%	2 *%	2 *%	1 *%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
WHITE										
English/ Welsh/ Scottish/ Northern Irish/ British	5391	499	2488	2226	4331	552	297	211	4582	809
	79%	78%	79%	79%	78%	91%	88%	79%	78%	92%
						ad	ad			a
Irish	52	5	24	22	19	2	2	28	46	6
	1%	1%	1%	1%	*%	*%	1%	10%	1%	1%
								abc		
Gypsy, Traveller or Irish Traveller	5	-	1	2	5	-	-	*	4	1
	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%
Any other White background	184	24	86	68	161	12	7	4	178	6
	3%	4%	3%	2%	3%	2%	2%	2%	3%	1%
									b	
MIXED OR MULTIPLE ETHNIC GROUPS										
White and Black Caribbean	126	11	52	58	113	7	4	2	116	10
	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%
White and Black African	99	9	55	33	88	4	4	2	83	16
	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%
White and Asian	114	9	64	38	97	4	8	5	106	8
	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%
							b			
Any other mixed/ multiple ethnic background	88	9	49	25	80	4	2	2	80	8
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%

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

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
ASIAN AND BRITISH ASIAN										
Indian	126 2%	8 1%	65 2%	53 2%	119 2% bc	2 *% bc	2 1%	3 1%	124 2% b	1 *%
Pakistani	170 2%	21 3%	62 2%	84 3%	161 3% bcd	6 1%	2 1%	1 1%	167 3% b	3 *%
Bangladeshi	77 1%	8 1%	24 1%	45 2% b	74 1% b	* *% b	2 *% b	1 *% b	74 1% b	3 *% b
Chinese	28 *% b	* *% b	21 1% b	6 *% b	25 *% b	1 *% b	1 *% b	* *% b	27 *% b	* *% b
Any other Asian background	45 1%	5 1%	17 1%	20 1%	42 1%	* *% b	* *% b	2 1% b	45 1% b	- -% b
BLACK AND BLACK BRITISH										
Caribbean	60 1%	4 1%	31 1%	26 1%	59 1% bc	- -% bc	- -% bc	1 *% bc	56 1% bc	4 *% bc
African	133 2%	14 2%	55 2%	62 2%	121 2%	5 1%	3 1%	4 1%	131 2% b	2 *% b
Any other Black/ African/ Caribbean background	19 *% b	- -% b	9 *% b	9 *% b	18 *% b	* *% b	- -% b	1 *% b	17 *% b	1 *% b

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

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
OTHER ETHNIC GROUPS										
Arab	28	*	7	18	26	1	1	*	28	-
	%	%	%	1%	%	%	%	%	%	-%
Any other ethnic background	18	4	5	7	15	*	2	-	14	3
	%	1%	%	%	%	%	1%	-%	%	%
Prefer not to say	34	4	18	8	30	2	1	1	32	2
	%	1%	1%	%	1%	%	%	%	1%	%

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
WHITE												
English/ Welsh/ Scottish/ Northern Irish/ British	5391 79%	1431 75%	1308 78%	1158 81% ae	1473 83% abe	2739 77%	2631 82% abe	1113 83% b	4074 79%	1583 78%	2170 82% a	1201 80%
Irish	52 1%	18 1%	16 1%	12 1%	5 *% d	34 1%	18 1%	9 1%	39 1%	15 1%	18 1%	12 1%
Gypsy, Traveller or Irish Traveller	5 *%	2 *%	1 *%	1 *%	- -%	3 *%	1 *%	5 *% b	- -%	3 *%	2 *%	1 *%
Any other White background	184 3%	58 3%	41 2%	52 4% d	33 2%	99 3%	85 3%	25 2%	149 3%	45 2%	66 3%	46 3%
MIXED OR MULTIPLE ETHNIC GROUPS												
White and Black Caribbean	126 2%	44 2%	32 2%	23 2%	28 2%	76 2%	51 2%	28 2%	89 2%	39 2%	50 2%	26 2%
White and Black African	99 1%	25 1%	28 2%	16 1%	30 2%	53 1%	46 1%	19 1%	71 1%	40 2%	39 1%	13 1%
White and Asian	114 2%	38 2%	34 2%	19 1%	23 1%	72 2%	42 1%	21 2%	85 2%	33 2%	42 2%	26 2%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Any other mixed/ multiple ethnic background	88 1%	25 1%	24 1%	20 1%	20 1%	49 1%	39 1%	16 1%	66 1%	26 1%	34 1%	17 1%
ASIAN AND BRITISH ASIAN												
Indian	126 2%	56 3% cdf	30 2%	20 1%	20 1%	86 2% df	40 1%	11 1%	107 2% a	31 2%	35 1%	43 3% b
Pakistani	170 2%	50 3%	42 2%	28 2%	46 3%	92 3%	75 2%	31 2%	130 3%	80 4% bc	49 2%	16 1%
Bangladeshi	77 1%	19 1%	17 1%	16 1%	24 1%	36 1%	40 1%	15 1%	51 1%	28 1%	22 1%	8 1%
Chinese	28 *%	10 1%	11 1% c	- -%	7 *%	21 1%	7 *%	1 *%	27 1%	6 *%	8 *%	9 1%
Any other Asian background	45 1%	19 1%	10 1%	7 *%	9 1%	29 1%	16 *%	3 *%	34 1%	12 1%	17 1%	10 1%
BLACK AND BLACK BRITISH												
Caribbean	60 1%	15 1%	21 1%	12 1%	12 1%	36 1%	24 1%	9 1%	45 1%	19 1%	14 1%	18 1%
African	133 2%	54 3% df	41 2% df	23 2%	15 1%	95 3% df	38 1%	16 1%	109 2%	36 2%	42 2%	46 3% b

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Any other Black/ African/ Caribbean background	19 *%	9 *%	2 *%	1 *%	7 *%	10 *%	8 *%	1 *%	18 *%	6 *%	7 *%	4 *%
OTHER ETHNIC GROUPS												
Arab	28 *%	15 1%	6 *%	4 *%	3 *%	21 1%	8 *%	13 b 1%	14 *%	14 1%	4 *%	6 *%
Any other ethnic background	18 *%	2 *%	4 *%	7 *%	5 *%	6 *%	11 *%	3 *%	14 *%	* *%	8 *%	4 *%
Prefer not to say	34 *%	14 1%	5 *%	8 1%	7 *%	19 1%	15 *%	2 *%	20 *%	14 1%	5 *%	3 *%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Hearing? Poor hearing, partial hearing, or are deaf	136 2%	80 2%	56 2%	21 2%	32 2%	32 2%	35 2%	16 2%	21 2%	99 2%	16 2%	91 2%	45 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	235 3%	124 4%	111 3%	21 2%	36 3%	69 4%	73 4%	36 4%	21 2%	178 4%	36 4%	144 3%	91 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	111 2%	60 2%	51 1%	15 2%	15 1%	32 2%	29 2%	20 2%	15 2%	76 2%	20 2%	69 2%	42 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	80 1%	43 1%	37 1%	10 1%	21 2%	20 1%	19 1%	11 1%	10 1%	60 1%	11 1%	62 1%	18 1%
Breathing? Breathlessness or chest pains	107 2%	57 2%	50 1%	12 1%	17 1%	26 1%	34 2%	17 2%	12 1%	77 2%	17 2%	61 1%	46 2%

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

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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	291 4%	158 5%	134 4%	26 3%	53 4%	78 4%	93 5%	41 5%	26 3%	224 5%	41 5%	181 4%	111 5%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	88 1%	39 1%	49 1%	19 2%	31 2%	15 1%	14 1%	9 1%	19 2%	60 1%	9 1%	66 1%	22 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	507 7%	248 7%	259 8%	43 5%	105 8%	142 8%	140 8%	76 8%	43 5%	388 8%	76 8%	333 7%	174 8%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	374 5%	192 6%	182 5%	5 1%	25 2%	68 4%	165 9%	110 12%	5 1%	259 5%	110 12%	133 3%	240 11%
Other illnesses/ conditions which impact or limit their daily activities	116 2%	68 2%	48 1%	19 2%	12 1%	21 1%	41 2%	23 3%	19 2%	74 1%	23 3%	59 1%	56 2%

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

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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Nothing – no impairments or conditions that impact or limit their daily activities	5142 76%	2527 75%	2615 77%	716 79% de	1053 77% e	1396 77%	1325 73%	652 72%	716 79% c	3774 76%	652 72%	3499 77% b	1642 73%
Don't know	147 2%	75 2%	73 2%	37 4% cde	36 3%	35 2%	28 2%	11 1%	37 4% bc	100 2%	11 1%	116 3% b	31 1%
Prefer not to say	162 2%	82 2%	81 2%	30 3%	39 3%	32 2%	46 3%	16 2%	30 3%	117 2%	16 2%	114 3%	49 2%
SUMMARY													
ANY IMPACTING OR LIMITING CONDITIONS	1343 20%	694 21%	649 19%	124 14%	230 17%	349 19% a	413 23% ab	227 25% abc	124 14%	993 20% a	227 25% ab	801 18%	543 24% a
MULTIPLE IMPACTING OR LIMITING CONDITIONS	428 6%	216 6%	213 6%	39 4%	71 5%	96 5%	143 8% abc	79 9% abc	39 4%	310 6%	79 9% a	241 5%	188 8% a

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Hearing? Poor hearing, partial hearing, or are deaf	136 2%	61 2%	74 2%	14 3%	8 2%	14 2%	18 3%	14 2%	17 2%	10 1%	26 3%	10 2%	7 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	235 3%	118 3%	117 3%	10 2%	11 2%	19 3%	17 2%	37 4%	32 4%	37 4%	36 4%	15 3%	22 5%
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	111 2%	57 2%	53 2%	8 2%	6 1%	8 1%	8 1%	17 2%	14 2%	13 1%	17 2%	12 3%	9 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	80 1%	38 1%	42 1%	4 1%	6 1%	10 1%	11 2%	11 1%	9 1%	8 1%	11 1%	5 1%	5 1%
Breathing? Breathlessness or chest pains	107 2%	49 1%	58 2%	8 2%	4 1%	10 1%	7 1%	11 1%	15 2%	14 1%	21 2%	6 1%	11 2%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 16-17	
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15		MALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	291 4%	189 6%	102 3%	12 3%	14 3%	40 6%	14 2%	54 6%	24 3%	64 7%	29 3%	20 4%	21 5%
		b				df		adf		abdfh			
Difficulty with speech? e.g. due to a stroke, stutter or stammer	88 1%	62 2%	26 1%	10 2%	9 2%	25 4%	6 1%	13 1%	2 *%	8 1%	6 1%	6 1%	3 1%
		b		f	f	defghj							
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	507 7%	337 10%	170 5%	25 6%	18 4%	75 11%	30 4%	103 11%	39 4%	92 10%	49 5%	43 9%	34 7%
		b				abdfh		abdfh		abdfh		bdf	
Their mental health? Anxiety, depression, or trauma-related conditions, for example	374 5%	156 5%	217 6%	* *%	4 1%	17 2%	8 1%	35 4%	34 4%	57 6%	108 12%	47 10%	63 14%
			a			a		abd	abd	abcd	abcdefg	abcdef	abcdefg

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Other illnesses/ conditions which impact or limit their daily activities	116 2%	55 2%	61 2%	11 2%	8 2%	6 1%	6 1%	4 *%	17 2%	22 2%	20 2%	13 3%	10 2%
				e						e	e	e	e
Nothing – no impairments or conditions that impact or limit their daily activities	5142 76%	2494 73%	2648 78% a	343 76%	373 82% ceghij	488 72%	565 83% aceghij	661 73%	735 81% ceghij	665 73%	660 73%	337 74%	315 70%
Don't know	147 2%	76 2%	71 2%	21 5% eghij	16 3%	21 3%	16 2%	17 2%	18 2%	13 1%	16 2%	5 1%	5 1%
Prefer not to say	162 2%	83 2%	79 2%	14 3% i	15 3% i	23 3% i	17 2%	17 2%	14 2%	27 3% i	19 2%	1 *%	14 3% i
SUMMARY													
ANY IMPACTING OR LIMITING CONDITIONS	1343 20%	745 22% b	599 18%	74 16%	49 11%	148 22% bdf	82 12%	211 23% abdf	138 15%	202 22% bdf	211 23% abdf	110 24% abdf	118 26% abdf
MULTIPLE IMPACTING OR LIMITING CONDITIONS	428 6%	244 7% b	184 5%	21 5%	19 4%	51 8% df	19 3%	62 7% d	35 4%	70 8% df	73 8% df	40 9% bdf	39 9% bdf

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Hearing? Poor hearing, partial hearing, or are deaf	136 2%	11 2%	67 2%	52 2%	120 2%	8 1%	6 2%	2 1%	121 2%	15 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	235 3%	14 2%	93 3%	118 4%	193 3%	16 3%	13 4%	12 4%	197 3%	38 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	111 2%	8 1%	50 2%	46 2%	89 2%	12 2%	5 2%	5 2%	98 2%	13 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	80 1%	6 1%	42 1%	24 1%	60 1%	9 1%	4 1%	7 2%	65 1%	15 2%
Breathing? Breathlessness or chest pains	107 2%	10 2%	43 1%	49 2%	83 1%	11 2%	8 2%	5 2%	92 2%	15 2%

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

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	291 4%	15 2%	132 4%	129 5%	241 4%	26 4%	14 4%	11 4%	244 4%	48 5%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	88 1%	14 2%	49 2%	22 1%	66 1%	10 2%	7 2%	4 2%	79 1%	9 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	507 7%	32 5%	244 8%	213 8%	420 8%	41 7%	23 7%	23 9%	422 7%	85 10%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	374 5%	1 *%	86 3% a	262 9% ab	303 5%	36 6%	23 7%	12 4%	323 5%	50 6%
Other illnesses/ conditions which impact or limit their daily activities	116 2%	10 1%	34 1%	67 2% b	85 2%	18 3% a	7 2%	5 2%	89 2%	27 3% a

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

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Nothing – no impairments or conditions that impact or limit their daily activities	5142 76%	512 80% c	2443 78% c	2056 73%	4232 76%	458 76%	248 74%	203 76%	4486 76%	656 74%
Don't know	147 2%	23 4% c	70 2%	43 2%	125 2%	9 2%	8 2%	5 2%	137 2%	10 1%
Prefer not to say	162 2%	18 3%	64 2%	59 2%	133 2%	14 2%	9 3%	6 2%	143 2%	20 2%
SUMMARY										
ANY IMPACTING OR LIMITING CONDITIONS	1343 20%	83 13%	555 18% a	652 23% ab	1094 20%	123 20%	72 21%	54 20%	1145 19%	198 22%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	428 6%	23 4%	174 6%	210 7% ab	345 6%	41 7%	25 8%	17 6%	353 6%	75 8%

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Hearing? Poor hearing, partial hearing, or are deaf	136 2%	51 3%	23 1%	22 2%	37 2%	75 2%	60 2%	136 10% b	- -%	46 2%	47 2%	30 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	235 3%	71 4%	44 3%	62 4%	57 3%	115 3%	119 4%	235 17% b	- -%	108 5% bc	74 3%	32 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	111 2%	42 2%	18 1%	24 2%	27 2%	60 2%	51 2%	111 8% b	- -%	42 2%	43 2%	16 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	80 1%	40 2% bdf	14 1%	16 1%	10 1%	54 2%	26 1%	80 6% b	- -%	24 1%	36 1%	16 1%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Breathing? Breathlessness or chest pains	107 2%	34 2%	24 1%	26 2%	22 1%	58 2%	47 1%	107 8% b	- -%	41 2% c	46 2%	12 1%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	291 4%	72 4%	55 3%	66 5%	98 6% be	127 4%	164 5% be	291 22% b	- -%	126 6% bc	102 4%	39 3%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	88 1%	18 1%	16 1%	22 2%	32 2%	34 1%	54 2%	88 7% b	- -%	38 2%	33 1%	11 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	507 7%	116 6%	94 6%	106 7%	187 11% abce	210 6%	293 9% abe	507 38% b	- -%	183 9% c	199 8%	82 5%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Their mental health? Anxiety, depression, or trauma-related conditions, for example	374 5%	82 4%	81 5%	76 5%	126 7% ae	162 5%	202 6% ae	374 28% b	- -%	131 6% c	159 6% c	55 4%
Other illnesses/ conditions which impact or limit their daily activities	116 2%	30 2%	22 1%	24 2%	36 2%	53 1%	60 2%	116 9% b	- -%	42 2%	33 1%	26 2%
Nothing – no impairments or conditions that impact or limit their daily activities	5142 76%	1472 77% df	1325 79% df	1086 76% d	1247 71%	2798 78% df	2333 73%	- -%	5142 100% a	1433 71%	2015 77% a	1259 83% ab
Don't know	147 2%	37 2%	34 2%	23 2%	53 3%	72 2%	76 2%	- -%	- -%	54 3%	48 2%	22 1%
Prefer not to say	162 2%	34 2%	35 2%	25 2%	64 4% ace	69 2%	89 3%	- -%	- -%	50 2% c	49 2%	14 1%
SUMMARY												
ANY IMPACTING OR LIMITING CONDITIONS	1343 20%	359 19%	278 17%	293 21%	403 23% be	636 18%	696 22% be	1343 100% b	- -%	492 24% bc	521 20% c	213 14%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
MULTIPLE IMPACTING OR LIMITING CONDITIONS	428	114	78	91	137	193	228	428	-	170	158	64
	6%	6%	5%	6%	8%	5%	7%	32%	-%	8%	6%	4%
					be		be	b		bc		

Columns Tested: a,b,c,d,e,f - 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 : Those whose child has multiple impacting or limiting conditions

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	~c	d	~e	~a	b	~c	a	b
Unweighted total	428	216	212	61	88	89	120	70	61	297	70	267	161
Effective Weighted Sample	339	169	170	37	67	72	101	66	37	238	66	197	143
Total	428	216	213	39	71	96	143	79	39	310	79	241	188
Hearing? Poor hearing, partial hearing, or are deaf	9 2%	9 4%	- -%	** **	** **	** **	3 2%	** **	** **	7 2%	** **	7 3%	3 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	19 4%	8 4%	11 5%	** **	** **	** **	9 6%	** **	** **	16 5%	** **	11 5%	8 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	22 5%	12 6%	10 5%	** **	** **	** **	5 4%	** **	** **	11 3%	** **	11 5%	11 6%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	13 3%	7 3%	7 3%	** **	** **	** **	4 3%	** **	** **	9 3%	** **	11 4%	2 1%
Breathing? Breathlessness or chest pains	6 1%	3 1%	3 1%	** **	** **	** **	2 1%	** **	** **	4 1%	** **	3 1%	3 2%

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

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 : Those whose child has multiple impacting or limiting conditions

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	~c	d	~e	~a	b	~c	a	b
Unweighted total	428	216	212	61	88	89	120	70	61	297	70	267	161
Effective Weighted Sample	339	169	170	37	67	72	101	66	37	238	66	197	143
Total	428	216	213	39	71	96	143	79	39	310	79	241	188
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	39 9%	26 12%	12 6%	** **	** **	** **	14 10%	** **	** **	34 11%	** **	26 11%	13 7%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	13 3%	6 3%	7 3%	** **	** **	** **	1 1%	** **	** **	6 2%	** **	8 3%	6 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	144 34%	65 30%	79 37%	** **	** **	** **	45 32%	** **	** **	111 36%	** **	95 39%	49 26%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	74 17%	38 17%	37 17%	** **	** **	** **	32 22%	** **	** **	44 14%	** **	19 8%	55 29% a
Other illnesses/ conditions which impact or limit their daily activities	13 3%	8 4%	5 3%	** **	** **	** **	5 4%	** **	** **	10 3%	** **	8 3%	5 3%

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

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 : Those whose child has multiple impacting or limiting conditions

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	~c	d	~e	~a	b	~c	a	b
Unweighted total	428	216	212	61	88	89	120	70	61	297	70	267	161
Effective Weighted Sample	339	169	170	37	67	72	101	66	37	238	66	197	143
Total	428	216	213	39	71	96	143	79	39	310	79	241	188
No – all of these are equally impacting or limiting	71	34	37	**	**	**	22	**	**	56	**	42	30
	17%	16%	17%	**	**	**	15%	**	**	18%	**	17%	16%
Don't know	3	-	3	**	**	**	*	**	**	1	**	1	2
	1%	-%	1%	**	**	**	%	**	**	%	**	%	1%
Prefer not to say	1	-	1	**	**	**	*	**	**	*	**	-	1
	%	-%	1%	**	**	**	%	**	**	%	**	-%	1%

SUMMARY

NOMINATES A PRIMARY IMPACTING OR LIMITING CONDITION

	353	181	171	**	**	**	120	**	**	251	**	198	155
	82%	84%	81%	**	**	**	84%	**	**	81%	**	82%	83%

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

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 : Those whose child has multiple impacting or limiting conditions

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 ~e	FEMALE 8-11 ~f	MALE 12-15 ~g	FEMALE 12-15 ~h	MALE 16-17 ~i	FEMALE 16-17 ~j
Significance Level: 99%													
Unweighted total	428	250	178	34	27	66	22	56	33	58	62	36	34
Effective Weighted Sample	339	193	146	19	18	50	17	46	27	48	53	34	32
Total	428	244	184	21	19	51	19	62	35	70	73	40	39
Hearing? Poor hearing, partial hearing, or are deaf	9 2%	3 1%	6 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Eyesight? Poor vision, colour blindness, partial sight, or are blind	19 4%	11 4%	8 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	22 5%	11 4%	11 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	13 3%	4 2%	9 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Breathing? Breathlessness or chest pains	6 1%	2 1%	4 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 : Those whose child has multiple impacting or limiting conditions

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 ~e	FEMALE 8-11 ~f	MALE 12-15 ~g	FEMALE 12-15 ~h	MALE 16-17 ~i	FEMALE 16-17 ~j
Significance Level: 99%													
Unweighted total	428	250	178	34	27	66	22	56	33	58	62	36	34
Effective Weighted Sample	339	193	146	19	18	50	17	46	27	48	53	34	32
Total	428	244	184	21	19	51	19	62	35	70	73	40	39
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	39 9%	28 11%	11 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Difficulty with speech? e.g. due to a stroke, stutter or stammer	13 3%	8 3%	5 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	144 34%	101 41%	43 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Their mental health? Anxiety, depression, or trauma-related conditions, for example	74 17%	29 12%	45 25%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Other illnesses/ conditions which impact or limit their daily activities	13 3%	4 2%	9 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j													

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 : Those whose child has multiple impacting or limiting conditions

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 ~e	FEMALE 8-11 ~f	MALE 12-15 ~g	FEMALE 12-15 ~h	MALE 16-17 ~i	FEMALE 16-17 ~j
Significance Level: 99%													
Unweighted total	428	250	178	34	27	66	22	56	33	58	62	36	34
Effective Weighted Sample	339	193	146	19	18	50	17	46	27	48	53	34	32
Total	428	244	184	21	19	51	19	62	35	70	73	40	39
No – all of these are equally impacting or limiting	71 17%	43 18%	28 15%	**	**	**	**	**	**	**	**	**	**
Don't know	3 1%	1 *%	2 1%	**	**	**	**	**	**	**	**	**	**
Prefer not to say	1 *%	- -%	1 1%	**	**	**	**	**	**	**	**	**	**
SUMMARY													
NOMINATES A PRIMARY IMPACTING OR LIMITING CONDITION	353 82%	200 82%	153 83%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 : Those whose child has multiple impacting or limiting conditions

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b
Significance Level: 99%										
Unweighted total	428	44	183	182	261	59	68	40	359	69
Effective Weighted Sample	339	24	143	157	244	52	54	32	285	55
Total	428	23	174	210	345	41	25	17	353	75
Hearing? Poor hearing, partial hearing, or are deaf	9 2%	** **	5 3%	4 2%	8 2%	** **	** **	** **	8 2%	** **
Eyesight? Poor vision, colour blindness, partial sight, or are blind	19 4%	** **	6 3%	11 5%	13 4%	** **	** **	** **	16 5%	** **
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	22 5%	** **	9 5%	11 5%	16 5%	** **	** **	** **	19 5%	** **
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	13 3%	** **	5 3%	5 3%	11 3%	** **	** **	** **	9 2%	** **
Breathing? Breathlessness or chest pains	6 1%	** **	3 2%	3 1%	4 1%	** **	** **	** **	6 2%	** **

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

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 : Those whose child has multiple impacting or limiting conditions

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b
Significance Level: 99%										
Unweighted total	428	44	183	182	261	59	68	40	359	69
Effective Weighted Sample	339	24	143	157	244	52	54	32	285	55
Total	428	23	174	210	345	41	25	17	353	75
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	39 9%	** **	20 11%	17 8%	32 9%	** **	** **	** **	30 9%	** **
Difficulty with speech? e.g. due to a stroke, stutter or stammer	13 3%	** **	6 3%	6 3%	10 3%	** **	** **	** **	11 3%	** **
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	144 34%	** **	69 40%	63 30%	120 35%	** **	** **	** **	120 34%	** **
Their mental health? Anxiety, depression, or trauma-related conditions, for example	74 17%	** **	14 8%	52 25% b	64 19%	** **	** **	** **	62 18%	** **
Other illnesses/ conditions which impact or limit their daily activities	13 3%	** **	5 3%	6 3%	10 3%	** **	** **	** **	10 3%	** **

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

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 : Those whose child has multiple impacting or limiting conditions

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b
Significance Level: 99%										
Unweighted total	428	44	183	182	261	59	68	40	359	69
Effective Weighted Sample	339	24	143	157	244	52	54	32	285	55
Total	428	23	174	210	345	41	25	17	353	75
No – all of these are equally impacting or limiting	71 17%	** **	31 18%	30 14%	56 16%	** **	** **	** **	58 16%	** **
Don't know	3 1%	** **	1 1%	2 1%	- -%	** **	** **	** **	3 1%	** **
Prefer not to say	1 *%	** **	- -%	1 *%	1 *%	** **	** **	** **	1 *%	** **

SUMMARY

NOMINATES A PRIMARY IMPACTING OR LIMITING CONDITION	353 82%	** **	141 81%	177 85%	289 84%	** **	** **	** **	292 82%	** **
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Columns Tested: a,b,c - a,b,c,d - a,b

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 : Those whose child has multiple impacting or limiting conditions

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	~b	~c	d	e	f	a	~b	a	b	~c
Unweighted total	428	127	84	95	116	211	211	428	-	164	171	62
Effective Weighted Sample	339	101	67	73	96	168	168	339	-	130	134	50
Total	428	114	78	91	137	193	228	428	-	170	158	64
Hearing? Poor hearing, partial hearing, or are deaf	9 2%	8 7% df	** **	** **	- -%	9 5% f	- -%	9 2%	** **	2 1%	4 3%	** **
Eyesight? Poor vision, colour blindness, partial sight, or are blind	19 4%	8 7%	** **	** **	3 3%	11 6%	8 3%	19 4%	** **	9 5%	6 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	22 5%	12 10% d	** **	** **	1 *%	15 8% d	7 3%	22 5%	** **	10 6%	7 4%	** **
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	13 3%	6 5%	** **	** **	- -%	12 6% f	1 1%	13 3%	** **	2 1%	9 6%	** **

Columns Tested: a,b,c,d,e,f - 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 : Those whose child has multiple impacting or limiting conditions

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 ~b	C2 ~c	DE d	ABC1 e	C2DE f	ANY a	NONE ~b	MOST a	POTENTIALITY b	LEAST ~c
Significance Level: 99%												
Unweighted total	428	127	84	95	116	211	211	428	-	164	171	62
Effective Weighted Sample	339	101	67	73	96	168	168	339	-	130	134	50
Total	428	114	78	91	137	193	228	428	-	170	158	64
Breathing? Breathlessness or chest pains	6 1%	1 1%	** **	** **	2 1%	3 2%	3 1%	6 1%	** **	1 *%	4 3%	** **
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	39 9%	13 11%	** **	** **	13 10%	18 9%	21 9%	39 9%	** **	17 10%	13 8%	** **
Difficulty with speech? e.g. due to a stroke, stutter or stammer	13 3%	2 2%	** **	** **	6 4%	5 3%	8 3%	13 3%	** **	8 5%	2 1%	** **
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	144 34%	26 23%	** **	** **	61 44% ae	51 26%	91 40% ae	144 34%	** **	54 32%	60 38%	** **
Their mental health? Anxiety, depression, or trauma-related conditions, for example	74 17%	18 16%	** **	** **	23 17%	31 16%	38 17%	74 17%	** **	38 22%	20 13%	** **

Columns Tested: a,b,c,d,e,f - 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 : Those whose child has multiple impacting or limiting conditions

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 ~b	C2 ~c	DE d	ABC1 e	C2DE f	ANY a	NONE ~b	MOST a	POTENTIALITY b	LEAST ~c
Significance Level: 99%												
Unweighted total	428	127	84	95	116	211	211	428	-	164	171	62
Effective Weighted Sample	339	101	67	73	96	168	168	339	-	130	134	50
Total	428	114	78	91	137	193	228	428	-	170	158	64
Other illnesses/ conditions which impact or limit their daily activities	13 3%	3 3%	** **	** **	2 1%	8 4%	5 2%	13 3%	** **	5 3%	3 2%	** **
No – all of these are equally impacting or limiting	71 17%	16 14%	** **	** **	25 18%	27 14%	44 19%	71 17%	** **	23 14%	28 18%	** **
Don't know	3 1%	* *%	** **	** **	2 1%	* *%	2 1%	3 1%	** **	* *%	1 1%	** **
Prefer not to say	1 *%	- -%	** **	** **	* *%	1 *%	* *%	1 *%	** **	* *%	1 1%	** **
SUMMARY												
NOMINATES A PRIMARY IMPACTING OR LIMITING CONDITION	353 82%	97 85%	** **	** **	111 81%	164 85%	181 79%	353 82%	** **	146 86%	128 81%	** **

Columns Tested: a,b,c,d,e,f - 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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Hearing? Poor hearing, partial hearing, or are deaf	92 1%	54 2%	38 1%	18 2%	20 1%	22 1%	24 1%	8 1%	18 2%	66 1%	8 1%	67 1%	25 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	158 2%	84 2%	74 2%	14 2%	26 2%	51 3%	47 3%	19 2%	14 2%	125 3%	19 2%	104 2%	54 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	57 1%	33 1%	24 1%	7 1%	5 *%	16 1%	17 1%	12 1%	7 1%	38 1%	12 1%	32 1%	25 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	31 *%	19 1%	12 *%	4 *%	6 *%	7 *%	9 *%	5 1%	4 *%	22 *%	5 1%	23 1%	8 *%
Breathing? Breathlessness or chest pains	62 1%	38 1%	24 1%	8 1%	11 1%	19 1%	13 1%	10 1%	8 1%	43 1%	10 1%	38 1%	23 1%

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

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	113 2%	64 2%	49 1%	7 1%	25 2%	38 2%	31 2%	12 1%	7 1%	94 2%	12 1%	78 2%	35 2%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	46 1%	22 1%	23 1%	10 1%	16 1%	6 *%	9 *%	5 1%	10 1%	31 1%	5 1%	32 1%	13 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	384 6%	181 5%	204 6%	36 4%	89 7%	109 6%	102 6%	48 5%	36 4%	300 6%	48 5%	267 6%	117 5%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	256 4%	127 4%	129 4%	4 *%	10 1%	41 2% ab	117 6% abc	84 9% abc	4 *%	168 3% a	84 9% ab	77 2%	178 8% a
Other illnesses/ conditions which impact or limit their daily activities	69 1%	38 1%	31 1%	10 1%	9 1%	16 1%	23 1%	11 1%	10 1%	48 1%	11 1%	39 1%	30 1%
Don't know	150 2%	75 2%	75 2%	37 4% cde	37 3%	36 2%	29 2%	12 1%	37 4% bc	101 2%	12 1%	117 3% b	33 1%

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

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Prefer not to say	164	82	82	30	39	32	46	17	30	117	17	114	50
	2%	2%	2%	3%	3%	2%	3%	2%	3%	2%	2%	3%	2%
SUMMARY													
HAS AN IMPACTING OR LIMITING CONDITION	1343	694	649	124	230	349	413	227	124	993	227	801	543
	20%	21%	19%	14%	17%	19%	23%	25%	14%	20%	25%	18%	24%
						a	ab	abc		a	ab		a
DOES NOT HAVE ANY IMPACTING OR LIMITING CONDITION	5142	2527	2615	716	1053	1396	1325	652	716	3774	652	3499	1642
	76%	75%	77%	79%	77%	77%	73%	72%	79%	76%	72%	77%	73%
				de	e				c			b	
HAS A MAIN OR PRIMARY IMPACTING OR LIMITING CONDITION	1268	660	608	118	218	326	390	215	118	934	215	758	510
	19%	20%	18%	13%	16%	18%	22%	24%	13%	19%	24%	17%	23%
						a	ab	abc		a	ab		a
HAS MULTIPLE IMPACTING IMPACTING OR LIMITING CONDITIONS AND ALL ARE EQUALLY IMPACTING OR LIMITING	71	34	37	5	12	22	22	10	5	56	10	42	30
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
HAS MULTIPLE IMPACTING OR LIMITING CONDITIONS	428	216	213	39	71	96	143	79	39	310	79	241	188
	6%	6%	6%	4%	5%	5%	8%	9%	4%	6%	9%	5%	8%
							abc	abc			a		a
HAS A SINGLE IMPACTING OR LIMITING CONDITION	915	478	437	84	160	253	270	148	84	683	148	560	355
	13%	14%	13%	9%	12%	14%	15%	16%	9%	14%	16%	12%	16%
						a	a	ab		a	a		a

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

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Hearing? Poor hearing, partial hearing, or are deaf	92 1%	42 1%	50 1%	11 3%	7 1%	9 1%	11 2%	10 1%	12 1%	7 1%	17 2%	5 1%	3 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	158 2%	84 2%	74 2%	7 2%	7 2%	15 2%	11 2%	29 3%	22 2%	25 3%	22 2%	8 2%	11 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	57 1%	31 1%	26 1%	5 1%	3 1%	3 *%	2 *%	8 1%	8 1%	8 1%	8 1%	7 2%	5 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	31 *%	15 *%	17 *%	3 1%	1 *%	2 *%	4 1%	5 1%	2 *%	3 *%	6 1%	2 1%	3 1%
Breathing? Breathlessness or chest pains	62 1%	33 1%	28 1%	7 2%	1 *%	5 1%	6 1%	8 1%	11 1%	7 1%	6 1%	5 1%	5 1%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 16-17	
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15		MALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	113 2%	76 2%	37 1%	6 1%	2 *%	20 3%	5 1%	26 3%	12 1%	21 2%	10 1%	3 1%	9 2%
		b				bd		bd					
Difficulty with speech? e.g. due to a stroke, stutter or stammer	46 1%	32 1%	14 *%	4 1%	6 1%	11 2%	5 1%	6 1%	* *%	6 1%	3 *%	5 1%	- -%
						f							
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	384 6%	262 8%	123 4%	22 5%	14 3%	61 9%	28 4%	82 9%	27 3%	66 7%	35 4%	30 7%	19 4%
		b				bdfhj		abdfhj		bhf		f	
Their mental health? Anxiety, depression, or trauma-related conditions, for example	256 4%	93 3%	163 5%	* *%	3 1%	7 1%	3 *%	21 2%	20 2%	31 3%	85 9%	34 7%	51 11%
			a					ad	ad	abcd	abcdefg	abcdefg	abcdefg

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Other illnesses/ conditions which impact or limit their daily activities	69 1%	32 1%	37 1%	4 1%	6 1%	5 1%	4 1%	4 *%	12 1%	12 1%	11 1%	7 2%	4 1%
Don't know	150 2%	77 2%	73 2%	21 5% eghi	16 3%	21 3%	16 2%	17 2%	19 2%	13 1%	16 2%	5 1%	7 1%
Prefer not to say	164 2%	83 2%	81 2%	14 3% i	15 3% i	23 3% i	17 2%	17 2%	14 2%	27 3% i	19 2%	1 *%	15 3% i
SUMMARY													
HAS AN IMPACTING OR LIMITING CONDITION	1343 20%	745 22% b	599 18%	74 16%	49 11%	148 22% bdf	82 12%	211 23% abdf	138 15%	202 22% bdf	211 23% abdf	110 24% abdf	118 26% abdf
DOES NOT HAVE ANY IMPACTING OR LIMITING CONDITION	5142 76%	2494 73%	2648 78% a	343 76%	373 82% ceghij	488 72%	565 83% aceghij	661 73%	735 81% ceghij	665 73%	660 73%	337 74%	315 70%
HAS A MAIN OR PRIMARY IMPACTING OR LIMITING CONDITION	1268 19%	701 21% b	567 17%	70 15%	48 11%	139 20% bdf	79 12%	200 22% abdf	126 14%	187 21% bdf	203 22% abdf	105 23% abdf	110 24% abdf

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
HAS MULTIPLE IMPACTING IMPACTING OR LIMITING CONDITIONS AND ALL ARE EQUALLY IMPACTING OR LIMITING	71 1%	43 1%	28 1%	4 1%	1 *%	9 1%	3 *%	11 1%	11 1%	14 2%	8 1%	4 1%	5 1%
HAS MULTIPLE IMPACTING OR LIMITING CONDITIONS	428 6%	244 7% b	184 5%	21 5%	19 4%	51 8% df	19 3%	62 7% d	35 4%	70 8% df	73 8% df	40 9% bdf	39 9% bdf
HAS A SINGLE IMPACTING OR LIMITING CONDITION	915 13%	500 15% b	415 12%	53 12%	31 7%	96 14% bd	63 9%	150 17% bdf	103 11%	132 15% bd	139 15% bd	69 15% bd	78 17% bdf

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Hearing? Poor hearing, partial hearing, or are deaf	92 1%	10 2%	46 1%	32 1%	83 1%	3 1%	5 1%	1 *%	81 1%	11 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	158 2%	11 2%	65 2%	80 3%	128 2%	13 2%	9 3%	8 3%	135 2%	23 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	57 1%	3 1%	23 1%	29 1%	45 1%	6 1%	4 1%	2 1%	51 1%	6 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	31 *%	3 *%	13 *%	13 *%	24 *%	3 1%	1 *%	3 1%	23 *%	9 1%
Breathing? Breathlessness or chest pains	62 1%	6 1%	30 1%	24 1%	49 1%	5 1%	4 1%	3 1%	57 1%	5 1%

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

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	113 2%	5 1%	60 2%	44 2%	92 2%	11 2%	4 1%	6 2%	96 2%	17 2%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	46 1%	6 1%	25 1%	14 *%	36 1%	5 1%	2 *%	3 1%	42 1%	3 *%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	384 6%	27 4%	195 6%	153 5%	320 6%	29 5%	16 5%	19 7%	321 5%	64 7%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	256 4%	* *%	44 1%	191 7%	212 4%	23 4%	14 4%	6 2%	220 4%	36 4%
Other illnesses/ conditions which impact or limit their daily activities	69 1%	7 1%	21 1%	40 1%	49 1%	12 2%	5 1%	3 1%	57 1%	12 1%

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

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Don't know	150	23	71	45	125	9	11	5	140	10
	2%	4%	2%	2%	2%	2%	3%	2%	2%	1%
		c								
Prefer not to say	164	18	64	60	134	14	9	6	144	20
	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%
SUMMARY										
HAS AN IMPACTING OR LIMITING CONDITION	1343	83	555	652	1094	123	72	54	1145	198
	20%	13%	18%	23%	20%	20%	21%	20%	19%	22%
			a	ab						
DOES NOT HAVE ANY IMPACTING OR LIMITING CONDITION	5142	512	2443	2056	4232	458	248	203	4486	656
	76%	80%	78%	73%	76%	76%	74%	76%	76%	74%
		c	c							
HAS A MAIN OR PRIMARY IMPACTING OR LIMITING CONDITION	1268	79	522	619	1038	112	65	53	1083	184
	19%	12%	17%	22%	19%	18%	19%	20%	18%	21%
			a	ab						
HAS MULTIPLE IMPACTING OR LIMITING CONDITIONS AND ALL ARE EQUALLY IMPACTING OR LIMITING	71	4	31	30	56	11	3	1	58	14
	1%	1%	1%	1%	1%	2%	1%	*%	1%	2%
HAS MULTIPLE IMPACTING OR LIMITING CONDITIONS	428	23	174	210	345	41	25	17	353	75
	6%	4%	6%	7%	6%	7%	8%	6%	6%	8%
				ab						

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

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
HAS A SINGLE IMPACTING OR LIMITING CONDITION	915	60	381	442	749	82	46	37	792	123
	13%	9%	12%	16% ab	13%	14%	14%	14%	13%	14%

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

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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Hearing? Poor hearing, partial hearing, or are deaf	92 1%	34 2%	16 1%	14 1%	28 2%	50 1%	42 1%	92 7% b	- -%	30 1%	33 1%	22 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	158 2%	51 3%	31 2%	40 3%	36 2%	82 2%	76 2%	158 12% b	- -%	67 3% c	55 2%	20 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	57 1%	22 1%	7 *%	19 1%	9 1%	29 1%	28 1%	57 4% b	- -%	21 1%	20 1%	10 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	31 *%	17 1% df	9 1%	6 *%	- -%	26 1% df	6 *%	31 2% b	- -%	9 *%	17 1%	6 *%

Columns Tested: a,b,c,d,e,f - 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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Breathing? Breathlessness or chest pains	62 1%	18 1%	16 1%	17 1%	9 1%	34 1%	26 1%	62 5% b	- -%	21 1%	28 1%	6 *%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	113 2%	35 2%	22 1%	20 1%	36 2%	57 2%	56 2%	113 8% b	- -%	47 2%	39 1%	18 1%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	46 1%	8 *%	9 1%	13 1%	17 1%	16 *%	29 1%	46 3% b	- -%	17 1%	17 1%	8 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	384 6%	84 4%	76 5%	79 6%	142 8% abe	160 4%	221 7% abe	384 29% b	- -%	137 7% c	153 6%	59 4%

Columns Tested: a,b,c,d,e,f - 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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Their mental health? Anxiety, depression, or trauma-related conditions, for example	256 4%	53 3%	64 4%	50 3%	83 5% a	117 3%	132 4%	256 19% b	- -%	95 5% c	110 4% c	35 2%
Other illnesses/ conditions which impact or limit their daily activities	69 1%	19 1%	18 1%	15 1%	17 1%	37 1%	32 1%	69 5% b	- -%	23 1%	20 1%	19 1%
Don't know	150 2%	38 2%	34 2%	24 2%	54 3%	72 2%	78 2%	3 *% b	- -%	54 3%	49 2%	22 1%
Prefer not to say	164 2%	34 2%	36 2%	25 2%	65 4% ace	70 2%	89 3%	1 *%	- -%	51 3% c	50 2%	14 1%
SUMMARY												
HAS AN IMPACTING OR LIMITING CONDITION	1343 20%	359 19%	278 17%	293 21%	403 23% be	636 18%	696 22% be	1343 100% b	- -%	492 24% bc	521 20% c	213 14%
DOES NOT HAVE ANY IMPACTING OR LIMITING CONDITION	5142 76%	1472 77% df	1325 79% df	1086 76% d	1247 71%	2798 78% df	2333 73%	- -%	5142 100% a	1433 71%	2015 77% a	1259 83% ab

Columns Tested: a,b,c,d,e,f - 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 TABLE FOR IMPACTING OR LIMITING CONDITION

Base : All parents of children aged 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
HAS A MAIN OR PRIMARY IMPACTING OR LIMITING CONDITION	1268 19%	342 18%	266 16%	273 19%	376 21% be	608 17%	649 20% be	1268 94% b	- -%	468 23% bc	491 19% c	202 13%
HAS MULTIPLE IMPACTING OR LIMITING CONDITIONS AND ALL ARE EQUALLY IMPACTING OR LIMITING	71 1%	16 1%	11 1%	20 1%	25 1%	27 1%	44 1%	71 5% b	- -%	23 1%	28 1%	11 1%
HAS MULTIPLE IMPACTING OR LIMITING CONDITIONS	428 6%	114 6%	78 5%	91 6%	137 8% be	193 5%	228 7% be	428 32% b	- -%	170 8% bc	158 6%	64 4%
HAS A SINGLE IMPACTING OR LIMITING CONDITION	915 13%	244 13%	199 12%	202 14%	265 15%	444 12%	468 15%	915 68% b	- -%	322 16% c	362 14% c	149 10%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
16-24	239 4%	109 3%	131 4%	92 10% bcde	64 5% cd	30 2%	30 2%	22 2%	92 10%	125 3%	22 2%	190 4% b	49 2%
25-34	2085 31%	1086 32%	1000 29%	506 56% bcde	660 49% cde	596 33% de	284 16% e	39 4%	506 56% bc	1540 31% c	39 4%	1857 41% b	229 10%
35-44	2818 41%	1416 42%	1402 41%	281 31%	501 37% a	834 46% ab	815 45% ab	388 43% ab	281 31%	2150 43% a	388 43% a	1817 40%	1001 44% a
45-54	1372 20%	631 19%	741 22% a	16 2%	114 8% a	306 17% ab	573 32% abc	363 40% abcd	16 2%	994 20% a	363 40% ab	571 13%	801 35% a
55-64	214 3%	107 3%	107 3%	2 *% %	9 1% %	23 1% %	92 5% abc	87 10% abcd	2 *% %	124 2% a	87 10% ab	50 1% %	164 7% a
65-74	24 *% %	11 *% %	12 *% %	2 *% %	1 *% %	8 *% %	9 *% %	4 *% %	2 *% %	18 *% %	4 *% %	11 *% %	13 1% %
75-79	1 *% %	1 *% %	- -% %	- -% %	1 *% %	- -% %	- -% %	- -% %	- -% %	1 *% %	- -% %	1 *% %	- -% %
Refused	42 1%	18 1%	24 1%	7 1%	9 1%	15 1%	8 *% %	4 *% %	7 1%	32 1%	4 *% %	34 1%	9 *% %

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
16-24	239 4%	125 4%	114 3%	57 13% cdefghij	35 8% cefg hij	25 4% f	39 6% efgh	18 2%	12 1%	14 2%	16 2%	11 2%	11 3%
25-34	2085 31%	1056 31%	1030 30%	255 56% defghij	251 55% defghij	344 51% efghij	316 46% efghij	301 33% ghij	295 33% ghij	128 14% ij	156 17% ij	28 6%	12 3%
35-44	2818 41%	1378 41%	1440 42%	132 29%	148 33%	242 36%	259 38% a	412 45% abcd	422 47% abcd	399 44% abc	416 46% abcd	193 43% ab	195 43% ab
45-54	1372 20%	700 21%	672 20%	5 1%	11 2%	61 9% ab	54 8% ab	157 17% abcd	149 16% abcd	301 33% abcdef	272 30% abcdef	176 39% abcdefh	186 41% abcdefh
55-64	214 3%	111 3%	103 3%	1 *% a	2 *% a	4 1%	5 1%	9 1%	14 2%	54 6% abcdef	38 4% abcdef	43 10% abcdefh	44 10% abcdefh
65-74	24 *% a	16 *% a	8 *% a	2 *% a	- -% a	- -% a	1 *% a	6 1% a	2 *% a	5 1% a	4 *% a	2 *% a	2 *% a
75-79	1 *% a	1 *% a	- -% a	- -% a	- -% a	1 *% a	- -% a	- -% a	- -% a	- -% a	- -% a	- -% a	- -% a
Refused	42 1%	11 *% a	31 1% a	2 *% a	5 1% a	3 *% a	6 1% a	3 *% a	12 1% a	4 *% a	4 *% a	- -% a	4 1% a

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
16-24	239	61	114	54	200	18	9	12	221	19
	4%	10%	4%	2%	4%	3%	3%	4%	4%	2%
		bc	c							
25-34	2085	362	1306	378	1712	185	102	86	1843	243
	31%	57%	42%	13%	31%	31%	30%	32%	31%	27%
		bc	c							
35-44	2818	197	1296	1232	2263	285	160	109	2446	372
	41%	31%	41%	44%	41%	47%	48%	41%	41%	42%
			a	a		a	a			
45-54	1372	10	359	943	1172	97	55	47	1176	196
	20%	2%	11%	34%	21%	16%	16%	17%	20%	22%
			a	ab	bc					
55-64	214	2	27	173	181	15	7	11	172	42
	3%	*%	1%	6%	3%	2%	2%	4%	3%	5%
				ab						
65-74	24	-	8	14	21	1	*	1	18	6
	*%	-%	*%	1%	*%	*%	*%	*%	*%	1%
75-79	1	-	-	-	1	-	-	-	1	-
	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%
Refused	42	4	20	16	35	2	2	3	37	6
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
16-24	239 4%	58 3%	45 3%	63 4%	73 4%	103 3%	136 4% e	56 4%	162 3%	88 4% c	99 4% c	28 2%
25-34	2085 31%	503 26%	479 29%	496 35% abe	600 34% abe	982 27%	1097 34% abe	403 30%	1572 31%	761 37% bc	824 31% c	337 22%
35-44	2818 41%	825 43% f	737 44% df	561 39%	682 39%	1562 44% df	1242 39%	528 39%	2166 42%	817 40%	1052 40%	693 46% ab
45-54	1372 20%	425 22% cf	357 21% c	245 17%	340 19%	783 22% cf	585 18%	302 22%	1019 20%	307 15%	542 21% a	378 25% ab
55-64	214 3%	70 4%	49 3%	45 3%	50 3%	119 3%	95 3%	39 3%	174 3%	38 2%	88 3% a	67 4% a
65-74	24 *%	9 *%	1 *%	5 *%	9 1%	9 *%	14 *%	7 *%	17 *%	7 *%	13 1%	2 *%
75-79	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%
Refused	42 1%	13 1%	4 *%	11 1%	12 1%	17 *%	23 1%	9 1%	31 1%	12 1%	14 1%	4 *%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Man	1853	1113	741	170	357	516	547	263	170	1420	263	1190	663
	27%	33%	22%	19%	26%	28%	30%	29%	19%	28%	29%	26%	29%
		b			a	a	a	a		a	a		
Woman	4921	2256	2665	732	998	1286	1265	640	732	3549	640	3322	1599
	72%	67%	78%	81%	73%	71%	70%	71%	81%	71%	71%	73%	71%
			a	bcde					bc				
Non-binary	18	7	11	4	4	7	-	3	4	11	3	16	3
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
Prefer to use another term (please specify - optional)	2	2	-	-	-	2	-	-	-	2	-	2	-
	*%	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%
Prefer not to say	*	*	-	-	-	*	-	-	-	*	-	*	-
	*%	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Man	1853	1026	827	94	77	193	164	282	234	318	229	140	123
	27%	30%	24%	21%	17%	28%	24%	31%	26%	35%	25%	31%	27%
		b				ab	b	abd	b	abdfhj	b	ab	b
Woman	4921	2358	2563	359	373	483	515	618	669	588	677	310	330
	72%	69%	75%	79%	82%	71%	76%	68%	74%	65%	75%	68%	73%
			a	cegi	cefg hij		eg		g		eg		g
Non-binary	18	11	8	*	4	4	*	4	3	-	-	3	-
	*%	*%	*%	*%	1%	1%	*%	*%	*%	-%	-%	1%	-%
Prefer to use another term (please specify - optional)	2	2	-	-	-	-	-	2	-	-	-	-	-
	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%
Prefer not to say	*	*	-	-	-	-	-	*	-	-	-	-	-
	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Man	1853	104	832	856	1526	160	77	89	1652	201
	27%	16%	27%	30%	27%	27%	23%	33%	28%	23%
			a	ab				ac	b	
Woman	4921	528	2288	1951	4042	443	257	179	4239	682
	72%	83%	73%	69%	72%	73%	76%	67%	72%	77%
		bc	c				d			a
Non-binary	18	4	10	4	15	1	2	-	18	*
	*%	1%	*%	*%	*%	*%	*%	-%	*%	*%
Prefer to use another term (please specify - optional)	2	-	-	-	2	-	-	-	2	-
	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%
Prefer not to say	*	-	*	-	-	-	*	-	*	-
	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Man	1853	722	414	404	310	1135	715	339	1424	437	779	525
	27%	38%	25%	28%	18%	32%	22%	25%	28%	22%	30%	35%
		bcdef	d	df		bdf	d				a	ab
Woman	4921	1170	1256	1020	1453	2426	2472	996	3707	1588	1845	977
	72%	62%	75%	71%	82%	68%	77%	74%	72%	78%	70%	65%
			ae	a	abcef	a	ace			bc	c	
Non-binary	18	9	3	3	3	12	6	7	10	5	7	6
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer to use another term (please specify - optional)	2	2	-	-	-	2	-	2	-	-	-	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%
Prefer not to say	*	-	-	-	*	-	*	-	*	-	*	-
	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
In full time employment	3529	1846	1683	397	694	939	1011	489	397	2644	489	2288	1241
	52%	55%	49%	44%	51%	52%	56%	54%	44%	53%	54%	51%	55%
		b			a	a	a	a		a	a		a
In part time employment	1783	806	977	295	345	499	451	194	295	1295	194	1261	522
	26%	24%	29%	33%	25%	28%	25%	21%	33%	26%	21%	28%	23%
			a	bde		e			bc	c		b	
Unemployed	273	134	138	41	68	72	58	33	41	199	33	196	77
	4%	4%	4%	5%	5%	4%	3%	4%	5%	4%	4%	4%	3%
A student	89	39	51	13	20	15	22	19	13	57	19	49	40
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%
Full-time responsibility for home/ family	982	484	499	151	212	256	226	137	151	694	137	668	315
	14%	14%	15%	17%	16%	14%	12%	15%	17%	14%	15%	15%	14%
				d									
Retired	29	20	9	1	-	12	10	5	1	22	5	13	16
	*%	1%	*%	*%	-%	1%	1%	1%	*%	*%	1%	*%	1%
						b	b	b					
Other	72	29	43	4	10	14	19	25	4	43	25	36	37
	1%	1%	1%	*%	1%	1%	1%	3%	*%	1%	3%	1%	2%
								abcd			ab		a
Prefer not to say	37	19	18	3	10	5	15	4	3	30	4	18	19
	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	*%	*%	1%

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 12-15	MALE 16-17	FEMALE 16-17
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15				
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j	
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394	
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370	
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453	
In full time employment	3529	1805	1725	199	197	348	346	481	458	519	492	257	231	
	52%	53%	51%	44%	44%	51%	51%	53%	51%	57%	54%	57%	51%	
								ab		ab	ab	ab		
In part time employment	1783	873	910	146	148	176	169	243	255	211	240	97	97	
	26%	26%	27%	32%	33%	26%	25%	27%	28%	23%	26%	21%	21%	
				gij	dgij									
Unemployed	273	128	145	19	23	35	33	33	39	26	32	14	18	
	4%	4%	4%	4%	5%	5%	5%	4%	4%	3%	4%	3%	4%	
A student	89	39	50	7	6	7	13	8	8	11	11	7	13	
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	3%	
Full-time responsibility for home/family	982	489	493	76	75	106	106	128	128	118	108	62	76	
	14%	14%	15%	17%	17%	16%	16%	14%	14%	13%	12%	14%	17%	
Retired	29	18	10	1	-	-	-	6	5	8	3	3	2	
	*%	1%	*%	*%	-%	-%	-%	1%	1%	1%	*%	1%	1%	
Other	72	29	43	2	2	5	5	6	9	7	12	10	16	
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	2%	3%	
													abcdefg	
Prefer not to say	37	15	22	2	2	2	8	2	4	6	9	4	-	
	1%	*%	1%	*%	*%	*%	1%	*%	*%	1%	1%	1%	-%	

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
In full time employment	3529	260	1624	1547	2861	314	193	161	3121	408
	52%	41%	52%	55%	51%	52%	57%	60%	53%	46%
			a	a			a	ab	b	
In part time employment	1783	212	849	666	1484	169	75	54	1534	249
	26%	33%	27%	24%	27%	28%	22%	20%	26%	28%
		bc	c		d	d				
Unemployed	273	22	139	100	220	30	14	9	241	32
	4%	3%	4%	4%	4%	5%	4%	3%	4%	4%
A student	89	9	36	41	74	7	6	1	81	8
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Full-time responsibility for home/ family	982	124	445	378	835	75	39	34	820	162
	14%	20%	14%	13%	15%	12%	12%	13%	14%	18%
		bc								a
Retired	29	1	10	16	24	3	1	-	19	9
	*%	*%	*%	1%	*%	*%	*%	-%	*%	1%
										a
Other	72	3	21	45	53	5	6	9	62	10
	1%	*%	1%	2%	1%	1%	2%	3%	1%	1%
				b				ab		
Prefer not to say	37	3	8	17	34	2	2	-	33	4
	1%	1%	*%	1%	1%	*%	1%	-%	1%	*%

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
In full time employment	3529	1365	1046	724	385	2411	1109	604	2775	670	1500	1136
	52%	72%	63%	51%	22%	67%	35%	45%	54%	33%	57%	75%
		bcdef	cdf	df		bcdf	d		a		a	ab
In part time employment	1783	376	431	422	544	808	966	338	1366	618	731	268
	26%	20%	26%	30%	31%	23%	30%	25%	27%	30%	28%	18%
		a	a	ae	abe		abe			c	c	
Unemployed	273	11	14	29	216	25	245	76	175	169	61	3
	4%	1%	1%	2%	12%	1%	8%	6%	3%	8%	2%	0%
				abe	abcef		abce	b		bc	c	
A student	89	18	36	20	16	54	35	18	71	29	34	13
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
			a									
Full-time responsibility for home/ family	982	107	125	200	548	231	749	261	681	495	261	75
	14%	6%	7%	14%	31%	6%	23%	19%	13%	24%	10%	5%
				abe	abcef		abce	b		bc	c	
Retired	29	7	4	9	9	11	18	10	19	13	10	4
	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%
Other	72	9	12	14	35	21	49	30	40	28	30	8
	1%	0%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%
					abe		ae	b				
Prefer not to say	37	9	5	9	14	14	22	6	15	8	4	2
	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Income Support	219 3%	131 4%	88 3%	26 3%	41 3%	48 3%	67 4%	38 4%	26 3%	156 3%	38 4%	124 3%	95 4%
		b											a
Income-based Jobseeker's Allowance	90 1%	63 2%	27 1%	7 1%	21 2%	27 2%	27 1%	7 1%	7 1%	76 2%	7 1%	63 1%	27 1%
		b											
Pensions Credit (Guaranteed Credit)	73 1%	37 1%	37 1%	8 1%	11 1%	15 1%	25 1%	15 2%	8 1%	50 1%	15 2%	40 1%	34 1%
Pensions Credit (no Guaranteed Credit)	35 1%	24 1%	11 *%	4 *%	5 *%	11 1%	10 1%	6 1%	4 *%	25 1%	6 1%	23 1%	13 1%
Employment and Support Allowance (ESA)	259 4%	146 4%	113 3%	21 2%	35 3%	71 4%	75 4%	57 6%	21 2%	181 4%	57 6%	137 3%	122 5%
								ab			ab		a
Universal Credit (and household has other earnings)	1082 16%	547 16%	535 16%	182 20%	242 18%	295 16%	239 13%	125 14%	182 20%	776 16%	125 14%	782 17%	300 13%
				de	d				bc			b	
Universal Credit (and household has no other earnings)	440 6%	209 6%	231 7%	74 8%	103 8%	102 6%	111 6%	49 5%	74 8%	317 6%	49 5%	311 7%	128 6%
Personal Independence Payment (PIP)	389 6%	184 5%	205 6%	37 4%	62 5%	86 5%	112 6%	92 10%	37 4%	260 5%	92 10%	205 5%	184 8%
								abcd			ab		a

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

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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Carer's allowance	374	201	173	34	55	91	119	75	34	265	75	211	163
	6%	6%	5%	4%	4%	5%	7%	8%	4%	5%	8%	5%	7%
							ab	abc			ab		a
Disability Living Allowance (DLA)	365	181	184	38	58	108	109	52	38	275	52	233	131
	5%	5%	5%	4%	4%	6%	6%	6%	4%	6%	6%	5%	6%
Other	113	45	68	16	9	44	28	15	16	81	15	80	33
	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%
						b							
None of these - Do not receive any of these benefits	3998	1949	2049	524	796	1077	1067	534	524	2940	534	2671	1327
	59%	58%	60%	58%	59%	59%	59%	59%	58%	59%	59%	59%	59%
Don't know	103	57	46	11	18	20	40	15	11	77	15	54	49
	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%
													a
Prefer not to say	261	135	126	22	60	65	82	32	22	207	32	169	92
	4%	4%	4%	2%	4%	4%	5%	4%	2%	4%	4%	4%	4%
SUMMARY													
ANY BENEFITS	2432	1237	1196	349	485	650	623	325	349	1759	325	1636	797
	36%	37%	35%	39%	36%	36%	34%	36%	39%	35%	36%	36%	35%

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 16-17	
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15		MALE 16-17
		a	b	a	b	c	d	e	f	g	h	i	j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Income Support	219	104	116	10	16	24	17	23	25	30	37	17	21
	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	4%	4%	5%
Income-based Jobseeker's Allowance	90	44	46	3	4	4	17	15	13	18	9	4	3
	1%	1%	1%	1%	1%	1%	3%	2%	1%	2%	1%	1%	1%
							c						
Pensions Credit (Guaranteed Credit)	73	38	35	5	2	7	4	7	8	10	15	9	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%
Pensions Credit (no Guaranteed Credit)	35	21	15	2	1	2	2	5	6	6	4	5	2
	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%	*%	1%	*%
Employment and Support Allowance (ESA)	259	125	133	8	13	21	13	32	39	33	42	31	27
	4%	4%	4%	2%	3%	3%	2%	4%	4%	4%	5%	7%	6%
												abcd	ad
Universal Credit (and household has other earnings)	1082	554	528	94	88	119	123	144	151	134	105	64	61
	16%	16%	16%	21%	19%	17%	18%	16%	17%	15%	12%	14%	13%
				hj	h	h	h		h				
Universal Credit (and household has no other earnings)	440	215	225	36	38	59	44	45	57	53	58	22	27
	6%	6%	7%	8%	8%	9%	7%	5%	6%	6%	6%	5%	6%
						e							
Personal Independence Payment (PIP)	389	201	188	16	21	41	21	43	43	58	55	44	48
	6%	6%	6%	4%	5%	6%	3%	5%	5%	6%	6%	10%	11%
										d		abdef	abcdefh

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER								FEMALE 16-17	
		MALE	FEMALE	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15		MALE 16-17
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Carer's allowance	374 6%	196 6%	178 5%	16 3%	19 4%	32 5%	22 3%	48 5%	44 5%	60 7% d	59 6%	40 9% abcdf	35 8% ad
Disability Living Allowance (DLA)	365 5%	208 6%	157 5%	18 4%	21 5%	37 5%	21 3%	70 8% df	38 4%	60 7% d	49 5%	24 5%	28 6%
Other	113 2%	61 2%	52 2%	10 2%	7 1%	5 1%	4 1%	21 2% d	23 3% d	16 2%	12 1%	8 2%	7 2%
None of these - Do not receive any of these benefits	3998 59%	1979 58%	2019 59%	264 58%	260 57%	387 57%	410 60%	536 59%	541 60%	531 59%	536 59%	261 58%	273 60%
Don't know	103 2%	58 2%	45 1%	5 1%	6 1%	10 1%	8 1%	11 1%	8 1%	22 2%	17 2%	9 2%	6 1%
Prefer not to say	261 4%	132 4%	130 4%	10 2%	12 3%	27 4%	33 5%	35 4%	31 3%	42 5%	40 4%	18 4%	14 3%
SUMMARY													
ANY BENEFITS	2432 36%	1229 36%	1203 35%	174 38%	175 39%	255 38%	230 34%	324 36%	326 36%	311 34%	312 34%	165 36%	160 35%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Income Support	219	18	80	112	173	18	13	15	190	29
	3%	3%	3%	4%	3%	3%	4%	6%	3%	3%
				b				a		
Income-based Jobseeker's Allowance	90	7	43	37	75	6	6	4	85	5
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Pensions Credit (Guaranteed Credit)	73	6	21	45	64	4	2	3	66	7
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
				b						
Pensions Credit (no Guaranteed Credit)	35	2	16	18	29	1	2	3	34	1
	1%	*%	1%	1%	1%	*%	1%	1%	1%	*%
Employment and Support Allowance (ESA)	259	14	102	133	207	25	14	13	231	27
	4%	2%	3%	5%	4%	4%	4%	5%	4%	3%
				ab						
Universal Credit (and household has other earnings)	1082	122	553	379	906	88	47	41	955	128
	16%	19%	18%	13%	16%	15%	14%	15%	16%	14%
		c	c							
Universal Credit (and household has no other earnings)	440	53	212	161	357	42	21	19	371	68
	6%	8%	7%	6%	6%	7%	6%	7%	6%	8%
Personal Independence Payment (PIP)	389	26	141	206	303	42	22	23	324	65
	6%	4%	5%	7%	5%	7%	6%	9%	5%	7%
				ab				a		

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

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Carer's allowance	374	25	135	192	297	34	16	27	298	76
	6%	4%	4%	7%	5%	6%	5%	10%	5%	9%
				ab				abc		a
Disability Living Allowance (DLA)	365	32	151	173	298	33	19	14	301	63
	5%	5%	5%	6%	5%	5%	6%	5%	5%	7%
Other	113	15	46	51	93	13	4	4	97	16
	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%
None of these - Do not receive any of these benefits	3998	371	1883	1643	3257	372	210	159	3464	535
	59%	58%	60%	58%	58%	62%	62%	59%	59%	61%
Don't know	103	3	34	57	93	4	2	4	92	11
	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%
				b						
Prefer not to say	261	14	93	118	217	23	12	10	237	25
	4%	2%	3%	4%	4%	4%	3%	4%	4%	3%
SUMMARY										
ANY BENEFITS	2432	247	1123	992	2018	205	113	96	2119	313
	36%	39%	36%	35%	36%	34%	33%	36%	36%	35%

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Income Support	219 3%	65 3%	23 1%	27 2%	102 6%	89 2%	129 4%	88 7%	118 2%	131 6%	40 2%	35 2%
		b			abce		bce	b		bc		
Income-based Jobseeker's Allowance	90 1%	26 1%	12 1%	20 1%	32 2%	38 1%	52 2%	25 2%	51 1%	45 2%	20 1%	21 1%
					b					b		
Pensions Credit (Guaranteed Credit)	73 1%	36 2%	9 1%	13 1%	16 1%	45 1%	28 1%	41 3%	28 1%	31 2%	22 1%	17 1%
		bf						b				
Pensions Credit (no Guaranteed Credit)	35 1%	21 1%	3 *%	10 1%	1 *%	25 1%	11 *%	15 1%	20 *%	12 1%	11 *%	12 1%
		bdf						b				
Employment and Support Allowance (ESA)	259 4%	62 3%	30 2%	34 2%	132 7%	92 3%	165 5%	112 8%	133 3%	127 6%	82 3%	36 2%
		b			abcef		abce	b		bc		
Universal Credit (and household has other earnings)	1082 16%	138 7%	238 14%	262 18%	440 25%	376 11%	702 22%	310 23%	727 14%	551 27%	435 17%	31 2%
			ae	abe	abce	a	abe	b		bc	c	
Universal Credit (and household has no other earnings)	440 6%	32 2%	36 2%	48 3%	322 18%	68 2%	370 12%	135 10%	288 6%	256 13%	138 5%	20 1%
				ae	abcef		abce	b		bc	c	

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	SOCIAL GRADE					IMPACTING OR LIMITING CONDITIONS			FINANCIAL VULNERABILITY INDEX		
		AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Personal Independence Payment (PIP)	389 6%	65 3%	57 3%	69 5%	198 11%	122 3%	267 8%	162 12%	210 4%	166 8%	160 6%	38 3%
					abcef		abce	b		c	c	
Carer's allowance	374 6%	58 3%	32 2%	77 5%	204 12%	90 3%	282 9%	189 14%	165 3%	215 11%	104 4%	27 2%
				abe	abcef		abce	b		bc	c	
Disability Living Allowance (DLA)	365 5%	76 4%	56 3%	77 5%	153 9%	132 4%	231 7%	217 16%	129 3%	151 7%	132 5%	48 3%
				b	abce		abe	b		bc		
Other	113 2%	15 1%	32 2%	23 2%	42 2%	48 1%	65 2%	30 2%	79 2%	57 3%	40 2%	6 *%
			a		a		a			bc	c	
None of these - Do not receive any of these benefits	3998 59%	1426 75%	1170 70%	852 60%	543 31%	2596 73%	1395 44%	437 33%	3450 67%	701 35%	1676 64%	1305 87%
		bcd	cd	df		cd	d		a		a	ab
Don't know	103 2%	24 1%	19 1%	29 2%	28 2%	43 1%	57 2%	18 1%	67 1%	35 2%	20 1%	20 1%
										b		
Prefer not to say	261 4%	50 3%	59 4%	56 4%	91 5%	109 3%	147 5%	47 4%	149 3%	57 3%	72 3%	17 1%
					ae		ae			c	c	
SUMMARY												
ANY BENEFITS	2432 36%	403 21%	424 25%	491 34%	1104 62%	828 23%	1595 50%	841 63%	1476 29%	1237 61%	865 33%	166 11%
			a	abe	abcef		abce	b		bc	c	

Columns Tested: a,b,c,d,e,f - 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Up to £199 per week / Up to £10,399 per year	522 8%	266 8%	255 7%	75 8%	114 8%	153 8%	124 7%	55 6%	75 8%	391 8%	55 6%	370 8%	152 7%
From £200 to £299 per week / From £10,400 to £15,599 per year	675 10%	350 10%	325 10%	101 11%	116 9%	187 10%	164 9%	108 12%	101 11%	467 9%	108 12%	440 10%	235 10%
From £300 to £499 per week / From £15,600 to £25,999 per year	1099 16%	574 17%	525 15%	129 14%	226 17%	301 17%	307 17%	138 15%	129 14%	833 17%	138 15%	734 16%	365 16%
From £500 to £699 per week / From £26,000 to £36,399 per year	1213 18%	635 19%	578 17%	152 17%	236 17%	330 18%	320 18%	175 19%	152 17%	886 18%	175 19%	804 18%	409 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	1205 18%	609 18%	596 17%	181 20% e	250 18%	313 17%	333 18%	130 14%	181 20% c	895 18%	130 14%	826 18%	379 17%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	914 13%	400 12%	515 15% a	121 13%	186 14%	244 13%	247 14%	117 13%	121 13%	677 14%	117 13%	615 14%	299 13%
£1,500 and above per week / £78,000 and above per year	546 8%	244 7%	302 9%	67 7%	100 7%	131 7%	153 8%	96 11% c	67 7%	384 8%	96 11% b	339 7%	207 9%

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

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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6795	3378	3417	1305	1509	1645	1540	796	1305	4694	796	4830	1965
Effective Weighted Sample	5378	2676	2702	836	1171	1385	1285	748	836	3817	748	3667	1717
Total	6795	3378	3417	906	1359	1812	1812	906	906	4983	906	4530	2265
Don't know	253	129	125	50	51	66	57	30	50	173	30	179	75
	4%	4%	4%	5%	4%	4%	3%	3%	5%	3%	3%	4%	3%
				d					b				
Prefer not to say	367	172	196	33	82	87	108	58	33	277	58	222	145
	5%	5%	6%	4%	6%	5%	6%	6%	4%	6%	6%	5%	6%
								a			a		

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

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%		a	b	a	b	c	d	e	f	g	h	i	j
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Up to £199 per week / Up to £10,399 per year	522 8%	243 7%	278 8%	35 8%	40 9%	56 8%	57 8%	71 8%	82 9%	56 6%	68 7%	23 5%	32 7%
From £200 to £299 per week / From £10,400 to £15,599 per year	675 10%	333 10%	342 10%	55 12%	46 10%	57 8%	59 9%	97 11%	90 10%	81 9%	82 9%	42 9%	65 14% cdgh
From £300 to £499 per week / From £15,600 to £25,999 per year	1099 16%	554 16%	546 16%	67 15%	62 14%	126 19%	99 15%	152 17%	148 16%	143 16%	164 18%	65 14%	72 16%
From £500 to £699 per week / From £26,000 to £36,399 per year	1213 18%	639 19%	574 17%	82 18%	69 15%	120 18%	116 17%	174 19%	156 17%	171 19%	150 17%	92 20%	83 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	1205 18%	612 18%	593 17%	82 18%	99 22% j	127 19%	123 18%	164 18%	148 16%	169 19%	164 18%	70 15%	60 13%
From £1,000 to £1,499 per week / from £52,000 to £77,999 per year	914 13%	453 13%	462 14%	55 12%	65 14%	89 13%	97 14%	111 12%	133 15%	131 15%	115 13%	66 15%	51 11%
£1,500 and above per week / £78,000 and above per year	546 8%	255 8%	291 9%	31 7%	35 8%	41 6%	59 9%	65 7%	66 7%	71 8%	82 9%	47 10%	48 11% c

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	CHILD'S GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6795	3435	3360	666	639	764	745	826	819	777	763	402	394
Effective Weighted Sample	5378	2695	2684	419	416	590	581	693	692	640	645	378	370
Total	6795	3398	3397	453	453	680	679	906	906	906	906	453	453
Don't know	253	125	128	28	21	26	25	28	38	26	31	18	13
	4%	4%	4%	6%	5%	4%	4%	3%	4%	3%	3%	4%	3%
				g									
Prefer not to say	367	184	184	17	16	37	45	43	45	58	51	30	28
	5%	5%	5%	4%	3%	5%	7%	5%	5%	6%	6%	7%	6%

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Up to £199 per week / Up to £10,399 per year	522 8%	47 7%	270 9%	187 7%	434 8%	43 7%	26 8%	19 7%	437 7%	84 10%
From £200 to £299 per week / From £10,400 to £15,599 per year	675 10%	70 11%	307 10%	264 9%	560 10%	59 10%	29 9%	27 10%	607 10%	68 8%
From £300 to £499 per week / From £15,600 to £25,999 per year	1099 16%	85 13%	503 16%	473 17%	874 16%	101 17%	65 19%	58 22% a	949 16%	150 17%
From £500 to £699 per week / From £26,000 to £36,399 per year	1213 18%	102 16%	559 18%	525 19%	1011 18%	91 15%	57 17%	53 20%	1066 18%	147 17%
From £700 to £999 per week / From £36,400 to £51,999 per year	1205 18%	141 22% c	561 18%	481 17%	973 17%	121 20%	67 20%	45 17%	1054 18%	152 17%
From £1,000 to £1,499 per week/ from £52,000 to £77,999 per year	914 13%	79 12%	433 14%	375 13%	747 13%	95 16%	42 13%	30 11%	797 13%	118 13%
£1,500 and above per week / £78,000 and above per year	546 8%	48 8%	238 8%	254 9%	461 8%	43 7%	23 7%	19 7%	459 8%	87 10%
Don't know	253 4%	35 5%	117 4%	89 3%	225 4%	12 2%	11 3%	5 2%	229 4%	25 3%

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

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 3-17

	Total	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL a	PRIMARY b	SECONDARY c	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b
Significance Level: 99%										
Unweighted total	6795	948	3231	2409	4291	947	937	620	5953	842
Effective Weighted Sample	5378	592	2564	2078	3990	815	737	440	4738	646
Total	6795	636	3132	2810	5585	605	336	269	5912	883
Prefer not to say	367	29	143	162	300	40	15	12	314	54
	5%	5%	5%	6%	5%	7%	5%	4%	5%	6%

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

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 3-17

	Total	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
Up to £199 per week / Up to £10,399 per year	522 8%	53 3%	56 3%	89 6% abe	318 18% abcef	109 3%	407 13% abce	127 9%	368 7%	522 26% bc	- -%	- -%
From £200 to £299 per week / From £10,400 to £15,599 per year	675 10%	60 3%	105 6% a	128 9% abe	380 21% abcef	164 5%	508 16% abce	212 16% b	424 8%	448 22% bc	227 9% c	- -%
From £300 to £499 per week / From £15,600 to £25,999 per year	1099 16%	137 7%	268 16% ae	264 19% ae	424 24% abce	405 11% a	688 22% abe	258 19% b	780 15%	632 31% bc	467 18% c	- -%
From £500 to £699 per week / From £26,000 to £36,399 per year	1213 18%	215 11%	363 22% ade	375 26% abdef	260 15% a	578 16% a	635 20% ade	237 18%	926 18%	348 17% c	865 33% ac	- -%
From £700 to £999 per week / From £36,400 to £51,999 per year	1205 18%	413 22% df	387 23% df	279 20% df	125 7%	800 22% df	405 13% d	190 14%	988 19% a	80 4%	1073 41% ac	48 3%
From £1,000 to £1,499 per week/ from £52,000 to £77,999 per year	914 13%	489 26% bcdef	255 15% cdf	136 10% df	34 2%	744 21% bcdf	171 5% d	140 10%	750 15% a	- -%	- -%	914 61% ab

Columns Tested: a,b,c,d,e,f - 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 3-17

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6795	2066	1855	1415	1431	3921	2846	1316	5174	1918	2712	1586
Effective Weighted Sample	5378	1649	1469	1126	1180	3118	2290	1064	4076	1517	2133	1276
Total	6795	1903	1672	1427	1767	3575	3194	1343	5142	2030	2632	1508
£1,500 and above per week / £78,000 and above per year	546	395	96	35	19	491	54	62	474	-	-	546
	8%	21%	6%	2%	1%	14%	2%	5%	9%	-%	-%	36%
		bcdef	cdf			bcdf			a			ab
Don't know	253	45	62	51	95	107	146	58	172	-	-	-
	4%	2%	4%	4%	5%	3%	5%	4%	3%	-%	-%	-%
					ae		ae					
Prefer not to say	367	96	81	69	112	177	181	60	258	-	-	-
	5%	5%	5%	5%	6%	5%	6%	4%	5%	-%	-%	-%

Columns Tested: a,b,c,d,e,f - 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	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	3981	1981	2000	-	-	1645	1540	796	-	3185	796	2016	1965
Effective Weighted Sample	3406	1704	1702	-	-	1385	1285	748	-	2666	748	1689	1717
Total	4530	2252	2278	-	-	1812	1812	906	-	3624	906	2265	2265
A lot	496	268	228	**	**	207	201	88	**	408	88	258	238
	11%	12%	10%	**	**	11%	11%	10%	**	11%	10%	11%	11%
A little	1439	694	745	**	**	877	429	132	**	1307	132	1012	427
	32%	31%	33%	**	**	48%	24%	15%	**	36%	15%	45%	19%
						de	e			c		b	
None	2595	1290	1305	**	**	728	1182	685	**	1909	685	994	1600
	57%	57%	57%	**	**	40%	65%	76%	**	53%	76%	44%	71%
							c	cd			b		a

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

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 GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 ~a	FEMALE 3-4 ~b	MALE 5-7 ~c	FEMALE 5-7 ~d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	3981	2005	1976	-	-	-	-	826	819	777	763	402	394
Effective Weighted Sample	3406	1704	1702	-	-	-	-	693	692	640	645	378	370
Total	4530	2265	2265	-	-	-	-	906	906	906	906	453	453
A lot	496	260	236	**	**	**	**	110	97	109	92	41	48
	11%	11%	10%	**	**	**	**	12%	11%	12%	10%	9%	11%
A little	1439	761	679	**	**	**	**	449	428	240	189	71	61
	32%	34%	30%	**	**	**	**	50%	47%	27%	21%	16%	14%
								ghij	ghij	ij	j		
None	2595	1244	1350	**	**	**	**	347	381	557	625	341	344
	57%	55%	60%	**	**	**	**	38%	42%	61%	69%	75%	76%
			a							ef	efg	efg	efg

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		~a	b	c	a	b	c	d	a	b
Unweighted total	3981	-	1432	2409	2741	481	466	293	3511	470
Effective Weighted Sample	3406	-	1204	2078	2566	458	401	234	3009	401
Total	4530	-	1553	2810	3727	402	223	178	3950	580
A lot	496	**	173	310	416	35	21	23	448	49
	11%	**	11%	11%	11%	9%	10%	13%	11%	8%
A little	1439	**	765	628	1162	141	85	51	1236	203
	32%	**	49%	22%	31%	35%	38%	29%	31%	35%
			c				a			
None	2595	**	615	1872	2149	226	117	103	2266	328
	57%	**	40%	67%	58%	56%	52%	58%	57%	57%
				b						

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

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	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	3981	1237	1035	831	860	2272	1691	866	2968	1150	1550	938
Effective Weighted Sample	3406	1064	888	717	761	1952	1468	746	2536	989	1316	815
Total	4530	1291	1072	952	1193	2364	2144	989	3373	1383	1713	1024
A lot	496 11%	156 12%	101 9%	107 11%	124 10%	257 11%	231 11%	173 17% b	294 9%	157 11%	188 11%	109 11%
A little	1439 32%	399 31%	365 34%	306 32%	364 30%	764 32%	670 31%	348 35%	1031 31%	437 32%	576 34%	310 30%
None	2595 57%	736 57%	607 57%	538 57%	705 59%	1343 57%	1243 58%	468 47%	2048 61% a	789 57%	949 55%	605 59%

Columns Tested: a,b,c,d,e,f - 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	WAVE		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S AGE (3)	
		1	2	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	3-12	13-17
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	a	b
Unweighted total	6216	3104	3112	1198	1380	1508	1407	723	1198	4295	723	4429	1787
Effective Weighted Sample	4915	2457	2457	767	1066	1274	1172	678	767	3490	678	3358	1561
Total	6170	3078	3092	824	1227	1656	1646	818	824	4529	818	4127	2044
Most Financially Vulnerable	2030	1075	955	269	378	565	544	274	269	1487	274	1342	688
	33%	35%	31%	33%	31%	34%	33%	34%	33%	33%	34%	33%	34%
		b											
Potentially Financially Vulnerable	2632	1335	1297	362	558	706	687	320	362	1951	320	1808	825
	43%	43%	42%	44%	45%	43%	42%	39%	44%	43%	39%	44%	40%
					e								
Least Financially Vulnerable	1508	668	840	194	291	385	415	224	194	1091	224	977	531
	24%	22%	27%	24%	24%	23%	25%	27%	24%	24%	27%	24%	26%
			a										

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

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 GENDER		CHILD'S AGE AND GENDER									
		MALE a	FEMALE b	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j
Significance Level: 99%													
Unweighted total	6216	3137	3079	608	590	698	682	760	748	707	700	364	359
Effective Weighted Sample	4915	2461	2454	382	385	536	530	641	633	583	589	342	337
Total	6170	3086	3084	408	416	616	610	833	823	823	823	406	412
Most Financially Vulnerable	2030	967	1063	136	133	191	187	271	294	247	296	122	152
	33%	31%	34%	33%	32%	31%	31%	33%	36%	30%	36%	30%	37%
Potentially Financially Vulnerable	2632	1381	1251	182	179	294	263	380	326	361	326	164	156
	43%	45%	41%	45%	43%	48%	43%	46%	40%	44%	40%	40%	38%
		b				fhj							
Least Financially Vulnerable	1508	737	771	90	104	131	160	182	203	214	201	119	104
	24%	24%	25%	22%	25%	21%	26%	22%	25%	26%	24%	29%	25%
												ce	

Columns Tested: a,b - a,b,c,d,e,f,g,h,i,j

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	SCHOOL YEAR			NATION				AREA	
		PRE-SCHOOL	PRIMARY	SECONDARY	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL
Significance Level: 99%		a	b	c	a	b	c	d	a	b
Unweighted total	6216	865	2986	2200	3906	865	865	580	5449	767
Effective Weighted Sample	4915	538	2366	1898	3631	746	679	409	4332	588
Total	6170	572	2869	2557	5057	552	310	252	5367	803
Most Financially Vulnerable	2030	184	923	857	1688	152	98	92	1751	279
	33%	32%	32%	33%	33%	28%	32%	36%	33%	35%
					b			b		
Potentially Financially Vulnerable	2632	256	1258	1044	2127	253	143	109	2316	316
	43%	45%	44%	41%	42%	46%	46%	43%	43%	39%
Least Financially Vulnerable	1508	132	687	656	1242	147	69	51	1301	207
	24%	23%	24%	26%	25%	27%	22%	20%	24%	26%

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

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

	SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 99%												
Unweighted total	6216	1929	1708	1294	1265	3637	2559	1211	4771	1918	2712	1586
Effective Weighted Sample	4915	1534	1353	1031	1044	2887	2060	978	3752	1517	2133	1276
Total	6170	1759	1529	1305	1560	3288	2865	1226	4707	2030	2632	1508
Most Financially Vulnerable	2030 33%	257 15%	355 23% ae	482 37% abe	923 59% abcef	612 19% a	1405 49% abce	492 40% b	1433 30% bc	2030 100%	- -%	- -%
Potentially Financially Vulnerable	2632 43%	593 34%	807 53% adef	647 50% adef	582 37% adef	1400 43% ad	1229 43% ad	521 42% ad	2015 43% ad	- -%	2632 100% ac	- -%
Least Financially Vulnerable	1508 24%	909 52% bcdef	367 24% cdf	176 14% df	55 4% df	1275 39% bcdf	231 8% d	213 17% d	1259 27% a	- -%	- -%	1508 100% ab

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