

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 1 - 27TH APRIL - 27TH MAY 2022.

NATION	1
Base : All respondents	
NATION/ REGION	4
Base : All respondents	
URBANITY	10
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP	13
Base : All respondents	
RESPONDENT'S AGE	17
Base : All respondents	
RESPONDENT'S GENDER	20
Base : All respondents	
RESPONDENT'S WORKING STATUS	23
Base : All respondents	
S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)	29
Base : All respondents	
IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)	35
Base : All respondents	
COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	44
Base : All respondents	
IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)	47
Base : All respondents	
COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS	53
Base : All respondents	
IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)	56
Base : All respondents	
IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)	59
Base : All respondents who upload videos online that they have made themselves	
IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)	65
Base : All respondents	
COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS	71
Base : All respondents	
SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS	74
Base : All respondents	
IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)	77
Base : All respondents	
COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	83
Base : All respondents	
IN11. And do you ever live stream your own videos? (SINGLE CODE)	86
Base : All respondents	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 1 - 27TH APRIL - 27TH MAY 2022.

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)	89
Base : All respondents who live stream their own videos	
IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)	92
Base : All respondents	
COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	98
Base : All respondents	
SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM	101
Base : All respondents	
IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)	104
Base : All respondents	
COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA	110
Base : All respondents	
IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)	113
Base : All respondents who use social media apps or sites	
IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)	119
Base : All respondents	
IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)	125
Base : All respondents who use social media apps or sites	
IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (MULTI CODE)	128
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media	
SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA	137
Base : All respondents	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE	144
Base : All respondents	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	147
Base : All respondents	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	150
Base : All respondents	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	153
Base : All respondents	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	156
Base : All respondents	
IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	159
Base : All respondents	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	162
Base : All respondents	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	165
Base : All respondents	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	168
Base : All respondents	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 1 - 27TH APRIL - 27TH MAY 2022.

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	171
Base : All respondents	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	174
Base : All respondents	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	177
Base : All respondents	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER	180
Base : All respondents	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	183
Base : All respondents	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	186
Base : All respondents	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE	189
Base : All respondents	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO	192
Base : All respondents	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL	195
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	198
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	204
Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE	210
Base : All respondents who use BitChute to watch or upload videos or clips	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	213
Base : All respondents who use Dailymotion to watch or upload videos or clips	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	216
Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	219
Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	222
Base : All respondents who use LinkedIn for social media	
IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	225
Base : All respondents who use OnlyFans to watch or upload videos or clips	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	228
Base : All respondents who use Pinterest for social media	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	231
Base : All respondents who use Reddit for social media	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	234
Base : All respondents who use Snapchat to watch or upload videos or clips or for social media	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 1 - 27TH APRIL - 27TH MAY 2022.

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	237
Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	240
Base : All respondents who use Tumblr for social media	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	243
Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER	246
Base : All respondents who use Twitter for social media	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	249
Base : All respondents who use Vimeo to watch or upload videos or clips	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	252
Base : All respondents who use YouNow to watch or share live stream videos	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE	255
Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO	258
Base : All respondents who use Yubo for social media	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL	261
Base : All respondents who use BeReal for social media	
IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)	264
Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media	
SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA	270
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING	273
Base : All respondents	
IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)	285
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)	289
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)	294
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)	298
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)	302
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)	306
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)	310
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)	313
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 1 - 27TH APRIL - 27TH MAY 2022.

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)	316
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)	322
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content	
IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)	329
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)	332
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months	
IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)	335
Base : All respondents	
Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)	341
Base : All respondents who watch content on video sharing platforms	
Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)	344
Base : All respondents who use social media apps or sites	
Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)	347
Base : All respondents who play games	
Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)	350
Base : All respondents	
Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)	353
Base : All respondents	
Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)	359
Base : All respondents	
C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)	365
Base : All respondents	
C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)	368
Base : All respondents	
C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)	371
Base : All respondents	
C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD	374
Base : All respondents	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)	377
Base : All respondents	
C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)	380
Base : All respondents	
C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)	389
Base : All respondents	
C7. Do you consider English to be your first or main language? (SINGLE CODE)	395
Base : All respondents	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 1 - 27TH APRIL - 27TH MAY 2022.

C8. Which one of these options applies to your home? (SINGLE CODE)	398
Base : All respondents	
C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)	401
Base : All respondents	
C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	411
Base : All respondents	
C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)	420
Base : All respondents	
C12. 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)	426
Base : All respondents	
FINANCIAL VULNERABILITY	432
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.

NATION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						ALL UK
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
England	2343	360	414	419	425	363	362	2343	1130	1172	656	663	515	480	1319	995	2343
	84%	84%	83%	84%	83%	85%	84%	84%	84%	83%	84%	83%	84%	82%	84%	83%	84%
Scotland	244	33	48	44	50	36	34	244	112	131	68	73	47	53	141	100	244
	9%	8%	10%	9%	10%	8%	8%	9%	8%	9%	9%	9%	8%	9%	9%	8%	9%
Wales	137	23	24	24	23	18	24	137	67	70	30	41	33	33	71	66	137
	5%	5%	5%	5%	5%	4%	6%	5%	5%	5%	4%	5%	5%	6%	5%	6%	5%
Northern Ireland	76	12	14	14	16	11	9	76	35	41	22	21	15	16	43	32	76
	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

NATION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
England	2343	2343	-	-	-	2343	2037	306	395	1948	608	1070	631	2343	460	917	545
	84%	100%	-%	-%	-%	84%	85%	78%	85%	84%	84%	85%	82%	84%	84%	82%	85%
		bcde				bcd	g										
Scotland	244	-	244	-	-	244	206	38	29	215	62	100	81	244	43	108	52
	9%	-%	100%	-%	-%	9%	9%	10%	6%	9%	9%	8%	11%	9%	8%	10%	8%
			acde			acd											
Wales	137	-	-	137	-	137	108	30	28	109	40	56	39	137	26	62	24
	5%	-%	-%	100%	-%	5%	4%	8%	6%	5%	5%	4%	5%	5%	5%	6%	4%
				abde		abd		f									
Northern Ireland	76	-	-	-	76	76	57	19	15	61	15	37	22	76	17	29	18
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	2%	3%	3%	3%	3%	3%	3%
					abce	abc		f									

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

NATION

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
England	2343	857	1298	1261	946
	84%	83%	84%	83%	84%
Scotland	244	94	131	124	109
	9%	9%	9%	8%	10%
Wales	137	60	69	82	49
	5%	6%	4%	5%	4%
Northern Ireland	76	28	44	45	28
	3%	3%	3%	3%	2%

Columns Tested: a,b - c,d

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NATION/ REGION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
North West	360	52	68	69	71	53	46	360	178	178	90	92	86	87	182	173	360
	13%	12%	14%	14%	14%	12%	11%	13%	13%	13%	12%	12%	14%	15%	12%	14%	13%
West Midlands	251	41	35	43	48	41	43	251	130	121	70	68	54	56	137	110	251
	9%	10%	7%	9%	9%	10%	10%	9%	10%	9%	9%	8%	9%	10%	9%	9%	9%
Yorkshire and Humberside	250	35	61	51	37	34	33	250	122	127	75	77	50	44	151	94	250
	9%	8%	12%	10%	7%	8%	8%	9%	9%	9%	10%	10%	8%	8%	10%	8%	9%
South West	242	27	39	37	47	47	45	242	118	114	70	80	44	45	150	89	242
	9%	6%	8%	7%	9%	11%	11%	9%	9%	8%	9%	10%	7%	8%	10%	7%	9%
					a	a											
East Midlands	207	18	36	43	31	32	46	207	100	106	52	60	49	45	113	93	207
	7%	4%	7%	9%	6%	8%	11%	7%	7%	8%	7%	8%	8%	8%	7%	8%	7%
				a			adg	a									
East of England	193	23	21	43	37	37	32	193	92	101	56	48	53	32	104	85	193
	7%	5%	4%	9%	7%	9%	7%	7%	7%	7%	7%	6%	9%	6%	7%	7%	7%
				b		b											
North East	152	28	23	17	25	38	21	152	78	69	32	40	36	42	72	78	152
	5%	7%	5%	3%	5%	9%	5%	5%	6%	5%	4%	5%	6%	7%	5%	7%	5%
						bcd	fg							jn			
South East	414	53	74	82	74	61	69	414	180	225	121	105	97	87	226	184	414
	15%	12%	15%	16%	14%	14%	16%	15%	13%	16%	16%	13%	16%	15%	14%	15%	15%
London	275	84	56	34	55	20	26	275	133	130	91	93	47	42	183	89	275
	10%	20%	11%	7%	11%	5%	6%	10%	10%	9%	12%	12%	8%	7%	12%	7%	10%
		bcdefg	cef		ef			ef			lmo	mo			lmo		o
Scotland	244	33	48	44	50	36	34	244	112	131	68	73	47	53	141	100	244
	9%	8%	10%	9%	10%	8%	8%	9%	8%	9%	9%	9%	8%	9%	9%	8%	9%
Wales	137	23	24	24	23	18	24	137	67	70	30	41	33	33	71	66	137
	5%	5%	5%	5%	5%	4%	6%	5%	5%	5%	4%	5%	5%	6%	5%	6%	5%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

NATION/ REGION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Northern Ireland	76	12	14	14	16	11	9	76	35	41	22	21	15	16	43	32	76
	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
North West	360	360	-	-	-	360	327	32	61	298	95	183	80	360	100	133	81
	13%	15%	-%	-%	-%	13%	14%	8%	13%	13%	13%	14%	10%	13%	18%	12%	13%
		bcd				bcd	g					l			op		
West Midlands	251	251	-	-	-	251	218	33	49	202	76	114	56	251	49	104	56
	9%	11%	-%	-%	-%	9%	9%	8%	11%	9%	11%	9%	7%	9%	9%	9%	9%
		bcd				bcd											
Yorkshire and Humberside	250	250	-	-	-	250	232	18	47	203	57	110	81	250	34	122	50
	9%	11%	-%	-%	-%	9%	10%	5%	10%	9%	8%	9%	10%	9%	6%	11%	8%
		bcd				bcd	g									n	
South West	242	242	-	-	-	242	204	37	40	201	60	118	58	242	40	99	48
	9%	10%	-%	-%	-%	9%	8%	9%	9%	9%	8%	9%	8%	9%	7%	9%	7%
		bcd				bcd											
East Midlands	207	207	-	-	-	207	156	51	23	184	54	95	57	207	40	80	56
	7%	9%	-%	-%	-%	7%	6%	13%	5%	8%	7%	7%	7%	7%	7%	7%	9%
		bcd				bcd		f									
East of England	193	193	-	-	-	193	145	49	33	160	55	82	55	193	27	75	50
	7%	8%	-%	-%	-%	7%	6%	12%	7%	7%	8%	6%	7%	7%	5%	7%	8%
		bcd				bcd		f									
North East	152	152	-	-	-	152	137	15	29	123	45	65	38	152	45	59	24
	5%	6%	-%	-%	-%	5%	6%	4%	6%	5%	6%	5%	5%	5%	8%	5%	4%
		bcd				bcd									p		
South East	414	414	-	-	-	414	348	66	74	339	101	177	127	414	76	154	110
	15%	18%	-%	-%	-%	15%	14%	17%	16%	15%	14%	14%	16%	15%	14%	14%	17%
		bcd				bcd											
London	275	275	-	-	-	275	269	6	37	238	65	127	80	275	49	92	71
	10%	12%	-%	-%	-%	10%	11%	2%	8%	10%	9%	10%	10%	10%	9%	8%	11%
		bcd				bcd	g										

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Scotland	244	-	244	-	-	244	206	38	29	215	62	100	81	244	43	108	52
	9%	-%	100%	-%	-%	9%	9%	10%	6%	9%	9%	8%	11%	9%	8%	10%	8%
			acde			acd											
Wales	137	-	-	137	-	137	108	30	28	109	40	56	39	137	26	62	24
	5%	-%	-%	100%	-%	5%	4%	8%	6%	5%	5%	4%	5%	5%	5%	6%	4%
			abde			abd		f									
Northern Ireland	76	-	-	-	76	76	57	19	15	61	15	37	22	76	17	29	18
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	2%	3%	3%	3%	3%	3%	3%
					abce	abc		f									

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

NATION/ REGION

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
North West	360	138	190	181	167
	13%	13%	12%	12%	15%
West Midlands	251	91	148	138	93
	9%	9%	10%	9%	8%
Yorkshire and Humberside	250	72	161	121	112
	9%	7%	10%	8%	10%
			a		
South West	242	97	129	145	85
	9%	9%	8%	10%	8%
East Midlands	207	78	118	125	72
	7%	8%	8%	8%	6%
East of England	193	52	120	117	64
	7%	5%	8%	8%	6%
			a		
North East	152	70	69	80	63
	5%	7%	4%	5%	6%
		b			
South East	414	165	221	217	181
	15%	16%	14%	14%	16%
London	275	95	142	137	109
	10%	9%	9%	9%	10%
Scotland	244	94	131	124	109
	9%	9%	9%	8%	10%
Wales	137	60	69	82	49
	5%	6%	4%	5%	4%

Columns Tested: a,b - c,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.

NATION/ REGION

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Northern Ireland	76	28	44	45	28
	3%	3%	3%	3%	2%

Columns Tested: a,b - c,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.

URBANITY

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Urban	2408	405	454	436	445	350	318	2408	1171	1195	636	703	530	508	1339	1038	2408
	86%	95%	91%	87%	87%	82%	74%	86%	87%	84%	82%	88%	87%	87%	85%	87%	86%
		cdefg	efg	ef	f	f		ef				j	j	j		j	j
Rural	392	23	46	64	69	79	111	392	173	219	141	95	80	74	236	154	392
	14%	5%	9%	13%	13%	18%	26%	14%	13%	16%	18%	12%	13%	13%	15%	13%	14%
				a	a	abcg	abcdeg	ab			klmop						

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

URBANITY

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Urban	2408	2037	206	108	57	2408	2408	-	416	1991	606	1103	670	2408	473	974	533
	86%	87%	84%	78%	75%	86%	100%	-%	89%	85%	84%	87%	87%	86%	87%	87%	83%
		cd	d			cd	g										
Rural	392	306	38	30	19	392	-	392	51	341	119	161	104	392	71	141	106
	14%	13%	16%	22%	25%	14%	-%	100%	11%	15%	16%	13%	13%	14%	13%	13%	17%
			ae		abe			f									

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

URBANITY

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Urban	2408	898	1315	1263	1008
	86%	86%	85%	83%	89%
					c
Rural	392	141	226	250	124
	14%	14%	15%	17%	11%
				d	

Columns Tested: a,b - c,d

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 1 - 27TH APRIL - 27TH MAY 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.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
A	139	30	30	28	20	16	15	139	89	47	139	-	-	-	139	-	139
	5%	7%	6%	6%	4%	4%	3%	5%	7%	3%	18%	-%	-%	-%	9%	-%	5%
		f							i		klmnop				klmop		klmo
B	638	77	104	128	136	77	117	638	314	317	638	-	-	-	638	-	638
	23%	18%	21%	26%	26%	18%	27%	23%	23%	22%	82%	-%	-%	-%	41%	-%	23%
				ae	ae		abe				klmnop				klmop		klmo
C1	798	132	169	128	138	124	108	798	348	437	-	798	-	-	798	-	798
	29%	31%	34%	26%	27%	29%	25%	29%	26%	31%	-%	100%	-%	-%	51%	-%	29%
			cf							h		jlmnop			jlmop		jlmo
C2	610	98	112	112	122	95	70	610	325	276	-	-	610	-	-	610	610
	22%	23%	22%	22%	24%	22%	16%	22%	24%	20%	-%	-%	100%	-%	-%	51%	22%
		f	f	f	f	f		f	i				jkmnop			jkmnp	jkmn
D	297	46	48	60	52	64	27	297	142	153	-	-	-	297	-	297	297
	11%	11%	10%	12%	10%	15%	6%	11%	11%	11%	-%	-%	-%	51%	-%	25%	11%
		f		f		bfg		f						jklnop		jklnp	jkln
E	285	36	33	37	43	47	89	285	116	165	-	-	-	285	-	285	285
	10%	8%	7%	7%	8%	11%	21%	10%	9%	12%	-%	-%	-%	49%	-%	24%	10%
							abcdeg	b		h				jklnop		jklnp	jkln
Don't know	34	11	4	9	3	5	3	34	10	19	-	-	-	-	-	-	34
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	-%	-%	-%	-%	-%	-%	1%
		d															ijklmno
SUMMARY CODES																	
AB	776	107	134	155	156	93	131	776	403	365	776	-	-	-	776	-	776
	28%	25%	27%	31%	30%	22%	31%	28%	30%	26%	100%	-%	-%	-%	49%	-%	28%
				e	e		e	e	i		klmnop				klmop		klmo
C1C2	1408	230	281	239	260	219	178	1408	672	713	-	798	610	-	798	610	1408
	50%	54%	56%	48%	51%	51%	42%	50%	50%	50%	-%	100%	100%	-%	51%	51%	50%
		f	cfg		f	f		f				jmnop	jmnop		jm	jm	jm
DE	582	81	81	97	95	112	116	582	258	317	-	-	-	582	-	582	582
	21%	19%	16%	19%	19%	26%	27%	21%	19%	22%	-%	-%	-%	100%	-%	49%	21%
						abcdg	abcdg							jklnop		jklnp	jkln

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
A	139 5%	121 5%	11 4%	4 3%	3 4%	139 5%	114 5%	25 6%	13 3%	126 5%	29 4%	63 5%	46 6%	139 5%	12 2%	27 2%	68 11% no
B	638 23%	535 23%	58 24%	26 19%	19 25%	638 23%	521 22%	116 30% f	62 13%	576 25% h	156 22%	258 20%	218 28% jkm	638 23%	66 12%	220 20% n	271 42% no
C1	798 29%	663 28%	73 30%	41 30%	21 28%	798 29%	703 29%	95 24%	119 26%	679 29%	164 23%	386 31% j	242 31% j	798 29% j	114 21%	355 32% n	191 30% n
C2	610 22%	515 22%	47 19%	33 24%	15 20%	610 22%	530 22%	80 20%	117 25%	493 21%	180 25% l	280 22%	146 19%	610 22%	120 22% p	288 26% p	85 13%
D	297 11%	250 11%	23 9%	17 12%	7 9%	297 11%	269 11% g	28 7%	62 13%	235 10%	74 10%	137 11%	83 11%	297 11%	95 17% op	138 12% p	19 3%
E	285 10%	230 10%	30 12%	16 12%	9 12%	285 10%	239 10%	46 12%	79 17% i	206 9%	104 14% klm	130 10% l	35 4%	285 10% l	135 25% op	80 7% p	5 1%
Don't know	34 1%	30 1%	3 1%	* *% *	* 1%	34 1%	31 1%	3 1%	15 3% i	18 1%	18 2% klm	10 1%	3 *% *	34 1%	3 1%	8 1%	* *% *
SUMMARY CODES																	
AB	776 28%	656 28%	68 28%	30 22%	22 29%	776 28%	636 26%	141 36% f	75 16%	701 30% h	185 26%	321 25%	264 34% jkm	776 28%	78 14%	247 22% n	339 53% no
C1C2	1408 50%	1178 50%	120 49%	73 53%	37 49%	1408 50%	1233 51% g	175 45%	236 51%	1172 50%	343 47%	666 53%	388 50%	1408 50%	234 43%	643 58% np	276 43%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
DE	582	480	53	33	16	582	508	74	141	441	179	267	118	582	230	218	24
	21%	20%	22%	24%	22%	21%	21%	19%	30%	19%	25%	21%	15%	21%	42%	20%	4%
									i		l	l		l	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
A	139 5%	52 5%	76 5%	57 4%	67 6% c
B	638 23%	194 19%	408 26% a	328 22%	287 25%
C1	798 29%	284 27%	459 30%	440 29%	312 28%
C2	610 22%	204 20%	348 23%	320 21%	262 23%
D	297 11%	118 11%	161 10%	165 11%	120 11%
E	285 10%	174 17% b	84 5%	189 12% d	76 7%
Don't know	34 1%	12 1% b	5 *%	14 1%	8 1%
SUMMARY CODES					
AB	776 28%	246 24%	484 31% a	386 25%	355 31% c
C1C2	1408 50%	489 47%	807 52% a	760 50%	574 51%
DE	582 21%	291 28% b	245 16%	353 23% d	195 17%

Columns Tested: a,b - c,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.

RESPONDENT'S AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
16-24 years	429	429	-	-	-	-	-	429	192	216	107	132	98	81	239	179	429
	15%	100%	-%	-%	-%	-%	-%	15%	14%	15%	14%	17%	16%	14%	15%	15%	15%
		bcdefg			bcdef												
25-34 years	500	-	500	-	-	-	-	500	226	267	134	169	112	81	303	193	500
	18%	-%	100%	-%	-%	-%	-%	18%	17%	19%	17%	21%	18%	14%	19%	16%	18%
		acdefg			acdef				mo								
35-44 years	500	-	-	500	-	-	-	500	234	260	155	128	112	97	283	208	500
	18%	-%	-%	100%	-%	-%	-%	18%	17%	18%	20%	16%	18%	17%	18%	17%	18%
		abdefg			abdef												
45-54 years	514	-	-	-	514	-	-	514	260	250	156	138	122	95	294	218	514
	18%	-%	-%	-%	100%	-%	-%	18%	19%	18%	20%	17%	20%	16%	19%	18%	18%
		abcefg			abcef												
55-64 years	429	-	-	-	-	429	-	429	206	222	93	124	95	112	217	207	429
	15%	-%	-%	-%	-%	100%	-%	15%	15%	16%	12%	15%	16%	19%	14%	17%	15%
					abcdfg				abcdf				jnp				
													jn				
65+	429	-	-	-	-	-	429	429	226	199	131	108	70	116	239	187	429
	15%	-%	-%	-%	-%	-%	100%	15%	17%	14%	17%	14%	12%	20%	15%	16%	15%
					abcdeg				abcde		l			klnop			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

RESPONDENT'S AGE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
16-24 years	429	360	33	23	12	429	405	23	95	333	117	196	114	429	130	96	52
	15%	15%	13%	17%	16%	15%	17%	6%	20%	14%	16%	16%	15%	15%	24%	9%	8%
							g		i						op		
25-34 years	500	414	48	24	14	500	454	46	83	417	84	210	204	500	109	195	127
	18%	18%	20%	18%	18%	18%	19%	12%	18%	18%	12%	17%	26%	18%	20%	17%	20%
							g					j	jkm	j			
35-44 years	500	419	44	24	14	500	436	64	102	398	71	246	178	500	107	189	134
	18%	18%	18%	17%	18%	18%	18%	16%	22%	17%	10%	19%	23%	18%	20%	17%	21%
												j	jm	j			
45-54 years	514	425	50	23	16	514	445	69	90	424	111	239	154	514	87	205	128
	18%	18%	20%	17%	21%	18%	18%	18%	19%	18%	15%	19%	20%	18%	16%	18%	20%
55-64 years	429	363	36	18	11	429	350	79	72	357	127	207	93	429	73	200	100
	15%	16%	15%	13%	14%	15%	15%	20%	15%	15%	17%	16%	12%	15%	13%	18%	16%
								f			l	l		l			
65+	429	362	34	24	9	429	318	111	27	402	216	165	30	429	38	230	98
	15%	15%	14%	18%	12%	15%	13%	28%	6%	17%	30%	13%	4%	15%	7%	21%	15%
								f		h	klm	l		l		np	n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

RESPONDENT'S AGE

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
16-24 years	429	211	158	247	121
	15%	20%	10%	16%	11%
		b		d	
25-34 years	500	198	252	163	309
	18%	19%	16%	11%	27%
				c	
35-44 years	500	154	306	114	361
	18%	15%	20%	8%	32%
			a		c
45-54 years	514	152	331	232	257
	18%	15%	21%	15%	23%
			a		c
55-64 years	429	151	250	344	78
	15%	15%	16%	23%	7%
				d	
65+	429	172	244	414	7
	15%	17%	16%	27%	1%
				d	

Columns Tested: a,b - c,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.

RESPONDENT'S GENDER

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Man	1344	192	226	234	260	206	226	1344	1344	-	403	348	325	258	751	583	1344
	48%	45%	45%	47%	51%	48%	53%	48%	100%	-%	52%	44%	53%	44%	48%	49%	48%
							ab		i		km		km				
Woman	1414	216	267	260	250	222	199	1414	-	1414	365	437	276	317	801	594	1414
	51%	50%	53%	52%	49%	52%	46%	51%	-%	100%	47%	55%	45%	55%	51%	50%	51%
										h		jl		jl			
Non-binary	28	17	3	2	1	-	4	28	-	-	6	10	6	6	16	12	28
	1%	4%	1%	*%	*%	-%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%
		bcdefg															
Prefer to use another term	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	*
	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%
Prefer not to say	14	3	3	4	3	-	-	14	-	-	2	4	3	1	6	3	14
	*%	1%	1%	1%	1%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

RESPONDENT'S GENDER

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Man	1344	1130	112	67	35	1344	1171	173	163	1181	346	636	341	1344	245	544	343
	48%	48%	46%	49%	46%	48%	49%	44%	35%	51%	48%	50%	44%	48%	45%	49%	54%
										h		l					n
Woman	1414	1172	131	70	41	1414	1195	219	298	1116	368	605	426	1414	292	565	294
	51%	50%	54%	51%	54%	51%	50%	56%	64%	48%	51%	48%	55%	51%	54%	51%	46%
								f	i				k		p		
Non-binary	28	27	*	*	*	28	28	-	1	27	3	20	6	28	6	6	3
	1%	1%	*%	*%	*%	1%	1%	-%	*%	1%	*%	2%	1%	1%	1%	1%	*%
												j					
Prefer to use another term	*	-	-	-	*	*	*	-	-	*	*	-	-	*	-	-	-
	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	-%
					ae												
Prefer not to say	14	14	-	-	-	14	14	-	5	9	9	3	1	14	2	-	-
	*%	1%	-%	-%	-%	*%	1%	-%	1%	*%	1%	*%	*%	*%	*%	-%	-%
											kl						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

RESPONDENT'S GENDER

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Man	1344	494	744	762	492
	48%	48%	48%	50%	43%
				d	
Woman	1414	523	785	732	629
	51%	50%	51%	48%	56%
				c	
Non-binary	28	19	9	16	11
	1%	2%	1%	1%	1%
		b			
Prefer to use another term	*	*	-	*	-
	*%	*%	-%	*%	-%
Prefer not to say	14	2	3	3	1
	*%	*%	*%	*%	*%

Columns Tested: a,b - c,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.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
In full time employment	1330	122	354	315	323	190	26	1330	785	535	435	426	317	141	861	458	1330
	47%	28%	71%	63%	63%	44%	6%	47%	58%	38%	56%	53%	52%	24%	55%	38%	47%
		f	acdefg	aefg	aefg	af		af	i		mop	mop	mo		mop	m	mo
In part time employment	483	105	74	102	84	80	38	483	116	362	131	122	132	93	253	225	483
	17%	24%	15%	20%	16%	19%	9%	17%	9%	26%	17%	15%	22%	16%	16%	19%	17%
		bdfg	f	f	f	f		f		h			kmnp				
Retired	411	-	-	*	3	58	351	411	216	193	127	112	63	109	239	171	411
	15%	-%	-%	*%	1%	13%	82%	15%	16%	14%	16%	14%	10%	19%	15%	14%	15%
						abcd	abcdeg	abcd			l			klop	l		l
Unemployed	178	37	28	36	39	34	4	178	97	75	25	14	25	110	40	136	178
	6%	9%	6%	7%	8%	8%	1%	6%	7%	5%	3%	2%	4%	19%	3%	11%	6%
		f	f	f	f	f		f					k	jklnop		jklnp	jkn
Full-time responsibility for home/ family	168	17	27	29	43	44	7	168	35	130	24	34	27	81	58	108	168
	6%	4%	5%	6%	8%	10%	2%	6%	3%	9%	3%	4%	4%	14%	4%	9%	6%
			f	f	af	abcfg		f		h				jklnop		jklnp	jn
A student	154	136	8	5	4	1	-	154	69	78	28	83	23	17	111	40	154
	6%	32%	2%	1%	1%	*%	-%	6%	5%	5%	4%	10%	4%	3%	7%	3%	6%
		bcddefg	ef	f				bcddef				jlmnop			jlmo		mo
Other	59	8	4	10	15	20	2	59	18	39	5	5	15	28	10	43	59
	2%	2%	1%	2%	3%	5%	*%	2%	1%	3%	1%	1%	2%	5%	1%	4%	2%
		f		f	bf	bcfg		f		h			jkn	jknp		jknp	jknp
Prefer not to say	17	3	4	3	3	2	*	17	8	3	1	1	9	3	3	12	17
	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	1%
													jknp			n	

SUMMARY CODES

WORKING	1813	227	428	417	407	270	64	1813	901	896	565	549	449	234	1114	683	1813
	65%	53%	86%	83%	79%	63%	15%	65%	67%	63%	73%	69%	74%	40%	71%	57%	65%
		f	adefg	aefg	aefg	af		af			mop	mo	mop		mop	m	mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
NOT WORKING	970	198	67	80	104	156	364	970	435	515	210	248	152	346	458	498	970
	35%	46%	13%	16%	20%	36%	85%	35%	32%	36%	27%	31%	25%	59%	29%	42%	35%
		bcdeg		b	bcd	abcdeg	bcd					l		ijklnop		ijklnp	jl

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
In full time employment	1330	1110	117	64	39	1330	1166	164	194	1136	244	609	470	1330	171	537	449
	47%	47%	48%	47%	51%	47%	48%	42%	41%	49%	34%	48%	61%	47%	31%	48%	70%
							g			h		j	jkm	j		n	no
In part time employment	483	414	37	21	11	483	407	76	103	380	109	222	145	483	118	206	69
	17%	18%	15%	16%	15%	17%	17%	19%	22%	16%	15%	18%	19%	17%	22%	18%	11%
									i						p	p	
Retired	411	342	37	22	10	411	313	98	28	383	205	164	30	411	43	223	85
	15%	15%	15%	16%	14%	15%	13%	25%	6%	16%	28%	13%	4%	15%	8%	20%	13%
							f			h	klm	l		l		np	n
Unemployed	178	151	12	12	3	178	159	19	51	127	60	86	26	178	83	49	4
	6%	6%	5%	8%	4%	6%	7%	5%	11%	5%	8%	7%	3%	6%	15%	4%	1%
									i		l	l		l	op	p	
Full-time responsibility for home/family	168	134	22	6	6	168	154	14	36	132	46	74	46	168	56	62	13
	6%	6%	9%	4%	8%	6%	6%	4%	8%	6%	6%	6%	6%	6%	10%	6%	2%
															op	p	
A student	154	129	14	7	4	154	146	8	30	124	39	72	43	154	55	20	14
	6%	6%	6%	5%	5%	6%	6%	2%	6%	5%	5%	6%	6%	6%	10%	2%	2%
							g								op		
Other	59	47	6	5	2	59	48	11	19	39	13	27	14	59	16	18	4
	2%	2%	2%	3%	2%	2%	2%	3%	4%	2%	2%	2%	2%	2%	3%	2%	1%
									i						p		
Prefer not to say	17	16	-	-	1	17	15	2	7	10	8	9	-	17	3	-	1
	1%	1%	-%	-%	1%	1%	1%	*%	1%	*%	1%	1%	-%	1%	1%	-%	*%
									i		l	l			o		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
SUMMARY CODES																	
WORKING	1813	1523	154	86	50	1813	1573	240	297	1516	353	831	615	1813	288	743	518
	65%	65%	63%	62%	66%	65%	65%	61%	64%	65%	49%	66%	80%	65%	53%	67%	81%
												j	l	j	n	no	
NOT WORKING	970	804	90	52	25	970	820	151	164	806	364	424	159	970	253	373	120
	35%	34%	37%	38%	33%	35%	34%	38%	35%	35%	50%	34%	20%	35%	46%	33%	19%
											klm	l		l	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
In full time employment	1330	374	860	575	691
	47%	36%	56%	38%	61%
			a		c
In part time employment	483	173	270	209	247
	17%	17%	18%	14%	22%
					c
Retired	411	167	236	399	7
	15%	16%	15%	26%	1%
				d	
Unemployed	178	112	48	128	39
	6%	11%	3%	8%	3%
		b		d	
Full-time responsibility for home/ family	168	86	64	58	103
	6%	8%	4%	4%	9%
		b			c
A student	154	77	49	100	27
	6%	7%	3%	7%	2%
		b		d	
Other	59	42	11	38	15
	2%	4%	1%	2%	1%
		b			
Prefer not to say	17	8	3	7	3
	1%	1%	*%	*%	*%

Columns Tested: a,b - c,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.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
SUMMARY CODES					
WORKING	1813 65%	547 53%	1130 73% a	785 52%	938 83% c
NOT WORKING	970 35%	484 47% b	408 26%	722 48% d	192 17%

Columns Tested: a,b - c,d

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 1 - 27TH APRIL - 27TH MAY 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.

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
None	25 1%	3 1%	- -%	6 1%	2 *%	2 1%	11 3%	25 1%	6 *%	17 1%	- -%	6 1%	2 *%	15 3%	6 *%	17 1%	25 1%
							bdeg					j		jklnp		jn	j
Up to 2 hours	94 3%	30 7%	14 3%	14 3%	8 2%	7 2%	21 5%	94 3%	41 3%	48 3%	23 3%	19 2%	11 2%	39 7%	41 3%	50 4%	94 3%
		bcdeg					de							jklnop		l	
3 to 5 hours	378 13%	72 17%	51 10%	55 11%	32 6%	88 21%	80 19%	378 13%	169 13%	200 14%	81 10%	102 13%	97 16%	92 16%	183 12%	189 16%	378 13%
		bcd		d		bcdg	bcdg	d					jn	jn		jn	
6 to 8 hours	279 10%	62 14%	32 6%	40 8%	49 9%	54 13%	43 10%	279 10%	138 10%	141 10%	77 10%	65 8%	72 12%	60 10%	142 9%	132 11%	279 10%
		bcg				bc		b									
9 to 11 hours	311 11%	43 10%	66 13%	65 13%	55 11%	41 10%	41 10%	311 11%	135 10%	169 12%	99 13%	84 10%	74 12%	52 9%	182 12%	126 11%	311 11%
											m						
12 to 15 hours	204 7%	19 5%	37 7%	42 8%	34 7%	31 7%	40 9%	204 7%	91 7%	112 8%	65 8%	54 7%	46 8%	34 6%	119 8%	81 7%	204 7%
				a			a										
16 to 22 hours	292 10%	32 7%	42 8%	51 10%	67 13%	41 10%	59 14%	292 10%	145 11%	145 10%	74 9%	91 11%	66 11%	59 10%	165 10%	126 11%	292 10%
					a		ab										
23 to 30 hours	459 16%	48 11%	88 18%	89 18%	106 21%	62 14%	67 16%	459 16%	231 17%	223 16%	132 17%	133 17%	107 18%	84 14%	265 17%	191 16%	459 16%
			a	a	ae		a										
Over 30 hours	715 26%	118 28%	165 33%	130 26%	153 30%	91 21%	58 13%	715 26%	361 27%	344 24%	211 27%	238 30%	132 22%	130 22%	449 29%	262 22%	715 26%
		f	cefg	f	ef	f	f	f			o	lmop			lmo		o
Don't know/ unsure	44 2%	* *%	7 1%	9 2%	8 2%	10 2%	10 2%	44 2%	27 2%	16 1%	16 2%	7 1%	3 1%	16 3%	22 1%	20 2%	44 2%
				a	a	a	a	a						kl			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
SUMMARY CODES																	
0 to 8 hours	775	168	96	114	91	152	155	775	354	406	181	191	182	205	372	387	775
	28%	39%	19%	23%	18%	35%	36%	28%	26%	29%	23%	24%	30%	35%	24%	32%	28%
		bcdg				bcdg	bcdg	bd					jkn	jkn		jkn	jn
9 to 22 hours	807	95	145	159	155	113	140	807	371	425	237	229	186	146	466	332	807
	29%	22%	29%	32%	30%	26%	33%	29%	28%	30%	31%	29%	31%	25%	30%	28%	29%
				a	a		a	a			m						
23+ hours	1174	166	252	219	259	153	125	1174	592	567	343	372	239	215	714	453	1174
	42%	39%	50%	44%	50%	36%	29%	42%	44%	40%	44%	47%	39%	37%	45%	38%	42%
		f	aefg	ef	aefg			ef			mo	lmo			lmo		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
None	25 1%	23 1%	- -%	1 1%	1 1%	25 1%	22 1%	2 1%	13 3%	11 *%	11 1%	12 1%	- -%	25 1%	9 2%	5 *%	- -%
Up to 2 hours	94 3%	84 4%	5 2%	2 1%	2 3%	94 3%	81 3%	13 3%	31 7%	62 3%	49 7%	28 2%	6 1%	94 3%	32 6%	26 2%	9 1%
3 to 5 hours	378 13%	322 14%	27 11%	18 13%	11 15%	378 13%	324 13%	54 14%	104 22%	274 12%	163 23%	166 13%	41 5%	378 13%	63 12%	137 12%	60 9%
6 to 8 hours	279 10%	253 11%	11 4%	10 7%	6 8%	279 10%	235 10%	44 11%	50 11%	230 10%	84 12%	145 12%	46 6%	279 10%	65 12%	108 10%	52 8%
9 to 11 hours	311 11%	271 12%	22 9%	10 7%	8 10%	311 11%	261 11%	50 13%	60 13%	250 11%	87 12%	139 11%	81 10%	311 11%	59 11%	123 11%	73 11%
12 to 15 hours	204 7%	164 7%	21 9%	12 8%	7 9%	204 7%	172 7%	31 8%	24 5%	179 8%	48 7%	89 7%	65 8%	204 7%	40 7%	85 8%	46 7%
16 to 22 hours	292 10%	229 10%	31 13%	21 16%	11 15%	292 10%	254 11%	38 10%	42 9%	250 11%	68 9%	141 11%	82 11%	292 10%	58 11%	131 12%	64 10%
23 to 30 hours	459 16%	359 15%	56 23%	29 21%	14 18%	459 16%	395 16%	64 16%	47 10%	412 18%	87 12%	189 15%	180 23%	459 16%	78 14%	198 18%	127 20%
Over 30 hours	715 26%	600 26%	67 27%	32 24%	16 21%	715 26%	627 26%	88 22%	88 19%	626 27%	111 15%	341 27%	261 34%	715 26%	135 25%	293 26%	200 31%
Don't know/ unsure	44 2%	37 2%	5 2%	2 1%	1 1%	44 2%	36 1%	8 2%	7 1%	37 2%	16 2%	13 1%	13 2%	44 2%	6 1%	10 1%	8 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
SUMMARY CODES																	
0 to 8 hours	775	683	42	31	19	775	662	113	198	577	307	352	93	775	169	275	121
	28%	29%	17%	22%	26%	28%	27%	29%	42%	25%	42%	28%	12%	28%	31%	25%	19%
		bc			b	b			i		klm	l		l	op	p	
9 to 22 hours	807	664	73	43	26	807	687	119	126	680	204	368	227	807	157	339	182
	29%	28%	30%	31%	34%	29%	29%	30%	27%	29%	28%	29%	29%	29%	29%	30%	29%
23+ hours	1174	959	123	62	30	1174	1022	152	136	1038	198	530	441	1174	213	491	327
	42%	41%	51%	45%	40%	42%	42%	39%	29%	45%	27%	42%	57%	42%	39%	44%	51%
			ade						h			j	jkm	j			no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
None	25 1%	16 2%	6 *%	21 1%	2 *%
Up to 2 hours	94 3%	40 4%	34 2%	57 4%	24 2%
3 to 5 hours	378 13%	114 11%	217 14%	252 17%	87 8%
6 to 8 hours	279 10%	98 9%	143 9%	141 9%	118 10%
9 to 11 hours	311 11%	120 12%	167 11%	163 11%	124 11%
12 to 15 hours	204 7%	71 7%	118 8%	112 7%	81 7%
16 to 22 hours	292 10%	93 9%	185 12%	164 11%	120 11%
23 to 30 hours	459 16%	162 16%	275 18%	236 16%	214 19%
Over 30 hours	715 26%	316 30%	369 24%	340 22%	351 31%
Don't know/ unsure	44 2%	9 1%	27 2%	28 2%	12 1%

Columns Tested: a,b - c,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.

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
SUMMARY CODES					
0 to 8 hours	775 28%	268 26%	399 26%	470 31% d	231 20%
9 to 22 hours	807 29%	284 27%	470 30%	439 29%	325 29%
23+ hours	1174 42%	477 46%	645 42%	576 38%	565 50% c

Columns Tested: a,b - c,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.

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
WhatsApp	2186	337	445	428	416	324	236	2186	966	1196	624	649	477	410	1272	887	2186
	78%	79%	89%	86%	81%	76%	55%	78%	72%	85%	80%	81%	78%	70%	81%	74%	78%
		f	defg	aefg	f	f	f	f		h	mo	mo	m		mo		mo
(Facebook) Messenger	1796	244	365	367	338	270	212	1796	747	1029	459	489	435	390	948	825	1796
	64%	57%	73%	73%	66%	63%	49%	64%	56%	73%	59%	61%	71%	67%	60%	69%	64%
			defg	defg	af	f	af	af		h			jknp	jknp		jknp	jn
Instagram (Direct)	1128	351	313	210	150	68	35	1128	438	668	330	336	256	191	666	447	1128
	40%	82%	63%	42%	29%	16%	8%	40%	33%	47%	42%	42%	42%	33%	42%	37%	40%
		bcdefg	cdefg	def	ef	f	def	def		h	m	m	m		mo		m
FaceTime	986	224	233	175	161	105	87	986	381	589	305	271	240	162	576	402	986
	35%	52%	47%	35%	31%	25%	20%	35%	28%	42%	39%	34%	39%	28%	37%	34%	35%
		cdefg	cdefg	ef	f			ef		h	mo	m	m		m	m	m
Snapchat	832	368	232	109	89	23	10	832	350	459	225	232	191	165	457	356	832
	30%	86%	46%	22%	17%	5%	2%	30%	26%	32%	29%	29%	31%	28%	29%	30%	30%
		bcdefg	cdefg	ef	ef	f	cdef	cdef		h							
Microsoft Teams	686	130	171	159	136	72	18	686	305	373	267	257	87	68	524	155	686
	24%	30%	34%	32%	27%	17%	4%	24%	23%	26%	34%	32%	14%	12%	33%	13%	24%
		efg	defg	efg	ef	f		ef			lmop	lmop			lmop		lmo
Zoom	617	86	132	121	119	93	66	617	286	321	257	183	93	81	440	175	617
	22%	20%	26%	24%	23%	22%	15%	22%	21%	23%	33%	23%	15%	14%	28%	15%	22%
			f	f	f	f		f			klmnop	lmo			klmnop		lmo
iMessage (by Apple)	497	141	139	84	72	28	34	497	200	288	169	133	111	80	303	190	497
	18%	33%	28%	17%	14%	6%	8%	18%	15%	20%	22%	17%	18%	14%	19%	16%	18%
		cdefg	cdefg	ef	ef			ef		h	kmop				m		m
Skype	365	48	71	72	72	52	50	365	211	151	138	97	82	47	236	129	365
	13%	11%	14%	14%	14%	12%	12%	13%	16%	11%	18%	12%	13%	8%	15%	11%	13%
									i		kmop	m	m		mo		m
Discord	276	135	63	41	32	4	-	276	197	64	82	77	66	47	159	113	276
	10%	32%	13%	8%	6%	1%	-%	10%	15%	5%	11%	10%	11%	8%	10%	10%	10%
		bcdefg	def	ef	ef	f		def		i							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Telegram	189 7%	33 8%	44 9%	38 8%	36 7%	23 5%	15 4%	189 7%	118 9%	71 5%	56 7%	54 7%	46 8%	33 6%	110 7%	79 7%	189 7%
		f	f	f	f	f	f	f	i								
Google Chat/ Google Meet/ Google Duo	175 6%	46 11%	32 6%	36 7%	35 7%	14 3%	12 3%	175 6%	81 6%	90 6%	77 10%	38 5%	34 6%	26 5%	114 7%	60 5%	175 6%
		efg	f	ef	ef		ef				klmop				kmo		
Viber	105 4%	21 5%	25 5%	20 4%	23 5%	7 2%	9 2%	105 4%	69 5%	36 3%	46 6%	20 2%	20 3%	17 3%	65 4%	37 3%	105 4%
		ef	ef	e	e		e		i		kmop						
Kik	79 3%	20 5%	25 5%	15 3%	14 3%	4 1%	1 *	79 3%	47 4%	32 2%	19 2%	19 2%	23 4%	18 3%	38 2%	41 3%	79 3%
		ef	efg	ef	f		ef										
WeChat	76 3%	14 3%	22 4%	22 4%	9 2%	5 1%	4 1%	76 3%	42 3%	29 2%	26 3%	18 2%	13 2%	17 3%	44 3%	30 3%	76 3%
		f	def	def			f										
Signal	56 2%	8 2%	19 4%	12 2%	8 1%	7 2%	2 *	56 2%	37 3%	19 1%	25 3%	10 1%	11 2%	11 2%	35 2%	21 2%	56 2%
			fg	f			f		i		k						
Slack	54 2%	12 3%	17 3%	12 2%	12 2%	- -	1 *	54 2%	38 3%	14 1%	29 4%	16 2%	4 1%	5 1%	45 3%	8 1%	54 2%
		ef	ef	ef	ef		ef		i		lmop	o			lmo		o
Clubhouse	39 1%	14 3%	12 2%	13 3%	* *	* *	- -	39 1%	29 2%	9 1%	11 1%	6 1%	18 3%	2 *	17 1%	20 2%	39 1%
		defg	def	def			def		i		m		kmnp		m		m
I send messages, chat or make video/ voice calls on other apps/ sites	79 3%	25 6%	15 3%	8 2%	12 2%	13 3%	6 1%	79 3%	47 3%	30 2%	27 4%	21 3%	15 2%	15 3%	49 3%	30 2%	79 3%
		cd	fg														

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2662	427	499	491	495	405	345	2662	1250	1372	740	762	589	540	1502	1130	2662
	95%	100%	100%	98%	96%	94%	80%	95%	93%	97%	95%	95%	97%	93%	95%	95%	95%
		defg	cdefg	efg	f	f		f		h			m		m		m
I do not send messages, chat or make video or voice calls on ANY apps/ sites	131	2	1	7	19	23	80	131	91	40	35	32	20	41	68	61	131
	5%	*%	*%	1%	4%	5%	19%	5%	7%	3%	5%	4%	3%	7%	4%	5%	5%
				ab	abc	abcdeg	abc		i					klnp			
Don't know	7	-	-	2	*	1	4	7	2	3	*	4	1	*	4	1	7
	*%	-%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
							g										
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 19)	3.6	5.3	4.8	3.9	3.4	2.6	1.9	3.6	3.4	3.9	4.1	3.7	3.6	3.1	3.9	3.4	3.6
		bcdefg	cdefg	defg	ef	f		def		h	klmnop	mo	mo		kmop	m	mo
Standard deviation	2.45	2.37	2.68	2.26	2.11	1.71	1.64	2.45	2.56	2.32	2.64	2.30	2.53	2.22	2.48	2.40	2.45
Standard error	.04	.11	.13	.10	.10	.08	.06	.04	.07	.06	.09	.08	.11	.08	.06	.07	.04
Columns Tested:	a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
WhatsApp	2186	1827	187	106	65	2186	1907	278	381	1805	458	1017	694	2186	412	865	530
	78%	78%	77%	78%	86%	78%	79%	71%	81%	77%	63%	80%	90%	78%	76%	78%	83%
					abce		g					j	jkm	j			no
(Facebook) Messenger	1796	1465	174	104	53	1796	1560	236	312	1484	364	814	607	1796	379	740	396
	64%	63%	71%	76%	70%	64%	65%	60%	67%	64%	50%	64%	78%	64%	70%	66%	62%
			ae	ae	a							j	jkm	j	p		
Instagram (Direct)	1128	951	88	56	32	1128	1014	114	202	926	191	495	437	1128	258	401	236
	40%	41%	36%	41%	43%	40%	42%	29%	43%	40%	26%	39%	56%	40%	47%	36%	37%
							g					j	jkm	j	op		
FaceTime	986	837	75	49	24	986	837	149	164	822	175	449	359	986	199	351	238
	35%	36%	31%	36%	32%	35%	35%	38%	35%	35%	24%	36%	46%	35%	37%	31%	37%
												j	jkm	j			o
Snapchat	832	691	71	41	29	832	765	67	163	668	163	384	283	832	218	271	145
	30%	29%	29%	30%	39%	30%	32%	17%	35%	29%	22%	30%	37%	30%	40%	24%	23%
					abe		g		i			j	jkm	j	op		
Microsoft Teams	686	564	66	36	19	686	601	85	65	621	74	263	347	686	105	239	243
	24%	24%	27%	27%	25%	24%	25%	22%	14%	27%	10%	21%	45%	24%	19%	21%	38%
									h			j	jkm	jk			no
Zoom	617	521	52	22	23	617	532	85	46	572	62	254	299	617	105	230	202
	22%	22%	21%	16%	30%	22%	22%	22%	10%	25%	9%	20%	39%	22%	19%	21%	32%
			c		abce				h			j	jkm	j			no
iMessage (by Apple)	497	430	33	18	15	497	434	62	71	426	73	204	218	497	97	176	129
	18%	18%	14%	13%	20%	18%	18%	16%	15%	18%	10%	16%	28%	18%	18%	16%	20%
												j	jkm	j			o
Skype	365	306	27	20	12	365	299	66	28	337	56	155	155	365	62	151	99
	13%	13%	11%	15%	15%	13%	12%	17%	6%	14%	8%	12%	20%	13%	11%	14%	15%
								f		h		j	jkm	j			
Discord	276	230	31	10	5	276	257	19	24	252	51	108	116	276	74	74	64
	10%	10%	13%	7%	6%	10%	11%	5%	5%	11%	7%	9%	15%	10%	14%	7%	10%
			d				g		h				jkm	o			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Telegram	189	158	18	10	3	189	169	20	35	154	29	77	82	189	48	81	35
	7%	7%	7%	7%	4%	7%	7%	5%	7%	7%	4%	6%	11%	7%	9%	7%	5%
													jkm	j			
Google Chat/ Google Meet/ Google Duo	175	157	11	5	3	175	156	19	20	155	25	54	94	175	25	65	54
	6%	7%	4%	4%	4%	6%	6%	5%	4%	7%	3%	4%	12%	6%	5%	6%	8%
													jkm	jk			n
Viber	105	91	6	4	4	105	92	13	17	88	25	34	38	105	19	40	20
	4%	4%	3%	3%	5%	4%	4%	3%	4%	4%	3%	3%	5%	4%	3%	4%	3%
													k				
Kik	79	73	2	3	1	79	70	9	12	67	17	24	34	79	23	30	13
	3%	3%	1%	2%	2%	3%	3%	2%	3%	3%	2%	2%	4%	3%	4%	3%	2%
			b										km				
WeChat	76	65	7	3	1	76	70	6	11	65	18	20	36	76	15	23	18
	3%	3%	3%	2%	1%	3%	3%	1%	2%	3%	2%	2%	5%	3%	3%	2%	3%
													jkm				
Signal	56	47	6	2	1	56	53	3	7	49	7	21	28	56	12	24	13
	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%	4%	2%	2%	2%	2%
													jkm				
Slack	54	48	3	1	1	54	50	4	2	52	4	22	28	54	11	20	18
	2%	2%	1%	1%	2%	2%	2%	1%	*	2%	1%	2%	4%	2%	2%	2%	3%
										h			jkm	j			
Clubhouse	39	38	-	*	*	39	36	3	11	28	10	15	14	39	12	11	4
	1%	2%	-%	*%	*%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%
															p		
I send messages, chat or make video/ voice calls on other apps/ sites	79	64	7	5	3	79	70	10	11	69	11	21	46	79	19	27	18
	3%	3%	3%	4%	4%	3%	3%	2%	2%	3%	2%	2%	6%	3%	3%	2%	3%
													jkm				

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2662	2219	236	132	74	2662	2303	359	462	2200	646	1222	770	2662	520	1043	620
	95%	95%	97%	96%	98%	95%	96%	91%	99%	94%	89%	97%	100%	95%	96%	93%	97%
					a		g		i			j	jkm	j			o
I do not send messages, chat or make video or voice calls on ANY apps/ sites	131	117	8	5	2	131	97	33	4	127	76	38	3	131	22	70	19
	5%	5%	3%	4%	2%	5%	4%	9%	1%	5%	11%	3%	0%	5%	4%	6%	3%
								f		h	klm	l		kl		p	
Don't know	7	7	-	-	-	7	7	-	2	5	3	4	1	7	2	3	-
	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 19)	3.6	3.7	3.5	3.6	3.9	3.6	3.7	3.2	3.4	3.7	2.5	3.5	5.1	3.6	3.8	3.4	3.9
					b		g			h		j	jkm	j	o		o
Standard deviation	2.45	2.51	2.17	2.18	2.20	2.45	2.46	2.35	2.08	2.52	2.00	2.11	2.66	2.45	2.46	2.39	2.39
Standard error	.04	.05	.12	.13	.13	.04	.05	.11	.10	.05	.07	.06	.09	.04	.10	.07	.09

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
WhatsApp	2186 78%	791 76%	1233 80%	1095 72%	978 86%
			a		c
(Facebook) Messenger	1796 64%	721 69%	960 62%	883 58%	838 74%
		b			c
Instagram (Direct)	1128 40%	443 43%	573 37%	493 33%	555 49%
		b			c
FaceTime	986 35%	358 34%	526 34%	463 31%	465 41%
					c
Snapchat	832 30%	351 34%	382 25%	351 23%	406 36%
		b			c
Microsoft Teams	686 24%	219 21%	422 27%	293 19%	361 32%
			a		c
Zoom	617 22%	230 22%	356 23%	306 20%	294 26%
					c
iMessage (by Apple)	497 18%	207 20%	249 16%	230 15%	242 21%
		b			c
Skype	365 13%	125 12%	210 14%	174 11%	176 16%
					c

Columns Tested: a,b - c,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.

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Discord	276 10%	142 14%	109 7%	128 8%	120 11%
Telegram	189 7%	81 8%	92 6%	88 6%	91 8%
Google Chat/ Google Meet/ Google Duo	175 6%	72 7%	94 6%	84 6%	80 7%
Viber	105 4%	37 4%	60 4%	38 2%	55 5%
Kik	79 3%	42 4%	34 2%	33 2%	40 3%
WeChat	76 3%	34 3%	38 2%	20 1%	44 4%
Signal	56 2%	25 2%	28 2%	21 1%	32 3%
Slack	54 2%	22 2%	30 2%	21 1%	29 3%
Clubhouse	39 1%	20 2%	10 1%	8 1%	23 2%

Columns Tested: a,b - c,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.

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
I send messages, chat or make video/ voice calls on other apps/ sites	79 3%	45 4%	31 2%	49 3%	27 2%
		b			
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2662 95%	997 96%	1450 94%	1392 92%	1120 99%
				c	
I do not send messages, chat or make video or voice calls on ANY apps/ sites	131 5%	37 4%	91 6%	114 8%	12 1%
			a	d	
Don't know	7 *%	4 *%	* *%	7 *%	- -%
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 19)	3.6	3.8 b	3.5	3.2	4.3 c
Standard deviation	2.45	2.46	2.45	2.31	2.42
Standard error	.04	.07	.06	.05	.08

Columns Tested: a,b - c,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.

COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
None used	138	2	1	9	19	24	84	138	94	43	36	36	21	42	72	62	138
	5%	*%	*%	2%	4%	6%	20%	5%	7%	3%	5%	5%	3%	7%	5%	5%	5%
				b	ab	abc	abcdg	abc	i					lnp			
Only one site or app used	391	11	25	48	82	101	125	391	224	160	93	94	84	116	187	200	391
	14%	2%	5%	10%	16%	24%	29%	14%	17%	11%	12%	12%	14%	20%	12%	17%	14%
				ab	abc	abcdg	abcdg	abc	i					jklnp		jkn	
More than one site or app used	2271	416	475	443	413	303	220	2271	1026	1211	648	668	505	424	1315	929	2271
	81%	97%	95%	89%	80%	71%	51%	81%	76%	86%	83%	84%	83%	73%	84%	78%	81%
		cdefg	cdefg	defg	ef	f	ef	ef	h	mo	mo	m		mo	m	m	m
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 19)	3.6	5.3	4.8	3.9	3.4	2.6	1.9	3.6	3.4	3.9	4.1	3.7	3.6	3.1	3.9	3.4	3.6
		bcdefg	cdefg	defg	ef	f		def		h	klmnop	mo	mo		kmop	m	mo
Standard deviation	2.45	2.37	2.68	2.26	2.11	1.71	1.64	2.45	2.56	2.32	2.64	2.30	2.53	2.22	2.48	2.40	2.45
Standard error	.04	.11	.13	.10	.10	.08	.06	.04	.07	.06	.09	.08	.11	.08	.06	.07	.04

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
None used	138	124	8	5	2	138	105	33	6	132	79	42	4	138	24	73	19
	5%	5%	3%	4%	2%	5%	4%	9%	1%	6%	11%	3%	*%	5%	4%	7%	3%
		d						f		h	klm	l		l		p	
Only one site or app used	391	332	31	19	8	391	326	65	75	316	181	159	40	391	58	174	83
	14%	14%	13%	14%	11%	14%	14%	17%	16%	14%	25%	13%	5%	14%	11%	16%	13%
											klm	l		l		n	
More than one site or app used	2271	1887	205	113	66	2271	1977	294	387	1884	466	1063	730	2271	463	869	536
	81%	81%	84%	82%	87%	81%	82%	75%	83%	81%	64%	84%	94%	81%	85%	78%	84%
					ae		g					j	jkm	j	o		o
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 19)	3.6	3.7	3.5	3.6	3.9	3.6	3.7	3.2	3.4	3.7	2.5	3.5	5.1	3.6	3.8	3.4	3.9
					b		g			h		j	jkm	j	o		o
Standard deviation	2.45	2.51	2.17	2.18	2.20	2.45	2.46	2.35	2.08	2.52	2.00	2.11	2.66	2.45	2.46	2.39	2.39
Standard error	.04	.05	.12	.13	.13	.04	.05	.11	.10	.05	.07	.06	.09	.04	.10	.07	.09

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
None used	138 5%	42 4%	91 6%	121 8%	12 1%
Only one site or app used	391 14%	131 13%	228 15%	278 18%	85 8%
More than one site or app used	2271 81%	866 83%	1222 79%	1114 74%	1035 91%
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 19)	3.6	3.8	3.5	3.2	4.3
Standard deviation	2.45	2.46	2.45	2.31	2.42
Standard error	.04	.07	.06	.05	.08

Columns Tested: a,b - c,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.

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
YouTube	2099	384	428	398	383	298	208	2099	1043	1022	587	601	472	417	1188	889	2099
	75%	90%	86%	80%	74%	70%	49%	75%	78%	72%	76%	75%	77%	72%	75%	75%	75%
		cdefg	cdefg	ef	f	f		ef	i								
Facebook (inc Facebook Gaming)	1415	198	306	324	257	209	120	1415	591	808	383	383	334	296	766	630	1415
	51%	46%	61%	65%	50%	49%	28%	51%	44%	57%	49%	48%	55%	51%	49%	53%	51%
		f	adefg	adefg	f	f		f		h			kn				
Instagram	1243	330	349	259	181	95	29	1243	490	731	363	380	262	225	742	487	1243
	44%	77%	70%	52%	35%	22%	7%	44%	36%	52%	47%	48%	43%	39%	47%	41%	44%
		bcdefg	cdefg	defg	ef	f		def		h	mo	mo			mo		m
TikTok	1048	333	291	200	131	76	16	1048	452	574	287	306	244	192	592	436	1048
	37%	78%	58%	40%	26%	18%	4%	37%	34%	41%	37%	38%	40%	33%	38%	37%	37%
		bcdefg	cdefg	def	ef	f		def		h			m				
Snapchat	635	284	191	91	47	15	7	635	293	324	172	176	138	133	348	271	635
	23%	66%	38%	18%	9%	3%	2%	23%	22%	23%	22%	22%	23%	23%	22%	23%	23%
		bcdefg	cdefg	def	ef			def									
Twitch	235	100	68	41	15	7	4	235	185	43	72	70	43	48	141	91	235
	8%	23%	14%	8%	3%	2%	1%	8%	14%	3%	9%	9%	7%	8%	9%	8%	8%
		bcdefg	cdefg	def				def	i								
Vimeo	107	13	25	33	13	13	10	107	70	34	40	36	20	11	76	31	107
	4%	3%	5%	7%	3%	3%	2%	4%	5%	2%	5%	4%	3%	2%	5%	3%	4%
			f	adefg					i		mo	m			mo		m
Dailymotion	90	16	30	17	11	11	5	90	61	25	33	25	16	15	58	32	90
	3%	4%	6%	3%	2%	3%	1%	3%	5%	2%	4%	3%	3%	3%	4%	3%	3%
		f	defg	f				f	i								
OnlyFans	49	14	23	8	2	1	-	49	41	7	13	13	17	5	26	23	49
	2%	3%	5%	2%	*%	*%	-%	2%	3%	*%	2%	2%	3%	1%	2%	2%	2%
		def	cdefg	f				f	i				m				
BitChute	25	3	11	9	1	1	*	25	19	6	10	3	9	2	13	11	25
	1%	1%	2%	2%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%
			defg	def					i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
I watch videos/ clips on other apps/ sites	44	14	5	5	10	5	5	44	23	18	13	10	8	12	24	20	44
	2%	3%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%
		fg															
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2500	425	497	483	472	370	253	2500	1205	1255	692	724	553	503	1417	1056	2500
	89%	99%	99%	97%	92%	86%	59%	89%	90%	89%	89%	91%	91%	86%	90%	89%	89%
		cdefg	cdefg	defg	ef	f		f				m			m		
I do not watch videos/ clips on any apps/ sites	280	4	2	12	35	56	170	280	130	149	79	69	53	77	148	130	280
	10%	1%	*%	2%	7%	13%	40%	10%	10%	11%	10%	9%	9%	13%	9%	11%	10%
				b	abc	abcd	abcdeg	abc						klnp			
Don't know	21	-	*	5	7	3	5	21	8	10	5	5	4	3	10	6	21
	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
				a													
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 19)	2.5	3.9	3.5	2.8	2.0	1.7	.9	2.5	2.4	2.5	2.5	2.5	2.6	2.3	2.5	2.4	2.5
		bcdefg	cdefg	defg	ef	f		def			m	m	m		m		m
Standard deviation	1.69	1.43	1.64	1.40	1.33	1.25	1.04	1.69	1.76	1.63	1.76	1.60	1.70	1.69	1.68	1.70	1.69
Standard error	.03	.07	.08	.06	.06	.06	.04	.03	.05	.04	.06	.06	.07	.06	.04	.05	.03

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
YouTube	2099	1745	186	105	63	2099	1852	247	334	1765	402	978	711	2099	425	831	483
	75%	74%	76%	76%	83%	75%	77%	63%	71%	76%	55%	77%	92%	75%	78%	75%	76%
					ae		g					j	jkm	j			
Facebook (inc Facebook Gaming)	1415	1158	129	85	42	1415	1213	202	244	1171	236	635	538	1415	317	567	310
	51%	49%	53%	62%	56%	51%	50%	52%	52%	50%	33%	50%	70%	51%	58%	51%	49%
				ae								j	jkm	j	op		
Instagram	1243	1039	106	59	38	1243	1113	130	217	1026	168	563	510	1243	265	473	286
	44%	44%	44%	43%	51%	44%	46%	33%	46%	44%	23%	45%	66%	44%	49%	42%	45%
							g					j	jkm	j	o		
TikTok	1048	866	96	54	33	1048	968	81	186	863	181	492	374	1048	253	379	208
	37%	37%	39%	39%	44%	37%	40%	21%	40%	37%	25%	39%	48%	37%	47%	34%	33%
					a		g					j	jkm	j	op		
Snapchat	635	535	47	31	21	635	588	46	131	504	110	295	230	635	175	194	114
	23%	23%	19%	23%	28%	23%	24%	12%	28%	22%	15%	23%	30%	23%	32%	17%	18%
					b		g		i			j	jkm	j	op		
Twitch	235	197	24	8	5	235	222	13	20	215	32	104	99	235	68	79	45
	8%	8%	10%	6%	7%	8%	9%	3%	4%	9%	4%	8%	13%	8%	12%	7%	7%
							g			h		j	jkm	j	op		
Vimeo	107	91	10	4	2	107	96	12	15	92	14	35	58	107	23	41	32
	4%	4%	4%	3%	3%	4%	4%	3%	3%	4%	2%	3%	8%	4%	4%	4%	5%
													8%	4%	4%	4%	5%
													jkm	j			
Dailymotion	90	81	4	2	2	90	78	11	4	86	11	26	53	90	22	32	24
	3%	3%	2%	2%	3%	3%	3%	3%	1%	4%	1%	2%	7%	3%	4%	3%	4%
										h			7%	3%	4%	3%	4%
													jkm	j			
OnlyFans	49	39	7	2	1	49	44	5	2	47	5	16	28	49	10	27	4
	2%	2%	3%	2%	1%	2%	2%	1%	*	2%	1%	1%	4%	2%	2%	2%	1%
													4%	2%	2%	2%	1%
													jkm				p

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
BitChute	25	22	1	*	*	25	23	1	10	15	5	9	11	25	7	12	2
	1%	1%	1%	*%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	*%
									i								
I watch videos/ clips on other apps/ sites	44	40	2	2	1	44	39	6	2	42	7	16	21	44	10	14	11
	2%	2%	1%	1%	2%	2%	2%	1%	*%	2%	1%	1%	3%	2%	2%	1%	2%
													jk				
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2500	2080	223	125	72	2500	2183	316	424	2076	536	1181	771	2500	515	964	573
	89%	89%	92%	91%	95%	89%	91%	81%	91%	89%	74%	93%	100%	89%	94%	86%	90%
					ae		g					jm	jkm	j	op		
I do not watch videos/ clips on any apps/ sites	280	244	19	12	4	280	206	74	36	244	179	77	3	280	29	140	64
	10%	10%	8%	9%	5%	10%	9%	19%	8%	10%	25%	6%	*%	10%	5%	13%	10%
		d				d		f			klm	l		kl		n	n
Don't know	21	19	1	-	-	21	18	2	8	13	10	5	-	21	1	11	2
	1%	1%	1%	-%	-%	1%	1%	1%	2%	1%	1%	*%	-%	1%	*%	1%	*%
									i		kl			l			
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 19)	2.5	2.5	2.5	2.6	2.8	2.5	2.6	1.9	2.5	2.5	1.6	2.5	3.4	2.5	2.9	2.4	2.4
					abe		g					j	jkm	j	op		
Standard deviation	1.69	1.71	1.54	1.66	1.66	1.69	1.70	1.56	1.57	1.72	1.56	1.52	1.59	1.69	1.66	1.68	1.64
Standard error	.03	.04	.09	.10	.10	.03	.03	.07	.07	.03	.06	.04	.05	.03	.07	.05	.06

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
YouTube	2099	794	1135	1084	910
	75%	76%	74%	72%	80%
					c
Facebook (inc Facebook Gaming)	1415	544	772	659	692
	51%	52%	50%	44%	61%
					c
Instagram	1243	478	663	531	636
	44%	46%	43%	35%	56%
					c
TikTok	1048	439	502	409	567
	37%	42%	33%	27%	50%
		b			c
Snapchat	635	266	302	275	299
	23%	26%	20%	18%	26%
		b			c
Twitch	235	113	98	107	105
	8%	11%	6%	7%	9%
		b			
Vimeo	107	51	51	58	43
	4%	5%	3%	4%	4%
Dailymotion	90	47	41	45	39
	3%	5%	3%	3%	3%
		b			
OnlyFans	49	24	19	19	27
	2%	2%	1%	1%	2%
BitChute	25	13	10	5	16
	1%	1%	1%	*%	1%
					c

Columns Tested: a,b - c,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.

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
I watch videos/ clips on other apps/ sites	44	26	17	26	16
	2%	3%	1%	2%	1%
		b			
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2500	942	1350	1264	1094
	89%	91%	88%	84%	97%
		b			c
I do not watch videos/ clips on any apps/ sites	280	90	182	233	37
	10%	9%	12%	15%	3%
			a	d	
Don't know	21	6	9	16	2
	1%	1%	1%	1%	*%
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 19)	2.5	2.7	2.3	2.1	3.0
		b			c
Standard deviation	1.69	1.75	1.64	1.66	1.58
Standard error	.03	.05	.04	.04	.05

Columns Tested: a,b - c,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.

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
None used	300	4	3	17	43	59	175	300	138	159	84	74	57	79	158	136	300
	11%	1%	1%	3%	8%	14%	41%	11%	10%	11%	11%	9%	9%	14%	10%	11%	11%
				ab	abc	abcd	abcdeg	abc						kn			
Only one site or app used	614	17	51	74	165	161	145	614	347	264	165	167	133	145	332	278	614
	22%	4%	10%	15%	32%	38%	34%	22%	26%	19%	21%	21%	22%	25%	21%	23%	22%
			a	a	abcg	abcg	abcg	abc	i								
More than one site or app used	1886	408	447	409	306	208	108	1886	858	991	527	558	420	358	1085	778	1886
	67%	95%	89%	82%	60%	49%	25%	67%	64%	70%	68%	70%	69%	62%	69%	65%	67%
		bcdefg	cdefg	defg	ef	f	def	def	h	h	m	m	m	m	m	m	m
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 19)	2.5	3.9	3.5	2.8	2.0	1.7	.9	2.5	2.4	2.5	2.5	2.5	2.6	2.3	2.5	2.4	2.5
		bcdefg	cdefg	defg	ef	f	def	def	m	m	m	m	m	m	m	m	m
Standard deviation	1.69	1.43	1.64	1.40	1.33	1.25	1.04	1.69	1.76	1.63	1.76	1.60	1.70	1.69	1.68	1.70	1.69
Standard error	.03	.07	.08	.06	.06	.06	.04	.03	.05	.04	.06	.06	.07	.06	.04	.05	.03

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
None used	300	263	21	12	4	300	224	76	44	257	189	83	3	300	30	151	66
	11%	11%	8%	9%	5%	11%	9%	19%	9%	11%	26%	7%	*%	11%	6%	14%	10%
		d				d		f			klm	l		kl		n	n
Only one site or app used	614	523	47	28	16	614	504	110	95	519	235	287	84	614	91	236	165
	22%	22%	19%	21%	21%	22%	21%	28%	20%	22%	32%	23%	11%	22%	17%	21%	26%
							f				klm	l		l			n
More than one site or app used	1886	1557	176	97	56	1886	1679	207	329	1557	301	895	687	1886	423	728	408
	67%	66%	72%	70%	74%	67%	70%	53%	70%	67%	42%	71%	89%	67%	78%	65%	64%
					ae		g					j	jkm	j	op		
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 19)	2.5	2.5	2.5	2.6	2.8	2.5	2.6	1.9	2.5	2.5	1.6	2.5	3.4	2.5	2.9	2.4	2.4
					abe		g					j	jkm	j	op		
Standard deviation	1.69	1.71	1.54	1.66	1.66	1.69	1.70	1.56	1.57	1.72	1.56	1.52	1.59	1.69	1.66	1.68	1.64
Standard error	.03	.04	.09	.10	.10	.03	.03	.07	.07	.03	.06	.04	.05	.03	.07	.05	.06

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
None used	300	96	191	249	39
	11%	9%	12%	16%	3%
			a	d	
Only one site or app used	614	207	354	392	182
	22%	20%	23%	26%	16%
				d	
More than one site or app used	1886	735	995	872	911
	67%	71%	65%	58%	80%
		b			c
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 19)	2.5	2.7	2.3	2.1	3.0
		b			c
Standard deviation	1.69	1.75	1.64	1.66	1.58
Standard error	.03	.05	.04	.04	.05

Columns Tested: a,b - c,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.

IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Yes	762	206	201	165	101	64	25	762	394	352	242	209	162	138	451	300	762
	27%	48%	40%	33%	20%	15%	6%	27%	29%	25%	31%	26%	27%	24%	29%	25%	27%
		cdefg	cdefg	defg	f	f	def		i		mo				m		
No	2020	217	296	331	410	362	404	2020	940	1055	529	585	448	439	1114	886	2020
	72%	51%	59%	66%	80%	84%	94%	72%	70%	75%	68%	73%	73%	75%	71%	74%	72%
		a	a	abcg	abcg	abcdeg	abc		h					j	j		
Don't know	18	6	3	4	3	2	-	18	10	7	5	4	-	6	9	6	18
	1%	1%	1%	1%	1%	*	-%	1%	1%	1%	1%	1%	-%	1%	1%	*	1%
		f															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Yes	762 27%	637 27%	63 26%	43 31%	20 26%	762 27%	676 28%	86 22%	110 24%	652 28%	129 18%	342 27%	287 37%	762 27%	182 33%	306 27%	137 21%
No	2020 72%	1692 72%	178 73%	95 69%	55 73%	2020 72%	1715 71%	304 78%	351 75%	1669 72%	590 81%	917 73%	481 62%	2020 72%	359 66%	806 72%	500 78%
Don't know	18 1%	15 1%	3 1%	- -%	* 1%	18 1%	17 1%	2 *%	6 1%	12 1%	6 1%	5 *%	6 1%	18 1%	4 1%	4 *%	2 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Yes	762 27%	361 35% b	334 22%	298 20%	403 36% c
No	2020 72%	672 65%	1197 78% a	1208 80% d	725 64%
Don't know	18 1%	5 *%	10 1%	8 1%	5 *%

Columns Tested: a,b - c,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.

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	751	193	170	167	101	78	42	751	365	370	227	206	138	169	433	307	751
Effective Weighted Sample	514	130	120	121	72	53	28	514	254	250	163	139	96	115	302	205	514
Total	762	206	201	165	101	64	25	762	394	352	242	209	162	138	451	300	762
Instagram	399	127	121	97	34	**	**	399	177	213	130	106	88	69	236	157	399
	52%	62%	60%	59%	34%	**	**	52%	45%	61%	54%	51%	54%	50%	52%	52%	52%
		d	d	d				d		h							
Facebook (inc Facebook Gaming)	356	43	93	94	63	**	**	356	173	179	102	88	84	73	191	157	356
	47%	21%	46%	57%	62%	**	**	47%	44%	51%	42%	42%	52%	53%	42%	52%	47%
			a	ag	abg			a								n	
TikTok	336	135	103	58	31	**	**	336	147	178	101	93	75	57	194	132	336
	44%	66%	51%	35%	31%	**	**	44%	37%	51%	42%	45%	46%	41%	43%	44%	44%
		bcdg	cd					d		h							
YouTube	334	89	100	77	36	**	**	334	238	90	106	90	80	53	196	134	334
	44%	43%	50%	47%	35%	**	**	44%	60%	26%	44%	43%	50%	39%	44%	45%	44%
									i								
Snapchat	234	109	79	26	17	**	**	234	104	125	62	63	56	49	125	105	234
	31%	53%	39%	16%	16%	**	**	31%	26%	36%	26%	30%	35%	36%	28%	35%	31%
		bcdg	cd					cd		h						j	
Twitch	54	23	13	15	3	**	**	54	41	11	13	10	17	13	24	31	54
	7%	11%	7%	9%	3%	**	**	7%	10%	3%	6%	5%	11%	10%	5%	10%	7%
		d							i							n	
Vimeo	26	3	12	6	1	**	**	26	19	6	7	5	9	4	13	13	26
	3%	1%	6%	4%	1%	**	**	3%	5%	2%	3%	3%	6%	3%	3%	4%	3%
			a														
OnlyFans	25	7	14	*	3	**	**	25	20	5	7	6	10	1	13	11	25
	3%	3%	7%	*%	3%	**	**	3%	5%	1%	3%	3%	6%	1%	3%	4%	3%
			c						i				m				
Dailymotion	13	3	7	-	1	**	**	13	10	3	3	5	4	*	8	4	13
	2%	1%	3%	-%	1%	**	**	2%	3%	1%	1%	2%	2%	*%	2%	1%	2%
			c														
BitChute	12	1	7	4	*	**	**	12	11	1	5	1	6	1	6	7	12
	2%	*%	3%	2%	*%	**	**	2%	3%	*%	2%	*%	4%	1%	1%	2%	2%
									i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	751	193	170	167	101	78	42	751	365	370	227	206	138	169	433	307	751
Effective Weighted Sample	514	130	120	121	72	53	28	514	254	250	163	139	96	115	302	205	514
Total	762	206	201	165	101	64	25	762	394	352	242	209	162	138	451	300	762
I upload videos I have made myself to other apps/ sites	20	2	1	3	6	**	**	20	11	9	7	3	6	3	11	10	20
	3%	1%	1%	2%	6%	**	**	3%	3%	3%	3%	2%	4%	2%	2%	3%	3%
				ab													
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	760	206	201	165	101	**	**	760	394	350	242	209	162	136	451	299	760
	100%	100%	100%	100%	100%	**	**	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Don't know	2	-	*	*	-	**	**	2	1	1	*	*	-	1	1	1	2
	*%	-%	*%	*%	-%	**	**	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	~b	~c	~d	e	f	~g	h	i	j	k	l	m	n	o	p
Unweighted total	751	534	68	75	74	751	655	96	103	648	110	328	310	751	170	287	148
Effective Weighted Sample	514	403	51	45	55	514	448	68	67	448	74	221	223	514	116	199	104
Total	762	637	63	43	20	762	676	86	110	652	129	342	287	762	182	306	137
Instagram	399	340	**	**	**	399	366	**	59	340	53	165	180	399	101	156	79
	52%	53%	**	**	**	52%	54%	**	53%	52%	41%	48%	63%	52%	56%	51%	58%
Facebook (inc Facebook Gaming)	356	302	**	**	**	356	314	**	55	301	51	145	158	356	79	164	65
	47%	47%	**	**	**	47%	46%	**	50%	46%	39%	42%	55%	47%	43%	54%	48%
TikTok	336	285	**	**	**	336	312	**	47	290	56	145	135	336	80	132	55
	44%	45%	**	**	**	44%	46%	**	42%	44%	43%	43%	47%	44%	44%	43%	40%
YouTube	334	276	**	**	**	334	300	**	43	291	68	143	119	334	73	141	61
	44%	43%	**	**	**	44%	44%	**	39%	45%	53%	42%	42%	44%	40%	46%	44%
Snapchat	234	206	**	**	**	234	222	**	45	189	34	110	90	234	69	82	34
	31%	32%	**	**	**	31%	33%	**	41%	29%	27%	32%	31%	31%	38%	27%	25%
Twitch	54	44	**	**	**	54	53	**	6	48	6	25	24	54	15	23	7
	7%	7%	**	**	**	7%	8%	**	5%	7%	5%	7%	8%	7%	8%	7%	5%
Vimeo	26	22	**	**	**	26	26	**	4	21	2	9	14	26	3	14	3
	3%	4%	**	**	**	3%	4%	**	4%	3%	2%	3%	5%	3%	2%	5%	2%
OnlyFans	25	20	**	**	**	25	21	**	5	19	8	5	12	25	8	8	-
	3%	3%	**	**	**	3%	3%	**	5%	3%	6%	2%	4%	3%	5%	3%	-%
Dailymotion	13	13	**	**	**	13	13	**	-	13	2	4	7	13	2	6	*
	2%	2%	**	**	**	2%	2%	**	-%	2%	1%	1%	2%	2%	1%	2%	-%
BitChute	12	11	**	**	**	12	10	**	3	9	1	7	5	12	3	5	-
	2%	2%	**	**	**	2%	1%	**	3%	1%	-%	2%	2%	2%	1%	2%	-%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	NATION				LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	h	i	j	k	l	m	n	o	p
Unweighted total	751	534	68	75	74	751	655	96	103	648	110	328	310	751	170	287	148
Effective Weighted Sample	514	403	51	45	55	514	448	68	67	448	74	221	223	514	116	199	104
Total	762	637	63	43	20	762	676	86	110	652	129	342	287	762	182	306	137
I upload videos I have made myself to other apps/ sites	20	19	**	**	**	20	17	**	-	20	4	9	7	20	4	8	2
	3%	3%	**	**	**	3%	3%	**	-%	3%	3%	3%	2%	3%	2%	3%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	760	635	**	**	**	760	675	**	110	650	129	341	287	760	182	305	137
	100%	100%	**	**	**	100%	100%	**	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	2	2	**	**	**	2	1	**	-	2	-	1	-	2	-	1	-
	*%	*%	**	**	**	*%	*%	**	-%	*%	-%	*%	-%	*%	-%	*%	-%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	751	357	334	382	299
Effective Weighted Sample	514	244	234	252	231
Total	762	361	334	298	403
Instagram	399 52%	176 49%	188 56%	133 45%	236 59%
					c
Facebook (inc Facebook Gaming)	356 47%	173 48%	163 49%	126 42%	204 51%
TikTok	336 44%	178 49%	128 38%	117 39%	183 45%
		b			
YouTube	334 44%	172 48%	138 41%	125 42%	182 45%
Snapchat	234 31%	115 32%	94 28%	76 26%	137 34%
					c
Twitch	54 7%	27 7%	21 6%	10 4%	36 9%
					c
Vimeo	26 3%	9 3%	14 4%	3 1%	17 4%
					c
OnlyFans	25 3%	14 4%	6 2%	3 1%	13 3%
Dailymotion	13 2%	6 2%	5 2%	* *%	8 2%
					c
BitChute	12 2%	7 2%	5 1%	1 *%	8 2%

Columns Tested: a,b - c,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.

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	751	357	334	382	299
Effective Weighted Sample	514	244	234	252	231
Total	762	361	334	298	403
I upload videos I have made myself to other apps/ sites	20 3%	10 3%	9 3%	12 4%	5 1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	760 100%	361 100%	333 100%	296 99%	403 100%
Don't know	2 *%	* *%	2 *%	2 1%	- -%

Columns Tested: a,b - c,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.

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Instagram	399	127	121	97	34	18	2	399	177	213	130	106	88	69	236	157	399
	14%	30%	24%	19%	7%	4%	*%	14%	13%	15%	17%	13%	14%	12%	15%	13%	14%
		cdefg	defg	defg	f	f		def			m						
Facebook (inc. Facebook Gaming)	356	43	93	94	63	45	17	356	173	179	102	88	84	73	191	157	356
	13%	10%	19%	19%	12%	11%	4%	13%	13%	13%	13%	11%	14%	12%	12%	13%	13%
		f	adefg	adefg	f	f		f									
TikTok	336	135	103	58	31	10	-	336	147	178	101	93	75	57	194	132	336
	12%	31%	21%	12%	6%	2%	-%	12%	11%	13%	13%	12%	12%	10%	12%	11%	12%
		bcdefg	cdefg	def	ef	f		def									
YouTube	334	89	100	77	36	26	7	334	238	90	106	90	80	53	196	134	334
	12%	21%	20%	15%	7%	6%	2%	12%	18%	6%	14%	11%	13%	9%	12%	11%	12%
		defg	defg	def	f	f		def	i		m				m		
Snapchat	234	109	79	26	17	4	*	234	104	125	62	63	56	49	125	105	234
	8%	25%	16%	5%	3%	1%	*%	8%	8%	9%	8%	8%	9%	8%	8%	9%	8%
		bcdefg	cdefg	ef	ef			cdef									
Twitch	54	23	13	15	3	-	1	54	41	11	13	10	17	13	24	31	54
	2%	5%	3%	3%	*%	-%	*%	2%	3%	1%	2%	1%	3%	2%	2%	3%	2%
		defg	def	def				ef	i								
Vimeo	26	3	12	6	1	2	1	26	19	6	7	5	9	4	13	13	26
	1%	1%	2%	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
			defg						i								
OnlyFans	25	7	14	*	3	-	1	25	20	5	7	6	10	1	13	11	25
	1%	2%	3%	*%	1%	-%	*%	1%	1%	*%	1%	1%	2%	*%	1%	1%	1%
		cef	cdefg						i				m				
Dailymotion	13	3	7	-	1	2	-	13	10	3	3	5	4	*	8	4	13
	*%	1%	1%	-%	*%	1%	-%	*%	1%	*%	*%	1%	1%	*%	1%	*%	*%
			cf														
BitChute	12	1	7	4	*	*	-	12	11	1	5	1	6	1	6	7	12
	*%	*%	1%	1%	*%	*%	-%	*%	1%	*%	1%	*%	1%	*%	*%	1%	*%
			fg						i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
I upload videos I have made myself to other apps/ sites	20 1%	2 1%	1 *%	3 1%	6 1%	3 1%	4 1%	20 1%	11 1%	9 1%	7 1%	3 *%	6 1%	3 1%	11 1%	10 1%	20 1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	760 27%	206 48% cdefg	201 40% cdefg	165 33% defg	101 20% f	64 15% f	23 5% def	760 27% def	394 29% i	350 25% h	242 31% mo	209 26% m	162 27% m	136 23% m	451 29% m	299 25% m	760 27% m
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2020 72%	217 51% a	296 59% a	331 66% abcg	410 80% abcg	362 84% abcg	404 94% abcdeg	2020 72% abc	940 70% h	1055 75% h	529 68% m	585 73% m	448 73% m	439 75% j	1114 71% j	886 74% j	2020 72% j
Don't know	20 1%	6 1%	3 1%	4 1%	3 1%	2 *%	1 *%	20 1%	11 1%	9 1%	5 1%	5 1%	- -%	7 1% l	10 1%	7 1%	20 1%
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 11)	.6	1.3 cdefg	1.1 cdefg	.8 def	.4 ef	.3 f	.1 def	.6 def	.7 i	.6 h	.7 m	.6 m	.7 m	.6 m	.6 m	.6 m	.6 m
Standard deviation	1.30	1.65	1.75	1.29	.91	.72	.36	1.30	1.39	1.20	1.30	1.19	1.50	1.20	1.25	1.36	1.30
Standard error	.02	.08	.08	.06	.04	.03	.01	.02	.04	.03	.05	.04	.06	.04	.03	.04	.02

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Instagram	399 14%	340 15%	28 11%	21 15%	10 14%	399 14%	366 15%	33 8%	59 13%	340 15%	53 7%	165 13%	180 23%	399 14%	101 19%	156 14%	79 12%
Facebook (inc. Facebook Gaming)	356 13%	302 13%	26 11%	18 13%	9 12%	356 13%	314 13%	42 11%	55 12%	301 13%	51 7%	145 11%	158 20%	356 13%	79 14%	164 15%	65 10%
TikTok	336 12%	285 12%	26 11%	16 12%	8 11%	336 12%	312 13%	24 6%	47 10%	290 12%	56 8%	145 12%	135 17%	336 12%	80 15%	132 12%	55 9%
YouTube	334 12%	276 12%	30 12%	20 14%	9 11%	334 12%	300 12%	35 9%	43 9%	291 12%	68 9%	143 11%	119 15%	334 12%	73 13%	141 13%	61 9%
Snapchat	234 8%	206 9%	11 5%	10 7%	7 9%	234 8%	222 9%	12 3%	45 10%	189 8%	34 5%	110 9%	90 12%	234 8%	69 13%	82 7%	34 5%
Twitch	54 2%	44 2%	5 2%	3 2%	1 2%	54 2%	53 2%	1 *	6 1%	48 2%	6 1%	25 2%	24 3%	54 2%	15 3%	23 2%	7 1%
Vimeo	26 1%	22 1%	3 1%	- -%	* *%	26 1%	26 1%	- -%	4 1%	21 1%	2 *%	9 1%	14 2%	26 1%	3 1%	14 1%	3 1%
OnlyFans	25 1%	20 1%	2 1%	3 2%	* *%	25 1%	21 1%	4 1%	5 1%	19 1%	8 1%	5 *%	12 2%	25 1%	8 2%	8 1%	- -%
Dailymotion	13 *%	13 1%	- -%	- -%	- -%	13 *%	13 1%	- -%	- -%	13 1%	2 *%	4 *%	7 1%	13 *%	2 *%	6 1%	* *%
BitChute	12 *%	11 *%	1 *%	* *%	- -%	12 *%	10 *%	2 1%	3 1%	9 *%	1 *%	7 1%	5 1%	12 *%	3 *%	5 *%	- -%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
I upload videos I have made myself to other apps/ sites	20	19	1	-	*	20	17	3	-	20	4	9	7	20	4	8	2
	1%	1%	*%	-%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	*%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	760	635	63	43	20	760	675	85	110	650	129	341	287	760	182	305	137
	27%	27%	26%	31%	26%	27%	28%	22%	24%	28%	18%	27%	37%	27%	33%	27%	21%
							g					j	jkm	j	op	p	
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2020	1692	178	95	55	2020	1715	304	351	1669	590	917	481	2020	359	806	500
	72%	72%	73%	69%	73%	72%	71%	78%	75%	72%	81%	73%	62%	72%	66%	72%	78%
							f				klm	l		l		n	no
Don't know	20	16	3	-	1	20	17	3	6	14	6	6	6	20	4	4	2
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	*%
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 11)	.6	.7	.5	.7	.6	.6	.7	.4	.6	.7	.4	.6	1.0	.6	.8	.7	.5
							g					j	jkm	j	op	p	
Standard deviation	1.30	1.32	1.19	1.23	1.19	1.30	1.35	.90	1.20	1.32	1.00	1.18	1.65	1.30	1.34	1.33	1.11
Standard error	.02	.03	.07	.07	.07	.02	.03	.04	.06	.03	.04	.03	.06	.02	.06	.04	.04

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Instagram	399 14%	176 17%	188 12%	133 9%	236 21%
		b			c
Facebook (inc. Facebook Gaming)	356 13%	173 17%	163 11%	126 8%	204 18%
		b			c
TikTok	336 12%	178 17%	128 8%	117 8%	183 16%
		b			c
YouTube	334 12%	172 17%	138 9%	125 8%	182 16%
		b			c
Snapchat	234 8%	115 11%	94 6%	76 5%	137 12%
		b			c
Twitch	54 2%	27 3%	21 1%	10 1%	36 3%
					c
Vimeo	26 1%	9 1%	14 1%	3 *%	17 2%
					c
OnlyFans	25 1%	14 1%	6 *%	3 *%	13 1%
		b			c
Dailymotion	13 *%	6 1%	5 *%	* *%	8 1%
					c

Columns Tested: a,b - c,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.

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
BitChute	12 *%	7 1%	5 *%	1 *%	8 1% c
I upload videos I have made myself to other apps/ sites	20 1%	10 1%	9 1%	12 1%	5 *%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	760 27%	361 35% b	333 22%	296 20%	403 36% c
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2020 72%	672 65%	1197 78% a	1208 80% d	725 64%
Don't know	20 1%	5 1%	11 1%	10 1%	5 *%
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 11)	.6	.9 b	.5	.4	.9 c
Standard deviation	1.30	1.42	1.19	.95	1.52
Standard error	.02	.04	.03	.02	.05
Columns Tested: a,b - c,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.

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
None used	2040	223	299	335	413	364	405	2040	950	1064	534	589	448	446	1124	894	2040
	73%	52%	60%	67%	80%	85%	95%	73%	71%	75%	69%	74%	73%	77%	71%	75%	73%
			ab	ab	ab	ab	ab	ab		h				jn		j	
Only one site or app used	254	51	54	53	44	35	17	254	139	108	82	76	48	46	158	94	254
	9%	12%	11%	11%	9%	8%	4%	9%	10%	8%	11%	10%	8%	8%	10%	8%	9%
		f	f	f	f	f		f	i								
More than one site or app used	506	155	147	111	57	29	6	506	255	242	160	133	114	91	293	204	506
	18%	36%	29%	22%	11%	7%	1%	18%	19%	17%	21%	17%	19%	16%	19%	17%	18%
		cdefg	cdefg	def	f	f		def			m						
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 11)	.6	1.3	1.1	.8	.4	.3	.1	.6	.7	.6	.7	.6	.7	.6	.6	.6	.6
		cdefg	cdefg	def	ef	f		def	i		m		m				
Standard deviation	1.30	1.65	1.75	1.29	.91	.72	.36	1.30	1.39	1.20	1.30	1.19	1.50	1.20	1.25	1.36	1.30
Standard error	.02	.08	.08	.06	.04	.03	.01	.02	.04	.03	.05	.04	.06	.04	.03	.04	.02

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
None used	2040	1708	181	95	56	2040	1733	307	357	1683	596	923	487	2040	363	810	503
	73%	73%	74%	69%	74%	73%	72%	78%	76%	72%	82%	73%	63%	73%	67%	73%	79%
								f			klm	l	l		n	no	
Only one site or app used	254	202	26	19	6	254	211	43	32	222	54	116	82	254	59	91	52
	9%	9%	11%	14%	8%	9%	9%	11%	7%	10%	7%	9%	11%	9%	11%	8%	8%
				ae													
More than one site or app used	506	433	36	24	13	506	464	42	78	428	75	225	205	506	123	214	84
	18%	18%	15%	17%	18%	18%	19%	11%	17%	18%	10%	18%	26%	18%	23%	19%	13%
							g					j	jkm	j	p	p	
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 11)	.6	.7	.5	.7	.6	.6	.7	.4	.6	.7	.4	.6	1.0	.6	.8	.7	.5
							g					j	jkm	j	op	p	
Standard deviation	1.30	1.32	1.19	1.23	1.19	1.30	1.35	.90	1.20	1.32	1.00	1.18	1.65	1.30	1.34	1.33	1.11
Standard error	.02	.03	.07	.07	.07	.02	.03	.04	.06	.03	.04	.03	.06	.02	.06	.04	.04

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
None used	2040	678	1208	1218	730
	73%	65%	78%	80%	64%
			a	d	
Only one site or app used	254	115	113	117	115
	9%	11%	7%	8%	10%
		b			
More than one site or app used	506	246	220	178	287
	18%	24%	14%	12%	25%
		b			c
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 11)	.6	.9	.5	.4	.9
		b			c
Standard deviation	1.30	1.42	1.19	.95	1.52
Standard error	.02	.04	.03	.02	.05

Columns Tested: a,b - c,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.

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2500	425	497	483	472	370	253	2500	1205	1255	692	724	553	503	1417	1056	2500
	89%	99%	99%	97%	92%	86%	59%	89%	90%	89%	89%	91%	91%	86%	90%	89%	89%
		cdefg	cdefg	defg	ef	f		f				m			m		
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	760	206	201	165	101	64	23	760	394	350	242	209	162	136	451	299	760
	27%	48%	40%	33%	20%	15%	5%	27%	29%	25%	31%	26%	27%	23%	29%	25%	27%
		cdefg	cdefg	defg	f	f		def	i		mo				m		
TOTAL - EITHER OF THESE ACTIVITIES	2507	426	497	485	473	371	255	2507	1208	1260	694	724	557	505	1418	1061	2507
	90%	99%	99%	97%	92%	87%	59%	90%	90%	89%	89%	91%	91%	87%	90%	89%	90%
		cdefg	cdefg	defg	ef	f		f				m	m		m		
TOTAL - BOTH OF THESE ACTIVITIES	753	204	201	163	100	63	22	753	391	345	240	209	158	134	449	293	753
	27%	48%	40%	33%	19%	15%	5%	27%	29%	24%	31%	26%	26%	23%	29%	25%	27%
		cdefg	cdefg	defg	f	f		def	i		mo				m		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	293	2	3	15	42	58	174	293	136	155	82	74	53	77	156	131	293
	10%	1%	1%	3%	8%	13%	41%	10%	10%	11%	11%	9%	9%	13%	10%	11%	10%
				ab	abc	abcd	abcdeg	abc						klm			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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 USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2500	2080	223	125	72	2500	2183	316	424	2076	536	1181	771	2500	515	964	573
	89%	89%	92%	91%	95%	89%	91%	81%	91%	89%	74%	93%	100%	89%	94%	86%	90%
					ae		g					jm	jkm	j	op		
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	760	635	63	43	20	760	675	85	110	650	129	341	287	760	182	305	137
	27%	27%	26%	31%	26%	27%	28%	22%	24%	28%	18%	27%	37%	27%	33%	27%	21%
							g					j	jkm	j	op	p	
TOTAL - EITHER OF THESE ACTIVITIES	2507	2087	224	125	72	2507	2191	316	426	2081	539	1184	771	2507	515	967	574
	90%	89%	92%	91%	95%	90%	91%	81%	91%	89%	74%	94%	100%	90%	95%	87%	90%
					ae		g					jm	jkm	j	op		
TOTAL - BOTH OF THESE ACTIVITIES	753	628	62	43	20	753	668	85	109	644	126	338	287	753	181	302	135
	27%	27%	26%	31%	26%	27%	28%	22%	23%	28%	17%	27%	37%	27%	33%	27%	21%
							g					j	jkm	j	op	p	
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	293	256	20	12	4	293	217	76	42	251	187	79	3	293	30	148	65
	10%	11%	8%	9%	5%	10%	9%	19%	9%	11%	26%	6%	3%	10%	5%	13%	10%
		d				d		f			klm	l	*	kl		n	n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2500	942	1350	1264	1094
	89%	91%	88%	84%	97%
		b		c	
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	760	361	333	296	403
	27%	35%	22%	20%	36%
		b		c	
TOTAL - EITHER OF THESE ACTIVITIES	2507	945	1354	1268	1095
	90%	91%	88%	84%	97%
		b		c	
TOTAL - BOTH OF THESE ACTIVITIES	753	358	329	292	401
	27%	34%	21%	19%	35%
		b		c	
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	293	93	187	245	37
	10%	9%	12%	16%	3%
			a	d	

Columns Tested: a,b - c,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.

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
YouTube (Live)	1021	233	251	201	166	119	50	1021	591	415	282	266	240	218	548	458	1021
	36%	54%	50%	40%	32%	28%	12%	36%	44%	29%	36%	33%	39%	37%	35%	38%	36%
		cdefg	cdefg	def	f	f		ef	i								
Facebook (Live)	931	120	219	230	184	118	60	931	425	499	231	254	225	204	485	429	931
	33%	28%	44%	46%	36%	28%	14%	33%	32%	35%	30%	32%	37%	35%	31%	36%	33%
		f	adefg	adefg	aef	f		ef					jn			jn	
Instagram (Live)	838	243	270	171	109	37	8	838	329	495	260	256	174	136	517	311	838
	30%	57%	54%	34%	21%	9%	2%	30%	24%	35%	34%	32%	29%	23%	33%	26%	30%
		cdefg	cdefg	def	ef	f		def		h	mo	mo			mo		mo
TikTok (LIVE)	713	260	197	130	81	38	7	713	321	381	202	205	165	128	407	293	713
	25%	61%	39%	26%	16%	9%	2%	25%	24%	27%	26%	26%	27%	22%	26%	25%	25%
		bcdefg	cdefg	def	ef	f		def									
Twitch	268	128	74	39	16	8	4	268	206	54	85	81	53	47	166	99	268
	10%	30%	15%	8%	3%	2%	1%	10%	15%	4%	11%	10%	9%	8%	11%	8%	10%
		bcdefg	cdefg	def	f			def	i								
YouNow	30	11	10	6	2	-	-	30	25	5	9	10	5	2	19	7	30
	1%	3%	2%	1%	*%	-%	-%	1%	2%	*%	1%	1%	1%	*%	1%	1%	1%
		defg	ef	ef				f	i								
I watch live streamed videos on other apps/sites	35	3	7	2	14	7	2	35	25	9	11	8	7	9	19	16	35
	1%	1%	1%	*%	3%	2%	*%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
					acfg				i								
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1774	378	424	379	312	188	94	1774	875	874	482	503	403	361	985	764	1774
	63%	88%	85%	76%	61%	44%	22%	63%	65%	62%	62%	63%	66%	62%	63%	64%	63%
		cdefg	cdefg	defg	ef	f		ef									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
I do not watch live streamed videos on ANY apps/ sites	931	47	75	108	181	210	310	931	428	490	270	278	185	195	548	380	931
	33%	11%	15%	22%	35%	49%	72%	33%	32%	35%	35%	35%	30%	33%	35%	32%	33%
				ab	abc	abcdg	abcdeg	abc									
Don't know	94	3	2	13	21	30	25	94	41	50	25	17	22	27	41	49	94
	3%	1%	*%	3%	4%	7%	6%	3%	3%	4%	3%	2%	4%	5%	3%	4%	3%
				b	ab	abcg	abcg	ab						kn		k	
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 11)	1.4	2.3	2.1	1.6	1.1	.8	.3	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.4	1.4
		bcdefg	cdefg	defg	ef	f		def	i								
Standard deviation	1.38	1.42	1.37	1.28	1.20	1.06	.65	1.38	1.42	1.34	1.43	1.38	1.35	1.35	1.40	1.35	1.38
Standard error	.02	.07	.06	.05	.06	.05	.03	.02	.04	.03	.05	.05	.06	.05	.03	.04	.02

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
YouTube (Live)	1021	850	94	50	27	1021	915	106	150	871	157	474	390	1021	251	380	210
	36%	36%	39%	37%	35%	36%	38%	27%	32%	37%	22%	38%	50%	36%	46%	34%	33%
							g					j	jkm	j	op		
Facebook (Live)	931	757	89	56	29	931	806	126	171	760	119	410	402	931	202	370	208
	33%	32%	37%	41%	38%	33%	33%	32%	37%	33%	16%	32%	52%	33%	37%	33%	33%
				ae								j	jkm	j			
Instagram (Live)	838	699	73	42	25	838	759	80	160	678	103	369	366	838	189	304	193
	30%	30%	30%	30%	33%	30%	32%	20%	34%	29%	14%	29%	47%	30%	35%	27%	30%
							g					j	jkm	j	o		
TikTok (LIVE)	713	591	65	41	17	713	657	57	137	576	117	339	257	713	191	242	129
	25%	25%	26%	30%	22%	25%	27%	14%	29%	25%	16%	27%	33%	25%	35%	22%	20%
							g					j	jkm	j	op		
Twitch	268	216	36	9	7	268	253	15	31	237	52	118	98	268	69	89	49
	10%	9%	15%	6%	10%	10%	11%	4%	7%	10%	7%	9%	13%	10%	13%	8%	8%
			ace				g						jkm	op			
YouNow	30	25	3	*	1	30	27	2	7	22	11	6	13	30	16	6	-
	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	*%	2%	1%	3%	1%	-%
											k		k	op			
I watch live streamed videos on other apps/sites	35	31	1	2	*	35	30	5	7	27	5	19	11	35	2	15	10
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	1%	2%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1774	1466	165	94	49	1774	1563	212	314	1461	294	820	660	1774	406	673	376
	63%	63%	68%	69%	64%	63%	65%	54%	67%	63%	41%	65%	85%	63%	75%	60%	59%
							g					j	jkm	j	op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
I do not watch live streamed videos on ANY apps/ sites	931	799	69	40	24	931	763	169	120	812	384	407	109	931	127	404	249
	33%	34%	28%	29%	31%	33%	32%	43%	26%	35%	53%	32%	14%	33%	23%	36%	39%
								f		h	klm	l	l		n	n	
Don't know	94	78	9	3	3	94	82	12	34	60	47	37	5	94	12	39	14
	3%	3%	4%	2%	4%	3%	3%	3%	7%	3%	6%	3%	1%	3%	2%	3%	2%
									i		klm	l	l				
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 11)	1.4	1.4	1.5	1.5	1.4	1.4	1.4	1.0	1.4	1.4	.8	1.4	2.0	1.4	1.7	1.3	1.2
							g					j	jkm	j	op		
Standard deviation	1.38	1.38	1.39	1.35	1.36	1.38	1.40	1.18	1.37	1.38	1.20	1.34	1.36	1.38	1.38	1.34	1.35
Standard error	.02	.03	.08	.08	.08	.02	.03	.05	.06	.03	.04	.04	.05	.02	.06	.04	.05

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
YouTube (Live)	1021	420	501	506	447
	36%	40%	32%	33%	39%
		b			c
Facebook (Live)	931	362	499	373	504
	33%	35%	32%	25%	44%
					c
Instagram (Live)	838	339	417	329	439
	30%	33%	27%	22%	39%
		b			c
TikTok (LIVE)	713	315	320	279	373
	25%	30%	21%	18%	33%
		b			c
Twitch	268	129	114	127	108
	10%	12%	7%	8%	10%
		b			
YouNow	30	19	8	8	14
	1%	2%	*%	1%	1%
		b			
I watch live streamed videos on other apps/sites	35	13	21	18	13
	1%	1%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1774	701	902	788	868
	63%	68%	59%	52%	77%
		b			c

Columns Tested: a,b - c,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.

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
I do not watch live streamed videos on ANY apps/ sites	931 33%	305 29%	590 38% a	653 43% d	252 22%
Don't know	94 3%	32 3%	49 3%	73 5% d	13 1%
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 11)	1.4	1.5 b	1.2	1.1	1.7 c
Standard deviation	1.38	1.44	1.33	1.32	1.35
Standard error	.02	.04	.03	.03	.05

Columns Tested: a,b - c,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.

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
None used	1026	50	76	121	202	241	335	1026	469	540	295	295	207	222	590	428	1026
	37%	12%	15%	24%	39%	56%	78%	37%	35%	38%	38%	37%	34%	38%	37%	36%	37%
				ab	abc	abcdg	abcdeg	abc									
Only one site or app used	642	80	102	144	157	96	63	642	317	318	157	187	138	156	344	293	642
	23%	19%	20%	29%	30%	22%	15%	23%	24%	22%	20%	23%	23%	27%	22%	25%	23%
				abfg	abefg	f	15%	f						jn			
More than one site or app used	1132	298	322	234	155	92	30	1132	558	556	325	316	266	205	641	470	1132
	40%	70%	64%	47%	30%	21%	7%	40%	42%	39%	42%	40%	44%	35%	41%	39%	40%
		cdefg	cdefg	defg	ef	f	7%	def	m	m	m	m	m	m	m	m	m
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 11)	1.4	2.3	2.1	1.6	1.1	.8	.3	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.4	1.4
		bcdefg	cdefg	defg	ef	f		def	i								
Standard deviation	1.38	1.42	1.37	1.28	1.20	1.06	.65	1.38	1.42	1.34	1.43	1.38	1.35	1.35	1.40	1.35	1.38
Standard error	.02	.07	.06	.05	.06	.05	.03	.02	.04	.03	.05	.05	.06	.05	.03	.04	.02

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
None used	1026	877	78	43	27	1026	845	181	154	872	431	443	114	1026	138	442	263
	37%	37%	32%	31%	36%	37%	35%	46%	33%	37%	59%	35%	15%	37%	25%	40%	41%
								f			klm	l	l		n	n	
Only one site or app used	642	531	60	37	15	642	540	102	122	520	152	298	192	642	123	261	143
	23%	23%	25%	27%	19%	23%	22%	26%	26%	22%	21%	24%	25%	23%	23%	23%	22%
More than one site or app used	1132	936	106	57	34	1132	1022	110	191	941	142	522	468	1132	284	412	233
	40%	40%	43%	41%	45%	40%	42%	28%	41%	40%	20%	41%	60%	40%	52%	37%	36%
							g					j	jkm	j	op		
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 11)	1.4	1.4	1.5	1.5	1.4	1.4	1.4	1.0	1.4	1.4	.8	1.4	2.0	1.4	1.7	1.3	1.2
							g					j	jkm	j	op		
Standard deviation	1.38	1.38	1.39	1.35	1.36	1.38	1.40	1.18	1.37	1.38	1.20	1.34	1.36	1.38	1.38	1.34	1.35
Standard error	.02	.03	.08	.08	.08	.02	.03	.05	.06	.03	.04	.04	.05	.02	.06	.04	.05

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
None used	1026	337	639	726	265
	37%	32%	41%	48%	23%
			a	d	
Only one site or app used	642	222	350	308	301
	23%	21%	23%	20%	27%
				c	
More than one site or app used	1132	479	552	480	567
	40%	46%	36%	32%	50%
		b			c
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 11)	1.4	1.5	1.2	1.1	1.7
		b			c
Standard deviation	1.38	1.44	1.33	1.32	1.35
Standard error	.02	.04	.03	.03	.05

Columns Tested: a,b - c,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.

IN11. And do you ever live stream your own videos? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Yes	339	89	95	84	47	18	5	339	222	110	109	94	87	46	203	133	339
	12%	21%	19%	17%	9%	4%	1%	12%	16%	8%	14%	12%	14%	8%	13%	11%	12%
		defg	defg	defg	ef	f		ef	i		m	m	m		m	m	m
No	2443	337	400	409	467	407	423	2443	1110	1299	656	704	520	533	1360	1053	2443
	87%	79%	80%	82%	91%	95%	99%	87%	83%	92%	85%	88%	85%	92%	86%	88%	87%
				abc	abcdg	abcdeg	abc		h				jlnp		j		
Don't know	18	3	6	7	*	3	-	18	12	5	11	*	2	3	11	5	18
	1%	1%	1%	1%	*%	1%	-%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%
			f	df							k						

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN11. And do you ever live stream your own videos? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Yes	339 12%	291 12%	27 11%	15 11%	6 8%	339 12%	308 13%	31 8%	46 10%	293 13%	66 9%	153 12%	120 16%	339 12%	90 16%	129 12%	60 9%
No	2443 87%	2037 87%	214 88%	123 89%	69 91%	2443 87%	2088 87%	354 90%	415 89%	2027 87%	648 89%	1105 87%	653 84%	2443 87%	446 82%	986 88%	577 90%
Don't know	18 1%	15 1%	2 1%	- -%	1 1%	18 1%	11 *%	7 2%	6 1%	13 1%	11 2%	6 *%	* *%	18 1%	9 2%	* *%	2 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN11. And do you ever live stream your own videos? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Yes	339 12%	183 18% b	120 8%	104 7%	206 18% c
No	2443 87%	848 82%	1418 92% a	1395 92% d	925 82%
Don't know	18 1%	8 1%	3 *%	14 1% d	1 *%

Columns Tested: a,b - c,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.

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents who live stream their own videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	~j	~k	~l	~m	n	o	p
Unweighted total	303	81	74	80	41	18	9	303	185	112	93	81	60	64	174	124	303
Effective Weighted Sample	212	54	53	59	30	12	8	212	132	76	72	58	44	42	130	79	212
Total	339	89	95	84	47	18	5	339	222	110	109	94	87	46	203	133	339
Facebook (Live)	162 48%	** **	** **	** **	** **	** **	** **	162 48%	107 48%	52 47%	** **	** **	** **	** **	94 47%	67 51%	162 48%
YouTube (Live)	159 47%	** **	** **	** **	** **	** **	** **	159 47%	120 54%	36 32%	** **	** **	** **	** **	92 45%	66 50%	159 47%
Instagram (Live)	151 45%	** **	** **	** **	** **	** **	** **	151 45%	96 43%	51 46%	** **	** **	** **	** **	100 49%	51 38%	151 45%
TikTok (LIVE)	125 37%	** **	** **	** **	** **	** **	** **	125 37%	84 38%	40 37%	** **	** **	** **	** **	76 37%	48 36%	125 37%
Twitch	77 23%	** **	** **	** **	** **	** **	** **	77 23%	61 28%	13 11%	** **	** **	** **	** **	48 24%	27 20%	77 23%
YouNow	16 5%	** **	** **	** **	** **	** **	** **	16 5%	12 5%	4 4%	** **	** **	** **	** **	10 5%	6 4%	16 5%
I post or share my own live streamed videos to other apps/ sites	8 2%	** **	** **	** **	** **	** **	** **	8 2%	6 3%	2 1%	** **	** **	** **	** **	2 1%	5 4%	8 2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	334 98%	** **	** **	** **	** **	** **	** **	334 98%	220 99%	107 96%	** **	** **	** **	** **	202 100%	129 97%	334 98%
Don't know	5 2%	** **	** **	** **	** **	** **	** **	5 2%	1 1%	4 4%	** **	** **	** **	** **	1 *	4 3%	5 2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents who live stream their own videos

	Total	NATION				N ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	~n	o	~p
Unweighted total	303	229	28	25	21	303	269	34	41	262	56	130	117	303	72	109	56
Effective Weighted Sample	212	172	23	13	13	212	187	26	27	185	36	91	88	212	52	75	43
Total	339	291	27	15	6	339	308	31	46	293	66	153	120	339	90	129	60
Facebook (Live)	162 48%	142 49%	** **	** **	** **	162 48%	147 48%	** **	** **	135 46%	** **	70 46%	71 59%	162 48%	** **	68 53%	** **
YouTube (Live)	159 47%	138 47%	** **	** **	** **	159 47%	148 48%	** **	** **	138 47%	** **	78 51%	48 40%	159 47%	** **	63 49%	** **
Instagram (Live)	151 45%	135 46%	** **	** **	** **	151 45%	143 46%	** **	** **	127 43%	** **	63 41%	60 50%	151 45%	** **	48 38%	** **
TikTok (LIVE)	125 37%	114 39%	** **	** **	** **	125 37%	116 38%	** **	** **	103 35%	** **	59 38%	36 30%	125 37%	** **	41 32%	** **
Twitch	77 23%	67 23%	** **	** **	** **	77 23%	72 23%	** **	** **	71 24%	** **	25 16%	31 26%	77 23%	** **	21 16%	** **
YouNow	16 5%	16 5%	** **	** **	** **	16 5%	14 5%	** **	** **	13 4%	** **	7 5%	8 6%	16 5%	** **	6 5%	** **
I post or share my own live streamed videos to other apps/ sites	8 2%	6 2%	** **	** **	** **	8 2%	6 2%	** **	** **	3 1%	** **	4 3%	2 2%	8 2%	** **	4 3%	** **
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	334 98%	287 99%	** **	** **	** **	334 98%	303 98%	** **	** **	288 98%	** **	149 97%	120 100%	334 98%	** **	125 97%	** **
Don't know	5 2%	4 1%	** **	** **	** **	5 2%	5 2%	** **	** **	5 2%	** **	4 3%	- -%	5 2%	** **	4 3%	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents who live stream their own videos

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	303	160	111	123	143
Effective Weighted Sample	212	111	82	81	113
Total	339	183	120	104	206
Facebook (Live)	162 48%	80 44%	74 61% a	46 44%	100 48%
YouTube (Live)	159 47%	82 45%	54 45%	41 40%	103 50%
Instagram (Live)	151 45%	87 48%	54 45%	39 38%	100 49%
TikTok (LIVE)	125 37%	75 41%	39 33%	36 35%	77 37%
Twitch	77 23%	48 26%	22 18%	23 22%	44 21%
YouNow	16 5%	5 3%	10 8%	2 1%	11 5%
I post or share my own live streamed videos to other apps/ sites	8 2%	5 3%	1 1%	3 3%	4 2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	334 98%	182 99%	120 100%	103 99%	202 98%
Don't know	5 2%	1 1%	- -%	1 1%	4 2%

Columns Tested: a,b - c,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.

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Facebook (Live)	162 6%	22 5%	36 7%	55 11%	31 6%	14 3%	4 1%	162 6%	107 8%	52 4%	50 6%	45 6%	43 7%	24 4%	94 6%	67 6%	162 6%
		f	ef	adefg	f	f	f	f	i								
YouTube (Live)	159 6%	45 11%	42 8%	46 9%	16 3%	7 2%	2 1%	159 6%	120 9%	36 3%	53 7%	39 5%	47 8%	19 3%	92 6%	66 6%	159 6%
		defg	def	defg	f			ef	i		m		m		m	m	m
Instagram (Live)	151 5%	47 11%	49 10%	33 7%	16 3%	5 1%	1 *%	151 5%	96 7%	51 4%	56 7%	44 5%	38 6%	13 2%	100 6%	51 4%	151 5%
		cdefg	defg	def	f			ef	i		mo	m	m		mo	m	m
TikTok (LIVE)	125 4%	42 10%	45 9%	26 5%	10 2%	2 1%	- -%	125 4%	84 6%	40 3%	46 6%	30 4%	33 5%	15 3%	76 5%	48 4%	125 4%
		cdefg	cdefg	def	f			def	i		m		m		m	m	m
Twitch	77 3%	30 7%	26 5%	16 3%	5 1%	- -%	1 *%	77 3%	61 5%	13 1%	31 4%	17 2%	16 3%	11 2%	48 3%	27 2%	77 3%
		cdefg	defg	def				ef	i		m						
YouNow	16 1%	2 *%	9 2%	3 1%	2 *%	- -%	- -%	16 1%	12 1%	4 *%	9 1%	1 *%	5 1%	* *%	10 1%	6 *%	16 1%
			efg								km						
I post or share my own live streamed videos to other apps/ sites	8 *%	* *%	3 1%	4 1%	- -%	- -%	- -%	8 *%	6 *%	2 *%	2 *%	* *%	4 1%	1 *%	2 *%	5 *%	8 *%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	334 12%	89 21%	95 19%	80 16%	47 9%	18 4%	4 1%	334 12%	220 16%	107 8%	109 14%	93 12%	83 14%	46 8%	202 13%	129 11%	334 12%
		defg	defg	defg	ef	f		ef	i		m	m	m		m	m	m
DO NOT LIVE STREAM THEIR OWN VIDEOS	2443 87%	337 79%	400 80%	409 82%	467 91%	407 95%	423 99%	2443 87%	1110 83%	1299 92%	656 85%	704 88%	520 85%	533 92%	1360 86%	1053 88%	2443 87%
					abc	abcdg	abcdeg	abc		h				jlnp		j	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Don't know	23	3	6	11	*	3	1	23	14	9	11	1	7	3	12	10	23
	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
				dfg							k						
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 11)	.2	.4	.4	.4	.2	.1	*	.2	.4	.1	.3	.2	.3	.1	.3	.2	.2
		defg	defg	defg	ef	f		def	i		kmop	m	km		m	m	m
Standard deviation	.80	.99	1.04	1.00	.57	.34	.20	.80	.96	.58	.92	.68	.93	.59	.81	.78	.80
Standard error	.01	.05	.05	.04	.03	.02	.01	.01	.03	.01	.03	.02	.04	.02	.02	.02	.01

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Facebook (Live)	162 6%	142 6%	13 5%	6 4%	1 2%	162 6%	147 6%	15 4%	27 6%	135 6%	21 3%	70 6%	71 9%	162 6%	40 7%	68 6%	29 5%
YouTube (Live)	159 6%	138 6%	12 5%	5 4%	4 5%	159 6%	148 6%	11 3%	21 5%	138 6%	33 5%	78 6%	48 6%	159 6%	45 8%	63 6%	23 4%
Instagram (Live)	151 5%	135 6%	6 3%	7 5%	3 3%	151 5%	143 6%	8 2%	24 5%	127 5%	27 4%	63 5%	60 8%	151 5%	47 9%	48 4%	33 5%
TikTok (LIVE)	125 4%	114 5%	1 1%	8 6%	2 2%	125 4%	116 5%	9 2%	22 5%	103 4%	30 4%	59 5%	36 5%	125 4%	41 8%	41 4%	24 4%
Twitch	77 3%	67 3%	6 3%	2 2%	2 2%	77 3%	72 3%	6 1%	7 1%	71 3%	21 3%	25 2%	31 4%	77 3%	17 3%	21 2%	17 3%
YouNow	16 1%	16 1%	- -%	- -%	* 1%	16 1%	14 1%	2 *%	3 1%	13 1%	1 *%	7 1%	8 1%	16 1%	5 1%	6 1%	1 *%
I post or share my own live streamed videos to other apps/ sites	8 *%	6 *%	1 *%	- -%	1 1%	8 *%	6 *%	1 *%	4 1%	3 *%	1 *%	4 *%	2 *%	8 *%	* *%	4 *%	1 *%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	334 12%	287 12%	26 11%	15 11%	6 8%	334 12%	303 13%	31 8%	46 10%	288 12%	65 9%	149 12%	120 16%	334 12%	90 16%	125 11%	59 9%
DO NOT LIVE STREAM THEIR OWN VIDEOS	2443 87%	2037 87%	214 88%	123 89%	69 91%	2443 87%	2088 87%	354 90%	415 89%	2027 87%	648 89%	1105 87%	653 84%	2443 87%	446 82%	986 88%	577 90%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Don't know	23	19	4	-	1	23	17	7	6	18	12	10	*	23	9	4	3
	1%	1%	2%	-%	1%	1%	1%	2%	1%	1%	2%	1%	*%	1%	2%	*%	*%
											l			l	o		
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 11)	.2	.3	.2	.2	.2	.2	.3	.1	.2	.3	.2	.2	.3	.2	.4	.2	.2
		bd					g						jkm	j	op		
Standard deviation	.80	.83	.53	.67	.62	.80	.83	.49	.82	.79	.67	.77	.94	.80	.95	.75	.71
Standard error	.01	.02	.03	.04	.04	.01	.02	.02	.04	.02	.02	.02	.03	.01	.04	.02	.03

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Facebook (Live)	162 6%	80 8%	74 5%	46 3%	100 9%
		b			c
YouTube (Live)	159 6%	82 8%	54 4%	41 3%	103 9%
		b			c
Instagram (Live)	151 5%	87 8%	54 3%	39 3%	100 9%
		b			c
TikTok (LIVE)	125 4%	75 7%	39 3%	36 2%	77 7%
		b			c
Twitch	77 3%	48 5%	22 1%	23 2%	44 4%
		b			c
YouNow	16 1%	5 *%	10 1%	2 *%	11 1%
					c
I post or share my own live streamed videos to other apps/ sites	8 *%	5 1%	1 *%	3 *%	4 *%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	334 12%	182 17%	120 8%	103 7%	202 18%
		b			c

Columns Tested: a,b - c,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.

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
DO NOT LIVE STREAM THEIR OWN VIDEOS	2443	848	1418	1395	925
	87%	82%	92%	92%	82%
			a	d	
Don't know	23	9	3	15	5
	1%	1%	*%	1%	*%
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 11)	.2	.4	.2	.1	.4
		b			c
Standard deviation	.80	.95	.66	.53	.98
Standard error	.01	.03	.02	.01	.03
Columns Tested: a,b - c,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.

COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
None used	2466	339	405	420	467	410	424	2466	1124	1308	667	705	527	536	1372	1063	2466
	88%	79%	81%	84%	91%	96%	99%	88%	84%	92%	86%	88%	86%	92%	87%	89%	88%
					abc	abcdg	abcdeg	abc		h				ijklp			
Only one site or app used	134	29	33	32	26	11	3	134	79	53	38	37	29	28	74	57	134
	5%	7%	7%	6%	5%	3%	1%	5%	6%	4%	5%	5%	5%	5%	5%	5%	5%
		ef	ef	ef	f	f		f	i								
More than one site or app used	200	60	61	48	22	7	2	200	141	53	71	56	54	18	127	72	200
	7%	14%	12%	10%	4%	2%	*%	7%	11%	4%	9%	7%	9%	3%	8%	6%	7%
		defg	defg	def	f			def	i		mo	m	m		m	m	m
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 11)	.2	.4	.4	.4	.2	.1	*	.2	.4	.1	.3	.2	.3	.1	.3	.2	.2
		defg	defg	defg	ef	f		def	i		kmop	m	km		m	m	m
Standard deviation	.80	.99	1.04	1.00	.57	.34	.20	.80	.96	.58	.92	.68	.93	.59	.81	.78	.80
Standard error	.01	.05	.05	.04	.03	.02	.01	.01	.03	.01	.03	.02	.04	.02	.02	.02	.01

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
None used	2466	2056	218	123	69	2466	2105	361	421	2045	661	1115	654	2466	455	991	580
	88%	88%	89%	89%	92%	88%	87%	92%	90%	88%	91%	88%	84%	88%	84%	89%	91%
							f				l	l		l		n	n
Only one site or app used	134	108	17	5	3	134	116	17	15	119	21	60	52	134	29	55	20
	5%	5%	7%	4%	4%	5%	5%	4%	3%	5%	3%	5%	7%	5%	5%	5%	3%
													j				
More than one site or app used	200	179	9	9	3	200	186	14	32	169	44	89	68	200	60	69	39
	7%	8%	4%	7%	4%	7%	8%	4%	7%	7%	6%	7%	9%	7%	11%	6%	6%
		b					g								op		
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 11)	.2	.3	.2	.2	.2	.2	.3	.1	.2	.3	.2	.2	.3	.2	.4	.2	.2
		bd					g						jkm	j	op		
Standard deviation	.80	.83	.53	.67	.62	.80	.83	.49	.82	.79	.67	.77	.94	.80	.95	.75	.71
Standard error	.01	.02	.03	.04	.04	.01	.02	.02	.04	.02	.02	.02	.03	.01	.04	.02	.03

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
None used	2466	857	1421	1411	930
	88%	83%	92%	93%	82%
			a	d	
Only one site or app used	134	74	48	50	73
	5%	7%	3%	3%	6%
		b			c
More than one site or app used	200	108	72	53	129
	7%	10%	5%	4%	11%
		b			c
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 11)	.2	.4	.2	.1	.4
		b			c
Standard deviation	.80	.95	.66	.53	.98
Standard error	.01	.03	.02	.01	.03

Columns Tested: a,b - c,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.

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1774	378	424	379	312	188	94	1774	875	874	482	503	403	361	985	764	1774
	63%	88%	85%	76%	61%	44%	22%	63%	65%	62%	62%	63%	66%	62%	63%	64%	63%
		cdefg	cdefg	defg	ef	f		ef									
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	334	89	95	80	47	18	4	334	220	107	109	93	83	46	202	129	334
	12%	21%	19%	16%	9%	4%	1%	12%	16%	8%	14%	12%	14%	8%	13%	11%	12%
		defg	defg	defg	ef	f		ef	i		m	m	m		m		m
TOTAL - EITHER OF THESE ACTIVITIES	1781	379	424	383	314	188	94	1781	879	877	483	504	406	362	988	768	1781
	64%	88%	85%	77%	61%	44%	22%	64%	65%	62%	62%	63%	67%	62%	63%	64%	64%
		cdefg	cdefg	defg	ef	f		ef									
TOTAL - BOTH OF THESE ACTIVITIES	327	89	95	76	45	18	4	327	216	104	107	92	80	44	199	125	327
	12%	21%	19%	15%	9%	4%	1%	12%	16%	7%	14%	11%	13%	8%	13%	10%	12%
		defg	defg	def	ef	f		ef	i		m	m	m		m		m
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1019	50	76	117	200	240	335	1019	464	538	293	294	204	220	587	424	1019
	36%	12%	15%	23%	39%	56%	78%	36%	35%	38%	38%	37%	33%	38%	37%	36%	36%
				ab	abc	abcdg	abcdg	abc									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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 USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1774	1466	165	94	49	1774	1563	212	314	1461	294	820	660	1774	406	673	376
	63%	63%	68%	69%	64%	63%	65%	54%	67%	63%	41%	65%	85%	63%	75%	60%	59%
							g					j	jkm	j	op		
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	334	287	26	15	6	334	303	31	46	288	65	149	120	334	90	125	59
	12%	12%	11%	11%	8%	12%	13%	8%	10%	12%	9%	12%	16%	12%	16%	11%	9%
							g						jkm		op		
TOTAL - EITHER OF THESE ACTIVITIES	1781	1473	166	94	49	1781	1569	213	314	1467	294	824	663	1781	408	676	378
	64%	63%	68%	69%	64%	64%	65%	54%	67%	63%	41%	65%	86%	64%	75%	61%	59%
							g					j	jkm	j	op		
TOTAL - BOTH OF THESE ACTIVITIES	327	281	25	15	6	327	297	30	46	281	64	145	118	327	88	122	58
	12%	12%	10%	11%	8%	12%	12%	8%	10%	12%	9%	11%	15%	12%	16%	11%	9%
							g						jkm		op		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1019	871	78	43	27	1019	839	180	154	865	431	439	111	1019	136	440	261
	36%	37%	32%	31%	36%	36%	35%	46%	33%	37%	59%	35%	14%	36%	25%	39%	41%
							f				klm	l		l	n	n	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1774 63%	701 68% b	902 59%	788 52%	868 77% c
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	334 12%	182 17% b	120 8%	103 7%	202 18% c
TOTAL - EITHER OF THESE ACTIVITIES	1781 64%	704 68% b	907 59%	792 52%	871 77% c
TOTAL - BOTH OF THESE ACTIVITIES	327 12%	179 17% b	116 8%	99 7%	199 18% c
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1019 36%	334 32%	634 41% a	722 48% d	262 23%

Columns Tested: a,b - c,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.

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Facebook	2050	255	392	414	383	333	273	2050	891	1139	553	571	476	429	1123	905	2050
	73%	60%	78%	83%	74%	78%	64%	73%	66%	81%	71%	72%	78%	74%	71%	76%	73%
			af	adfg	af	af	af	af		h			jkn			jn	
Instagram	1493	361	394	295	243	140	60	1493	586	884	419	465	337	255	884	592	1493
	53%	84%	79%	59%	47%	33%	14%	53%	44%	63%	54%	58%	55%	44%	56%	50%	53%
		cdefg	cdefg	defg	ef	f		def		h	m	mop	m		mo	m	m
TikTok	957	322	266	181	115	67	6	957	423	517	260	283	224	172	544	396	957
	34%	75%	53%	36%	22%	16%	1%	34%	31%	37%	34%	36%	37%	30%	35%	33%	34%
		bcdefg	cdefg	def	ef	f		def		h		m	m		m		m
Twitter	913	199	197	176	168	112	61	913	471	426	274	284	191	159	559	350	913
	33%	46%	39%	35%	33%	26%	14%	33%	35%	30%	35%	36%	31%	27%	35%	29%	33%
		cdefg	efg	ef	f	f		ef	i		mo	mo			mo		m
Snapchat	826	350	234	118	91	26	7	826	337	464	228	242	180	156	471	335	826
	30%	82%	47%	24%	18%	6%	2%	30%	25%	33%	29%	30%	29%	27%	30%	28%	30%
		bcdefg	cdefg	ef	ef	f		cdef		h							
Pinterest	526	129	122	99	75	62	39	526	124	386	168	174	97	85	342	182	526
	19%	30%	24%	20%	15%	15%	9%	19%	9%	27%	22%	22%	16%	15%	22%	15%	19%
		cdefg	defg	f	f	f		f		h	lmo	lmo			lmop		mo
LinkedIn	406	49	87	88	90	52	40	406	215	187	181	136	60	27	318	87	406
	14%	11%	17%	18%	18%	12%	9%	14%	16%	13%	23%	17%	10%	5%	20%	7%	14%
			af	aef	af			f			klmop	lmo	m		lmop		lmo
Reddit	291	103	93	46	33	13	3	291	190	94	96	93	66	35	190	100	291
	10%	24%	19%	9%	6%	3%	1%	10%	14%	7%	12%	12%	11%	6%	12%	8%	10%
		cdefg	cdefg	ef	ef	f		def	i		mo	mo	m		mo		m
Tumblr	78	26	24	16	5	6	*	78	39	35	24	23	21	8	47	29	78
	3%	6%	5%	3%	1%	1%	*%	3%	3%	2%	3%	3%	3%	1%	3%	2%	3%
		defg	def	df		f		f			m		m		m		
Yubo	64	37	12	4	3	4	4	64	34	29	21	17	21	5	38	26	64
	2%	9%	2%	1%	1%	1%	1%	2%	3%	2%	3%	2%	3%	1%	2%	2%	2%
		bcdefg		d				d			m		m		m		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
BeReal	56	38	8	6	4	-	1	56	27	29	16	16	13	10	32	22	56
	2%	9%	2%	1%	1%	-%	*%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		bcdefg	ef	e				ef									
I use other social media apps or sites	34	7	3	1	6	9	7	34	22	12	4	12	5	13	16	18	34
	1%	2%	1%	*%	1%	2%	2%	1%	2%	1%	*%	2%	1%	2%	1%	1%	1%
		c				c								jn			
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2529	423	494	483	459	371	298	2529	1182	1308	694	728	565	513	1422	1078	2529
	90%	99%	99%	97%	89%	87%	70%	90%	88%	92%	89%	91%	93%	88%	90%	90%	90%
		defg	defg	defg	f	f		ef		h			m				
None/ I do not use any social media apps or sites	252	3	3	16	46	55	128	252	153	96	77	66	44	63	142	108	252
	9%	1%	1%	3%	9%	13%	30%	9%	11%	7%	10%	8%	7%	11%	9%	9%	9%
				ab	abc	abcg	abcdg	abc	i								
Don't know	19	2	3	*	9	3	2	19	9	10	6	4	1	6	10	7	19
	1%	*%	1%	*%	2%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
					cg												
ONLY USES FACEBOOK	480	6	26	63	103	123	159	480	249	226	103	116	114	143	219	258	480
	17%	1%	5%	13%	20%	29%	37%	17%	19%	16%	13%	15%	19%	25%	14%	22%	17%
			a	ab	abc	abcdg	abcdg	abc					jn	jklnp		jknp	jn
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 12)	2.7	4.4	3.7	2.9	2.4	1.9	1.2	2.7	2.5	3.0	2.9	2.9	2.8	2.3	2.9	2.6	2.7
		bcdefg	cdefg	def	ef	f		def		h	mo	mop	mo		mop	m	mo
Standard deviation	2.00	1.98	1.95	1.76	1.74	1.51	1.17	2.00	1.99	1.98	2.09	2.03	1.98	1.84	2.06	1.92	2.00
Standard error	.04	.10	.09	.08	.08	.07	.05	.04	.05	.05	.07	.07	.08	.06	.05	.05	.04

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Facebook	2050	1687	191	112	61	2050	1755	295	354	1696	440	942	661	2050	425	842	471
	73%	72%	78%	82%	80%	73%	73%	75%	76%	73%	61%	75%	85%	73%	78%	76%	74%
			ae	ae	ae							j	jkm	j			
Instagram	1493	1246	138	66	44	1493	1335	159	259	1234	241	685	564	1493	319	559	335
	53%	53%	56%	48%	58%	53%	55%	40%	55%	53%	33%	54%	73%	53%	59%	50%	52%
				c	c		g					j	jkm	j	o		
TikTok	957	791	88	51	27	957	882	74	170	787	160	456	340	957	240	338	187
	34%	34%	36%	37%	36%	34%	37%	19%	36%	34%	22%	36%	44%	34%	44%	30%	29%
							g					j	jkm	j	op		
Twitter	913	752	88	48	25	913	818	94	102	811	123	398	389	913	181	355	241
	33%	32%	36%	35%	33%	33%	34%	24%	22%	35%	17%	31%	50%	33%	33%	32%	38%
							g			h		j	jkm	j			o
Snapchat	826	684	77	36	28	826	761	65	171	655	144	391	291	826	210	265	148
	30%	29%	32%	26%	37%	30%	32%	17%	37%	28%	20%	31%	38%	30%	38%	24%	23%
					ace		g		i			j	jkm	j	op		
Pinterest	526	436	51	22	17	526	461	65	66	460	55	228	242	526	140	187	116
	19%	19%	21%	16%	22%	19%	19%	17%	14%	20%	8%	18%	31%	19%	26%	17%	18%
										h		j	jkm	j	op		
LinkedIn	406	346	37	14	9	406	357	49	28	378	44	160	201	406	49	154	159
	14%	15%	15%	10%	13%	14%	15%	12%	6%	16%	6%	13%	26%	14%	9%	14%	25%
										h		j	jkm	j		n	no
Reddit	291	235	36	13	8	291	270	21	22	269	20	105	167	291	63	112	69
	10%	10%	15%	10%	10%	10%	11%	5%	5%	12%	3%	8%	22%	10%	12%	10%	11%
			a				g			h		j	jkm	j			
Tumblr	78	63	11	2	2	78	73	5	10	68	6	20	52	78	15	34	18
	3%	3%	4%	2%	2%	3%	3%	1%	2%	3%	1%	2%	7%	3%	3%	3%	3%
													jkm	j			
Yubo	64	58	3	2	1	64	63	1	13	51	18	27	19	64	15	23	9
	2%	2%	1%	2%	1%	2%	3%	*%	3%	2%	2%	2%	2%	2%	3%	2%	1%
							g										

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
BeReal	56 2%	44 2%	5 2%	3 2%	3 4%	56 2%	52 2%	3 1%	11 2%	44 2%	7 1%	23 2%	26 3%	56 2%	15 3%	16 1%	9 1%
I use other social media apps or sites	34 1%	28 1%	2 1%	1 1%	1 2%	34 1%	31 1%	2 1%	5 1%	29 1%	5 1%	17 1%	11 1%	34 1%	3 1%	16 1%	8 1%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2529 90%	2104 90%	226 93%	128 93%	71 94% a	2529 90%	2194 91% g	335 85%	429 92%	2101 90%	587 81%	1172 93% jm	761 98% jkm	2529 90% j	522 96% op	987 88%	573 90%
None/ I do not use any social media apps or sites	252 9%	224 10% d	15 6%	10 7%	4 5%	252 9% d	198 8%	54 14% f	31 7%	221 9%	131 18% klm	85 7% l	12 2%	252 9% kl	23 4%	120 11% n	65 10% n
Don't know	19 1%	15 1%	3 1%	- -%	1 1%	19 1%	15 1%	4 1%	8 2% i	11 *% i	7 1% l	6 *% l	1 *% l	19 1%	* *% l	8 1% l	1 *% l
ONLY USES FACEBOOK	480 17%	396 17%	40 16%	34 25% abde	10 13%	480 17%	377 16%	103 26% f	77 17%	403 17%	206 28% klm	219 17% l	52 7% l	480 17% l	96 18%	214 19%	96 15%
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 12)	2.7	2.7	3.0 a	2.7	3.0 a	2.7	2.8 g	2.1	2.6	2.8	1.7	2.7 j	3.8 jkm	2.7 j	3.1 op	2.6	2.8
Standard deviation	2.00	2.01	2.05	1.93	1.87	2.00	2.03	1.72	1.84	2.03	1.56	1.84	2.08	2.00	2.07	1.98	1.98
Standard error	.04	.04	.12	.11	.11	.04	.04	.08	.09	.04	.06	.05	.07	.04	.09	.06	.07

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Facebook	2050 73%	769 74%	1150 75%	1051 69%	917 81%
					c
Instagram	1493 53%	563 54%	795 52%	664 44%	735 65%
					c
TikTok	957 34%	411 40%	456 30%	378 25%	506 45%
					c
Twitter	913 33%	357 34%	487 32%	468 31%	402 35%
					c
Snapchat	826 30%	341 33%	394 26%	347 23%	403 36%
					c
Pinterest	526 19%	225 22%	264 17%	251 17%	254 22%
					c
LinkedIn	406 14%	139 13%	242 16%	203 13%	190 17%
					c
Reddit	291 10%	127 12%	145 9%	146 10%	130 12%
Tumblr	78 3%	38 4%	37 2%	38 2%	33 3%
Yubo	64 2%	32 3%	23 1%	18 1%	38 3%
					c

Columns Tested: a,b - c,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.

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
BeReal	56	34	16	22	28
	2%	3%	1%	1%	2%
		b			
I use other social media apps or sites	34	17	15	24	8
	1%	2%	1%	2%	1%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2529	958	1368	1283	1102
	90%	92%	89%	85%	97%
		b			c
None/ I do not use any social media apps or sites	252	72	166	223	23
	9%	7%	11%	15%	2%
			a	d	
Don't know	19	8	7	7	8
	1%	1%	*%	*%	1%
ONLY USES FACEBOOK	480	182	273	323	137
	17%	18%	18%	21%	12%
				d	
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 12)	2.7	2.9	2.6	2.4	3.2
		b			c
Standard deviation	2.00	2.09	1.94	1.99	1.92
Standard error	.04	.06	.05	.04	.06

Columns Tested: a,b - c,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.

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
None used	271	5	6	17	55	57	130	271	162	106	82	70	45	69	152	114	271
	10%	1%	1%	3%	11%	13%	30%	10%	12%	8%	11%	9%	7%	12%	10%	10%	10%
					abc	abcg	abcdg	abc	i					l			
Only one site or app used	665	33	60	95	144	153	180	665	365	287	153	167	150	191	319	342	665
	24%	8%	12%	19%	28%	36%	42%	24%	27%	20%	20%	21%	25%	33%	20%	29%	24%
				ab	abc	abcdg	abcdg	abc	i					jklnp		jknp	jn
More than one site or app used	1864	390	434	389	315	218	118	1864	817	1021	541	561	415	322	1103	736	1864
	67%	91%	87%	78%	61%	51%	27%	67%	61%	72%	70%	70%	68%	55%	70%	62%	67%
		cdefg	cdefg	defg	ef	f		ef	h		mo	mo	mo		mop	m	mo
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of apps/ sites used (out of 12)	2.7	4.4	3.7	2.9	2.4	1.9	1.2	2.7	2.5	3.0	2.9	2.9	2.8	2.3	2.9	2.6	2.7
		bcdefg	cdefg	def	ef	f		def		h	mo	mop	mo		mop	m	mo
Standard deviation	2.00	1.98	1.95	1.76	1.74	1.51	1.17	2.00	1.99	1.98	2.09	2.03	1.98	1.84	2.06	1.92	2.00
Standard error	.04	.10	.09	.08	.08	.07	.05	.04	.05	.05	.07	.07	.08	.06	.05	.05	.04

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
None used	271	239	18	10	4	271	213	58	39	232	138	91	13	271	23	128	66
	10%	10%	7%	7%	6%	10%	9%	15%	8%	10%	19%	7%	2%	10%	4%	12%	10%
		d						f			klm	l		kl		n	n
Only one site or app used	665	558	52	40	15	665	540	125	113	552	279	295	87	665	133	270	140
	24%	24%	21%	29%	19%	24%	22%	32%	24%	24%	38%	23%	11%	24%	24%	24%	22%
			d					f			klm	l		l			
More than one site or app used	1864	1547	173	87	57	1864	1654	210	316	1548	308	877	675	1864	389	717	433
	67%	66%	71%	64%	75%	67%	69%	53%	68%	66%	43%	69%	87%	67%	71%	64%	68%
					ace		g					j	jkm	j	o		
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of apps/ sites used (out of 12)	2.7	2.7	3.0	2.7	3.0	2.7	2.8	2.1	2.6	2.8	1.7	2.7	3.8	2.7	3.1	2.6	2.8
			a		a		g					j	jkm	j	op		
Standard deviation	2.00	2.01	2.05	1.93	1.87	2.00	2.03	1.72	1.84	2.03	1.56	1.84	2.08	2.00	2.07	1.98	1.98
Standard error	.04	.04	.12	.11	.11	.04	.04	.08	.09	.04	.06	.05	.07	.04	.09	.06	.07

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
None used	271	80	173	230	30
	10%	8%	11%	15%	3%
			a	d	
Only one site or app used	665	236	370	431	195
	24%	23%	24%	28%	17%
				d	
More than one site or app used	1864	723	998	852	907
	67%	70%	65%	56%	80%
		b			c
Base for stats	2800	1038	1541	1513	1133
Mean number of apps/ sites used (out of 12)	2.7	2.9	2.6	2.4	3.2
		b			c
Standard deviation	2.00	2.09	1.94	1.99	1.92
Standard error	.04	.06	.05	.04	.06

Columns Tested: a,b - c,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.

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2742	429	446	521	425	454	467	2742	1253	1456	737	759	500	717	1496	1217	2742
Effective Weighted Sample	1772	279	306	362	297	277	280	1772	812	940	497	495	337	455	991	762	1772
Total	2529	423	494	483	459	371	298	2529	1182	1308	694	728	565	513	1422	1078	2529
Facebook	1302	50	171	273	280	272	256	1302	598	696	311	342	315	321	653	637	1302
	51%	12%	35%	56%	61%	73%	86%	51%	51%	53%	45%	47%	56%	63%	46%	59%	51%
		a	ab	abg	abcdg	abcdeg	ab						jkn	jknp	jknp	jknp	jn
Instagram	475	100	169	112	72	14	7	475	145	319	151	167	103	50	318	154	475
	19%	24%	34%	23%	16%	4%	2%	19%	12%	24%	22%	23%	18%	10%	22%	14%	19%
		def	acdefg	def	ef			ef		h	mo	mop	m		mop	m	mo
TikTok	242	102	69	35	24	12	-	242	119	116	51	84	61	42	135	104	242
	10%	24%	14%	7%	5%	3%	-	10%	10%	9%	7%	12%	11%	8%	9%	10%	10%
		bcdefg	cdefg	ef	f	f		def				j					
Snapchat	189	138	33	14	1	2	*	189	98	83	61	52	35	32	113	67	189
	7%	33%	7%	3%	1%	1%	1%	7%	8%	6%	9%	7%	6%	6%	8%	6%	7%
		bcdefg	cdef	def				cdef									
Twitter	169	15	22	26	49	42	16	169	120	48	51	47	31	40	98	71	169
	7%	4%	4%	5%	11%	11%	5%	7%	10%	4%	7%	6%	5%	8%	7%	7%	7%
					abcfg	abcfg		a	i								
LinkedIn	44	*	5	7	12	12	8	44	37	7	32	8	3	2	40	4	44
	2%	1%	1%	3%	3%	3%	3%	2%	3%	1%	5%	1%	1%	1%	3%	1%	2%
				a	a	a	a	a	i		klmop				klmo		mo
Reddit	42	10	16	8	4	4	1	42	32	8	15	12	6	8	27	15	42
	2%	2%	3%	2%	1%	1%	1%	2%	3%	1%	2%	2%	1%	2%	2%	1%	2%
		f	df						i								
Pinterest	36	6	4	6	8	6	5	36	15	19	19	2	7	7	21	15	36
	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%
											kp				k		k
Tumblr	5	*	3	1	1	-	-	5	2	3	1	*	1	3	1	4	5
	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
BeReal	2	-	2	1	-	-	-	2	2	1	2	-	1	-	2	1	2
	0%	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%
Yubo	1	*	-	-	*	-	-	1	*	*	-	*	-	*	*	*	1
	0%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2742	429	446	521	425	454	467	2742	1253	1456	737	759	500	717	1496	1217	2742
Effective Weighted Sample	1772	279	306	362	297	277	280	1772	812	940	497	495	337	455	991	762	1772
Total	2529	423	494	483	459	371	298	2529	1182	1308	694	728	565	513	1422	1078	2529
Other social media app or site	15	-	*	1	4	6	4	15	11	4	1	10	1	3	10	5	15
	1%	-%	*%	*%	1%	2%	1%	1%	1%	*%	*%	1%	*%	1%	1%	*%	1%
						ab						j					
Don't know	6	-	*	-	4	1	1	6	1	4	*	3	-	2	4	2	6
	*%	-%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2742	1907	275	278	282	2742	2339	403	417	2325	606	1274	850	2742	540	1097	642
Effective Weighted Sample	1772	1370	196	179	201	1772	1518	257	267	1511	378	811	584	1772	349	702	431
Total	2529	2104	226	128	71	2529	2194	335	429	2101	587	1172	761	2529	522	987	573
Facebook	1302	1064	128	76	35	1302	1086	216	229	1073	340	604	350	1302	266	577	271
	51%	51%	57%	59%	49%	51%	49%	65%	54%	51%	58%	52%	46%	51%	51%	58%	47%
			ae					f			klm	l		l		np	
Instagram	475	407	37	16	14	475	427	48	84	391	73	207	195	475	81	176	136
	19%	19%	16%	12%	20%	19%	19%	14%	20%	19%	12%	18%	26%	19%	16%	18%	24%
		c			c	c	g					j	jkm	j		no	
TikTok	242	206	15	16	5	242	228	14	46	196	57	118	67	242	62	74	37
	10%	10%	7%	13%	8%	10%	10%	4%	11%	9%	10%	10%	9%	10%	12%	8%	6%
							g								op		
Snapchat	189	164	12	7	6	189	175	13	50	139	59	88	42	189	60	34	31
	7%	8%	5%	5%	9%	7%	8%	4%	12%	7%	10%	7%	6%	7%	12%	3%	5%
							g		i		l				op		
Twitter	169	140	16	8	5	169	155	14	13	157	34	77	58	169	30	70	50
	7%	7%	7%	6%	7%	7%	7%	4%	3%	7%	6%	7%	8%	7%	6%	7%	9%
										h							
LinkedIn	44	38	4	1	1	44	31	13	1	43	9	22	13	44	2	15	21
	2%	2%	2%	*%	1%	2%	1%	4%	*%	2%	1%	2%	2%	2%	*%	2%	4%
								f		h						no	
Reddit	42	31	8	2	2	42	36	7	1	41	2	21	20	42	10	16	12
	2%	1%	4%	2%	2%	2%	2%	2%	*%	2%	*%	2%	3%	2%	2%	2%	2%
			a							h		j	j	j			
Pinterest	36	32	1	2	1	36	29	7	4	32	6	21	9	36	8	11	5
	1%	2%	*%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%
Tumblr	5	1	3	1	1	5	5	-	-	5	-	2	4	5	-	2	3
	*%	*%	1%	1%	1%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%
			ae		a												
BeReal	2	2	-	-	-	2	2	-	-	2	1	-	2	2	-	2	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2742	1907	275	278	282	2742	2339	403	417	2325	606	1274	850	2742	540	1097	642
Effective Weighted Sample	1772	1370	196	179	201	1772	1518	257	267	1511	378	811	584	1772	349	702	431
Total	2529	2104	226	128	71	2529	2194	335	429	2101	587	1172	761	2529	522	987	573
Yubo	1 *%	* *%	- -%	* *%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	* *%	* *%	1 *%	* *%	- -%	- -%
Other social media app or site	15 1%	12 1%	2 1%	- -%	1 1%	15 1%	14 1%	1 *%	1 *%	14 1%	2 *%	12 1%	1 *%	15 1%	1 *%	7 1%	5 1%
Don't know	6 *%	6 *%	- -%	- -%	- -%	6 *%	5 *%	1 *%	* *%	5 *%	4 1%	1 *%	1 *%	6 *%	1 *%	2 *%	2 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2742	1078	1468	1719	855
Effective Weighted Sample	1772	698	959	1071	643
Total	2529	958	1368	1283	1102
Facebook	1302 51%	486 51%	753 55%	700 55%	558 51%
Instagram	475 19%	158 16%	268 20%	200 16%	243 22% c
TikTok	242 10%	105 11% b	106 8%	86 7%	127 12% c
Snapchat	189 7%	92 10% b	59 4%	93 7%	71 6%
Twitter	169 7%	60 6%	98 7%	112 9% d	55 5%
LinkedIn	44 2%	12 1%	29 2%	26 2%	16 1%
Reddit	42 2%	19 2%	22 2%	28 2%	12 1%
Pinterest	36 1%	19 2%	14 1%	19 1%	12 1%
Tumblr	5 *%	1 *%	4 *%	1 *%	3 *%
BeReal	2 *%	1 *%	2 *%	1 *%	2 *%
Yubo	1 *%	* *%	* *%	- -%	* *%

Columns Tested: a,b - c,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.

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2742	1078	1468	1719	855
Effective Weighted Sample	1772	698	959	1071	643
Total	2529	958	1368	1283	1102
Other social media app or site	15 1%	5 1%	10 1%	14 1% d	1 *%
Don't know	6 *%	1 *%	3 *%	3 *%	2 *%

Columns Tested: a,b - c,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.

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Facebook	1302	50	171	273	280	272	256	1302	598	696	311	342	315	321	653	637	1302
	47%	12%	34%	55%	55%	63%	60%	47%	45%	49%	40%	43%	52%	55%	41%	53%	47%
			a	abg	abg	abcdg	abg	ab		h			jkn	jknp		jknp	jn
Instagram	475	100	169	112	72	14	7	475	145	319	151	167	103	50	318	154	475
	17%	23%	34%	22%	14%	3%	2%	17%	11%	23%	19%	21%	17%	9%	20%	13%	17%
		defg	acdefg	defg	ef			ef		h	mo	mop	m		mop	m	mo
TikTok	242	102	69	35	24	12	-	242	119	116	51	84	61	42	135	104	242
	9%	24%	14%	7%	5%	3%	-%	9%	9%	8%	7%	11%	10%	7%	9%	9%	9%
		bcdefg	cdefg	ef	f	f		def				j					
Snapchat	189	138	33	14	1	2	*	189	98	83	61	52	35	32	113	67	189
	7%	32%	7%	3%	*%	*%	*%	7%	7%	6%	8%	7%	6%	6%	7%	6%	7%
		bcdefg	cdef	def				cdef									
Twitter	169	15	22	26	49	42	16	169	120	48	51	47	31	40	98	71	169
	6%	3%	4%	5%	10%	10%	4%	6%	9%	3%	7%	6%	5%	7%	6%	6%	6%
				abcfg	abcfg				i								
LinkedIn	44	*	5	7	12	12	8	44	37	7	32	8	3	2	40	4	44
	2%	*%	1%	1%	2%	3%	2%	2%	3%	*%	4%	1%	*%	*%	3%	*%	2%
				a	a	a	a		i		klmop				klmo		mo
Reddit	42	10	16	8	4	4	1	42	32	8	15	12	6	8	27	15	42
	2%	2%	3%	2%	1%	1%	*%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%
		f	defg					f	i								
Pinterest	36	6	4	6	8	6	5	36	15	19	19	2	7	7	21	15	36
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%
											kp				k		k
Tumblr	5	*	3	1	1	-	-	5	2	3	1	*	1	3	1	4	5
	*%	*%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
BeReal	2	-	2	1	-	-	-	2	2	1	2	-	1	-	2	1	2
	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
Yubo	1	*	-	-	*	-	-	1	*	*	-	*	-	*	*	*	1
	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Other social media app or site	15	-	*	1	4	6	4	15	11	4	1	10	1	3	10	5	15
	1%	-%	*%	*%	1%	1%	1%	1%	1%	*%	*%	j	*%	1%	1%	*%	1%
						ab											
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2523	423	494	483	455	370	298	2523	1181	1303	694	725	565	511	1418	1076	2523
	90%	99%	99%	97%	88%	86%	69%	90%	88%	92%	89%	91%	93%	88%	90%	90%	90%
		defg	defg	defg	f	f		ef		h			m				
DO NOT USE SOCIAL MEDIA SITES OR APPS	252	3	3	16	46	55	128	252	153	96	77	66	44	63	142	108	252
	9%	1%	1%	3%	9%	13%	30%	9%	11%	7%	10%	8%	7%	11%	9%	9%	9%
				ab	abc	abcg	abcdeg	abc	i								
Don't know	25	2	3	*	13	4	3	25	10	15	6	8	1	8	14	9	25
	1%	*%	1%	*%	3%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
					abcfg												

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Facebook	1302	1064	128	76	35	1302	1086	216	229	1073	340	604	350	1302	266	577	271
	47%	45%	52%	55%	47%	47%	45%	55%	49%	46%	47%	48%	45%	47%	49%	52%	42%
			ae					f								p	
Instagram	475	407	37	16	14	475	427	48	84	391	73	207	195	475	81	176	136
	17%	17%	15%	12%	19%	17%	18%	12%	18%	17%	10%	16%	25%	17%	15%	16%	21%
		c			c		g					j	lkm	j			no
TikTok	242	206	15	16	5	242	228	14	46	196	57	118	67	242	62	74	37
	9%	9%	6%	12%	7%	9%	9%	4%	10%	8%	8%	9%	9%	9%	11%	7%	6%
							g								op		
Snapchat	189	164	12	7	6	189	175	13	50	139	59	88	42	189	60	34	31
	7%	7%	5%	5%	8%	7%	7%	3%	11%	6%	8%	7%	5%	7%	11%	3%	5%
							g		i						op		
Twitter	169	140	16	8	5	169	155	14	13	157	34	77	58	169	30	70	50
	6%	6%	7%	6%	7%	6%	6%	4%	3%	7%	5%	6%	7%	6%	5%	6%	8%
										h							
LinkedIn	44	38	4	1	1	44	31	13	1	43	9	22	13	44	2	15	21
	2%	2%	2%	*%	1%	2%	1%	3%	*%	2%	1%	2%	2%	2%	*%	1%	3%
								f		h							no
Reddit	42	31	8	2	2	42	36	7	1	41	2	21	20	42	10	16	12
	2%	1%	3%	1%	2%	2%	1%	2%	*%	2%	*%	2%	3%	2%	2%	1%	2%
			a									j	j	j			
Pinterest	36	32	1	2	1	36	29	7	4	32	6	21	9	36	8	11	5
	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Tumblr	5	1	3	1	1	5	5	-	-	5	-	2	4	5	-	2	3
	*%	*%	1%	*%	1%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%
			ae		a												
BeReal	2	2	-	-	-	2	2	-	-	2	1	-	2	2	-	2	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Yubo	1 *%	* *%	- -%	* *%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	* *%	* *%	1 *%	* *%	- -%	- -%
Other social media app or site	15 1%	12 *%	2 1%	- -%	1 1%	15 1%	14 1%	1 *%	1 *%	14 1%	2 *%	12 1%	1 *%	15 1%	1 *%	7 1%	5 1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2523 90%	2099 90%	226 93%	128 93%	71 94% ae	2523 90%	2190 91% g	334 85%	428 92%	2095 90%	583 80%	1171 93% jm	761 98% jkm	2523 90% j	520 96% op	985 88%	571 89%
DO NOT USE SOCIAL MEDIA SITES OR APPS	252 9%	224 10% d	15 6%	10 7%	4 5%	252 9% d	198 8%	54 14% f	31 7%	221 9%	131 18% klm	85 7% l	12 2%	252 9% kl	23 4%	120 11% n	65 10% n
Don't know	25 1%	21 1%	3 1%	- -%	1 1%	25 1%	20 1%	5 1%	9 2% i	16 1%	11 2% l	8 1%	1 *%	25 1%	2 *%	10 1%	3 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Facebook	1302 47%	486 47%	753 49%	700 46%	558 49%
Instagram	475 17%	158 15%	268 17%	200 13%	243 21% c
TikTok	242 9%	105 10% b	106 7%	86 6%	127 11% c
Snapchat	189 7%	92 9% b	59 4%	93 6%	71 6%
Twitter	169 6%	60 6%	98 6%	112 7% d	55 5%
LinkedIn	44 2%	12 1%	29 2%	26 2%	16 1%
Reddit	42 2%	19 2%	22 1%	28 2%	12 1%
Pinterest	36 1%	19 2%	14 1%	19 1%	12 1%
Tumblr	5 *%	1 *%	4 *%	1 *%	3 *%
BeReal	2 *%	1 *%	2 *%	1 *%	2 *%
Yubo	1 *%	* *%	* *%	- -%	* *%

Columns Tested: a,b - c,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.

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Other social media app or site	15 1%	5 *%	10 1%	14 1%	1 *%
				d	
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2523 90%	957 92%	1365 89%	1280 85%	1100 97%
		b		c	
DO NOT USE SOCIAL MEDIA SITES OR APPS	252 9%	72 7%	166 11%	223 15%	23 2%
			a	d	
Don't know	25 1%	10 1%	10 1%	10 1%	10 1%

Columns Tested: a,b - c,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.

IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2742	429	446	521	425	454	467	2742	1253	1456	737	759	500	717	1496	1217	2742
Effective Weighted Sample	1772	279	306	362	297	277	280	1772	812	940	497	495	337	455	991	762	1772
Total	2529	423	494	483	459	371	298	2529	1182	1308	694	728	565	513	1422	1078	2529
I often share, post or comment on social media sites or apps	711	150	186	143	123	75	34	711	324	373	205	190	150	150	395	300	711
	28%	35%	38%	30%	27%	20%	11%	28%	27%	29%	30%	26%	27%	29%	28%	28%	28%
		defg	cdefg	ef	f	f		ef									
I sometimes share, post or comment on social media sites or apps	803	131	141	183	153	110	85	803	350	442	209	244	205	142	453	347	803
	32%	31%	28%	38%	33%	30%	29%	32%	30%	34%	30%	34%	36%	28%	32%	32%	32%
				befg								m	m				
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1514	281	326	326	276	186	119	1514	674	816	413	434	355	291	847	646	1514
	60%	66%	66%	67%	60%	50%	40%	60%	57%	62%	60%	60%	63%	57%	60%	60%	60%
		efg	efg	efg	ef	f		ef		h							
I usually just 'like' things on social media sites or apps	565	116	111	92	85	94	67	565	250	308	159	177	116	107	336	223	565
	22%	27%	23%	19%	19%	25%	22%	22%	21%	24%	23%	24%	20%	21%	24%	21%	22%
		cd															
I tend to only read things on these sites or apps and rarely like or post anything	436	26	51	62	97	91	109	436	250	180	117	114	94	109	231	203	436
	17%	6%	10%	13%	21%	25%	37%	17%	21%	14%	17%	16%	17%	21%	16%	19%	17%
				a	abc	abcbg	abcdeg	abc	i					kn			
Don't know	14	1	6	3	1	1	2	14	8	5	4	4	-	6	8	6	14
	1%	*%	1%	1%	*%	*%	1%	1%	1%	*%	1%	*%	-%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2742	1907	275	278	282	2742	2339	403	417	2325	606	1274	850	2742	540	1097	642
Effective Weighted Sample	1772	1370	196	179	201	1772	1518	257	267	1511	378	811	584	1772	349	702	431
Total	2529	2104	226	128	71	2529	2194	335	429	2101	587	1172	761	2529	522	987	573
I often share, post or comment on social media sites or apps	711	585	64	43	19	711	633	78	128	583	115	325	269	711	179	268	142
	28%	28%	28%	34%	26%	28%	29%	23%	30%	28%	20%	28%	35%	28%	34%	27%	25%
												j	jkm	j	op		
I sometimes share, post or comment on social media sites or apps	803	669	67	42	25	803	700	103	136	667	166	380	254	803	168	318	178
	32%	32%	30%	33%	35%	32%	32%	31%	32%	32%	28%	32%	33%	32%	32%	32%	31%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1514	1254	132	85	43	1514	1333	181	264	1251	281	706	523	1514	347	585	320
	60%	60%	58%	67%	61%	60%	61%	54%	61%	60%	48%	60%	69%	60%	67%	59%	56%
							g					j	jkm	j	op		
I usually just 'like' things on social media sites or apps	565	480	45	24	16	565	478	87	105	460	155	273	135	565	112	208	134
	22%	23%	20%	19%	22%	22%	22%	26%	25%	22%	27%	23%	18%	22%	22%	21%	23%
											l	l	l	l			
I tend to only read things on these sites or apps and rarely like or post anything	436	359	47	19	11	436	369	66	56	379	138	192	104	436	58	190	117
	17%	17%	21%	15%	16%	17%	17%	20%	13%	18%	24%	16%	14%	17%	11%	19%	20%
										h	klm			l	n	n	
Don't know	14	12	2	-	1	14	14	*	3	11	12	2	*	14	4	3	2
	1%	1%	1%	-%	1%	1%	1%	*%	1%	1%	2%	*%	*%	1%	1%	*%	*%
											klm						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2742	1078	1468	1719	855
Effective Weighted Sample	1772	698	959	1071	643
Total	2529	958	1368	1283	1102
I often share, post or comment on social media sites or apps	711 28%	310 32% b	334 24%	275 21% c	385 35% c
I sometimes share, post or comment on social media sites or apps	803 32%	313 33% b	415 30%	384 30%	375 34%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1514 60%	623 65% b	750 55%	660 51% d	760 69% c
I usually just 'like' things on social media sites or apps	565 22%	200 21%	327 24%	338 26% d	199 18%
I tend to only read things on these sites or apps and rarely like or post anything	436 17%	132 14%	285 21% a	276 22% d	139 13%
Don't know	14 1%	4 *% b	6 *% c	8 1% d	4 *% c

Columns Tested: a,b - c,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.

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2906	434	452	534	459	492	535	2906	1360	1513	776	806	528	767	1582	1295	2906
Effective Weighted Sample	1877	284	310	371	323	300	324	1877	878	979	521	527	356	486	1048	810	1877
Total	2660	429	499	492	496	406	338	2660	1262	1359	725	770	592	543	1495	1135	2660
Follow friends	1730	294	349	333	321	241	191	1730	702	1004	465	510	401	331	976	732	1730
	65%	69%	70%	68%	65%	59%	57%	65%	56%	74%	64%	66%	68%	61%	65%	64%	65%
		ef	ef	ef	f			f		h			m				
Follow companies or brands that I like	973	192	257	207	169	103	46	973	374	581	306	304	190	160	611	350	973
	37%	45%	51%	42%	34%	25%	14%	37%	30%	43%	42%	40%	32%	30%	41%	31%	37%
		defg	cdefg	defg	ef	f		ef		h	lmop	lmo			lmop		mo
Follow celebrities or influencers	924	229	255	203	149	63	25	924	332	574	256	276	217	164	532	381	924
	35%	53%	51%	41%	30%	15%	8%	35%	26%	42%	35%	36%	37%	30%	36%	34%	35%
		cdefg	cdefg	defg	ef	f		ef		h					m		
Find people that are like me/ that share my interests	919	214	228	165	145	112	55	919	400	501	279	264	207	163	543	370	919
	35%	50%	46%	33%	29%	28%	16%	35%	32%	37%	39%	34%	35%	30%	36%	33%	35%
		cdefg	cdefg	f	f	f		ef		h	mo				m		
Support causes or organisations by sharing or commenting on posts	550	96	119	105	93	83	53	550	222	317	169	164	118	93	333	211	550
	21%	23%	24%	21%	19%	20%	16%	21%	18%	23%	23%	21%	20%	17%	22%	19%	21%
		f	f					f		h	mo				mo		
Sign petitions	536	79	95	94	105	102	61	536	197	327	139	173	107	110	313	217	536
	20%	18%	19%	19%	21%	25%	18%	20%	16%	24%	19%	23%	18%	20%	21%	19%	20%
						f				h							
Discuss/ debate things with people I know in real life	529	98	104	99	97	80	51	529	271	250	151	167	103	102	318	205	529
	20%	23%	21%	20%	20%	20%	15%	20%	21%	18%	21%	22%	17%	19%	21%	18%	20%
		f						f									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2906	434	452	534	459	492	535	2906	1360	1513	776	806	528	767	1582	1295	2906
Effective Weighted Sample	1877	284	310	371	323	300	324	1877	878	979	521	527	356	486	1048	810	1877
Total	2660	429	499	492	496	406	338	2660	1262	1359	725	770	592	543	1495	1135	2660
Discuss/ debate things with people I do not know in real life	416	77	103	80	80	52	25	416	228	180	136	119	75	83	254	158	416
	16%	18%	21%	16%	16%	13%	7%	16%	18%	13%	19%	15%	13%	15%	17%	14%	16%
		f	efg	f	f	f		f	i		lo						
Follow journalists or particular news outlets	401	76	94	84	75	48	24	401	200	195	124	125	81	68	249	148	401
	15%	18%	19%	17%	15%	12%	7%	15%	16%	14%	17%	16%	14%	12%	17%	13%	15%
		ef	ef	f	f	f		f			mo				mo		
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	326	49	89	64	58	49	18	326	130	192	120	103	46	53	223	100	326
	12%	11%	18%	13%	12%	12%	5%	12%	10%	14%	17%	13%	8%	10%	15%	9%	12%
		f	adfg	f	f	f		f		h	lmop	lo			lmop		lo
ANY OF THESE	2345	403	476	450	422	343	250	2345	1064	1247	652	695	523	451	1346	974	2345
	88%	94%	95%	91%	85%	85%	74%	88%	84%	92%	90%	90%	88%	83%	90%	86%	88%
		defg	cdefg	def	f	f		f		h	mo	mo	m		mo		m
None of these	276	10	19	39	66	60	83	276	181	94	68	63	67	78	130	145	276
	10%	2%	4%	8%	13%	15%	25%	10%	14%	7%	9%	8%	11%	14%	9%	13%	10%
				ab	abc	abcg	abcdeg	ab	i					jkn		kn	
Don't know	38	16	4	4	8	3	5	38	18	17	6	13	3	13	19	17	38
	1%	4%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
		bceg												jl			
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2063	354	413	404	389	294	210	2063	895	1139	564	604	478	395	1168	873	2063
	78%	82%	83%	82%	78%	72%	62%	78%	71%	84%	78%	78%	81%	73%	78%	77%	78%
		ef	efg	ef	f	f		ef		h		m	m		m		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2906	434	452	534	459	492	535	2906	1360	1513	776	806	528	767	1582	1295	2906
Effective Weighted Sample	1877	284	310	371	323	300	324	1877	878	979	521	527	356	486	1048	810	1877
Total	2660	429	499	492	496	406	338	2660	1262	1359	725	770	592	543	1495	1135	2660
ANY SUPPORTING CAUSES/ PETITIONS	820	140	157	154	150	133	86	820	331	474	247	246	164	154	493	318	820
	31%	33%	31%	31%	30%	33%	25%	31%	26%	35%	34%	32%	28%	28%	33%	28%	31%
		f				f				h	lmo				o		
ANY DISCUSSING/ DEBATING	728	133	151	135	141	104	64	728	378	335	228	204	141	145	432	286	728
	27%	31%	30%	27%	28%	26%	19%	27%	30%	25%	31%	27%	24%	27%	29%	25%	27%
		f	f	f	f	f		f	i		lo						

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2906	2027	293	291	295	2906	2476	430	437	2469	674	1352	864	2906	563	1167	685
Effective Weighted Sample	1877	1454	208	189	211	1877	1606	273	281	1602	421	859	594	1877	362	746	460
Total	2660	2217	237	132	74	2660	2303	357	450	2210	644	1228	774	2660	536	1042	607
Follow friends	1730	1423	159	94	55	1730	1507	223	302	1428	324	785	618	1730	349	690	416
	65%	64%	67%	71%	74%	65%	65%	63%	67%	65%	50%	64%	80%	65%	65%	66%	69%
					ae							j	jkm	j			
Follow companies or brands that I like	973	799	100	42	32	973	863	110	141	832	96	424	452	973	196	369	262
	37%	36%	42%	32%	43%	37%	37%	31%	31%	38%	15%	35%	58%	37%	37%	35%	43%
			c		ac		g			h		j	jkm	j			o
Follow celebrities or influencers	924	779	78	45	22	924	822	101	161	762	108	413	402	924	214	332	228
	35%	35%	33%	34%	30%	35%	36%	28%	36%	34%	17%	34%	52%	35%	40%	32%	38%
							g					j	jkm	j	o		o
Find people that are like me/ that share my interests	919	761	80	49	29	919	814	105	142	777	120	418	377	919	212	357	202
	35%	34%	34%	38%	39%	35%	35%	29%	32%	35%	19%	34%	49%	35%	40%	34%	33%
												j	jkm	j			
Support causes or organisations by sharing or commenting on posts	550	462	46	26	15	550	479	71	57	493	54	216	276	550	111	226	134
	21%	21%	19%	20%	21%	21%	21%	20%	13%	22%	8%	18%	36%	21%	21%	22%	22%
										h		j	jkm	j			
Sign petitions	536	451	44	24	16	536	473	63	83	454	60	207	269	536	125	236	103
	20%	20%	19%	18%	22%	20%	21%	18%	18%	21%	9%	17%	35%	20%	23%	23%	17%
												j	jkm	jk	p	p	
Discuss/ debate things with people I know in real life	529	442	54	22	11	529	460	69	66	464	52	219	257	529	123	201	130
	20%	20%	23%	17%	15%	20%	20%	19%	15%	21%	8%	18%	33%	20%	23%	19%	21%
			d							h		j	jkm	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2906	2027	293	291	295	2906	2476	430	437	2469	674	1352	864	2906	563	1167	685
Effective Weighted Sample	1877	1454	208	189	211	1877	1606	273	281	1602	421	859	594	1877	362	746	460
Total	2660	2217	237	132	74	2660	2303	357	450	2210	644	1228	774	2660	536	1042	607
Discuss/ debate things with people I do not know in real life	416	345	39	24	9	416	363	54	52	364	48	172	194	416	93	162	104
	16%	16%	16%	18%	12%	16%	16%	15%	12%	16%	7%	14%	25%	16%	17%	16%	17%
										h		j	jkm	j			
Follow journalists or particular news outlets	401	338	33	15	16	401	353	48	53	348	39	157	206	401	73	152	112
	15%	15%	14%	11%	21%	15%	15%	13%	12%	16%	6%	13%	27%	15%	14%	15%	18%
					ace							j	jkm	j			
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	326	262	39	16	9	326	278	48	36	290	22	117	187	326	71	118	98
	12%	12%	16%	12%	12%	12%	12%	13%	8%	13%	3%	10%	24%	12%	13%	11%	16%
										h		j	jkm	jk			o
ANY OF THESE	2345	1947	210	120	69	2345	2040	305	401	1944	497	1098	744	2345	484	929	540
	88%	88%	88%	91%	93%	88%	89%	85%	89%	88%	77%	89%	96%	88%	90%	89%	89%
					ae							j	jkm	j			
None of these	276	238	23	12	4	276	230	46	37	239	121	120	29	276	49	108	64
	10%	11%	10%	9%	5%	10%	10%	13%	8%	11%	19%	10%	4%	10%	9%	10%	11%
		d				d					klm	l		l			
Don't know	38	32	4	*	1	38	33	5	12	26	26	9	1	38	3	5	2
	1%	1%	2%	*%	2%	1%	1%	1%	3%	1%	4%	1%	*%	1%	1%	*%	*%
											klm			l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2906	2027	293	291	295	2906	2476	430	437	2469	674	1352	864	2906	563	1167	685
Effective Weighted Sample	1877	1454	208	189	211	1877	1606	273	281	1602	421	859	594	1877	362	746	460
Total	2660	2217	237	132	74	2660	2303	357	450	2210	644	1228	774	2660	536	1042	607
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2063	1708	189	107	59	2063	1799	265	353	1710	402	957	700	2063	408	824	487
	78%	77%	80%	82%	80%	78%	78%	74%	79%	77%	62%	78%	91%	78%	76%	79%	80%
												j	jk	j			
ANY SUPPORTING CAUSES/ PETITIONS	820	692	67	39	22	820	721	99	107	713	99	334	385	820	177	342	181
	31%	31%	28%	30%	30%	31%	31%	28%	24%	32%	15%	27%	50%	31%	33%	33%	30%
										h		j	jk	j			
ANY DISCUSSING/ DEBATING	728	608	70	35	16	728	631	98	98	631	88	313	324	728	172	285	167
	27%	27%	30%	27%	21%	27%	27%	27%	22%	29%	14%	26%	42%	27%	32%	27%	28%
			d							h		j	jk	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2906	1133	1564	1863	868
Effective Weighted Sample	1877	734	1019	1164	653
Total	2660	1002	1444	1390	1120
Follow friends	1730 65%	652 65%	957 66%	880 63%	789 70%
					c
Follow companies or brands that I like	973 37%	364 36%	560 39%	450 32%	493 44%
					c
Follow celebrities or influencers	924 35%	372 37%	488 34%	394 28%	485 43%
					c
Find people that are like me/ that share my interests	919 35%	400 40%	443 31%	456 33%	419 37%
		b			c
Support causes or organisations by sharing or commenting on posts	550 21%	242 24%	277 19%	276 20%	245 22%
		b			
Sign petitions	536 20%	245 24%	262 18%	265 19%	253 23%
		b			
Discuss/ debate things with people I know in real life	529 20%	236 24%	266 18%	254 18%	252 22%
		b			c

Columns Tested: a,b - c,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.

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2906	1133	1564	1863	868
Effective Weighted Sample	1877	734	1019	1164	653
Total	2660	1002	1444	1390	1120
Discuss/ debate things with people I do not know in real life	416 16%	199 20%	183 13%	188 14%	208 19%
		b			c
Follow journalists or particular news outlets	401 15%	171 17%	212 15%	197 14%	186 17%
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	326 12%	150 15%	162 11%	142 10%	172 15%
		b			c
ANY OF THESE	2345 88%	905 90%	1263 88%	1193 86%	1034 92%
					c
None of these	276 10%	90 9%	164 11%	179 13%	81 7%
				d	
Don't know	38 1%	7 1%	17 1%	18 1%	5 *%

Columns Tested: a,b - c,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.

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Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2906	1133	1564	1863	868
Effective Weighted Sample	1877	734	1019	1164	653
Total	2660	1002	1444	1390	1120
SUMMARY					
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2063 78%	779 78%	1137 79%	1049 75%	924 82% c
ANY SUPPORTING CAUSES/ PETITIONS	820 31%	356 36% b	418 29%	406 29%	379 34% c
ANY DISCUSSING/ DEBATING	728 27%	322 32% b	353 24%	341 25%	351 31% c

Columns Tested: a,b - c,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.

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
YouTube	2201	403	443	427	398	320	210	2201	1104	1062	613	631	493	438	1244	931	2201
	79%	94%	89%	85%	77%	75%	49%	79%	82%	75%	79%	79%	81%	75%	79%	78%	79%
		bcdefg	defg	defg	f	f		f	i								
Facebook	2155	286	418	433	397	341	280	2155	961	1174	584	599	496	452	1184	947	2155
	77%	67%	84%	87%	77%	80%	65%	77%	71%	83%	75%	75%	81%	78%	75%	79%	77%
			adfg	adefg	af	af		af		h			jkn			n	
Instagram	1591	393	412	318	255	150	63	1591	647	915	456	495	350	273	951	623	1591
	57%	92%	82%	64%	50%	35%	15%	57%	48%	65%	59%	62%	57%	47%	60%	52%	57%
		bcdefg	cdefg	defg	ef	f		def		h	mo	mop	m		mo		mo
TikTok	1166	367	316	228	150	87	18	1166	524	619	311	341	271	220	652	492	1166
	42%	86%	63%	46%	29%	20%	4%	42%	39%	44%	40%	43%	44%	38%	41%	41%	42%
		bcdefg	cdefg	def	ef	f		def		h			m				
Twitter	913	199	197	176	168	112	61	913	471	426	274	284	191	159	559	350	913
	33%	46%	39%	35%	33%	26%	14%	33%	35%	30%	35%	36%	31%	27%	35%	29%	33%
		cdefg	efg	ef	f	f		ef	i		mo	mo			mo		m
Snapchat	912	374	263	137	100	28	11	912	390	496	257	264	201	169	521	370	912
	33%	87%	53%	27%	19%	6%	2%	33%	29%	35%	33%	33%	33%	29%	33%	31%	33%
		bcdefg	cdefg	def	ef	f		def		h							
Pinterest	526	129	122	99	75	62	39	526	124	386	168	174	97	85	342	182	526
	19%	30%	24%	20%	15%	15%	9%	19%	9%	27%	22%	22%	16%	15%	22%	15%	19%
		cdefg	defg	f	f	f		f		h	lmo	lmo			lmop		mo
LinkedIn	406	49	87	88	90	52	40	406	215	187	181	136	60	27	318	87	406
	14%	11%	17%	18%	18%	12%	9%	14%	16%	13%	23%	17%	10%	5%	20%	7%	14%
			af	aef	af			f			klmop	lmo	m		lmop		lmo
Twitch	342	149	97	58	25	9	4	342	265	67	110	97	68	64	207	132	342
	12%	35%	19%	12%	5%	2%	1%	12%	20%	5%	14%	12%	11%	11%	13%	11%	12%
		bcdefg	cdefg	def	ef			def		i							
Reddit	291	103	93	46	33	13	3	291	190	94	96	93	66	35	190	100	291
	10%	24%	19%	9%	6%	3%	1%	10%	14%	7%	12%	12%	11%	6%	12%	8%	10%
		cdefg	cdefg	ef	ef	f		def		i	mo	mo	m		mo		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Vimeo	123 4%	16 4%	32 6%	37 7%	14 3%	13 3%	10 2%	123 4%	80 6%	39 3%	44 6%	37 5%	27 4%	15 2%	81 5%	42 4%	123 4%
			def	defg					i		m			m			
Dailymotion	94 3%	18 4%	32 6%	17 3%	11 2%	11 3%	5 1%	94 3%	64 5%	27 2%	33 4%	27 3%	18 3%	16 3%	60 4%	34 3%	94 3%
		f	defg	f				f	i								
Tumblr	78 3%	26 6%	24 5%	16 3%	5 1%	6 1%	* *%	78 3%	39 3%	35 2%	24 3%	23 3%	21 3%	8 1%	47 3%	29 2%	78 3%
		defg	def	df		f		f			m		m		m		
Yubo	64 2%	37 9%	12 2%	4 1%	3 1%	4 1%	4 1%	64 2%	34 3%	29 2%	21 3%	17 2%	21 3%	5 1%	38 2%	26 2%	64 2%
		bcdefg	d					d			m		m		m		
OnlyFans	62 2%	18 4%	30 6%	8 2%	5 1%	1 *%	1 *%	62 2%	51 4%	10 1%	18 2%	17 2%	21 3%	6 1%	35 2%	27 2%	62 2%
		def	cdefg	f				ef	i				m				
BeReal	56 2%	38 9%	8 2%	6 1%	4 1%	- -%	1 *%	56 2%	27 2%	29 2%	16 2%	16 2%	13 2%	10 2%	32 2%	22 2%	56 2%
		bcdefg	ef	e				ef									
YouNow	35 1%	13 3%	12 2%	6 1%	4 1%	- -%	- -%	35 1%	28 2%	7 *%	14 2%	11 1%	5 1%	2 *%	24 2%	7 1%	35 1%
		efg	ef	ef				ef	i		mo				m		
BitChute	29 1%	4 1%	13 3%	9 2%	1 *%	1 *%	* *%	29 1%	22 2%	7 1%	12 2%	4 1%	10 2%	3 1%	17 1%	13 1%	29 1%
			defg	df					i								
ANY OF THESE	2655 95%	429 100%	499 100%	492 98%	493 96%	406 95%	336 78%	2655 95%	1262 94%	1354 96%	724 93%	767 96%	592 97%	543 93%	1491 95%	1135 95%	2655 95%
		cdefg	defg	defg	f	f		f				jm	jm				
NONE OF THESE	145 5%	- -%	1 *%	8 2%	21 4%	23 5%	92 22%	145 5%	82 6%	60 4%	52 7%	31 4%	17 3%	40 7%	83 5%	57 5%	145 5%
				a	abc	abc	abcdeg	abc			kl			kl			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
YouTube	2201	1829	199	109	65	2201	1943	258	359	1842	435	1035	722	2201	452	859	507
	79%	78%	82%	79%	86%	79%	81%	66%	77%	79%	60%	82%	93%	79%	83%	77%	79%
					ae		g					jm	jkm	j	o		
Facebook	2155	1777	196	118	63	2155	1844	311	377	1779	482	986	677	2155	460	878	481
	77%	76%	81%	86%	84%	77%	77%	79%	81%	76%	67%	78%	87%	77%	84%	79%	75%
			ae	ae	ae							j	jkm	j	op		
Instagram	1591	1327	145	73	47	1591	1424	167	278	1314	271	730	587	1591	333	598	353
	57%	57%	59%	53%	61%	57%	59%	43%	59%	56%	37%	58%	76%	57%	61%	54%	55%
							g					j	jkm	j	o		
TikTok	1166	964	103	64	35	1166	1075	92	224	942	212	558	396	1166	296	416	218
	42%	41%	42%	47%	46%	42%	45%	23%	48%	40%	29%	44%	51%	42%	54%	37%	34%
							g		i			j	jkm	j	op		
Twitter	913	752	88	48	25	913	818	94	102	811	123	398	389	913	181	355	241
	33%	32%	36%	35%	33%	33%	34%	24%	22%	35%	17%	31%	50%	33%	33%	32%	38%
							g			h		j	jkm	j			o
Snapchat	912	759	83	40	30	912	841	71	193	719	171	431	310	912	228	298	169
	33%	32%	34%	29%	39%	33%	35%	18%	41%	31%	24%	34%	40%	33%	42%	27%	26%
					ace		g		i			j	jkm	j	op		
Pinterest	526	436	51	22	17	526	461	65	66	460	55	228	242	526	140	187	116
	19%	19%	21%	16%	22%	19%	19%	17%	14%	20%	8%	18%	31%	19%	26%	17%	18%
										h		j	jkm	j	op		
LinkedIn	406	346	37	14	9	406	357	49	28	378	44	160	201	406	49	154	159
	14%	15%	15%	10%	13%	14%	15%	12%	6%	16%	6%	13%	26%	14%	9%	14%	25%
										h		j	jkm	j		n	no
Twitch	342	278	42	14	8	342	323	19	34	308	63	149	130	342	89	115	65
	12%	12%	17%	10%	11%	12%	13%	5%	7%	13%	9%	12%	17%	12%	16%	10%	10%
			ace				g			h			jkm	j	op		
Reddit	291	235	36	13	8	291	270	21	22	269	20	105	167	291	63	112	69
	10%	10%	15%	10%	10%	10%	11%	5%	5%	12%	3%	8%	22%	10%	12%	10%	11%
			a				g			h		j	jkm	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Vimeo	123 4%	103 4%	13 5%	4 3%	2 3%	123 4%	111 5%	12 3%	19 4%	104 4%	14 2%	41 3%	67 9%	123 4%	24 4%	50 5%	35 5%
Dailymotion	94 3%	86 4%	4 2%	2 2%	2 3%	94 3%	83 3%	11 3%	4 1%	91 4%	12 2%	27 2%	55 7%	94 3%	22 4%	36 3%	24 4%
Tumblr	78 3%	63 3%	11 4%	2 2%	2 2%	78 3%	73 3%	5 1%	10 2%	68 3%	6 1%	20 2%	52 7%	78 3%	15 3%	34 3%	18 3%
Yubo	64 2%	58 2%	3 1%	2 2%	1 1%	64 2%	63 3%	1 *% g	13 3%	51 2%	18 2%	27 2%	19 2%	64 2%	15 3%	23 2%	9 1%
OnlyFans	62 2%	47 2%	8 3%	6 4%	1 1%	62 2%	53 2%	9 2%	7 2%	55 2%	10 1%	21 2%	31 4%	62 2%	14 3%	30 3%	4 1%
BeReal	56 2%	44 2%	5 2%	3 2%	3 4%	56 2%	52 2%	3 1%	11 2%	44 2%	7 1%	23 2%	26 3%	56 2%	15 3%	16 1%	9 1%
YouNow	35 1%	31 1%	3 1%	* *% k	1 1%	35 1%	33 1%	2 1%	7 2%	28 1%	12 2%	8 1%	15 2%	35 1%	16 3%	10 1%	1 *% op
BitChute	29 1%	26 1%	2 1%	1 1%	* 1%	29 1%	26 1%	4 1%	10 2%	20 1%	5 1%	12 1%	12 2%	29 1%	9 2%	12 1%	2 *% p
ANY OF THESE	2655 95%	2213 94%	236 97%	132 96%	74 97%	2655 95%	2301 96%	354 90%	448 96%	2207 95%	640 88%	1226 97%	774 100%	2655 95%	535 98%	1041 93%	606 95%
NONE OF THESE	145 5%	130 6%	7 3%	5 4%	2 3%	145 5%	107 4%	38 10% f	20 4%	125 5%	85 12% klm	37 3% l	* *% jkm	145 5% kl	9 2%	75 7% n	33 5% n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
YouTube	2201 79%	838 81%	1186 77%	1131 75%	952 84%
					c
Facebook	2155 77%	824 79%	1181 77%	1086 72%	971 86%
					c
Instagram	1591 57%	609 59%	835 54%	695 46%	789 70%
					c
TikTok	1166 42%	500 48%	549 36%	462 31%	615 54%
		b			c
Twitter	913 33%	357 34%	487 32%	468 31%	402 35%
					c
Snapchat	912 33%	388 37%	425 28%	374 25%	454 40%
		b			c
Pinterest	526 19%	225 22%	264 17%	251 17%	254 22%
		b			c
LinkedIn	406 14%	139 13%	242 16%	203 13%	190 17%
					c
Twitch	342 12%	168 16%	139 9%	143 9%	162 14%
		b			c

Columns Tested: a,b - c,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.

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Reddit	291 10%	127 12%	145 9%	146 10%	130 12%
Vimeo	123 4%	57 6%	60 4%	60 4%	54 5%
Dailymotion	94 3%	51 5%	41 3%	45 3%	43 4%
Tumblr	78 3%	38 4%	37 2%	38 2%	33 3%
Yubo	64 2%	32 3%	23 1%	18 1%	38 3%
OnlyFans	62 2%	32 3%	21 1%	20 1%	34 3%
BeReal	56 2%	34 3%	16 1%	22 1%	28 2%
YouNow	35 1%	19 2%	13 1%	9 1%	18 2%
BitChute	29 1%	16 2%	12 1%	6 *%	19 2%
ANY OF THESE	2655 95%	1000 96%	1441 93%	1387 92%	1118 99%

Columns Tested: a,b - c,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.

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
NONE OF THESE	145 5%	38 4%	100 7% a	126 8% d	15 1%

Columns Tested: a,b - c,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.

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	6	-	2	2	-	1	-	6	3	3	2	2	*	1	4	1	6
	*%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE MORE THAN ONE PROFILE	2	*	1	-	-	-	-	2	1	*	1	-	-	*	1	*	2
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	22	3	9	7	1	*	*	22	18	4	9	2	9	2	11	11	22
	1%	1%	2%	1%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%
			def	f					i				km				
DON'T USE THIS APP/ SITE	2771	425	487	491	513	427	428	2771	1322	1407	764	794	600	579	1558	1179	2771
	99%	99%	97%	98%	100%	100%	100%	99%	98%	99%	98%	99%	98%	99%	99%	99%	99%
				bc	b	bc	b			h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	6 *%	4 *%	1 1%	- -%	- -%	6 *%	5 *%	* *%	1 *%	4 *%	1 *%	* *%	4 1% k	6 *%	2 *%	2 *%	* *%
USE MORE THAN ONE PROFILE	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	* *%	1 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	22 1%	20 1%	1 *%	1 1%	* 1%	22 1%	19 1%	3 1%	8 2% i	14 1%	4 1%	12 1%	6 1%	22 1%	8 1%	10 1%	2 *%
DON'T USE THIS APP/ SITE	2771 99%	2317 99%	242 99%	137 99%	75 99%	2771 99%	2382 99%	389 99%	458 98%	2313 99%	720 99%	1251 99%	762 98%	2771 99%	535 98%	1103 99%	637 100% n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	6 *%	3 *%	3 *%	1 *%	4 *%
USE MORE THAN ONE PROFILE	2 *%	- -%	* *%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	22 1%	13 1%	8 1%	5 *%	15 1%
DON'T USE THIS APP/ SITE	2771 99%	1022 98%	1530 99%	1507 100%	1114 98%

Columns Tested: a,b - c,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.

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	11	3	4	2	2	1	-	11	7	4	5	2	3	1	7	4	11
	*%	1%	1%	*%	*%	*%	-%	*%	1%	*%	1%	*%	1%	*%	*%	*%	*%
USE MORE THAN ONE PROFILE	5	-	5	-	-	-	-	5	2	4	3	-	2	-	3	2	5
	*%	-%	1%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
			fg														
USE BUT DON'T HAVE A PROFILE	78	16	22	16	9	10	5	78	55	19	25	25	13	15	50	28	78
	3%	4%	4%	3%	2%	2%	1%	3%	4%	1%	3%	3%	2%	3%	3%	2%	3%
		f	df						i								
DON'T USE THIS APP/ SITE	2706	410	468	483	503	418	424	2706	1280	1388	744	771	592	566	1514	1158	2706
	97%	96%	94%	97%	98%	97%	99%	97%	95%	98%	96%	97%	97%	97%	96%	97%	97%
				b	b	abcg	b			h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	11	11	-	-	*	11	10	1	2	9	*	5	5	11	3	5	1
	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
USE MORE THAN ONE PROFILE	5	5	-	*	-	5	5	-	-	5	-	2	3	5	-	4	*
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	78	70	4	2	2	78	67	11	2	76	12	19	47	78	20	27	23
	3%	3%	2%	1%	3%	3%	3%	3%	*%	3%	2%	2%	6%	3%	4%	2%	4%
DON'T USE THIS APP/ SITE	2706	2257	240	135	73	2706	2324	381	464	2242	713	1237	719	2706	522	1080	615
	97%	96%	98%	98%	97%	97%	97%	97%	99%	96%	98%	98%	93%	97%	96%	97%	96%
									i	h	l	l	l	l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	11 *%	6 1%	5 *%	4 *%	5 *%
USE MORE THAN ONE PROFILE	5 *%	* *%	4 *%	- -%	4 *%
					c
USE BUT DON'T HAVE A PROFILE	78 3%	44 4%	32 2%	41 3%	34 3%
		b			
DON'T USE THIS APP/ SITE	2706 97%	988 95%	1500 97%	1468 97%	1090 96%
			a		

Columns Tested: a,b - c,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.

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	1785	197	334	361	352	305	235	1785	764	1007	464	499	429	373	963	802	1785
	64%	46%	67%	72%	68%	71%	55%	64%	57%	71%	60%	63%	70%	64%	61%	67%	64%
			af	afg	af	afg	a	af		h			jkmp			jn	
USE MORE THAN ONE PROFILE	155	17	40	49	24	17	7	155	62	88	42	42	36	34	84	70	155
	6%	4%	8%	10%	5%	4%	2%	6%	5%	6%	5%	5%	6%	6%	5%	6%	6%
		f	aef	adefg	f			f									
DON'T KNOW HOW MANY PROFILES	9	-	3	2	-	-	4	9	4	4	3	1	-	4	4	4	9
	*%	-%	1%	*%	-%	-%	1%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	207	72	40	20	21	19	33	207	130	74	75	57	30	41	132	71	207
	7%	17%	8%	4%	4%	4%	8%	7%	10%	5%	10%	7%	5%	7%	8%	6%	7%
		bcdefg	cd				cd	cd	i		lo				lo		
DON'T USE THIS APP/ SITE	645	142	82	67	117	88	149	645	383	241	192	199	114	131	391	245	645
	23%	33%	16%	13%	23%	20%	35%	23%	29%	17%	25%	25%	19%	22%	25%	21%	23%
		bcdeg			bc	c	bcdeg	bc	i		l	l			lo		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	1785	1467	163	99	55	1785	1528	257	323	1462	383	826	569	1785	362	736	419
	64%	63%	67%	72%	73%	64%	63%	65%	69%	63%	53%	65%	74%	64%	67%	66%	65%
			ae	ae	ae				i			j	jkm	j			
USE MORE THAN ONE PROFILE	155	137	8	6	3	155	128	27	16	139	20	58	75	155	34	70	32
	6%	6%	3%	4%	4%	6%	5%	7%	3%	6%	3%	5%	10%	6%	6%	6%	5%
													jkm	j			
DON'T KNOW HOW MANY PROFILES	9	9	-	*	1	9	7	3	3	7	3	7	-	9	3	3	*
	*%	*%	-%	*%	1%	*%	*%	1%	1%	*%	*%	1%	-%	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	207	165	25	13	4	207	182	24	36	171	76	95	32	207	60	69	30
	7%	7%	10%	9%	6%	7%	8%	6%	8%	7%	10%	8%	4%	7%	11%	6%	5%
											lm	l		l	op		
DON'T USE THIS APP/ SITE	645	566	47	19	12	645	563	82	91	554	243	278	97	645	85	238	158
	23%	24%	19%	14%	16%	23%	23%	21%	19%	24%	33%	22%	13%	23%	16%	21%	25%
		cd				cd					klm	l		l		n	n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	1785	642	1025	927	792
	64%	62%	67%	61%	70%
			a		c
USE MORE THAN ONE PROFILE	155	69	74	61	83
	6%	7%	5%	4%	7%
					c
DON'T KNOW HOW MANY PROFILES	9	4	2	4	3
	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	207	108	80	94	92
	7%	10%	5%	6%	8%
		b			
DON'T USE THIS APP/ SITE	645	215	360	427	162
	23%	21%	23%	28%	14%
				d	

Columns Tested: a,b - c,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.

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	1022	200	260	224	185	107	46	1022	408	605	273	328	219	189	601	408	1022
	36%	47%	52%	45%	36%	25%	11%	36%	30%	43%	35%	41%	36%	32%	38%	34%	36%
		defg	defg	defg	ef	f		ef		h		jmo			m		
USE MORE THAN ONE PROFILE	318	135	102	47	23	9	2	318	113	192	99	102	74	39	201	114	318
	11%	32%	20%	9%	5%	2%	*%	11%	8%	14%	13%	13%	12%	7%	13%	10%	11%
		bcdefg	cdefg	def	f	f		def		h		m	m	m	mo		m
DON'T KNOW HOW MANY PROFILES	16	6	2	2	2	2	2	16	9	7	2	3	8	2	5	11	16
	1%	1%	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	1%
													n				
USE BUT DON'T HAVE A PROFILE	236	52	47	46	45	32	13	236	117	112	81	63	49	42	144	91	236
	8%	12%	9%	9%	9%	8%	3%	8%	9%	8%	10%	8%	8%	7%	9%	8%	8%
		fg	f	f	f	f		f									
DON'T USE THIS APP/ SITE	1209	35	88	182	259	279	365	1209	697	499	320	303	259	310	623	569	1209
	43%	8%	18%	36%	50%	65%	85%	43%	52%	35%	41%	38%	43%	53%	40%	48%	43%
			a	ab	abcg	abcdg	abcdeg	abc		i				jklnp		jknp	k

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	1022	846	101	43	32	1022	903	119	171	851	152	476	394	1022	210	388	251
	36%	36%	41%	31%	43%	36%	38%	30%	37%	36%	21%	38%	51%	36%	39%	35%	39%
			c		c		g					j	jkm	j			
USE MORE THAN ONE PROFILE	318	276	21	15	6	318	289	29	47	271	40	142	133	318	80	114	58
	11%	12%	9%	11%	8%	11%	12%	7%	10%	12%	6%	11%	17%	11%	15%	10%	9%
							g					j	jkm	j	op		
DON'T KNOW HOW MANY PROFILES	16	15	-	1	-	16	14	2	5	10	6	8	2	16	5	-	2
	1%	1%	-%	*%	-%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	-%	*%
															o		
USE BUT DON'T HAVE A PROFILE	236	190	22	15	8	236	218	18	54	182	74	104	58	236	38	96	42
	8%	8%	9%	11%	11%	8%	9%	5%	12%	8%	10%	8%	7%	8%	7%	9%	7%
							g		i								
DON'T USE THIS APP/ SITE	1209	1016	99	64	29	1209	983	225	190	1019	454	534	187	1209	211	518	286
	43%	43%	41%	47%	39%	43%	41%	57%	41%	44%	63%	42%	24%	43%	39%	46%	45%
								f			klm	l		l		n	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	1022 36%	347 33%	581 38%	447 30%	533 47% c
USE MORE THAN ONE PROFILE	318 11%	162 16% b	132 9%	154 10%	140 12%
DON'T KNOW HOW MANY PROFILES	16 1%	5 *%	8 *%	7 *%	4 *%
USE BUT DON'T HAVE A PROFILE	236 8%	95 9%	115 7%	88 6%	111 10% c
DON'T USE THIS APP/ SITE	1209 43%	429 41%	706 46%	818 54%	344 30% d

Columns Tested: a,b - c,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.

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	306	25	64	65	76	47	29	306	162	142	137	109	36	24	245	60	306
	11%	6%	13%	15%	11%	7%	11%		12%	10%	18%	14%	6%	4%	16%	5%	11%
			af	af	afg	a	af				lmop	lmo			lmop	lmo	
USE MORE THAN ONE PROFILE	10	3	3	-	3	*	1	10	8	3	7	-	3	-	7	3	10
	*%	1%	1%	-%	1%	*%	*%	*%	1%	*%	1%	-%	1%	-%	*%	*%	*%
											km						
DON'T KNOW HOW MANY PROFILES	3	-	-	-	-	-	3	3	-	3	-	3	-	-	3	-	3
	*%	-%	-%	-%	-%	-%	1%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
							g										
USE BUT DON'T HAVE A PROFILE	87	21	20	23	11	5	7	87	46	40	38	25	21	4	63	24	87
	3%	5%	4%	5%	2%	1%	2%	3%	3%	3%	5%	3%	3%	1%	4%	2%	3%
		ef	e	ef							mop	m	m		mo	m	m
DON'T USE THIS APP/ SITE	2394	380	413	412	424	376	388	2394	1128	1228	595	662	550	555	1256	1105	2394
	86%	89%	83%	82%	82%	88%	91%	86%	84%	87%	77%	83%	90%	95%	80%	93%	86%
		bcd				c	bcdg				j	jknp	jklnp	jklnp	jknp	jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	306	257	28	12	9	306	263	42	13	292	30	116	160	306	30	108	139
	11%	11%	11%	9%	11%	11%	11%	11%	3%	13%	4%	9%	21%	11%	5%	10%	22%
										h		j	l	j		n	no
USE MORE THAN ONE PROFILE	10	10	-	-	*	10	10	*	-	10	1	5	4	10	1	7	1
	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	1%	*%	*%	1%	*%
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	3	3	-	-	3	-	3	-	3	-	3	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	87	76	9	2	1	87	81	6	15	73	13	37	38	87	18	37	19
	3%	3%	4%	1%	1%	3%	3%	2%	3%	3%	2%	3%	5%	3%	3%	3%	3%
		d	d										jm				
DON'T USE THIS APP/ SITE	2394	1998	207	123	66	2394	2050	344	440	1954	681	1103	572	2394	496	961	480
	86%	85%	85%	90%	87%	86%	85%	88%	94%	84%	94%	87%	74%	86%	91%	86%	75%
									i		klm	l		l	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	306	96	193	167	130
	11%	9%	13%	11%	11%
			a		
USE MORE THAN ONE PROFILE	10	1	7	1	8
	*%	*%	*%	*%	1%
					c
DON'T KNOW HOW MANY PROFILES	3	3	-	3	-
	*%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	87	40	41	31	52
	3%	4%	3%	2%	5%
					c
DON'T USE THIS APP/ SITE	2394	899	1299	1310	943
	86%	87%	84%	87%	83%
				d	

Columns Tested: a,b - c,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.

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	22	5	12	3	2	-	-	22	18	3	4	5	10	3	9	13	22
	1%	1%	2%	1%	*%	-%	-%	1%	1%	*%	1%	1%	2%	*%	1%	1%	1%
		ef	cdefg						i				n				
USE MORE THAN ONE PROFILE	5	2	3	-	-	-	1	5	3	2	2	-	2	*	2	3	5
	*%	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	36	11	15	5	3	1	-	36	30	5	12	12	9	3	24	12	36
	1%	3%	3%	1%	1%	*%	-%	1%	2%	*%	2%	2%	1%	*%	2%	1%	1%
		ef	defg	f				f	i								
DON'T USE THIS APP/ SITE	2738	411	470	492	509	427	428	2738	1293	1404	758	781	589	576	1539	1165	2738
	98%	96%	94%	98%	99%	100%	100%	98%	96%	99%	98%	98%	97%	99%	98%	98%	98%
				b	ab	abg	abcg	b		h				l			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	22 1%	18 1%	3 1%	1 *%	* 1%	22 1%	19 1%	2 1%	- -%	22 1%	* *%	6 *%	15 2%	22 1%	4 1%	14 1%	- -%
													jk m			p	
USE MORE THAN ONE PROFILE	5 *%	4 *%	- -%	1 *%	* *%	5 *%	5 *%	* *%	- -%	5 *%	* *%	1 *%	4 1%	5 *%	- -%	4 *%	- -%
USE BUT DON'T HAVE A PROFILE	36 1%	25 1%	6 2%	4 3%	* 1%	36 1%	29 1%	7 2%	7 2%	28 1%	10 1%	14 1%	12 2%	36 1%	10 2%	13 1%	4 1%
				ade													
DON'T USE THIS APP/ SITE	2738 98%	2296 98%	235 97%	132 96%	75 99%	2738 98%	2354 98%	383 98%	460 98%	2278 98%	715 99%	1243 98%	742 96%	2738 98%	531 97%	1085 97%	635 99%
											l	l		l			no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	22 1%	12 1%	7 *%	8 1%	12 1%
USE MORE THAN ONE PROFILE	5 *%	1 *%	3 *%	2 *%	2 *%
USE BUT DON'T HAVE A PROFILE	36 1%	19 2% b	11 1%	10 1%	20 2% c
DON'T USE THIS APP/ SITE	2738 98%	1007 97%	1520 99% a	1494 99% d	1099 97%

Columns Tested: a,b - c,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.

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	277	70	63	59	44	30	12	277	55	212	82	102	54	38	184	92	277
	10%	16%	13%	12%	8%	7%	3%	10%	4%	15%	11%	13%	9%	7%	12%	8%	10%
		defg	ef	ef	f	f		f		h	m	mop			mo		m
USE MORE THAN ONE PROFILE	18	9	5	*	2	1	1	18	7	11	11	4	1	2	15	3	18
	1%	2%	1%	*%	*%	*%	*%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%
		cefg									mo						
DON'T KNOW HOW MANY PROFILES	5	-	-	*	*	1	3	5	*	4	-	3	1	*	3	2	5
	*%	-%	-%	*%	*%	*%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	226	50	54	40	29	31	23	226	61	159	75	64	39	45	140	85	226
	8%	12%	11%	8%	6%	7%	5%	8%	5%	11%	10%	8%	6%	8%	9%	7%	8%
		dfg	df							h							
DON'T USE THIS APP/ SITE	2274	300	378	401	439	366	390	2274	1219	1028	608	624	513	497	1232	1010	2274
	81%	70%	76%	80%	85%	85%	91%	81%	91%	73%	78%	78%	84%	85%	78%	85%	81%
				a	ab	ab	abcdeg	ab	i				jkn	jknp	jknp	jknp	n

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	277	224	29	12	13	277	243	34	30	248	18	114	145	277	70	103	64
	10%	10%	12%	9%	17%	10%	10%	9%	6%	11%	2%	9%	19%	10%	13%	9%	10%
					ace					h		j	jkm	j			
USE MORE THAN ONE PROFILE	18	15	3	-	-	18	18	*	3	15	3	5	9	18	4	6	4
	1%	1%	1%	-%	-%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%	1%
DON'T KNOW HOW MANY PROFILES	5	4	-	*	-	5	4	*	*	4	*	4	-	5	-	3	-
	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	226	193	19	10	4	226	196	30	33	192	34	104	88	226	66	75	49
	8%	8%	8%	7%	5%	8%	8%	8%	7%	8%	5%	8%	11%	8%	12%	7%	8%
												j	jkm	j	op		
DON'T USE THIS APP/ SITE	2274	1907	193	115	59	2274	1947	328	401	1873	670	1036	532	2274	405	929	523
	81%	81%	79%	84%	78%	81%	81%	83%	86%	80%	92%	82%	69%	81%	74%	83%	82%
									i		klm	l		l		n	n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	277	115	149	128	140
	10%	11%	10%	8%	12%
					c
USE MORE THAN ONE PROFILE	18	11	5	13	3
	1%	1%	*%	1%	*%
DON'T KNOW HOW MANY PROFILES	5	3	1	4	-
	*%	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	226	97	109	105	111
	8%	9%	7%	7%	10%
					c
DON'T USE THIS APP/ SITE	2274	814	1277	1262	879
	81%	78%	83%	83%	78%
			a	d	

Columns Tested: a,b - c,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.

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	164	65	52	32	8	7	1	164	101	58	48	60	33	22	109	54	164
	6%	15%	10%	6%	2%	2%	*%	6%	7%	4%	6%	8%	5%	4%	7%	5%	6%
		cdefg	defg	def	f	f		def	i			mo			mo		
USE MORE THAN ONE PROFILE	21	6	10	1	2	-	2	21	17	3	10	5	5	1	15	6	21
	1%	1%	2%	*%	*%	-%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		ce	cdefg						i		m						
USE BUT DON'T HAVE A PROFILE	106	31	31	14	23	6	1	106	72	33	38	28	28	12	66	40	106
	4%	7%	6%	3%	4%	1%	*%	4%	5%	2%	5%	4%	5%	2%	4%	3%	4%
		cefg	cefg	f	ef			ef	i		m		m		m		
DON'T USE THIS APP/ SITE	2509	326	407	454	481	415	425	2509	1154	1320	680	705	544	548	1385	1092	2509
	90%	76%	81%	91%	94%	97%	99%	90%	86%	93%	88%	88%	89%	94%	88%	92%	90%
				ab	abg	abcdg	abcdeg	ab		h				jklnp		jkn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	164	130	23	6	5	164	152	13	11	153	10	53	102	164	32	62	49
	6%	6%	9%	4%	7%	6%	6%	3%	2%	7%	1%	4%	13%	6%	6%	6%	8%
			ae				g			h		j	jkm	j			
USE MORE THAN ONE PROFILE	21	14	6	*	1	21	19	2	1	20	*	9	12	21	1	9	5
	1%	1%	2%	*%	1%	1%	1%	*%	*%	1%	*%	1%	2%	1%	*%	1%	1%
			ae										j				
USE BUT DON'T HAVE A PROFILE	106	91	7	7	2	106	99	7	10	96	10	43	53	106	30	41	16
	4%	4%	3%	5%	2%	4%	4%	2%	2%	4%	1%	3%	7%	4%	6%	4%	2%
							g					j	jkm	j	p		
DON'T USE THIS APP/ SITE	2509	2108	208	124	68	2509	2138	371	446	2063	705	1159	607	2509	481	1003	570
	90%	90%	85%	90%	90%	90%	89%	95%	95%	88%	97%	92%	78%	90%	88%	90%	89%
		b						f	i		klm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	164 6%	73 7%	88 6%	98 6%	64 6%
USE MORE THAN ONE PROFILE	21 1%	9 1%	8 1%	8 1%	9 1%
USE BUT DON'T HAVE A PROFILE	106 4%	44 4%	49 3%	40 3%	57 5% c
DON'T USE THIS APP/ SITE	2509 90%	912 88%	1396 91%	1368 90%	1002 88%

Columns Tested: a,b - c,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.

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	653	263	198	92	74	22	4	653	253	385	174	187	148	130	361	278	653
	23%	61%	40%	18%	14%	5%	1%	23%	19%	27%	22%	23%	24%	22%	23%	23%	23%
		bcdefg	cdefg	ef	ef	f		cdef		h							
USE MORE THAN ONE PROFILE	67	40	21	4	1	*	*	67	36	23	20	23	15	8	43	23	67
	2%	9%	4%	1%	*%	*%	*%	2%	3%	2%	3%	3%	3%	1%	3%	2%	2%
		bcdefg	cdef					def									
DON'T KNOW HOW MANY PROFILES	13	9	2	2	-	-	-	13	9	4	2	4	3	2	7	4	13
	*%	2%	*%	*%	-%	-%	-%	*%	1%	*%	*%	1%	*%	*%	*%	*%	*%
		cdefg															
USE BUT DON'T HAVE A PROFILE	179	62	41	39	25	6	7	179	93	83	60	51	36	29	111	65	179
	6%	14%	8%	8%	5%	1%	2%	6%	7%	6%	8%	6%	6%	5%	7%	5%	6%
		bcdefg	ef	ef	ef			ef									
DON'T USE THIS APP/ SITE	1888	55	237	363	415	401	418	1888	954	919	519	534	408	414	1053	822	1888
	67%	13%	47%	73%	81%	94%	98%	67%	71%	65%	67%	67%	67%	71%	67%	69%	67%
			a	ab	abcg	abcdg	abcdeg	ab	i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	653	537	64	27	24	653	593	60	124	529	94	308	250	653	142	229	136
	23%	23%	26%	20%	31%	23%	25%	15%	26%	23%	13%	24%	32%	23%	26%	21%	21%
					ace		g					j	jkm	j	o		
USE MORE THAN ONE PROFILE	67	59	4	4	1	67	66	1	20	47	13	35	19	67	27	16	6
	2%	3%	1%	3%	1%	2%	3%	*%	4%	2%	2%	3%	2%	2%	5%	1%	1%
							g		i						op		
DON'T KNOW HOW MANY PROFILES	13	12	-	-	*	13	13	-	4	9	7	4	3	13	3	3	2
	*%	1%	-%	-%	*%	*%	1%	-%	1%	*%	1%	*%	*%	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	179	150	15	9	5	179	169	11	45	135	57	84	38	179	55	50	26
	6%	6%	6%	7%	7%	6%	7%	3%	10%	6%	8%	7%	5%	6%	10%	4%	4%
							g		i						op		
DON'T USE THIS APP/ SITE	1888	1584	161	97	46	1888	1567	321	274	1614	555	833	464	1888	316	817	470
	67%	68%	66%	71%	61%	67%	65%	82%	59%	69%	76%	66%	60%	67%	58%	73%	74%
		d		d		d		f	h		klm	l		l		n	n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	653 23%	258 25%	330 21%	291 19%	320 28%
					c
USE MORE THAN ONE PROFILE	67 2%	34 3%	24 2%	15 1%	42 4%
		b			c
DON'T KNOW HOW MANY PROFILES	13 *%	9 1%	2 *%	3 *%	6 1%
		b			
USE BUT DON'T HAVE A PROFILE	179 6%	87 8%	69 4%	65 4%	87 8%
		b			c
DON'T USE THIS APP/ SITE	1888 67%	651 63%	1116 72%	1139 75%	678 60%
			a	d	

Columns Tested: a,b - c,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.

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	669	213	205	126	75	47	4	669	285	374	184	190	165	119	373	284	669
	24%	50%	41%	25%	15%	11%	1%	24%	21%	26%	24%	24%	27%	20%	24%	24%	24%
		bcdefg	cdefg	def	f	f		def		h			m				
USE MORE THAN ONE PROFILE	128	75	37	10	4	1	1	128	59	62	44	34	23	22	78	46	128
	5%	18%	7%	2%	1%	*%	*%	5%	4%	4%	6%	4%	4%	4%	5%	4%	5%
		bcdefg	cdefg	ef				cdef									
DON'T KNOW HOW MANY PROFILES	8	4	2	-	-	1	-	8	4	5	-	2	-	4	2	4	8
	*%	1%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	-%	1%	*%	*%	*%
		f															
USE BUT DON'T HAVE A PROFILE	361	74	73	93	71	37	13	361	176	178	83	114	83	75	198	158	361
	13%	17%	15%	19%	14%	9%	3%	13%	13%	13%	11%	14%	14%	13%	13%	13%	13%
		efg	ef	efg	ef	f		ef									
DON'T USE THIS APP/ SITE	1634	62	184	272	364	342	411	1634	820	796	465	457	339	362	923	700	1634
	58%	14%	37%	54%	71%	80%	96%	58%	61%	56%	60%	57%	56%	62%	59%	59%	58%
			a	ab	abcg	abcdg	abcdeg	ab	i				l				

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	669	549	66	32	21	669	613	56	113	556	86	312	271	669	161	245	145
	24%	23%	27%	24%	28%	24%	25%	14%	24%	24%	12%	25%	35%	24%	30%	22%	23%
							g					j	jkm	j	op		
USE MORE THAN ONE PROFILE	128	110	11	6	1	128	122	6	20	108	21	76	31	128	43	30	18
	5%	5%	4%	4%	2%	5%	5%	1%	4%	5%	3%	6%	4%	5%	8%	3%	3%
		d				d	g					j			op		
DON'T KNOW HOW MANY PROFILES	8	8	-	-	-	8	8	-	5	4	7	1	-	8	-	1	2
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	1%	*%	-%	*%	-%	*%	*%
									i		klm						
USE BUT DON'T HAVE A PROFILE	361	296	26	26	12	361	332	29	87	275	97	169	94	361	92	139	53
	13%	13%	11%	19%	16%	13%	14%	7%	19%	12%	13%	13%	12%	13%	17%	12%	8%
			abe				g		i					op	p		
DON'T USE THIS APP/ SITE	1634	1379	141	73	41	1634	1333	301	243	1390	513	706	378	1634	248	699	421
	58%	59%	58%	53%	54%	58%	55%	77%	52%	60%	71%	56%	49%	58%	46%	63%	66%
							f		h		klm	l		l	n	n	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	669	272	338	281	361
	24%	26%	22%	19%	32%
		b			c
USE MORE THAN ONE PROFILE	128	79	33	45	64
	5%	8%	2%	3%	6%
		b			c
DON'T KNOW HOW MANY PROFILES	8	4	2	4	-
	*%	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	361	146	175	133	190
	13%	14%	11%	9%	17%
					c
DON'T USE THIS APP/ SITE	1634	539	992	1051	518
	58%	52%	64%	69%	46%
			a	d	

Columns Tested: a,b - c,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.

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	44 2%	16 4%	18 4%	5 1%	* *%	4 1%	* *%	44 2%	14 1%	27 2%	14 2%	16 2%	9 1%	5 1%	30 2%	14 1%	44 2%
		cdefg	cdefg					df									
USE MORE THAN ONE PROFILE	7 *%	4 1%	3 1%	- -%	- -%	- -%	- -%	7 *%	5 *%	2 *%	1 *%	2 *%	5 1%	- -%	2 *%	5 *%	7 *%
		f											mn				
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%
USE BUT DON'T HAVE A PROFILE	27 1%	6 1%	3 1%	11 2%	5 1%	2 *%	- -%	27 1%	19 1%	6 *%	9 1%	5 1%	7 1%	3 *%	15 1%	10 1%	27 1%
		f		efg					i								
DON'T USE THIS APP/ SITE	2722 97%	402 94%	476 95%	484 97%	509 99%	423 99%	428 100%	2722 97%	1305 97%	1379 98%	752 97%	775 97%	589 97%	574 99%	1527 97%	1163 98%	2722 97%
				abc	ab	abceg	a							jl			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	44 2%	34 1%	7 3%	2 1%	1 2%	44 2%	41 2%	2 1%	5 1%	38 2%	4 1%	7 1%	33 4%	44 2%	6 1%	23 2%	11 2%
													ijk k				
USE MORE THAN ONE PROFILE	7 *%	7 *%	1 *%	- -%	- -%	7 *%	7 *%	- -%	- -%	7 *%	- -%	3 *%	4 1%	7 *%	5 1%	2 *%	1 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	27 1%	22 1%	3 1%	1 1%	1 1%	27 1%	24 1%	2 1%	5 1%	22 1%	2 *%	10 1%	15 2%	27 1%	4 1%	9 1%	7 1%
													jk				
DON'T USE THIS APP/ SITE	2722 97%	2280 97%	233 96%	135 98%	74 98%	2722 97%	2334 97%	388 99%	458 98%	2264 97%	719 99%	1243 98%	722 93%	2722 97%	529 97%	1082 97%	621 97%
											lm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	44 2%	21 2%	22 1%	25 2%	16 1%
USE MORE THAN ONE PROFILE	7 *%	2 *%	6 *%	6 *%	2 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	27 1%	15 1%	10 1%	7 *%	15 1%
DON'T USE THIS APP/ SITE	2722 97%	1000 96%	1504 98%	1475 98%	1100 97%

Columns Tested: a,b - c,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.

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	162	64	53	29	11	4	1	162	133	25	52	52	33	24	104	57	162
	6%	15%	11%	6%	2%	1%	*%	6%	10%	2%	7%	7%	5%	4%	7%	5%	6%
		cdefg	cdefg	def	f			def	i						m		
USE MORE THAN ONE PROFILE	20	8	8	*	2	-	1	20	16	3	5	7	6	2	12	8	20
	1%	2%	2%	*%	*%	-%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		cefg	cef						i								
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	-	-	3	2	*	-	3	-	-	3	-	3
	*%	1%	-%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%	-%	*%	-%	*%
		g															
USE BUT DON'T HAVE A PROFILE	158	74	36	29	12	4	3	158	113	39	53	36	29	38	89	67	158
	6%	17%	7%	6%	2%	1%	1%	6%	8%	3%	7%	4%	5%	7%	6%	6%	6%
		bcdefg	def	def	f			def	i								
DON'T USE THIS APP/ SITE	2458	280	403	442	489	420	424	2458	1079	1347	666	701	542	518	1367	1060	2458
	88%	65%	81%	88%	95%	98%	99%	88%	80%	95%	86%	88%	89%	89%	87%	89%	88%
			a	ab	abcg	abcdg	abcdg	ab		h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	162	133	19	5	5	162	154	9	15	147	22	72	68	162	37	56	38
	6%	6%	8%	4%	6%	6%	6%	2%	3%	6%	3%	6%	9%	6%	7%	5%	6%
							g			h		j	jkm	j			
USE MORE THAN ONE PROFILE	20	16	3	-	1	20	18	1	-	20	4	5	10	20	1	9	1
	1%	1%	1%	-%	1%	1%	1%	*%	-%	1%	1%	*%	1%	1%	*%	1%	*%
													k				
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	3	3	-	*	2	2	*	-	3	-	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	158	126	21	8	3	158	148	9	19	139	34	71	52	158	50	50	27
	6%	5%	8%	6%	4%	6%	6%	2%	4%	6%	5%	6%	7%	6%	9%	5%	4%
			d				g								op		
DON'T USE THIS APP/ SITE	2458	2066	201	124	67	2458	2085	373	433	2025	662	1115	644	2458	456	1000	574
	88%	88%	83%	90%	89%	88%	87%	95%	93%	87%	91%	88%	83%	88%	84%	90%	90%
		b		b		b		f	i		lm	l		l		n	n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	162 6%	72 7%	79 5%	81 5%	67 6%
USE MORE THAN ONE PROFILE	20 1%	12 1%	6 *%	7 *%	10 1%
DON'T KNOW HOW MANY PROFILES	3 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	158 6%	82 8%	53 3%	56 4%	85 7%
DON'T USE THIS APP/ SITE	2458 88%	870 84%	1402 91%	1370 91%	971 86%
		b	a	d	c

Columns Tested: a,b - c,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.

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	643	120	144	118	126	93	42	643	331	309	188	192	141	117	381	258	643
	23%	28%	29%	24%	24%	22%	10%	23%	25%	22%	24%	24%	23%	20%	24%	22%	23%
		f	efg	f	f	f	f	f									
USE MORE THAN ONE PROFILE	76	27	18	16	11	3	1	76	33	36	25	33	14	3	59	17	76
	3%	6%	4%	3%	2%	1%	*%	3%	2%	3%	3%	4%	2%	1%	4%	1%	3%
		defg	ef	ef	f			ef			mo	mo	m		mo		mo
DON'T KNOW HOW MANY PROFILES	7	1	1	2	-	-	3	7	1	6	2	5	-	*	7	*	7
	*%	*%	*%	*%	-%	-%	1%	*%	*%	*%	*%	1%	-%	*%	*%	*%	*%
												o					
USE BUT DON'T HAVE A PROFILE	187	50	34	40	31	16	16	187	106	76	59	53	35	38	113	74	187
	7%	12%	7%	8%	6%	4%	4%	7%	8%	5%	8%	7%	6%	7%	7%	6%	7%
		bdefg		ef				ef	i								
DON'T USE THIS APP/ SITE	1887	230	303	324	347	317	367	1887	872	988	502	514	419	423	1016	842	1887
	67%	54%	61%	65%	67%	74%	86%	67%	65%	70%	65%	64%	69%	73%	65%	71%	67%
				a	a	abcg	abcddeg	ab		h				jknp		jkn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	643	524	66	34	19	643	573	70	68	575	68	282	291	643	118	267	181
	23%	22%	27%	25%	25%	23%	24%	18%	14%	25%	9%	22%	38%	23%	22%	24%	28%
							g			h		j	jkm	j			n
USE MORE THAN ONE PROFILE	76	62	8	4	2	76	72	4	2	74	3	32	41	76	15	31	17
	3%	3%	3%	3%	2%	3%	3%	1%	0%	3%	0%	3%	5%	3%	3%	3%	3%
							g			h		j	jkm	j			
DON'T KNOW HOW MANY PROFILES	7	7	-	-	-	7	7	-	1	6	*	5	2	7	-	5	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
USE BUT DON'T HAVE A PROFILE	187	160	13	9	4	187	166	20	32	155	52	79	56	187	48	51	42
	7%	7%	6%	7%	6%	7%	7%	5%	7%	7%	7%	6%	7%	7%	9%	5%	7%
															o		
DON'T USE THIS APP/ SITE	1887	1591	156	90	51	1887	1589	298	365	1522	602	866	385	1887	363	761	398
	67%	68%	64%	65%	67%	67%	66%	76%	78%	65%	83%	69%	50%	67%	67%	68%	62%
							f		i		klm	l		l		p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	643 23%	231 22%	379 25%	348 23%	271 24%
USE MORE THAN ONE PROFILE	76 3%	43 4%	32 2%	43 3%	30 3%
DON'T KNOW HOW MANY PROFILES	7 *%	4 *%	- -%	4 *%	3 *%
USE BUT DON'T HAVE A PROFILE	187 7%	79 8%	77 5%	73 5%	98 9%
DON'T USE THIS APP/ SITE	1887 67%	681 66%	1054 68%	1045 69%	731 65%

Columns Tested: a,b - c,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.

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	16	1	6	6	1	1	-	16	11	5	9	3	3	2	12	4	16
	1%	*%	1%	1%	*%	*%	-%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%
			f	f													
USE MORE THAN ONE PROFILE	5	1	3	-	1	-	-	5	2	3	3	-	2	-	3	2	5
	*%	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	3	-	-	3	-	-	-	3	3	-	-	-	3	-	-	3	3
	*%	-%	-%	1%	-%	-%	-%	*%	*%	-%	-%	-%	1%	-%	-%	*%	*%
				g									n				
USE BUT DON'T HAVE A PROFILE	98	14	23	27	12	12	10	98	64	31	32	34	20	13	66	33	98
	4%	3%	5%	5%	2%	3%	2%	4%	5%	2%	4%	4%	3%	2%	4%	3%	4%
				df					i						m		
DON'T USE THIS APP/ SITE	2677	412	468	463	500	415	418	2677	1264	1375	732	761	583	568	1493	1150	2677
	96%	96%	94%	93%	97%	97%	98%	96%	94%	97%	94%	95%	96%	98%	95%	96%	96%
				bc	bc	bc	bc	c		h				jn			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	16 1%	12 1%	3 1%	- -%	1 1%	16 1%	15 1%	1 *%	1 *%	15 1%	1 *%	4 *%	11 1%	16 1%	1 *%	6 1%	7 1%
													jk				
USE MORE THAN ONE PROFILE	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	- -%	5 *%	1 *%	1 *%	3 *%	5 *%	- -%	2 *%	1 *%
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	3 1%	- -%	- -%	3 *%	- -%	3 *%	3 1%	- -%	- -%
									i					o			
USE BUT DON'T HAVE A PROFILE	98 4%	83 4%	10 4%	4 3%	1 2%	98 4%	88 4%	11 3%	15 3%	83 4%	12 2%	33 3%	53 7%	98 4%	20 4%	43 4%	26 4%
													jkm	j			
DON'T USE THIS APP/ SITE	2677 96%	2240 96%	231 95%	133 97%	73 97%	2677 96%	2296 95%	381 97%	449 96%	2229 96%	711 98%	1222 97%	707 91%	2677 96%	520 96%	1065 95%	604 95%
											lm	l	l				

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	16 1%	6 1%	10 1%	6 *%	9 1%
USE MORE THAN ONE PROFILE	5 *%	- -%	4 *%	1 *%	2 *%
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	- -%	3 *%
					c
USE BUT DON'T HAVE A PROFILE	98 4%	48 5%	46 3%	53 3%	40 4%
DON'T USE THIS APP/ SITE	2677 96%	981 94%	1481 96%	1453 96%	1078 95%

Columns Tested: a,b - c,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.

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	8 *%	3 1%	3 1%	- -%	2 *%	- -%	- -%	8 *%	5 *%	3 *%	5 1%	1 *%	- -%	* *%	6 *%	* *%	8 *%
USE MORE THAN ONE PROFILE	5 *%	2 *%	1 *%	2 *%	- -%	- -%	- -%	5 *%	4 *%	1 *%	2 *%	* *%	- -%	- -%	3 *%	- -%	5 *%
DON'T KNOW HOW MANY PROFILES	* *%	* *%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%
USE BUT DON'T HAVE A PROFILE	22 1%	8 2%	8 2%	4 1%	2 *%	- -%	- -%	22 1%	20 1%	2 *%	7 1%	8 1%	5 1%	2 *%	15 1%	7 1%	22 1%
DON'T USE THIS APP/ SITE	2765 99%	416 97%	488 98%	494 99%	510 99%	429 100%	429 100%	2765 99%	1315 98%	1408 100%	762 98%	787 99%	605 99%	580 100%	1550 98%	1185 99%	2765 99%
		ef	ef		abcg	abcg	a		i	h				jn		j	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	8 *%	7 *%	- -%	- -%	* 1%	8 *%	6 *%	2 *%	2 *%	5 *%	1 *%	4 *%	2 *%	8 *%	3 1%	2 *%	- -%
USE MORE THAN ONE PROFILE	5 *%	4 *%	* *%	- -%	- -%	5 *%	5 *%	- -%	- -%	5 *%	3 *%	- -%	2 *%	5 *%	* *%	- -%	1 *%
DON'T KNOW HOW MANY PROFILES	* *%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	22 1%	19 1%	3 1%	- -%	* *%	22 1%	22 1%	1 *%	5 1%	17 1%	7 1%	4 *%	11 1%	22 1%	12 2%	8 1%	- -%
DON'T USE THIS APP/ SITE	2765 99%	2312 99%	241 99%	137 100%	75 99%	2765 99%	2375 99%	390 99%	460 98%	2305 99%	713 98%	1256 99%	759 98%	2765 99%	529 97%	1106 99%	638 100%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	8 *%	3 *%	4 *%	2 *%	4 *%
USE MORE THAN ONE PROFILE	5 *%	3 *%	1 *%	2 *%	- -%
DON'T KNOW HOW MANY PROFILES	* *%	* *%	- -%	- -%	* *%
USE BUT DON'T HAVE A PROFILE	22 1%	13 1%	8 1%	6 *%	13 1%
DON'T USE THIS APP/ SITE	2765 99%	1020 98%	1528 99%	1504 99%	1115 98%

Columns Tested: a,b - c,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.

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	890	202	247	191	128	91	32	890	511	368	238	257	198	182	496	380	890
	32%	47%	49%	38%	25%	21%	7%	32%	38%	26%	31%	32%	32%	31%	31%	32%	32%
		cdefg	cdefg	defg	f	f		def	i								
USE MORE THAN ONE PROFILE	116	60	29	13	10	5	1	116	71	39	44	31	25	14	75	39	116
	4%	14%	6%	3%	2%	1%	*%	4%	5%	3%	6%	4%	4%	2%	5%	3%	4%
		bcdefg	cdef	f	f			ef	i		mo				m		
DON'T KNOW HOW MANY PROFILES	19	8	5	3	2	1	1	19	15	3	2	9	4	3	12	7	19
	1%	2%	1%	1%	*%	*%	*%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
		efg							i								
USE BUT DON'T HAVE A PROFILE	1176	134	163	222	258	223	177	1176	507	652	329	333	267	239	662	506	1176
	42%	31%	33%	44%	50%	52%	41%	42%	38%	46%	42%	42%	44%	41%	42%	42%	42%
				ab	abfg	abcfg	ab	ab		h							
DON'T USE THIS APP/ SITE	599	25	57	73	117	109	218	599	240	352	163	167	117	144	330	261	599
	21%	6%	11%	15%	23%	25%	51%	21%	18%	25%	21%	21%	19%	25%	21%	22%	21%
			a	a	abc	abc	abcdeg	abc		h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	890	743	86	36	25	890	799	91	135	756	123	392	373	890	215	343	198
	32%	32%	35%	26%	33%	32%	33%	23%	29%	32%	17%	31%	48%	32%	39%	31%	31%
			c				g					j	jkm	j	op		
USE MORE THAN ONE PROFILE	116	94	9	11	3	116	104	12	11	106	21	56	38	116	26	40	23
	4%	4%	4%	8%	4%	4%	4%	3%	2%	5%	3%	4%	5%	4%	5%	4%	4%
				ae													
DON'T KNOW HOW MANY PROFILES	19	17	1	-	1	19	18	1	3	16	10	7	2	19	6	6	*
	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
											l			p			
USE BUT DON'T HAVE A PROFILE	1176	975	103	62	36	1176	1022	154	211	965	281	580	309	1176	205	471	285
	42%	42%	42%	45%	48%	42%	42%	39%	45%	41%	39%	46%	40%	42%	38%	42%	45%
												jl					n
DON'T USE THIS APP/ SITE	599	514	45	29	11	599	465	134	108	491	290	229	51	599	93	256	132
	21%	22%	18%	21%	14%	21%	19%	34%	23%	21%	40%	18%	7%	21%	17%	23%	21%
		d				d		f			klm	l		kl		n	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	890 32%	388 37%	439 28%	417 28%	428 38%
		b			c
USE MORE THAN ONE PROFILE	116 4%	62 6%	47 3%	65 4%	40 4%
		b			
DON'T KNOW HOW MANY PROFILES	19 1%	11 1%	5 *%	7 *%	6 1%
USE BUT DON'T HAVE A PROFILE	1176 42%	378 36%	694 45%	643 42%	477 42%
			a		
DON'T USE THIS APP/ SITE	599 21%	200 19%	355 23%	382 25%	181 16%
				d	

Columns Tested: a,b - c,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.

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USE ONE PROFILE	22	17	5	-	-	-	-	22	13	10	8	6	7	2	14	8	22
	1%	4%	1%	-%	-%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	cf														
USE MORE THAN ONE PROFILE	3	1	2	-	-	-	-	3	3	*	2	1	-	-	3	-	3
	1%	1%	1%	-%	-%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DON'T KNOW HOW MANY PROFILES	3	2	-	-	-	-	1	3	3	-	1	2	-	-	3	-	3
	1%	1%	-%	-%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg															
USE BUT DON'T HAVE A PROFILE	35	17	5	4	3	4	3	35	16	19	10	8	14	4	18	18	35
	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
		bcdefg											m				
DON'T USE THIS APP/ SITE	2736	391	488	496	512	425	425	2736	1310	1385	755	781	589	577	1536	1166	2736
	98%	91%	98%	99%	99%	99%	99%	98%	97%	98%	97%	98%	97%	99%	98%	98%	98%
			a	a	abg	a	a	a						jl			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	22	20	1	1	*	22	22	-	5	17	7	7	8	22	8	6	3
	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	*%
USE MORE THAN ONE PROFILE	3	3	*	-	-	3	3	-	*	3	-	*	3	3	*	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	-%	-%
DON'T KNOW HOW MANY PROFILES	3	2	1	-	-	3	3	-	-	3	3	-	-	3	-	-	1
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	35	33	*	2	*	35	35	1	7	28	7	20	8	35	6	18	5
	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%	2%	1%
DON'T USE THIS APP/ SITE	2736	2285	241	135	75	2736	2344	392	455	2281	708	1237	755	2736	530	1092	630
	98%	98%	99%	98%	99%	98%	97%	100%	97%	98%	98%	98%	98%	98%	97%	98%	99%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	22 1%	12 1%	6 *%	6 *%	14 1% c
USE MORE THAN ONE PROFILE	3 *%	* *%	1 *%	* *%	- -%
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	35 1%	16 2%	16 1%	10 1%	24 2% c
DON'T USE THIS APP/ SITE	2736 98%	1007 97%	1518 99% a	1495 99% d	1094 97%

Columns Tested: a,b - c,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.

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents

	Total	AGE							GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059	
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972	
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800	
USE ONE PROFILE	26	21	3	2	-	-	-	26	9	16	8	9	3	3	17	7	26	
	1%	5%	1%	*%	-%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
		bcdefg																
USE MORE THAN ONE PROFILE	5	3	1	1	1	-	-	5	4	1	2	3	1	-	4	1	5	
	*%	1%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	-	-	*	-	*	-	-	-	*	-	*	*	
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	
USE BUT DON'T HAVE A PROFILE	24	13	4	4	3	-	1	24	13	11	6	4	9	6	10	14	24	
	1%	3%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
		bcdefg																
DON'T USE THIS APP/ SITE	2744	391	492	494	510	429	428	2744	1317	1386	760	782	597	573	1542	1170	2744	
	98%	91%	98%	99%	99%	100%	100%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	
			a	a	a	abcg	abg	a										

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USE ONE PROFILE	26	17	4	2	2	26	24	1	3	22	1	12	13	26	9	6	4
	1%	1%	2%	2%	3%	1%	1%	*%	1%	1%	*%	1%	2%	1%	2%	*%	1%
					ae								j				
USE MORE THAN ONE PROFILE	5	4	-	1	-	5	5	-	3	2	4	-	1	5	-	3	1
	*%	*%	-%	*%	-%	*%	*%	-%	1%	*%	1%	-%	*%	*%	-%	*%	*%
											k						
DON'T KNOW HOW MANY PROFILES	*	-	-	-	*	*	*	-	-	*	-	-	*	*	-	*	-
	*%	-%	-%	-%	1%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%
					ae												
USE BUT DON'T HAVE A PROFILE	24	23	1	*	*	24	22	2	5	19	2	11	11	24	6	8	4
	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
DON'T USE THIS APP/ SITE	2744	2299	239	134	73	2744	2355	389	456	2288	718	1241	748	2744	530	1099	631
	98%	98%	98%	98%	96%	98%	98%	99%	98%	98%	99%	98%	97%	98%	97%	99%	99%
											l						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USE ONE PROFILE	26 1%	15 1%	9 1%	14 1%	10 1%
USE MORE THAN ONE PROFILE	5 *%	4 *%	- -%	1 *%	3 *%
DON'T KNOW HOW MANY PROFILES	* *%	- -%	* *%	* *%	- -%
USE BUT DON'T HAVE A PROFILE	24 1%	15 1%	7 *%	7 *%	15 1%
DON'T USE THIS APP/ SITE	2744 98%	1004 97%	1525 99%	1491 99%	1105 98%

Columns Tested: a,b - c,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.

SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
INSTAGRAM	318	135	102	47	23	9	2	318	113	192	99	102	74	39	201	114	318
	11%	32%	20%	9%	5%	2%	*%	11%	8%	14%	13%	13%	12%	7%	13%	10%	11%
		bcdefg	cdefg	def	f	f		def		h	m	m	m		mo		m
FACEBOOK	155	17	40	49	24	17	7	155	62	88	42	42	36	34	84	70	155
	6%	4%	8%	10%	5%	4%	2%	6%	5%	6%	5%	5%	6%	6%	5%	6%	6%
		f	aef	adefg	f			f									
TIKTOK	128	75	37	10	4	1	1	128	59	62	44	34	23	22	78	46	128
	5%	18%	7%	2%	1%	*%	*%	5%	4%	4%	6%	4%	4%	4%	5%	4%	5%
		bcdefg	cdefg	ef				cdef									
YOUTUBE	116	60	29	13	10	5	1	116	71	39	44	31	25	14	75	39	116
	4%	14%	6%	3%	2%	1%	*%	4%	5%	3%	6%	4%	4%	2%	5%	3%	4%
		bcdefg	cdef	f	f			ef	i		mo				m		
TWITTER	76	27	18	16	11	3	1	76	33	36	25	33	14	3	59	17	76
	3%	6%	4%	3%	2%	1%	*%	3%	2%	3%	3%	4%	2%	1%	4%	1%	3%
		defg	ef	ef	f			ef			mo	mo	m		mo		mo
SNAPCHAT	67	40	21	4	1	*	*	67	36	23	20	23	15	8	43	23	67
	2%	9%	4%	1%	*%	*%	*%	2%	3%	2%	3%	3%	3%	1%	3%	2%	2%
		bcdefg	cdef					def									
REDDIT	21	6	10	1	2	-	2	21	17	3	10	5	5	1	15	6	21
	1%	1%	2%	*%	*%	-%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		ce	cdefg						i		m						
TWITCH	20	8	8	*	2	-	1	20	16	3	5	7	6	2	12	8	20
	1%	2%	2%	*%	*%	-%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		cefg	cef						i								
PINTEREST	18	9	5	*	2	1	1	18	7	11	11	4	1	2	15	3	18
	1%	2%	1%	*%	*%	*%	*%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%
		cefg									mo						
LINKEDIN	10	3	3	-	3	*	1	10	8	3	7	-	3	-	7	3	10
	*%	1%	1%	-%	1%	*%	*%	*%	1%	*%	1%	-%	1%	-%	*%	*%	*%
											km						

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
TUMBLR	7 *% f	4 1% f	3 1%	- -%	- -%	- -%	- -%	7 *%	5 *%	2 *%	1 *%	2 *%	5 1% mn	- -%	2 *%	5 *%	7 *%
ONLYFANS	5 *%	2 *%	3 1%	- -%	- -%	- -%	1 *%	5 *%	3 *%	2 *%	2 *%	- -%	2 *%	* *%	2 *%	3 *%	5 *%
DAILYMOTION	5 *%	- -%	5 1% fg	- -%	- -%	- -%	- -%	5 *%	2 *%	4 *%	3 *%	- -%	2 *%	- -%	3 *%	2 *%	5 *%
VIMEO	5 *%	1 *%	3 1%	- -%	1 *%	- -%	- -%	5 *%	2 *%	3 *%	3 *%	- -%	2 *%	- -%	3 *%	2 *%	5 *%
BEREAL	5 *%	3 1%	1 *%	1 *%	1 *%	- -%	- -%	5 *%	4 *%	1 *%	2 *%	3 *%	1 *%	- -%	4 *%	1 *%	5 *%
YOUNOW	5 *%	2 *%	1 *%	2 *%	- -%	- -%	- -%	5 *%	4 *%	1 *%	2 *%	* *%	- -%	- -%	3 *%	- -%	5 *%
YUBO	3 *%	1 *%	2 *%	- -%	- -%	- -%	- -%	3 *%	3 *%	* *%	2 *%	1 *%	- -%	- -%	3 *%	- -%	3 *%
BITCHUTE	2 *%	* *%	1 *%	- -%	- -%	- -%	- -%	2 *%	1 *%	* *%	1 *%	- -%	- -%	* *%	1 *%	* *%	2 *%
ANY OF THESE	595 21%	226 53% bcdefg	164 33% cdefg	108 22% def	59 11% ef	28 7% f	10 2% f	595 21% def	268 20%	304 21%	197 25% mop	175 22% m	125 21% m	89 15%	372 24% mo	214 18%	595 21% mo
NONE OF THESE	2205 79%	202 47%	336 67% a	392 78% ab	455 89% abcg	400 93% abcdg	418 98% abcdeg	2205 79% ab	1076 80%	1110 79%	579 75%	623 78%	484 79%	494 85% jklmp	1202 76%	978 82% jnp	2205 79% j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
INSTAGRAM	318	276	21	15	6	318	289	29	47	271	40	142	133	318	80	114	58
	11%	12%	9%	11%	8%	11%	12%	7%	10%	12%	6%	11%	17%	11%	15%	10%	9%
							g					j	jkm	j	op		
FACEBOOK	155	137	8	6	3	155	128	27	16	139	20	58	75	155	34	70	32
	6%	6%	3%	4%	4%	6%	5%	7%	3%	6%	3%	5%	10%	6%	6%	6%	5%
													jkm	j			
TIKTOK	128	110	11	6	1	128	122	6	20	108	21	76	31	128	43	30	18
	5%	5%	4%	4%	2%	5%	5%	1%	4%	5%	3%	6%	4%	5%	8%	3%	3%
		d				d	g					j			op		
YOUTUBE	116	94	9	11	3	116	104	12	11	106	21	56	38	116	26	40	23
	4%	4%	4%	8%	4%	4%	4%	3%	2%	5%	3%	4%	5%	4%	5%	4%	4%
				ae													
TWITTER	76	62	8	4	2	76	72	4	2	74	3	32	41	76	15	31	17
	3%	3%	3%	3%	2%	3%	3%	1%	*	3%	*	3%	5%	3%	3%	3%	3%
							g			h		j	jkm	j			
SNAPCHAT	67	59	4	4	1	67	66	1	20	47	13	35	19	67	27	16	6
	2%	3%	1%	3%	1%	2%	3%	*	4%	2%	2%	3%	2%	2%	5%	1%	1%
							g		i						op		
REDDIT	21	14	6	*	1	21	19	2	1	20	*	9	12	21	1	9	5
	1%	1%	2%	*%	1%	1%	1%	*%	*%	1%	*%	1%	2%	1%	*%	1%	1%
			ae										j				
TWITCH	20	16	3	-	1	20	18	1	-	20	4	5	10	20	1	9	1
	1%	1%	1%	-%	1%	1%	1%	*%	-%	1%	1%	*%	1%	1%	*%	1%	*%
													k				
PINTEREST	18	15	3	-	-	18	18	*	3	15	3	5	9	18	4	6	4
	1%	1%	1%	-%	-%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%	1%
LINKEDIN	10	10	-	-	*	10	10	*	-	10	1	5	4	10	1	7	1
	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	1%	*%	*%	1%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
TUMBLR	7 *%	7 *%	1 *%	- -%	- -%	7 *%	7 *%	- -%	- -%	7 *%	- -%	3 *%	4 1%	7 *%	5 1%	2 *%	1 *%
ONLYFANS	5 *%	4 *%	- -%	1 *%	* *%	5 *%	5 *%	* *%	- -%	5 *%	* *%	1 *%	4 1%	5 *%	- -%	4 *%	- -%
DAILYMOTION	5 *%	5 *%	- -%	* *%	- -%	5 *%	5 *%	- -%	- -%	5 *%	- -%	2 *%	3 *%	5 *%	- -%	4 *%	* *%
VIMEO	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	- -%	5 *%	1 *%	1 *%	3 *%	5 *%	- -%	2 *%	1 *%
BEREAL	5 *%	4 *%	- -%	1 *%	- -%	5 *%	5 *%	- -%	3 1%	2 *%	4 1%	- -%	1 *%	5 *%	- -%	3 *%	1 *%
YOUNOW	5 *%	4 *%	* *%	- -%	- -%	5 *%	5 *%	- -%	- -%	5 *%	3 *%	- -%	2 *%	5 *%	* *%	- -%	1 *%
YUBO	3 *%	3 *%	* *%	- -%	- -%	3 *%	3 *%	- -%	* *%	3 *%	- -%	* *%	3 *%	3 *%	* *%	- -%	- -%
BITCHUTE	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	* *%	1 *%	2 *%	- -%	- -%	- -%
ANY OF THESE	595 21%	503 21%	47 19%	32 23%	14 18%	595 21%	534 22%	61 16%	81 17%	514 22%	97 13%	266 21%	228 29%	595 21%	158 29%	210 19%	111 17%
NONE OF THESE	2205 79%	1840 79%	197 81%	105 77%	62 82%	2205 79%	1874 78%	331 84%	386 83%	1819 78%	628 87%	997 79%	546 71%	2205 79%	387 71%	905 81%	528 83%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
INSTAGRAM	318	162	132	154	140
	11%	16%	9%	10%	12%
		b			
FACEBOOK	155	69	74	61	83
	6%	7%	5%	4%	7%
					c
TIKTOK	128	79	33	45	64
	5%	8%	2%	3%	6%
		b			c
YOUTUBE	116	62	47	65	40
	4%	6%	3%	4%	4%
		b			
TWITTER	76	43	32	43	30
	3%	4%	2%	3%	3%
		b			
SNAPCHAT	67	34	24	15	42
	2%	3%	2%	1%	4%
		b			c
REDDIT	21	9	8	8	9
	1%	1%	1%	1%	1%
TWITCH	20	12	6	7	10
	1%	1%	*%	*%	1%
PINTEREST	18	11	5	13	3
	1%	1%	*%	1%	*%
LINKEDIN	10	1	7	1	8
	*%	*%	*%	*%	1%
					c

Columns Tested: a,b - c,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.

SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
TUMBLR	7 *%	2 *%	6 *%	6 *%	2 *%
ONLYFANS	5 *%	1 *%	3 *%	2 *%	2 *%
DAILYMOTION	5 *%	* *%	4 *%	- -%	4 *%
VIMEO	5 *%	- -%	4 *%	1 *%	2 *%
BEREAL	5 *%	4 *%	- -%	1 *%	3 *%
YOUNOW	5 *%	3 *%	1 *%	2 *%	- -%
YUBO	3 *%	* *%	1 *%	* *%	- -%
BITCHUTE	2 *%	- -%	* *%	- -%	- -%
ANY OF THESE	595 21%	305 29%	243 16%	271 18%	272 24%
NONE OF THESE	2205 79%	733 71%	1298 84%	1242 82%	861 76%

Columns Tested: a,b - c,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.

SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	585	221	143	107	55	38	21	585	242	323	181	176	103	116	357	219	585
Effective Weighted Sample	397	145	100	76	42	26	17	397	165	220	132	118	71	73	250	140	397
Total	595	226	164	108	59	28	10	595	268	304	197	175	125	89	372	214	595
INSTAGRAM	318	135	102	47	**	**	**	318	113	192	99	102	74	39	201	114	318
	53%	60%	62%	44%	**	**	**	53%	42%	63%	50%	58%	59%	44%	54%	53%	53%
		c	c							h							
FACEBOOK	155	17	40	49	**	**	**	155	62	88	42	42	36	34	84	70	155
	26%	8%	25%	46%	**	**	**	26%	23%	29%	21%	24%	29%	38%	23%	33%	26%
			a	abg				a						jknp		jn	
TIKTOK	128	75	37	10	**	**	**	128	59	62	44	34	23	22	78	46	128
	21%	33%	22%	9%	**	**	**	21%	22%	20%	22%	19%	19%	25%	21%	21%	21%
		cg	c					c									
YOUTUBE	116	60	29	13	**	**	**	116	71	39	44	31	25	14	75	39	116
	20%	26%	17%	12%	**	**	**	20%	26%	13%	22%	18%	20%	16%	20%	18%	20%
		c							i								
TWITTER	76	27	18	16	**	**	**	76	33	36	25	33	14	3	59	17	76
	13%	12%	11%	15%	**	**	**	13%	12%	12%	13%	19%	11%	4%	16%	8%	13%
											m	mo			mo		m
SNAPCHAT	67	40	21	4	**	**	**	67	36	23	20	23	15	8	43	23	67
	11%	18%	13%	4%	**	**	**	11%	13%	8%	10%	13%	12%	9%	12%	11%	11%
		c	c														
REDDIT	21	6	10	1	**	**	**	21	17	3	10	5	5	1	15	6	21
	3%	3%	6%	1%	**	**	**	3%	6%	1%	5%	3%	4%	1%	4%	3%	3%
									i								
TWITCH	20	8	8	*	**	**	**	20	16	3	5	7	6	2	12	8	20
	3%	4%	5%	*%	**	**	**	3%	6%	1%	3%	4%	5%	2%	3%	4%	3%
									i								
PINTEREST	18	9	5	*	**	**	**	18	7	11	11	4	1	2	15	3	18
	3%	4%	3%	*%	**	**	**	3%	3%	4%	6%	2%	1%	2%	4%	1%	3%
LINKEDIN	10	3	3	-	**	**	**	10	8	3	7	-	3	-	7	3	10
	2%	1%	2%	-%	**	**	**	2%	3%	1%	4%	-%	3%	-%	2%	2%	2%
											k						

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	585	221	143	107	55	38	21	585	242	323	181	176	103	116	357	219	585
Effective Weighted Sample	397	145	100	76	42	26	17	397	165	220	132	118	71	73	250	140	397
Total	595	226	164	108	59	28	10	595	268	304	197	175	125	89	372	214	595
TUMBLR	7 1%	4 2%	3 2%	- -%	** **	** **	** **	7 1%	5 2%	2 1%	1 *%	2 1%	5 4%	- -%	2 1%	5 2%	7 1%
ONLYFANS	5 1%	2 1%	3 2%	- -%	** **	** **	** **	5 1%	3 1%	2 1%	2 1%	- -%	2 2%	* *%	2 1%	3 1%	5 1%
DAILYMOTION	5 1%	- -%	5 3%	- -%	** **	** **	** **	5 1%	2 1%	4 1%	3 2%	- -%	2 2%	- -%	3 1%	2 1%	5 1%
VIMEO	5 1%	1 *%	3 2%	- -%	** **	** **	** **	5 1%	2 1%	3 1%	3 2%	- -%	2 2%	- -%	3 1%	2 1%	5 1%
BEREAL	5 1%	3 1%	1 1%	1 1%	** **	** **	** **	5 1%	4 1%	1 *%	2 1%	3 2%	1 *%	- -%	4 1%	1 *%	5 1%
YOUNOW	5 1%	2 1%	1 1%	2 2%	** **	** **	** **	5 1%	4 1%	1 *%	2 1%	* *%	- -%	- -%	3 1%	- -%	5 1%
YUBO	3 1%	1 *%	2 1%	- -%	** **	** **	** **	3 1%	3 1%	* *%	2 1%	1 *%	- -%	- -%	3 1%	- -%	3 1%
BITCHUTE	2 *%	* *%	1 1%	- -%	** **	** **	** **	2 *%	1 *%	* *%	1 1%	- -%	- -%	* *%	1 *%	* *%	2 *%
ANY OF THESE	595 100%	226 100%	164 100%	108 100%	** **	** **	** **	595 100%	268 100%	304 100%	197 100%	175 100%	125 100%	89 100%	372 100%	214 100%	595 100%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION				N ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	n	o	p
Unweighted total	585	421	53	57	54	585	515	70	76	509	83	258	241	585	132	201	123
Effective Weighted Sample	397	316	39	32	43	397	350	48	49	348	53	173	173	397	94	136	86
Total	595	503	47	32	14	595	534	61	81	514	97	266	228	595	158	210	111
INSTAGRAM	318	276	**	**	**	318	289	**	**	271	**	142	133	318	80	114	58
	53%	55%	**	**	**	53%	54%	**	**	53%	**	53%	58%	53%	51%	54%	52%
FACEBOOK	155	137	**	**	**	155	128	**	**	139	**	58	75	155	34	70	32
	26%	27%	**	**	**	26%	24%	**	**	27%	**	22%	33%	26%	22%	33%	29%
TIKTOK	128	110	**	**	**	128	122	**	**	108	**	76	31	128	43	30	18
	21%	22%	**	**	**	21%	23%	**	**	21%	**	28%	13%	21%	27%	14%	16%
YOUTUBE	116	94	**	**	**	116	104	**	**	106	**	56	38	116	26	40	23
	20%	19%	**	**	**	20%	20%	**	**	21%	**	21%	17%	20%	17%	19%	21%
TWITTER	76	62	**	**	**	76	72	**	**	74	**	32	41	76	15	31	17
	13%	12%	**	**	**	13%	14%	**	**	14%	**	12%	18%	13%	10%	15%	15%
SNAPCHAT	67	59	**	**	**	67	66	**	**	47	**	35	19	67	27	16	6
	11%	12%	**	**	**	11%	12%	**	**	9%	**	13%	8%	11%	17%	8%	5%
REDDIT	21	14	**	**	**	21	19	**	**	20	**	9	12	21	1	9	5
	3%	3%	**	**	**	3%	4%	**	**	4%	**	3%	5%	3%	1%	4%	4%
TWITCH	20	16	**	**	**	20	18	**	**	20	**	5	10	20	1	9	1
	3%	3%	**	**	**	3%	3%	**	**	4%	**	2%	5%	3%	1%	4%	1%
PINTEREST	18	15	**	**	**	18	18	**	**	15	**	5	9	18	4	6	4
	3%	3%	**	**	**	3%	3%	**	**	3%	**	2%	4%	3%	2%	3%	3%
LINKEDIN	10	10	**	**	**	10	10	**	**	10	**	5	4	10	1	7	1
	2%	2%	**	**	**	2%	2%	**	**	2%	**	2%	2%	2%	1%	3%	1%
TUMBLR	7	7	**	**	**	7	7	**	**	7	**	3	4	7	5	2	1
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	2%	1%	3%	1%	1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION				LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	n	o	p
Unweighted total	585	421	53	57	54	585	515	70	76	509	83	258	241	585	132	201	123
Effective Weighted Sample	397	316	39	32	43	397	350	48	49	348	53	173	173	397	94	136	86
Total	595	503	47	32	14	595	534	61	81	514	97	266	228	595	158	210	111
ONLYFANS	5 1%	4 1%	** **	** **	** **	5 1%	5 1%	** **	** **	5 1%	** **	1 *%	4 2%	5 1%	- -%	4 2%	- -%
DAILYMOTION	5 1%	5 1%	** **	** **	** **	5 1%	5 1%	** **	** **	5 1%	** **	2 1%	3 1%	5 1%	- -%	4 2%	* *%
VIMEO	5 1%	5 1%	** **	** **	** **	5 1%	5 1%	** **	** **	5 1%	** **	1 *%	3 1%	5 1%	- -%	2 1%	1 1%
BEREAL	5 1%	4 1%	** **	** **	** **	5 1%	5 1%	** **	** **	2 *%	** **	- -%	1 *%	5 1%	- -%	3 1%	1 1%
YOUNOW	5 1%	4 1%	** **	** **	** **	5 1%	5 1%	** **	** **	5 1%	** **	- -%	2 1%	5 1%	* *%	- -%	1 1%
YUBO	3 1%	3 1%	** **	** **	** **	3 1%	3 1%	** **	** **	3 1%	** **	* *%	3 1%	3 1%	* *%	- -%	- -%
BITCHUTE	2 *%	2 *%	** **	** **	** **	2 *%	2 *%	** **	** **	2 *%	** **	* *%	1 *%	2 *%	- -%	- -%	- -%
ANY OF THESE	595 100%	503 100%	** **	** **	** **	595 100%	534 100%	** **	** **	514 100%	** **	266 100%	228 100%	595 100%	158 100%	210 100%	111 100%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	585	288	246	325	197
Effective Weighted Sample	397	201	167	210	154
Total	595	305	243	271	272
INSTAGRAM	318 53%	162 53%	132 54%	154 57%	140 52%
FACEBOOK	155 26%	69 23%	74 30%	61 23%	83 31%
TIKTOK	128 21%	79 26%	33 13%	45 16%	64 23%
YOUTUBE	116 20%	62 20%	47 20%	65 24%	40 15%
TWITTER	76 13%	43 14%	32 13%	43 16%	30 11%
SNAPCHAT	67 11%	34 11%	24 10%	15 6%	42 16%
REDDIT	21 3%	9 3%	8 3%	8 3%	9 3%
TWITCH	20 3%	12 4%	6 3%	7 3%	10 4%
PINTEREST	18 3%	11 4%	5 2%	13 5%	3 1%
LINKEDIN	10 2%	1 *%	7 3%	1 1%	8 3%

Columns Tested: a,b - c,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.

SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	585	288	246	325	197
Effective Weighted Sample	397	201	167	210	154
Total	595	305	243	271	272
TUMBLR	7 1%	2 1%	6 2%	6 2%	2 1%
ONLYFANS	5 1%	1 *%	3 1%	2 1%	2 1%
DAILYMOTION	5 1%	* *%	4 1%	- -%	4 1%
VIMEO	5 1%	- -%	4 2%	1 *%	2 1%
BEREAL	5 1%	4 1%	- -%	1 *%	3 1%
YOUNOW	5 1%	3 1%	1 *%	2 1%	- -%
YUBO	3 1%	* *%	1 *%	* *%	- -%
BITCHUTE	2 *%	- -%	* *%	- -%	- -%
ANY OF THESE	595 100%	305 100%	243 100%	271 100%	272 100%

Columns Tested: a,b - c,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.

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	25	5	9	5	2	3	1	25	17	8	9	5	5	6	14	11	25
Effective Weighted Sample	16	3	8	4	2	3	1	16	11	6	8	4	4	5	11	6	16
Total	29	4	13	9	1	1	*	29	22	7	12	4	10	3	17	13	29
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	25	20	2	2	1	25	21	4	6	19	6	9	10	25	6	10	2
Effective Weighted Sample	16	14	2	2	1	16	14	3	4	14	4	5	8	16	4	7	1
Total	29	26	2	1	*	29	26	4	10	20	5	12	12	29	9	12	2
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	25	12	11	9	10
Effective Weighted Sample	16	8	8	6	8
Total	29	16	12	6	19
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,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.

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	98	16	28	22	12	14	6	98	68	27	31	26	13	27	57	40	98
Effective Weighted Sample	67	12	22	16	7	8	4	67	47	18	22	19	11	16	41	26	67
Total	94	18	32	17	11	11	5	94	64	27	33	27	18	16	60	34	94
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	98	76	5	6	11	98	87	11	5	93	9	35	54	98	17	37	26
Effective Weighted Sample	67	58	4	5	10	67	59	8	3	64	6	23	41	67	13	27	17
Total	94	86	4	2	2	94	83	11	4	91	12	27	55	94	22	36	24
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	98	47	49	57	31
Effective Weighted Sample	67	33	33	35	27
Total	94	51	41	45	43
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,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.

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2367	299	381	464	373	416	434	2367	1029	1318	625	635	446	639	1260	1085	2367
Effective Weighted Sample	1521	194	259	324	260	251	257	1521	662	847	415	412	300	407	827	679	1521
Total	2155	286	418	433	397	341	280	2155	961	1174	584	599	496	452	1184	947	2155
USE ONE PROFILE	1785	197	334	361	352	305	235	1785	764	1007	464	499	429	373	963	802	1785
	83%	69%	80%	84%	89%	90%	84%	83%	80%	86%	79%	83%	87%	83%	81%	85%	83%
		a	a	abg	abcg	a	a		h			jn			j		
USE MORE THAN ONE PROFILE	155	17	40	49	24	17	7	155	62	88	42	42	36	34	84	70	155
	7%	6%	10%	11%	6%	5%	2%	7%	6%	7%	7%	7%	7%	7%	7%	7%	7%
		f	ef	defg	f		f										
DON'T KNOW HOW MANY PROFILES	9	-	3	2	-	-	4	9	4	4	3	1	-	4	4	4	9
	*%	-%	1%	*%	-%	-%	2%	*%	*%	*%	1%	*%	-%	1%	*%	*%	*%
							eg										
USE BUT DON'T HAVE A PROFILE	207	72	40	20	21	19	33	207	130	74	75	57	30	41	132	71	207
	10%	25%	10%	5%	5%	6%	12%	10%	13%	6%	13%	10%	6%	9%	11%	8%	10%
		bcdefg	c				cde	cde	i		lop				lo		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2367	1619	241	255	252	2367	2001	366	372	1995	517	1088	751	2367	478	982	552
Effective Weighted Sample	1521	1161	172	162	180	1521	1290	231	236	1289	324	680	514	1521	306	624	368
Total	2155	1777	196	118	63	2155	1844	311	377	1779	482	986	677	2155	460	878	481
USE ONE PROFILE	1785	1467	163	99	55	1785	1528	257	323	1462	383	826	569	1785	362	736	419
	83%	83%	83%	84%	87%	83%	83%	83%	86%	82%	80%	84%	84%	83%	79%	84%	87%
USE MORE THAN ONE PROFILE	155	137	8	6	3	155	128	27	16	139	20	58	75	155	34	70	32
	7%	8%	4%	5%	5%	7%	7%	9%	4%	8%	4%	6%	11%	7%	7%	8%	7%
										h			jkm	j			
DON'T KNOW HOW MANY PROFILES	9	9	-	*	1	9	7	3	3	7	3	7	-	9	3	3	*
	*%	*%	-%	*%	1%	*%	*%	1%	1%	*%	1%	1%	-%	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	207	165	25	13	4	207	182	24	36	171	76	95	32	207	60	69	30
	10%	9%	13%	11%	7%	10%	10%	8%	10%	10%	16%	10%	5%	10%	13%	8%	6%
											klm	l		l	op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2367	939	1280	1484	762
Effective Weighted Sample	1521	608	826	920	570
Total	2155	824	1181	1086	971
USE ONE PROFILE	1785	642	1025	927	792
	83%	78%	87%	85%	82%
			a		
USE MORE THAN ONE PROFILE	155	69	74	61	83
	7%	8%	6%	6%	9%
				c	
DON'T KNOW HOW MANY PROFILES	9	4	2	4	3
	*%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	207	108	80	94	92
	10%	13%	7%	9%	9%
		b			

Columns Tested: a,b - c,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.

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1644	403	372	346	237	179	107	1644	649	968	459	503	307	355	962	662	1644
Effective Weighted Sample	1092	262	254	242	171	111	68	1092	428	647	324	332	206	232	656	424	1092
Total	1591	393	412	318	255	150	63	1591	647	915	456	495	350	273	951	623	1591
USE ONE PROFILE	1022	200	260	224	185	107	46	1022	408	605	273	328	219	189	601	408	1022
	64%	51%	63%	70%	72%	72%	73%	64%	63%	66%	60%	66%	63%	69%	63%	66%	64%
		a	a	abg	a	a	a	a					j				
USE MORE THAN ONE PROFILE	318	135	102	47	23	9	2	318	113	192	99	102	74	39	201	114	318
	20%	34%	25%	15%	9%	6%	3%	20%	17%	21%	22%	21%	21%	14%	21%	18%	20%
		bcdefg	cdef	ef				def			m				m		m
DON'T KNOW HOW MANY PROFILES	16	6	2	2	2	2	2	16	9	7	2	3	8	2	5	11	16
	1%	1%	1%	*%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
													n				
USE BUT DON'T HAVE A PROFILE	236	52	47	46	45	32	13	236	117	112	81	63	49	42	144	91	236
	15%	13%	12%	14%	18%	22%	21%	15%	18%	12%	18%	13%	14%	15%	15%	15%	15%
						ab	b		i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1644	1139	161	162	182	1644	1448	196	266	1378	256	749	636	1644	327	597	391
Effective Weighted Sample	1092	848	119	110	128	1092	965	128	171	924	163	492	441	1092	219	391	272
Total	1591	1327	145	73	47	1591	1424	167	278	1314	271	730	587	1591	333	598	353
USE ONE PROFILE	1022	846	101	43	32	1022	903	119	171	851	152	476	394	1022	210	388	251
	64%	64%	70%	58%	70%	64%	63%	71%	62%	65%	56%	65%	67%	64%	63%	65%	71%
												j	j	j			
USE MORE THAN ONE PROFILE	318	276	21	15	6	318	289	29	47	271	40	142	133	318	80	114	58
	20%	21%	15%	20%	13%	20%	20%	17%	17%	21%	15%	19%	23%	20%	24%	19%	17%
		d											j		p		
DON'T KNOW HOW MANY PROFILES	16	15	-	1	-	16	14	2	5	10	6	8	2	16	5	-	2
	1%	1%	-%	1%	-%	1%	1%	1%	2%	1%	2%	1%	*%	1%	2%	-%	1%
											l				o		
USE BUT DON'T HAVE A PROFILE	236	190	22	15	8	236	218	18	54	182	74	104	58	236	38	96	42
	15%	14%	15%	21%	17%	15%	15%	11%	20%	14%	27%	14%	10%	15%	11%	16%	12%
											klm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1644	640	860	899	612
Effective Weighted Sample	1092	425	581	570	462
Total	1591	609	835	695	789
USE ONE PROFILE	1022	347	581	447	533
	64%	57%	69%	64%	68%
			a		
USE MORE THAN ONE PROFILE	318	162	132	154	140
	20%	27%	16%	22%	18%
		b			
DON'T KNOW HOW MANY PROFILES	16	5	8	7	4
	1%	1%	1%	1%	*%
USE BUT DON'T HAVE A PROFILE	236	95	115	88	111
	15%	16%	14%	13%	14%

Columns Tested: a,b - c,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.

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents who use LinkedIn for social media

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 ~l	DE ~m	ABC1 n	C2DE ~o	ALL UK p
Significance Level: 95%																	
Unweighted total	446	55	84	94	84	64	65	446	231	212	194	152	57	42	346	99	446
Effective Weighted Sample	306	37	62	68	61	41	40	306	158	146	135	106	40	25	241	64	306
Total	406	49	87	88	90	52	40	406	215	187	181	136	60	27	318	87	406
USE ONE PROFILE	306	**	**	**	**	**	**	306	162	142	137	109	**	**	245	**	306
	75%	**	**	**	**	**	**	75%	75%	76%	75%	80%	**	**	77%	**	75%
USE MORE THAN ONE PROFILE	10	**	**	**	**	**	**	10	8	3	7	-	**	**	7	**	10
	3%	**	**	**	**	**	**	3%	4%	1%	4%	-%	**	**	2%	**	3%
											k						
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**	**	**	3	-	3	-	3	**	**	3	**	3
	1%	**	**	**	**	**	**	1%	-%	1%	-%	2%	**	**	1%	**	1%
USE BUT DON'T HAVE A PROFILE	87	**	**	**	**	**	**	87	46	40	38	25	**	**	63	**	87
	22%	**	**	**	**	**	**	22%	21%	21%	21%	18%	**	**	20%	**	22%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents who use LinkedIn for social media

	Total	NATION				N ALL UK e	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d		URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST ~n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	446	320	50	34	42	446	392	54	26	420	42	170	234	446	48	159	185
Effective Weighted Sample	306	242	38	30	39	306	269	37	16	292	31	112	165	306	31	108	132
Total	406	346	37	14	9	406	357	49	28	378	44	160	201	406	49	154	159
USE ONE PROFILE	306	257	**	**	**	306	263	**	**	292	**	116	160	306	**	108	139
	75%	74%	**	**	**	75%	74%	**	**	77%	**	72%	79%	75%	**	70%	87%
																	o
USE MORE THAN ONE PROFILE	10	10	**	**	**	10	10	**	**	10	**	5	4	10	**	7	1
	3%	3%	**	**	**	3%	3%	**	**	3%	**	3%	2%	3%	**	4%	1%
DON'T KNOW HOW MANY PROFILES	3	3	**	**	**	3	3	**	**	3	**	3	-	3	**	3	-
	1%	1%	**	**	**	1%	1%	**	**	1%	**	2%	-%	1%	**	2%	-%
USE BUT DON'T HAVE A PROFILE	87	76	**	**	**	87	81	**	**	73	**	37	38	87	**	37	19
	22%	22%	**	**	**	22%	23%	**	**	19%	**	23%	19%	22%	**	24%	12%
																	p

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents who use LinkedIn for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	446	154	270	282	146
Effective Weighted Sample	306	101	192	194	115
Total	406	139	242	203	190
USE ONE PROFILE	306	96	193	167	130
	75%	69%	80%	83%	69%
			a	d	
USE MORE THAN ONE PROFILE	10	1	7	1	8
	3%	*%	3%	1%	4%
					c
DON'T KNOW HOW MANY PROFILES	3	3	-	3	-
	1%	2%	-%	1%	-%
USE BUT DON'T HAVE A PROFILE	87	40	41	31	52
	22%	29%	17%	15%	27%
		b			c

Columns Tested: a,b - c,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.

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	62	18	22	12	6	3	1	62	50	10	20	14	16	12	34	28	62
Effective Weighted Sample	44	12	18	9	3	3	1	44	35	7	14	11	13	9	25	19	44
Total	62	18	30	8	5	1	1	62	51	10	18	17	21	6	35	27	62
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	62	38	10	9	5	62	53	9	6	56	8	19	35	62	13	30	6
Effective Weighted Sample	44	30	8	6	5	44	38	6	5	39	6	14	25	44	9	22	4
Total	62	47	8	6	1	62	53	9	7	55	10	21	31	62	14	30	4
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	62	33	22	30	23
Effective Weighted Sample	44	23	16	21	20
Total	62	32	21	20	34
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,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.

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents who use Pinterest for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	571	127	113	107	79	84	61	571	132	425	171	176	93	128	347	221	571
Effective Weighted Sample	369	81	76	74	55	52	38	369	83	277	120	115	59	81	234	134	369
Total	526	129	122	99	75	62	39	526	124	386	168	174	97	85	342	182	526
USE ONE PROFILE	277	70	63	59	**	**	**	277	55	212	82	102	**	38	184	92	277
	53%	54%	52%	59%	**	**	**	53%	44%	55%	49%	59%	**	45%	54%	51%	53%
												m					
USE MORE THAN ONE PROFILE	18	9	5	*	**	**	**	18	7	11	11	4	**	2	15	3	18
	3%	7%	4%	*%	**	**	**	3%	6%	3%	7%	2%	**	2%	4%	2%	3%
											o						
DON'T KNOW HOW MANY PROFILES	5	-	-	*	**	**	**	5	*	4	-	3	**	*	3	2	5
	1%	-%	-%	*%	**	**	**	1%	*%	1%	-%	2%	**	*%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	226	50	54	40	**	**	**	226	61	159	75	64	**	45	140	85	226
	43%	39%	44%	40%	**	**	**	43%	49%	41%	45%	37%	**	53%	41%	47%	43%
														k			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents who use Pinterest for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST	
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	n	o	p	
Unweighted total	571	387	59	56	69	571	494	77	69	502	62	237	272	571	137	202	130	
Effective Weighted Sample	369	283	43	46	50	369	321	49	38	333	38	148	186	369	89	130	90	
Total	526	436	51	22	17	526	461	65	66	460	55	228	242	526	140	187	116	
USE ONE PROFILE	277	224	**	**	**	277	243	**	**	248	**	114	145	277	70	103	64	
	53%	51%	**	**	**	53%	53%	**	**	54%	**	50%	60%	53%	50%	55%	55%	
USE MORE THAN ONE PROFILE	18	15	**	**	**	18	18	**	**	15	**	5	9	18	4	6	4	
	3%	3%	**	**	**	3%	4%	**	**	3%	**	2%	4%	3%	3%	3%	3%	
DON'T KNOW HOW MANY PROFILES	5	4	**	**	**	5	4	**	**	4	**	4	-	5	-	3	-	
	1%	1%	**	**	**	1%	1%	**	**	1%	**	2%	-%	1%	-%	2%	-%	
USE BUT DON'T HAVE A PROFILE	226	193	**	**	**	226	196	**	**	192	**	104	88	226	66	75	49	
	43%	44%	**	**	**	43%	42%	**	**	42%	**	46%	36%	43%	47%	40%	42%	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents who use Pinterest for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	571	253	279	339	199
Effective Weighted Sample	369	161	187	213	149
Total	526	225	264	251	254
USE ONE PROFILE	277	115	149	128	140
	53%	51%	57%	51%	55%
USE MORE THAN ONE PROFILE	18	11	5	13	3
	3%	5%	2%	5%	1%
				d	
DON'T KNOW HOW MANY PROFILES	5	3	1	4	-
	1%	1%	*%	2%	-%
USE BUT DON'T HAVE A PROFILE	226	97	109	105	111
	43%	43%	41%	42%	44%

Columns Tested: a,b - c,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.

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents who use Reddit for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	~e	~f	g	h	i	~j	~k	~l	~m	n	o	p
Unweighted total	304	101	94	58	31	14	6	304	187	109	94	99	58	51	193	109	304
Effective Weighted Sample	207	68	66	42	22	8	5	207	128	75	65	66	43	37	130	76	207
Total	291	103	93	46	33	13	3	291	190	94	96	93	66	35	190	100	291
USE ONE PROFILE	164	65	**	**	**	**	**	164	101	58	**	**	**	**	109	54	164
	56%	63%	**	**	**	**	**	56%	53%	61%	**	**	**	**	57%	54%	56%
USE MORE THAN ONE PROFILE	21	6	**	**	**	**	**	21	17	3	**	**	**	**	15	6	21
	7%	6%	**	**	**	**	**	7%	9%	4%	**	**	**	**	8%	6%	7%
USE BUT DON'T HAVE A PROFILE	106	31	**	**	**	**	**	106	72	33	**	**	**	**	66	40	106
	36%	30%	**	**	**	**	**	36%	38%	35%	**	**	**	**	35%	40%	36%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents who use Reddit for social media

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	~n	o	~p
Unweighted total	304	200	42	29	33	304	277	27	25	279	19	107	178	304	60	110	81
Effective Weighted Sample	207	153	34	20	29	207	191	16	17	190	12	74	122	207	42	75	54
Total	291	235	36	13	8	291	270	21	22	269	20	105	167	291	63	112	69
USE ONE PROFILE	164	130	**	**	**	164	152	**	**	153	**	53	102	164	**	62	**
	56%	56%	**	**	**	56%	56%	**	**	57%	**	50%	61%	56%	**	55%	**
USE MORE THAN ONE PROFILE	21	14	**	**	**	21	19	**	**	20	**	9	12	21	**	9	**
	7%	6%	**	**	**	7%	7%	**	**	7%	**	8%	7%	7%	**	8%	**
USE BUT DON'T HAVE A PROFILE	106	91	**	**	**	106	99	**	**	96	**	43	53	106	**	41	**
	36%	39%	**	**	**	36%	37%	**	**	36%	**	41%	32%	36%	**	37%	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents who use Reddit for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	304	138	146	187	98
Effective Weighted Sample	207	98	100	124	77
Total	291	127	145	146	130
USE ONE PROFILE	164	73	88	98	**
	56%	58%	60%	67%	**
USE MORE THAN ONE PROFILE	21	9	8	8	**
	7%	7%	6%	6%	**
USE BUT DON'T HAVE A PROFILE	106	44	49	40	**
	36%	35%	34%	27%	**

Columns Tested: a,b - c,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.

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	895	373	237	152	80	34	19	895	362	513	230	269	166	210	499	376	895
Effective Weighted Sample	595	246	159	103	59	22	13	595	241	341	163	172	116	137	336	246	595
Total	912	374	263	137	100	28	11	912	390	496	257	264	201	169	521	370	912
USE ONE PROFILE	653	263	198	92	**	**	**	653	253	385	174	187	148	130	361	278	653
	72%	70%	76%	67%	**	**	**	72%	65%	78%	68%	71%	74%	77%	69%	75%	72%
USE MORE THAN ONE PROFILE	67	40	21	4	**	**	**	67	36	23	20	23	15	8	43	23	67
	7%	11%	8%	3%	**	**	**	7%	9%	5%	8%	9%	8%	5%	8%	6%	7%
DON'T KNOW HOW MANY PROFILES	13	9	2	2	**	**	**	13	9	4	2	4	3	2	7	4	13
	1%	2%	1%	1%	**	**	**	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	179	62	41	39	**	**	**	179	93	83	60	51	36	29	111	65	179
	20%	17%	16%	28%	**	**	**	20%	24%	17%	23%	19%	18%	17%	21%	18%	20%

abg

i

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	d	e	f	~g	h	i	j	k	l	m	n	o	p
Unweighted total	895	604	91	82	118	895	808	87	174	721	149	412	333	895	208	286	181
Effective Weighted Sample	595	457	68	62	86	595	541	55	113	484	94	276	231	595	139	194	126
Total	912	759	83	40	30	912	841	71	193	719	171	431	310	912	228	298	169
USE ONE PROFILE	653	537	**	**	24	653	593	**	124	529	94	308	250	653	142	229	136
	72%	71%	**	**	79%	72%	71%	**	64%	74%	55%	72%	81%	72%	62%	77%	80%
										h		j	l	j		n	n
USE MORE THAN ONE PROFILE	67	59	**	**	1	67	66	**	20	47	13	35	19	67	27	16	6
	7%	8%	**	**	3%	7%	8%	**	11%	7%	8%	8%	6%	7%	12%	5%	3%
															op		
DON'T KNOW HOW MANY PROFILES	13	12	**	**	*	13	13	**	4	9	7	4	3	13	3	3	2
	1%	2%	**	**	1%	1%	2%	**	2%	1%	4%	1%	1%	1%	1%	1%	1%
											k						
USE BUT DON'T HAVE A PROFILE	179	150	**	**	5	179	169	**	45	135	57	84	38	179	55	50	26
	20%	20%	**	**	17%	20%	20%	**	23%	19%	33%	19%	12%	20%	24%	17%	15%
											klm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	895	374	431	458	344
Effective Weighted Sample	595	248	296	290	256
Total	912	388	425	374	454
USE ONE PROFILE	653	258	330	291	320
	72%	67%	78%	78%	70%
			a	d	
USE MORE THAN ONE PROFILE	67	34	24	15	42
	7%	9%	6%	4%	9%
					c
DON'T KNOW HOW MANY PROFILES	13	9	2	3	6
	1%	2%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	179	87	69	65	87
	20%	22%	16%	17%	19%

Columns Tested: a,b - c,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.

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1166	370	283	248	134	98	33	1166	503	643	293	341	234	277	634	511	1166
Effective Weighted Sample	779	239	195	172	97	64	21	779	341	425	214	221	159	181	435	330	779
Total	1166	367	316	228	150	87	18	1166	524	619	311	341	271	220	652	492	1166
USE ONE PROFILE	669	213	205	126	75	**	**	669	285	374	184	190	165	119	373	284	669
	57%	58%	65%	55%	50%	**	**	57%	54%	61%	59%	56%	61%	54%	57%	58%	57%
			d														
USE MORE THAN ONE PROFILE	128	75	37	10	4	**	**	128	59	62	44	34	23	22	78	46	128
	11%	21%	12%	4%	3%	**	**	11%	11%	10%	14%	10%	9%	10%	12%	9%	11%
		bcdg	cd					cd									
DON'T KNOW HOW MANY PROFILES	8	4	2	-	-	**	**	8	4	5	-	2	-	4	2	4	8
	1%	1%	1%	-%	-%	**	**	1%	1%	1%	-%	1%	-%	2%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	361	74	73	93	71	**	**	361	176	178	83	114	83	75	198	158	361
	31%	20%	23%	41%	48%	**	**	31%	34%	29%	27%	34%	31%	34%	30%	32%	31%
			abg	abg				ab									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1166	795	112	125	134	1166	1050	116	205	961	180	547	438	1166	273	410	229
Effective Weighted Sample	779	597	84	81	95	779	706	76	131	651	120	360	310	779	184	275	162
Total	1166	964	103	64	35	1166	1075	92	224	942	212	558	396	1166	296	416	218
USE ONE PROFILE	669	549	66	32	21	669	613	56	113	556	86	312	271	669	161	245	145
	57%	57%	64%	50%	61%	57%	57%	62%	50%	59%	41%	56%	69%	57%	54%	59%	66%
												j	jkm	j			n
USE MORE THAN ONE PROFILE	128	110	11	6	1	128	122	6	20	108	21	76	31	128	43	30	18
	11%	11%	10%	9%	3%	11%	11%	6%	9%	11%	10%	14%	8%	11%	15%	7%	8%
		d				d						l			o		
DON'T KNOW HOW MANY PROFILES	8	8	-	-	-	8	8	-	5	4	7	1	-	8	-	1	2
	1%	1%	-%	-%	-%	1%	1%	-%	2%	*%	3%	*%	-%	1%	-%	*%	1%
									i		klm						
USE BUT DON'T HAVE A PROFILE	361	296	26	26	12	361	332	29	87	275	97	169	94	361	92	139	53
	31%	31%	26%	41%	35%	31%	31%	32%	39%	29%	46%	30%	24%	31%	31%	33%	24%
			b						i		klm			l		p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1166	497	559	579	478
Effective Weighted Sample	779	336	376	364	360
Total	1166	500	549	462	615
USE ONE PROFILE	669	272	338	281	361
	57%	54%	62%	61%	59%
USE MORE THAN ONE PROFILE	128	79	33	45	64
	11%	16%	6%	10%	10%
		b			
DON'T KNOW HOW MANY PROFILES	8	4	2	4	-
	1%	1%	*%	1%	-%
USE BUT DON'T HAVE A PROFILE	361	146	175	133	190
	31%	29%	32%	29%	31%

Columns Tested: a,b - c,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.

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents who use Tumblr for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	77	28	21	15	6	6	1	77	37	35	25	22	16	13	47	29	77
Effective Weighted Sample	51	17	16	10	4	4	1	51	23	24	19	16	10	7	34	16	51
Total	78	26	24	16	5	6	*	78	39	35	24	23	21	8	47	29	78
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents who use Tumblr for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	77	53	11	5	8	77	71	6	8	69	6	22	49	77	13	32	17
Effective Weighted Sample	51	38	8	5	7	51	47	4	5	47	4	12	35	51	8	21	13
Total	78	63	11	2	2	78	73	5	10	68	6	20	52	78	15	34	18
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents who use Tumblr for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	77	43	30	45	23
Effective Weighted Sample	51	28	20	27	18
Total	78	38	37	38	33
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,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.

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	~e	~f	g	h	~i	j	~k	~l	~m	n	o	p
Unweighted total	333	142	93	58	26	7	7	333	248	75	105	98	52	73	203	125	333
Effective Weighted Sample	222	93	66	39	17	5	5	222	164	53	74	64	38	43	138	81	222
Total	342	149	97	58	25	9	4	342	265	67	110	97	68	64	207	132	342
USE ONE PROFILE	162	64	**	**	**	**	**	162	133	**	52	**	**	**	104	57	162
	47%	43%	**	**	**	**	**	47%	50%	**	47%	**	**	**	50%	43%	47%
USE MORE THAN ONE PROFILE	20	8	**	**	**	**	**	20	16	**	5	**	**	**	12	8	20
	6%	6%	**	**	**	**	**	6%	6%	**	5%	**	**	**	6%	6%	6%
DON'T KNOW HOW MANY PROFILES	3	3	**	**	**	**	**	3	2	**	-	**	**	**	3	-	3
	1%	2%	**	**	**	**	**	1%	1%	**	-%	**	**	**	1%	-%	1%
USE BUT DON'T HAVE A PROFILE	158	74	**	**	**	**	**	158	113	**	53	**	**	**	89	67	158
	46%	50%	**	**	**	**	**	46%	43%	**	48%	**	**	**	43%	51%	46%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST	
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	~n	o	~p	
Unweighted total	333	225	43	33	32	333	305	28	33	300	54	140	139	333	78	109	67	
Effective Weighted Sample	222	168	31	28	23	222	205	20	20	203	34	93	99	222	50	76	47	
Total	342	278	42	14	8	342	323	19	34	308	63	149	130	342	89	115	65	
USE ONE PROFILE	162	133	**	**	**	162	154	**	**	147	**	72	68	162	**	56	**	
	47%	48%	**	**	**	47%	48%	**	**	48%	**	48%	52%	47%	**	48%	**	
USE MORE THAN ONE PROFILE	20	16	**	**	**	20	18	**	**	20	**	5	10	20	**	9	**	
	6%	6%	**	**	**	6%	6%	**	**	6%	**	3%	8%	6%	**	8%	**	
DON'T KNOW HOW MANY PROFILES	3	3	**	**	**	3	3	**	**	2	**	*	-	3	**	-	**	
	1%	1%	**	**	**	1%	1%	**	**	1%	**	*%	-%	1%	**	-%	**	
USE BUT DON'T HAVE A PROFILE	158	126	**	**	**	158	148	**	**	139	**	71	52	158	**	50	**	
	46%	45%	**	**	**	46%	46%	**	**	45%	**	48%	40%	46%	**	44%	**	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	333	156	141	185	105
Effective Weighted Sample	222	108	94	118	86
Total	342	168	139	143	162
USE ONE PROFILE	162	72	79	81	67
	47%	43%	57%	56%	41%
			a	d	
USE MORE THAN ONE PROFILE	20	12	6	7	10
	6%	7%	4%	5%	6%
DON'T KNOW HOW MANY PROFILES	3	2	-	-	-
	1%	1%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	158	82	53	56	85
	46%	49%	38%	39%	52%

Columns Tested: a,b - c,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.

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER

Base : All respondents who use Twitter for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1013	204	199	197	161	152	100	1013	509	490	301	319	169	217	620	386	1013
Effective Weighted Sample	672	131	136	138	113	100	67	672	339	324	204	210	120	140	414	253	672
Total	913	199	197	176	168	112	61	913	471	426	274	284	191	159	559	350	913
USE ONE PROFILE	643	120	144	118	126	93	42	643	331	309	188	192	141	117	381	258	643
	70%	60%	73%	67%	75%	83%	69%	70%	70%	72%	69%	68%	74%	74%	68%	74%	70%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
USE MORE THAN ONE PROFILE	76	27	18	16	11	3	1	76	33	36	25	33	14	3	59	17	76
	8%	14%	9%	9%	6%	3%	1%	8%	7%	8%	9%	12%	8%	2%	11%	5%	8%
		ef	f	f	f	acfg	f	f	m	mo	m	mo	m	mo	m	m	m
DON'T KNOW HOW MANY PROFILES	7	1	1	2	-	-	3	7	1	6	2	5	-	*	7	*	7
	1%	1%	*%	1%	-%	-%	4%	1%	*%	1%	1%	2%	-%	*%	1%	*%	1%
							deg										
USE BUT DON'T HAVE A PROFILE	187	50	34	40	31	16	16	187	106	76	59	53	35	38	113	74	187
	20%	25%	17%	22%	19%	14%	26%	20%	22%	18%	22%	19%	19%	24%	20%	21%	20%
		e															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER

Base : All respondents who use Twitter for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1013	688	110	105	110	1013	887	126	105	908	120	446	444	1013	182	394	279
Effective Weighted Sample	672	511	82	69	95	672	592	82	67	606	77	289	308	672	119	265	189
Total	913	752	88	48	25	913	818	94	102	811	123	398	389	913	181	355	241
USE ONE PROFILE	643	524	66	34	19	643	573	70	68	575	68	282	291	643	118	267	181
	70%	70%	75%	72%	76%	70%	70%	75%	66%	71%	55%	71%	75%	70%	65%	75%	75%
												j	j	j		n	
USE MORE THAN ONE PROFILE	76	62	8	4	2	76	72	4	2	74	3	32	41	76	15	31	17
	8%	8%	9%	9%	6%	8%	9%	4%	2%	9%	3%	8%	10%	8%	8%	9%	7%
										h			j				
DON'T KNOW HOW MANY PROFILES	7	7	-	-	-	7	7	-	1	6	*	5	2	7	-	5	1
	1%	1%	-%	-%	-%	1%	1%	-%	1%	1%	*%	1%	*%	1%	-%	1%	*%
USE BUT DON'T HAVE A PROFILE	187	160	13	9	4	187	166	20	32	155	52	79	56	187	48	51	42
	20%	21%	15%	19%	18%	20%	20%	22%	31%	19%	42%	20%	14%	20%	27%	14%	18%
									i		klm			l	o		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER

Base : All respondents who use Twitter for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1013	403	543	641	318
Effective Weighted Sample	672	267	368	414	244
Total	913	357	487	468	402
USE ONE PROFILE	643	231	379	348	271
	70%	65%	78%	74%	67%
			a		
USE MORE THAN ONE PROFILE	76	43	32	43	30
	8%	12%	6%	9%	7%
		b			
DON'T KNOW HOW MANY PROFILES	7	4	-	4	3
	1%	1%	-%	1%	1%
		b			
USE BUT DON'T HAVE A PROFILE	187	79	77	73	98
	20%	22%	16%	16%	24%
		b		c	

Columns Tested: a,b - c,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.

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	~o	p
Unweighted total	132	20	26	34	16	20	16	132	84	45	55	37	18	22	92	40	132
Effective Weighted Sample	86	15	18	24	10	13	12	86	56	28	38	25	14	13	62	25	86
Total	123	16	32	37	14	13	10	123	80	39	44	37	27	15	81	42	123
USE ONE PROFILE	16	**	**	**	**	**	**	16	**	**	**	**	**	**	**	**	16
	13%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	**	13%
USE MORE THAN ONE PROFILE	5	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**	5
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**	4%
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**	3
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	3%
USE BUT DON'T HAVE A PROFILE	98	**	**	**	**	**	**	98	**	**	**	**	**	**	**	**	98
	80%	**	**	**	**	**	**	80%	**	**	**	**	**	**	**	**	80%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p	
Significance Level: 95%																		
Unweighted total	132	94	18	10	10	132	117	15	13	119	13	43	76	132	23	51	40	
Effective Weighted Sample	86	67	12	9	9	86	77	9	8	81	9	25	53	86	14	33	27	
Total	123	103	13	4	2	123	111	12	19	104	14	41	67	123	24	50	35	
USE ONE PROFILE	16	**	**	**	**	16	15	**	**	15	**	**	**	16	**	**	**	
	13%	**	**	**	**	13%	14%	**	**	15%	**	**	**	13%	**	**	**	
USE MORE THAN ONE PROFILE	5	**	**	**	**	5	5	**	**	5	**	**	**	5	**	**	**	
	4%	**	**	**	**	4%	5%	**	**	5%	**	**	**	4%	**	**	**	
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**	3	3	**	**	-	**	**	**	3	**	**	**	
	3%	**	**	**	**	3%	3%	**	**	-%	**	**	**	3%	**	**	**	
USE BUT DON'T HAVE A PROFILE	98	**	**	**	**	98	88	**	**	83	**	**	**	98	**	**	**	
	80%	**	**	**	**	80%	79%	**	**	80%	**	**	**	80%	**	**	**	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	132	59	66	87	34
Effective Weighted Sample	86	38	42	62	27
Total	123	57	60	60	54
USE ONE PROFILE	16	**	**	**	**
	13%	**	**	**	**
USE MORE THAN ONE PROFILE	5	**	**	**	**
	4%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**
	3%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	98	**	**	**	**
	80%	**	**	**	**

Columns Tested: a,b - c,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.

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents who use YouNow to watch or share live stream videos

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	28	13	9	4	2	-	-	28	21	7	10	10	2	4	20	6	28
Effective Weighted Sample	20	9	7	3	2	-	-	20	15	5	8	7	2	4	15	4	20
Total	35	13	12	6	4	-	-	35	28	7	14	11	5	2	24	7	35
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents who use YouNow to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	28	21	4	1	2	28	26	2	5	23	8	5	15	28	11	8	1
Effective Weighted Sample	20	16	3	1	2	20	18	2	4	17	6	3	12	20	8	6	1
Total	35	31	3	*	1	35	33	2	7	28	12	8	15	35	16	10	1
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents who use YouNow to watch or share live stream videos

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	28	13	11	10	10
Effective Weighted Sample	20	9	8	6	8
Total	35	19	13	9	18
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,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.

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2407	409	406	459	375	395	363	2407	1194	1183	654	669	444	614	1323	1058	2407
Effective Weighted Sample	1562	267	278	317	263	245	230	1562	768	776	440	441	300	387	880	664	1562
Total	2201	403	443	427	398	320	210	2201	1104	1062	613	631	493	438	1244	931	2201
USE ONE PROFILE	890	202	247	191	128	91	32	890	511	368	238	257	198	182	496	380	890
	40%	50%	56%	45%	32%	29%	15%	40%	46%	35%	39%	41%	40%	42%	40%	41%	40%
		defg	cdefg	def	f	f		def	i								
USE MORE THAN ONE PROFILE	116	60	29	13	10	5	1	116	71	39	44	31	25	14	75	39	116
	5%	15%	6%	3%	2%	1%	*%	5%	6%	4%	7%	5%	5%	3%	6%	4%	5%
		bcdefg	cdef	f				ef	i		mo				m		
DON'T KNOW HOW MANY PROFILES	19	8	5	3	2	1	1	19	15	3	2	9	4	3	12	7	19
	1%	2%	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
									i								
USE BUT DON'T HAVE A PROFILE	1176	134	163	222	258	223	177	1176	507	652	329	333	267	239	662	506	1176
	53%	33%	37%	52%	65%	70%	84%	53%	46%	61%	54%	53%	54%	55%	53%	54%	53%
				ab	abcg	abcg	abcdcg	ab		h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2407	1666	246	242	253	2407	2071	336	349	2058	447	1143	808	2407	477	956	575
Effective Weighted Sample	1562	1203	176	159	179	1562	1348	220	224	1344	278	726	558	1562	304	619	389
Total	2201	1829	199	109	65	2201	1943	258	359	1842	435	1035	722	2201	452	859	507
USE ONE PROFILE	890	743	86	36	25	890	799	91	135	756	123	392	373	890	215	343	198
	40%	41%	43%	33%	39%	40%	41%	35%	37%	41%	28%	38%	52%	40%	48%	40%	39%
												j	jkm	j	op		
USE MORE THAN ONE PROFILE	116	94	9	11	3	116	104	12	11	106	21	56	38	116	26	40	23
	5%	5%	5%	10%	4%	5%	5%	5%	3%	6%	5%	5%	5%	5%	6%	5%	5%
				ae													
DON'T KNOW HOW MANY PROFILES	19	17	1	-	1	19	18	1	3	16	10	7	2	19	6	6	*
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
								klm			klm				p		
USE BUT DON'T HAVE A PROFILE	1176	975	103	62	36	1176	1022	154	211	965	281	580	309	1176	205	471	285
	53%	53%	52%	57%	56%	53%	53%	60%	59%	52%	65%	56%	43%	53%	45%	55%	56%
											klm	l		l	n	n	n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2407	952	1288	1526	742
Effective Weighted Sample	1562	614	851	962	557
Total	2201	838	1186	1131	952
USE ONE PROFILE	890	388	439	417	428
	40%	46%	37%	37%	45%
		b		c	
USE MORE THAN ONE PROFILE	116	62	47	65	40
	5%	7%	4%	6%	4%
		b			
DON'T KNOW HOW MANY PROFILES	19	11	5	7	6
	1%	1%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	1176	378	694	643	477
	53%	45%	59%	57%	50%
			a	d	

Columns Tested: a,b - c,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.

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents who use Yubo for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	55	38	8	2	2	1	4	55	26	28	16	16	12	11	32	23	55
Effective Weighted Sample	36	25	7	1	1	1	3	36	18	18	14	9	9	10	23	13	36
Total	64	37	12	4	3	4	4	64	34	29	21	17	21	5	38	26	64
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents who use Yubo for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	55	43	4	5	3	55	54	1	12	43	14	23	18	55	12	18	6
Effective Weighted Sample	36	30	3	4	3	36	35	1	7	29	9	14	14	36	8	12	5
Total	64	58	3	2	1	64	63	1	13	51	18	27	19	64	15	23	9
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents who use Yubo for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	55	28	19	24	20
Effective Weighted Sample	36	18	14	16	17
Total	64	32	23	18	38
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,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.

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents who use BeReal for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	65	50	6	4	3	-	2	65	23	41	18	20	13	12	38	25	65
Effective Weighted Sample	42	33	5	3	3	-	2	42	16	28	13	12	7	8	25	15	42
Total	56	38	8	6	4	-	1	56	27	29	16	16	13	10	32	22	56
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents who use BeReal for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	65	38	8	7	12	65	59	6	10	55	8	25	32	65	14	16	10
Effective Weighted Sample	42	29	7	6	11	42	38	4	6	38	5	15	22	42	9	11	7
Total	56	44	5	3	3	56	52	3	11	44	7	23	26	56	15	16	9
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents who use BeReal for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	65	41	19	38	18
Effective Weighted Sample	42	24	13	26	15
Total	56	34	16	22	28
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,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.

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	585	221	143	107	55	38	21	585	242	323	181	176	103	116	357	219	585
Effective Weighted Sample	397	145	100	76	42	26	17	397	165	220	132	118	71	73	250	140	397
Total	595	226	164	108	59	28	10	595	268	304	197	175	125	89	372	214	595
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	212	85	62	38	**	**	**	212	75	126	71	68	43	27	139	70	212
	36%	38%	38%	36%	**	**	**	36%	28%	41%	36%	39%	34%	31%	37%	33%	36%
										h							
I have separate account(s) for business purposes/ for promoting my business	157	46	46	34	**	**	**	157	72	79	75	34	22	24	109	46	157
	26%	20%	28%	32%	**	**	**	26%	27%	26%	38%	19%	18%	27%	29%	22%	26%
											klop				k		
I have different accounts for sharing/ posting my own content and for following other people	147	65	42	24	**	**	**	147	72	66	54	40	27	22	95	49	147
	25%	29%	25%	23%	**	**	**	25%	27%	22%	28%	23%	22%	25%	25%	23%	25%
I have more than one but I no longer use them all	136	57	46	13	**	**	**	136	69	62	43	29	40	24	71	64	136
	23%	25%	28%	12%	**	**	**	23%	26%	21%	22%	16%	32%	27%	19%	30%	23%
		c	c					c					kn		kn		
I have one account for my closest friends and another for my wider circle of friends	130	71	27	16	**	**	**	130	67	56	34	37	33	22	72	56	130
	22%	31%	16%	15%	**	**	**	22%	25%	18%	17%	21%	27%	25%	19%	26%	22%
		b	c														

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	585	221	143	107	55	38	21	585	242	323	181	176	103	116	357	219	585
Effective Weighted Sample	397	145	100	76	42	26	17	397	165	220	132	118	71	73	250	140	397
Total	595	226	164	108	59	28	10	595	268	304	197	175	125	89	372	214	595
I have a 'real' or authentic account and another that is my curated or photoshopped one	87	38	25	15	**	**	**	87	59	24	33	21	20	11	54	31	87
	15%	17%	15%	14%	**	**	**	15%	22%	8%	17%	12%	16%	13%	15%	15%	15%
									i								
I have an account for my parents/ family to see	78	27	29	18	**	**	**	78	52	22	31	24	10	13	55	22	78
	13%	12%	17%	17%	**	**	**	13%	20%	7%	16%	13%	8%	15%	15%	11%	13%
									i								
Some other reason	29	4	8	7	**	**	**	29	9	19	6	13	6	4	19	10	29
	5%	2%	5%	6%	**	**	**	5%	3%	6%	3%	7%	5%	4%	5%	5%	5%
Don't know	17	8	1	4	**	**	**	17	7	9	3	6	2	6	9	8	17
	3%	4%	*%	4%	**	**	**	3%	2%	3%	2%	3%	2%	6%	2%	4%	3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Unweighted total	585	421	53	57	54	585	515	70	76	509	83	258	241	585	132	201	123
Effective Weighted Sample	397	316	39	32	43	397	350	48	49	348	53	173	173	397	94	136	86
Total	595	503	47	32	14	595	534	61	81	514	97	266	228	595	158	210	111
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	212 36%	175 35%	** **	** **	** **	212 36%	182 34%	** **	** **	190 37%	** **	99 37%	90 40%	212 36%	47 30%	88 42%	44 39%
I have separate account(s) for business purposes/ for promoting my business	157 26%	140 28%	** **	** **	** **	157 26%	144 27%	** **	** **	142 28%	** **	74 28%	71 31%	157 26%	36 23%	58 28%	36 33%
I have different accounts for sharing/ posting my own content and for following other people	147 25%	122 24%	** **	** **	** **	147 25%	135 25%	** **	** **	123 24%	** **	77 29% l	44 19%	147 25%	34 22%	59 28%	20 18%
I have more than one but I no longer use them all	136 23%	115 23%	** **	** **	** **	136 23%	124 23%	** **	** **	125 24%	** **	57 21%	62 27%	136 23%	40 25%	45 21%	19 17%
I have one account for my closest friends and another for my wider circle of friends	130 22%	106 21%	** **	** **	** **	130 22%	120 23%	** **	** **	116 23%	** **	68 25%	43 19%	130 22%	43 28%	43 21%	21 18%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	585	421	53	57	54	585	515	70	76	509	83	258	241	585	132	201	123
Effective Weighted Sample	397	316	39	32	43	397	350	48	49	348	53	173	173	397	94	136	86
Total	595	503	47	32	14	595	534	61	81	514	97	266	228	595	158	210	111
I have a 'real' or authentic account and another that is my curated or photoshopped one	87 15%	78 16%	** **	** **	** **	87 15%	83 15%	** **	** **	78 15%	** **	40 15%	23 10%	87 15%	27 17%	27 13%	15 13%
I have an account for my parents/ family to see	78 13%	68 13%	** **	** **	** **	78 13%	67 13%	** **	** **	69 13%	** **	38 14%	27 12%	78 13%	24 15%	26 12%	11 10%
Some other reason	29 5%	23 5%	** **	** **	** **	29 5%	25 5%	** **	** **	25 5%	** **	12 5%	13 6%	29 5%	8 5%	11 5%	6 6%
Don't know	17 3%	15 3%	** **	** **	** **	17 3%	16 3%	** **	** **	12 2%	** **	5 2%	2 1%	17 3%	4 2%	3 1%	2 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	585	288	246	325	197
Effective Weighted Sample	397	201	167	210	154
Total	595	305	243	271	272
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	212 36%	100 33%	95 39%	102 38%	96 35%
I have separate account(s) for business purposes/ for promoting my business	157 26%	81 26%	65 27%	61 23%	83 30%
I have different accounts for sharing/ posting my own content and for following other people	147 25%	89 29%	52 21%	49 18%	74 27% c
I have more than one but I no longer use them all	136 23%	81 26%	48 20%	61 23%	65 24%
I have one account for my closest friends and another for my wider circle of friends	130 22%	73 24%	45 19%	65 24%	54 20%

Columns Tested: a,b - c,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.

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	585	288	246	325	197
Effective Weighted Sample	397	201	167	210	154
Total	595	305	243	271	272
I have a 'real' or authentic account and another that is my curated or photoshopped one	87 15%	48 16%	29 12%	35 13%	42 15%
I have an account for my parents/ family to see	78 13%	45 15%	23 9%	28 10%	43 16%
Some other reason	29 5%	14 4%	12 5%	10 4%	19 7%
Don't know	17 3%	4 1%	10 4%	9 3%	5 2%

Columns Tested: a,b - c,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.

SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2662	427	499	491	495	405	345	2662	1250	1372	740	762	589	540	1502	1130	2662
	95%	100%	100%	98%	96%	94%	80%	95%	93%	97%	95%	95%	97%	93%	95%	95%	95%
		defg	cdefg	efg	f	f		f		h			m		m		m
USES SOCIAL MEDIA APPS OR SITES	2529	423	494	483	459	371	298	2529	1182	1308	694	728	565	513	1422	1078	2529
	90%	99%	99%	97%	89%	87%	70%	90%	88%	92%	89%	91%	93%	88%	90%	90%	90%
		defg	defg	defg	f	f		ef		h			m				
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2507	426	497	485	473	371	255	2507	1208	1260	694	724	557	505	1418	1061	2507
	90%	99%	99%	97%	92%	87%	59%	90%	90%	89%	89%	91%	91%	87%	90%	89%	90%
		cdefg	cdefg	defg	ef	f		f				m	m		m		
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1781	379	424	383	314	188	94	1781	879	877	483	504	406	362	988	768	1781
	64%	88%	85%	77%	61%	44%	22%	64%	65%	62%	62%	63%	67%	62%	63%	64%	64%
		cdefg	cdefg	defg	ef	f		ef									
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
	98%	100%	100%	99%	99%	99%	89%	98%	97%	99%	97%	98%	99%	97%	98%	98%	98%
		fg	fg	f	f	f		f					jm				
USES NONE OF THESE	59	-	-	3	6	3	46	59	36	21	20	17	5	15	37	20	59
	2%	-%	-%	1%	1%	1%	11%	2%	3%	1%	3%	2%	1%	3%	2%	2%	2%
							abcdeg	ab			l			l			
USES ALL FOUR TYPES OF APPS/ SITES	1714	372	420	376	296	172	79	1714	839	849	474	479	389	346	953	734	1714
	61%	87%	84%	75%	58%	40%	18%	61%	62%	60%	61%	60%	64%	59%	61%	62%	61%
		cdefg	cdefg	defg	ef	f		ef									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2662	2219	236	132	74	2662	2303	359	462	2200	646	1222	770	2662	520	1043	620
	95%	95%	97%	96%	98%	95%	96%	91%	99%	94%	89%	97%	100%	95%	96%	93%	97%
					a		g		i			j	lkm	j			o
USES SOCIAL MEDIA APPS OR SITES	2529	2104	226	128	71	2529	2194	335	429	2101	587	1172	761	2529	522	987	573
	90%	90%	93%	93%	94%	90%	91%	85%	92%	90%	81%	93%	98%	90%	96%	88%	90%
					a		g					jm	lkm	j	op		
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2507	2087	224	125	72	2507	2191	316	426	2081	539	1184	771	2507	515	967	574
	90%	89%	92%	91%	95%	90%	91%	81%	91%	89%	74%	94%	100%	90%	95%	87%	90%
					ae		g					jm	lkm	j	op		
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1781	1473	166	94	49	1781	1569	213	314	1467	294	824	663	1781	408	676	378
	64%	63%	68%	69%	64%	64%	65%	54%	67%	63%	41%	65%	86%	64%	75%	61%	59%
							g					j	lkm	j	op		
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
	98%	98%	99%	98%	99%	98%	98%	96%	100%	98%	94%	99%	100%	98%	99%	97%	98%
							g		i			jm	lkm	j	o		
USES NONE OF THESE	59	53	2	2	1	59	44	15	2	56	40	10	*	59	4	30	15
	2%	2%	1%	2%	1%	2%	2%	4%	2%	2%	6%	1%	2%	2%	1%	3%	2%
								f		h	klm	l		kl		n	
USES ALL FOUR TYPES OF APPS/ SITES	1714	1414	160	92	47	1714	1515	198	300	1414	263	794	657	1714	403	641	364
	61%	60%	66%	67%	62%	61%	63%	51%	64%	61%	36%	63%	85%	61%	74%	57%	57%
							g					j	lkm	j	op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2662 95%	997 96%	1450 94%	1392 92%	1120 99%
					c
USES SOCIAL MEDIA APPS OR SITES	2529 90%	958 92%	1368 89%	1283 85%	1102 97%
		b			c
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2507 90%	945 91%	1354 88%	1268 84%	1095 97%
		b			c
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1781 64%	704 68%	907 59%	792 52%	871 77%
		b			c
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2741 98%	1025 99%	1497 97%	1460 96%	1127 99%
		b			c
USES NONE OF THESE	59 2%	13 1%	44 3%	53 4%	6 1%
			a	d	
USES ALL FOUR TYPES OF APPS/ SITES	1714 61%	680 65%	865 56%	740 49%	859 76%
		b			c

Columns Tested: a,b - c,d

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Facebook	2228	310	430	444	410	347	287	2228	997	1204	601	613	523	464	1214	987	2228
	80%	72%	86%	89%	80%	81%	67%	80%	74%	85%	77%	77%	86%	80%	77%	83%	80%
			adfg	adefg	af	af	af	af		h			jkmp			jknp	
YouTube	2201	403	443	427	398	320	210	2201	1104	1062	613	631	493	438	1244	931	2201
	79%	94%	89%	85%	77%	75%	49%	79%	82%	75%	79%	79%	81%	75%	79%	78%	79%
		bcdefg	defg	defg	f	f	f	f	i								
WhatsApp	2186	337	445	428	416	324	236	2186	966	1196	624	649	477	410	1272	887	2186
	78%	79%	89%	86%	81%	76%	55%	78%	72%	85%	80%	81%	78%	70%	81%	74%	78%
		f	adefg	aefg	f	f	f	f		h	mo	mo	m		mo		mo
Instagram	1615	398	416	326	260	151	63	1615	661	922	458	500	362	278	958	640	1615
	58%	93%	83%	65%	51%	35%	15%	58%	49%	65%	59%	63%	59%	48%	61%	54%	58%
		bcdefg	cdefg	defg	ef	f	def	def		h	mo	mop	m		mo	m	mo
TikTok	1166	367	316	228	150	87	18	1166	524	619	311	341	271	220	652	492	1166
	42%	86%	63%	46%	29%	20%	4%	42%	39%	44%	40%	43%	44%	38%	41%	41%	42%
		bcdefg	cdefg	def	ef	f	def	def		h			m				
FaceTime	986	224	233	175	161	105	87	986	381	589	305	271	240	162	576	402	986
	35%	52%	47%	35%	31%	25%	20%	35%	28%	42%	39%	34%	39%	28%	37%	34%	35%
		cdefg	cdefg	ef	f		ef	ef		h	mo	m	m		m	m	m
Snapchat	974	389	279	151	112	30	13	974	421	525	268	275	222	189	542	411	974
	35%	91%	56%	30%	22%	7%	3%	35%	31%	37%	34%	34%	36%	32%	34%	34%	35%
		bcdefg	cdefg	def	ef	f	def	def		h							
Twitter	913	199	197	176	168	112	61	913	471	426	274	284	191	159	559	350	913
	33%	46%	39%	35%	33%	26%	14%	33%	35%	30%	35%	36%	31%	27%	35%	29%	33%
		cdefg	efg	ef	f	f	ef	ef	i		mo	mo			mo		m
Microsoft Teams	686	130	171	159	136	72	18	686	305	373	267	257	87	68	524	155	686
	24%	30%	34%	32%	27%	17%	4%	24%	23%	26%	34%	32%	14%	12%	33%	13%	24%
		efg	defg	efg	ef	f	ef	ef			lmop	lmop			lmop		lmo
Zoom	617	86	132	121	119	93	66	617	286	321	257	183	93	81	440	175	617
	22%	20%	26%	24%	23%	22%	15%	22%	21%	23%	33%	23%	15%	14%	28%	15%	22%
			f	f	f	f	f	f			klmnop	lmo			klmop		lmo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Pinterest	526	129	122	99	75	62	39	526	124	386	168	174	97	85	342	182	526
	19%	30%	24%	20%	15%	15%	9%	19%	9%	27%	22%	22%	16%	15%	22%	15%	19%
		cdefg	defg	f	f	f	f	f		h	lmo	lmo			lmop		mo
iMessage (by Apple)	497	141	139	84	72	28	34	497	200	288	169	133	111	80	303	190	497
	18%	33%	28%	17%	14%	6%	8%	18%	15%	20%	22%	17%	18%	14%	19%	16%	18%
		cdefg	cdefg	ef	ef			ef		h	kmop				m		m
LinkedIn	406	49	87	88	90	52	40	406	215	187	181	136	60	27	318	87	406
	14%	11%	17%	18%	18%	12%	9%	14%	16%	13%	23%	17%	10%	5%	20%	7%	14%
			af	aef	af			f			klmop	lmo	m		lmop		lmo
Skype	365	48	71	72	72	52	50	365	211	151	138	97	82	47	236	129	365
	13%	11%	14%	14%	14%	12%	12%	13%	16%	11%	18%	12%	13%	8%	15%	11%	13%
									i		kmop	m	m		mo		m
Twitch	342	149	97	58	25	9	4	342	265	67	110	97	68	64	207	132	342
	12%	35%	19%	12%	5%	2%	1%	12%	20%	5%	14%	12%	11%	11%	13%	11%	12%
		bcdefg	cdefg	def	ef			def			i						
Reddit	291	103	93	46	33	13	3	291	190	94	96	93	66	35	190	100	291
	10%	24%	19%	9%	6%	3%	1%	10%	14%	7%	12%	12%	11%	6%	12%	8%	10%
		cdefg	cdefg	ef	ef	f		def	i		mo	mo	m		mo		m
Discord	276	135	63	41	32	4	-	276	197	64	82	77	66	47	159	113	276
	10%	32%	13%	8%	6%	1%	-%	10%	15%	5%	11%	10%	11%	8%	10%	10%	10%
		bcdefg	def	ef	ef	f		def	i								
Telegram	189	33	44	38	36	23	15	189	118	71	56	54	46	33	110	79	189
	7%	8%	9%	8%	7%	5%	4%	7%	9%	5%	7%	7%	8%	6%	7%	7%	7%
		f	f	f	f			f	i								
Google Chat/ Google Meet/ Google Duo	175	46	32	36	35	14	12	175	81	90	77	38	34	26	114	60	175
	6%	11%	6%	7%	7%	3%	3%	6%	6%	6%	10%	5%	6%	5%	7%	5%	6%
		efg	f	ef	ef			ef			klmop				kmo		
Vimeo	123	16	32	37	14	13	10	123	80	39	44	37	27	15	81	42	123
	4%	4%	6%	7%	3%	3%	2%	4%	6%	3%	6%	5%	4%	2%	5%	4%	4%
			def	defg					i		m				m		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Viber	105 4%	21 5% ef	25 5% ef	20 4% e	23 5% e	7 2%	9 2%	105 4% e	69 5% i	36 3%	46 6% kmop	20 2%	20 3%	17 3%	65 4%	37 3%	105 4%
Dailymotion	94 3%	18 4% f	32 6% defg	17 3% f	11 2%	11 3%	5 1%	94 3% f	64 5% i	27 2%	33 4%	27 3%	18 3%	16 3%	60 4%	34 3%	94 3%
Kik	79 3%	20 5% ef	25 5% efg	15 3% ef	14 3% f	4 1%	1 *%	79 3% ef	47 4%	32 2%	19 2%	19 2%	23 4%	18 3%	38 2%	41 3%	79 3%
Tumblr	78 3%	26 6% defg	24 5% def	16 3% df	5 1% f	6 1% f	* *% f	78 3% f	39 3%	35 2%	24 3% m	23 3%	21 3% m	8 1%	47 3% m	29 2%	78 3%
WeChat	76 3%	14 3% f	22 4% def	22 4% def	9 2%	5 1%	4 1%	76 3% f	42 3%	29 2%	26 3%	18 2%	13 2%	17 3%	44 3%	30 3%	76 3%
Yubo	64 2%	37 9% bcdefg	12 2% d	4 1%	3 1%	4 1%	4 1%	64 2% d	34 3%	29 2%	21 3% m	17 2%	21 3% m	5 1%	38 2% m	26 2%	64 2%
OnlyFans	62 2%	18 4% def	30 6% cdefg	8 2% f	5 1%	1 *%	1 *%	62 2% ef	51 4% i	10 1%	18 2%	17 2%	21 3% m	6 1%	35 2%	27 2%	62 2%
Signal	56 2%	8 2%	19 4% fg	12 2% f	8 1%	7 2%	2 *%	56 2% f	37 3% i	19 1%	25 3% k	10 1%	11 2%	11 2%	35 2%	21 2%	56 2%
BeReal	56 2%	38 9% bcdefg	8 2% ef	6 1% e	4 1%	- -%	1 *%	56 2% ef	27 2%	29 2%	16 2%	16 2%	13 2%	10 2%	32 2%	22 2%	56 2%
Slack	54 2%	12 3% ef	17 3% ef	12 2% ef	12 2% ef	- -%	1 *%	54 2% ef	38 3% i	14 1%	29 4% lmop	16 2% o	4 1%	5 1%	45 3% lmo	8 1%	54 2% o

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Clubhouse	39	14	12	13	*	*	-	39	29	9	11	6	18	2	17	20	39
	1%	3%	2%	3%	*%	*%	-%	1%	2%	1%	1%	1%	3%	*%	1%	2%	1%
		defg	def	def				def	i		m		kmnp			m	m
YouNow	35	13	12	6	4	-	-	35	28	7	14	11	5	2	24	7	35
	1%	3%	2%	1%	1%	-%	-%	1%	2%	*%	2%	1%	1%	*%	2%	1%	1%
		efg	ef	ef				ef	i		mo				m		
BitChute	29	4	13	9	1	1	*	29	22	7	12	4	10	3	17	13	29
	1%	1%	3%	2%	*%	*%	*%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%
			defg	df					i								
Other sites/ apps used	2	-	-	-	-	-	2	2	1	1	1	-	-	1	1	1	2
	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
ANY OF THESE	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
	98%	100%	100%	99%	99%	99%	89%	98%	97%	99%	97%	98%	99%	97%	98%	98%	98%
		fg	fg	f	f	f		f					jm				
NONE OF THESE	59	-	-	3	6	3	46	59	36	21	20	17	5	15	37	20	59
	2%	-%	-%	1%	1%	1%	11%	2%	3%	1%	3%	2%	1%	3%	2%	2%	2%
							abcdeg	ab			l			l			
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean score	6.3	9.2	8.2	6.8	5.7	4.6	3.0	6.3	6.2	6.3	7.0	6.4	6.3	5.2	6.7	5.8	6.3
		bcdefg	cdefg	defg	ef	f		def			klmop	mo	mo		lmop	m	mo
Standard deviation	3.87	3.54	4.20	3.43	3.08	2.63	2.40	3.87	4.15	3.54	4.22	3.61	3.99	3.36	3.93	3.73	3.87
Standard error	.07	.17	.20	.15	.14	.12	.09	.07	.11	.09	.15	.12	.17	.12	.10	.10	.07

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Facebook	2228	1843	200	120	65	2228	1914	314	387	1841	506	1021	685	2228	473	901	495
	80%	79%	82%	87%	85%	80%	79%	80%	83%	79%	70%	81%	88%	80%	87%	81%	77%
			ae	ae	ae						j	j	jkm	j	op		
YouTube	2201	1829	199	109	65	2201	1943	258	359	1842	435	1035	722	2201	452	859	507
	79%	78%	82%	79%	86%	79%	81%	66%	77%	79%	60%	82%	93%	79%	83%	77%	79%
					ae		g				jm	jkm	j	o			
WhatsApp	2186	1827	187	106	65	2186	1907	278	381	1805	458	1017	694	2186	412	865	530
	78%	78%	77%	78%	86%	78%	79%	71%	81%	77%	63%	80%	90%	78%	76%	78%	83%
					abce		g				j	jkm	j	no			
Instagram	1615	1345	148	76	47	1615	1443	172	285	1329	282	739	588	1615	339	606	357
	58%	57%	61%	55%	61%	58%	60%	44%	61%	57%	39%	58%	76%	58%	62%	54%	56%
							g				j	jkm	j	o			
TikTok	1166	964	103	64	35	1166	1075	92	224	942	212	558	396	1166	296	416	218
	42%	41%	42%	47%	46%	42%	45%	23%	48%	40%	29%	44%	51%	42%	54%	37%	34%
							g		i		j	jkm	j	op			
FaceTime	986	837	75	49	24	986	837	149	164	822	175	449	359	986	199	351	238
	35%	36%	31%	36%	32%	35%	35%	38%	35%	35%	24%	36%	46%	35%	37%	31%	37%
											j	jkm	j	o			
Snapchat	974	809	86	46	33	974	897	78	201	774	190	459	323	974	248	321	179
	35%	35%	35%	34%	43%	35%	37%	20%	43%	33%	26%	36%	42%	35%	46%	29%	28%
					ace		g		i		j	jkm	j	op			
Twitter	913	752	88	48	25	913	818	94	102	811	123	398	389	913	181	355	241
	33%	32%	36%	35%	33%	33%	34%	24%	22%	35%	17%	31%	50%	33%	33%	32%	38%
							g		h		j	jkm	j	o			
Microsoft Teams	686	564	66	36	19	686	601	85	65	621	74	263	347	686	105	239	243
	24%	24%	27%	27%	25%	24%	25%	22%	14%	27%	10%	21%	45%	24%	19%	21%	38%
									h		j	jkm	jk	no			
Zoom	617	521	52	22	23	617	532	85	46	572	62	254	299	617	105	230	202
	22%	22%	21%	16%	30%	22%	22%	22%	10%	25%	9%	20%	39%	22%	19%	21%	32%
		c			abce				h		j	jkm	j	no			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Pinterest	526	436	51	22	17	526	461	65	66	460	55	228	242	526	140	187	116
	19%	19%	21%	16%	22%	19%	19%	17%	14%	20%	8%	18%	31%	19%	26%	17%	18%
										h		j	lkm	j	op		
iMessage (by Apple)	497	430	33	18	15	497	434	62	71	426	73	204	218	497	97	176	129
	18%	18%	14%	13%	20%	18%	18%	16%	15%	18%	10%	16%	28%	18%	18%	16%	20%
												j	lkm	j		o	
LinkedIn	406	346	37	14	9	406	357	49	28	378	44	160	201	406	49	154	159
	14%	15%	15%	10%	13%	14%	15%	12%	6%	16%	6%	13%	26%	14%	9%	14%	25%
										h		j	lkm	j		n	no
Skype	365	306	27	20	12	365	299	66	28	337	56	155	155	365	62	151	99
	13%	13%	11%	15%	15%	13%	12%	17%	6%	14%	8%	12%	20%	13%	11%	14%	15%
								f		h		j	lkm	j			
Twitch	342	278	42	14	8	342	323	19	34	308	63	149	130	342	89	115	65
	12%	12%	17%	10%	11%	12%	13%	5%	7%	13%	9%	12%	17%	12%	16%	10%	10%
			ace				g			h			lkm	j	op		
Reddit	291	235	36	13	8	291	270	21	22	269	20	105	167	291	63	112	69
	10%	10%	15%	10%	10%	10%	11%	5%	5%	12%	3%	8%	22%	10%	12%	10%	11%
			a				g			h		j	lkm	j			
Discord	276	230	31	10	5	276	257	19	24	252	51	108	116	276	74	74	64
	10%	10%	13%	7%	6%	10%	11%	5%	5%	11%	7%	9%	15%	10%	14%	7%	10%
			d				g			h			lkm	o		o	
Telegram	189	158	18	10	3	189	169	20	35	154	29	77	82	189	48	81	35
	7%	7%	7%	7%	4%	7%	7%	5%	7%	7%	4%	6%	11%	7%	9%	7%	5%
													lkm	j			
Google Chat/ Google Meet/ Google Duo	175	157	11	5	3	175	156	19	20	155	25	54	94	175	25	65	54
	6%	7%	4%	4%	4%	6%	6%	5%	4%	7%	3%	4%	12%	6%	5%	6%	8%
													lkm	jk			n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Vimeo	123 4%	103 4%	13 5%	4 3%	2 3%	123 4%	111 5%	12 3%	19 4%	104 4%	14 2%	41 3%	67 9%	123 4%	24 4%	50 5%	35 5%
Viber	105 4%	91 4%	6 3%	4 3%	4 5%	105 4%	92 4%	13 3%	17 4%	88 4%	25 3%	34 3%	38 5%	105 4%	19 3%	40 4%	20 3%
Dailymotion	94 3%	86 4%	4 2%	2 2%	2 3%	94 3%	83 3%	11 3%	4 1%	91 4%	12 2%	27 2%	55 7%	94 3%	22 4%	36 3%	24 4%
Kik	79 3%	73 3%	2 1%	3 2%	1 2%	79 3%	70 3%	9 2%	12 3%	67 3%	17 2%	24 2%	34 4%	79 3%	23 4%	30 3%	13 2%
Tumblr	78 3%	63 3%	11 4%	2 2%	2 2%	78 3%	73 3%	5 1%	10 2%	68 3%	6 1%	20 2%	52 7%	78 3%	15 3%	34 3%	18 3%
WeChat	76 3%	65 3%	7 3%	3 2%	1 1%	76 3%	70 3%	6 1%	11 2%	65 3%	18 2%	20 2%	36 5%	76 3%	15 3%	23 2%	18 3%
Yubo	64 2%	58 2%	3 1%	2 2%	1 1%	64 2%	63 3%	1 *%	13 3%	51 2%	18 2%	27 2%	19 2%	64 2%	15 3%	23 2%	9 1%
OnlyFans	62 2%	47 2%	8 3%	6 4%	1 1%	62 2%	53 2%	9 2%	7 2%	55 2%	10 1%	21 2%	31 4%	62 2%	14 3%	30 3%	4 1%
Signal	56 2%	47 2%	6 2%	2 1%	1 2%	56 2%	53 2%	3 1%	7 1%	49 2%	7 1%	21 2%	28 4%	56 2%	12 2%	24 2%	13 2%
BeReal	56 2%	44 2%	5 2%	3 2%	3 4%	56 2%	52 2%	3 1%	11 2%	44 2%	7 1%	23 2%	26 3%	56 2%	15 3%	16 1%	9 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Slack	54 2%	48 2%	3 1%	1 1%	1 2%	54 2%	50 2%	4 1%	2 *% h	52 2%	4 1%	22 2%	28 4% jkm	54 2%	11 2%	20 2%	18 3%
Clubhouse	39 1%	38 2%	- -%	* *% p	* *% p	39 1%	36 1%	3 1%	11 2%	28 1%	10 1%	15 1%	14 2%	39 1%	12 2%	11 1%	4 1%
YouNow	35 1%	31 1%	3 1%	* *% op	1 1%	35 1%	33 1%	2 1%	7 2%	28 1%	12 2%	8 1%	15 2% k	35 1%	16 3% op	10 1%	1 *%
BitChute	29 1%	26 1%	2 1%	1 1%	* 1%	29 1%	26 1%	4 1%	10 2%	20 1%	5 1%	12 1%	12 2%	29 1%	9 2% p	12 1%	2 *%
Other sites/ apps used	2 *% p	1 *% p	* *% p	- -% p	- -% p	2 *% p	2 *% p	- -% p	- -% p	2 *% p	1 *% p	* *% p	- -% p	2 *% p	- -% p	* *% p	1 *% p
ANY OF THESE	2741 98%	2290 98%	241 99%	135 98%	75 99%	2741 98%	2363 98% g	378 96% g	465 100% i	2276 98% i	685 94% i	1253 99% jm	774 100% jkm	2741 98% j	541 99% o	1085 97% o	624 98% o
NONE OF THESE	59 2%	53 2%	2 1%	2 2%	1 1%	59 2%	44 2% f	15 4% f	2 *% h	56 2% h	40 6% klm	10 1% l	* *% kl	59 2% kl	4 1% kl	30 3% n	15 2% n
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean score	6.3	6.3	6.4	6.1	6.6	6.3	6.5 g	5.2 g	5.7 h	6.4 h	4.3 j	6.1 j	8.6 jkm	6.3 j	6.8 o	5.9 o	6.6 o
Standard deviation	3.87	3.94	3.57	3.40	3.27	3.87	3.90	3.42	3.29	3.96	3.15	3.30	4.08	3.87	3.91	3.80	3.70
Standard error	.07	.08	.20	.20	.19	.07	.08	.16	.16	.08	.11	.09	.14	.07	.16	.11	.14

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Facebook	2228	862	1206	1125	997
	80%	83%	78%	74%	88%
		b			c
YouTube	2201	838	1186	1131	952
	79%	81%	77%	75%	84%
					c
WhatsApp	2186	791	1233	1095	978
	78%	76%	80%	72%	86%
			a		c
Instagram	1615	619	846	705	799
	58%	60%	55%	47%	71%
		b			c
TikTok	1166	500	549	462	615
	42%	48%	36%	31%	54%
		b			c
FaceTime	986	358	526	463	465
	35%	34%	34%	31%	41%
					c
Snapchat	974	413	451	406	483
	35%	40%	29%	27%	43%
		b			c
Twitter	913	357	487	468	402
	33%	34%	32%	31%	35%
					c
Microsoft Teams	686	219	422	293	361
	24%	21%	27%	19%	32%
			a		c

Columns Tested: a,b - c,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.

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Zoom	617	230	356	306	294
	22%	22%	23%	20%	26%
					c
Pinterest	526	225	264	251	254
	19%	22%	17%	17%	22%
		b			c
iMessage (by Apple)	497	207	249	230	242
	18%	20%	16%	15%	21%
		b			c
LinkedIn	406	139	242	203	190
	14%	13%	16%	13%	17%
					c
Skype	365	125	210	174	176
	13%	12%	14%	11%	16%
					c
Twitch	342	168	139	143	162
	12%	16%	9%	9%	14%
		b			c
Reddit	291	127	145	146	130
	10%	12%	9%	10%	12%
Discord	276	142	109	128	120
	10%	14%	7%	8%	11%
		b			
Telegram	189	81	92	88	91
	7%	8%	6%	6%	8%
Google Chat/ Google Meet/ Google Duo	175	72	94	84	80
	6%	7%	6%	6%	7%

Columns Tested: a,b - c,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.

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Vimeo	123 4%	57 6%	60 4%	60 4%	54 5%
Viber	105 4%	37 4%	60 4%	38 2%	55 5% c
Dailymotion	94 3%	51 5% b	41 3%	45 3%	43 4%
Kik	79 3%	42 4% b	34 2%	33 2%	40 3%
Tumblr	78 3%	38 4%	37 2%	38 2%	33 3%
WeChat	76 3%	34 3%	38 2%	20 1%	44 4% c
Yubo	64 2%	32 3% b	23 1%	18 1%	38 3% c
OnlyFans	62 2%	32 3% b	21 1%	20 1%	34 3% c
Signal	56 2%	25 2%	28 2%	21 1%	32 3% c
BeReal	56 2%	34 3% b	16 1%	22 1%	28 2%

Columns Tested: a,b - c,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.

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Slack	54 2%	22 2%	30 2%	21 1%	29 3%
Clubhouse	39 1%	20 2%	10 1%	8 1%	23 2%
		b			c
YouNow	35 1%	19 2%	13 1%	9 1%	18 2%
					c
BitChute	29 1%	16 2%	12 1%	6 *%	19 2%
					c
Other sites/ apps used	2 *%	* *%	1 *%	2 *%	- -%
ANY OF THESE	2741 98%	1025 99%	1497 97%	1460 96%	1127 99%
		b			c
NONE OF THESE	59 2%	13 1%	44 3%	53 4%	6 1%
			a	d	
Base for stats	2800	1038	1541	1513	1133
Mean score	6.3	6.7	6.0	5.5	7.3
		b			c
Standard deviation	3.87	3.93	3.80	3.63	3.78
Standard error	.07	.11	.09	.08	.13

Columns Tested: a,b - c,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.

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
Strongly disagree	108 4%	27 6%	14 3%	17 3%	13 3%	16 4%	21 6%	108 4%	62 5%	46 3%	33 4%	27 3%	18 3%	28 5%	60 4%	47 4%	108 4%
Slightly disagree	204 7%	34 8%	23 5%	27 5%	50 10%	29 7%	42 11%	204 7%	100 8%	100 7%	48 6%	52 7%	44 7%	59 10%	99 6%	103 9%	204 7%
Neither agree nor disagree	483 18%	76 18%	58 12%	86 17%	89 17%	88 21%	86 23%	483 18%	241 18%	234 17%	115 15%	136 17%	117 19%	110 19%	251 16%	227 19%	483 18%
Slightly agree	933 34%	134 31%	166 33%	169 34%	191 38%	143 34%	131 34%	933 34%	406 31%	521 37%	267 35%	261 33%	219 36%	174 31%	528 34%	393 34%	933 34%
Strongly agree	963 35%	154 36%	238 48%	190 38%	159 31%	144 34%	78 20%	963 35%	460 35%	482 35%	284 38%	295 38%	198 33%	179 32%	579 38%	377 32%	963 35%
Don't know	50 2%	4 1%	2 *%	8 2%	7 1%	5 1%	24 6%	50 2%	39 3%	11 1%	9 1%	11 1%	9 2%	17 3%	20 1%	26 2%	50 2%
SUMMARY CODES																	
TOTAL DISAGREE	312 11%	61 14%	36 7%	44 9%	63 12%	45 11%	63 17%	312 11%	161 12%	146 10%	81 11%	78 10%	62 10%	87 15%	159 10%	149 13%	312 11%
TOTAL AGREE	1896 69%	288 67%	404 81%	359 72%	350 69%	287 68%	209 55%	1896 69%	866 66%	1002 72%	551 73%	556 71%	417 69%	353 62%	1107 72%	770 66%	1896 69%
TOTAL NEITHER/ DON'T KNOW	533 19%	80 19%	60 12%	94 19%	96 19%	93 22%	110 29%	533 19%	280 21%	245 18%	124 16%	146 19%	126 21%	127 22%	271 18%	253 22%	533 19%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
Strongly disagree	108 4%	92 4%	9 4%	4 3%	3 4%	108 4%	99 4%	10 3%	17 4%	92 4%	43 6% lm	51 4% l	13 2%	108 4% l	20 4%	38 4%	19 3%
Slightly disagree	204 7%	163 7%	21 9%	13 10%	7 9%	204 7%	179 8%	25 7%	44 9%	160 7%	70 10% lm	95 8% l	38 5%	204 7% l	33 6%	90 8%	36 6%
Neither agree nor disagree	483 18%	411 18%	35 14%	24 18%	14 19%	483 18%	415 18%	68 18%	86 19%	397 17%	184 27% klm	223 18% l	67 9%	483 18% l	96 18%	173 16%	102 16%
Slightly agree	933 34%	779 34%	82 34%	48 35%	24 32%	933 34%	792 34%	141 37%	145 31%	788 35%	197 29%	423 34%	306 40% jkm	933 34% j	176 33%	380 35%	208 33%
Strongly agree	963 35%	801 35%	91 38%	45 33%	27 36%	963 35%	840 36%	123 32%	164 35%	799 35%	173 25%	441 35% j	345 45% jkm	963 35% j	206 38%	389 36%	248 40%
Don't know	50 2%	44 2%	4 2%	1 1%	1 1%	50 2%	38 2%	12 3%	10 2%	40 2%	18 3% l	19 2%	5 1%	50 2% l	8 1%	15 1%	11 2%
SUMMARY CODES																	
TOTAL DISAGREE	312 11%	255 11%	30 12%	17 13%	10 13%	312 11%	278 12%	34 9%	60 13%	251 11%	113 16% klm	147 12% l	51 7%	312 11% l	53 10%	128 12%	56 9%
TOTAL AGREE	1896 69%	1580 69%	173 72%	93 69%	51 68%	1896 69%	1632 69%	264 70%	308 66%	1588 70%	371 54%	864 69% j	651 84% jkm	1896 69% j	383 71%	769 71%	455 73%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
TOTAL NEITHER/ DON'T KNOW	533	455	39	25	14	533	454	80	96	437	202	242	72	533	105	188	113
	19%	20%	16%	19%	19%	19%	19%	21%	21%	19%	29% klm	19% l	9% l	19% l	19% n	17% o	18% p

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
Strongly disagree	108 4%	50 5%	42 3%	57 4%	38 3%
		b			
Slightly disagree	204 7%	82 8%	111 7%	118 8%	74 7%
Neither agree nor disagree	483 18%	178 17%	242 16%	297 20%	144 13%
				d	
Slightly agree	933 34%	333 32%	540 36%	515 35%	385 34%
Strongly agree	963 35%	363 35%	538 36%	440 30%	477 42%
					c
Don't know	50 2%	20 2%	25 2%	33 2%	9 1%
				d	
SUMMARY CODES					
TOTAL DISAGREE	312 11%	132 13%	153 10%	175 12%	112 10%
TOTAL AGREE	1896 69%	695 68%	1078 72%	955 65%	862 77%
					c
TOTAL NEITHER/ DON'T KNOW	533 19%	198 19%	266 18%	331 23%	153 14%
				d	

Columns Tested: a,b - c,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.

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
Strongly disagree	295 11%	44 10%	29 6%	38 8%	51 10%	64 15%	69 18%	295 11%	164 13%	124 9%	76 10%	88 11%	61 10%	70 12%	163 11%	131 11%	295 11%
Slightly disagree	368 13%	46 11%	55 11%	68 14%	69 13%	65 15%	66 17%	368 13%	193 15%	173 12%	94 12%	119 15%	71 12%	78 14%	213 14%	149 13%	368 13%
Neither agree nor disagree	651 24%	83 19%	90 18%	111 22%	120 24%	132 31%	116 30%	651 24%	318 24%	327 23%	159 21%	188 24%	155 26%	140 25%	347 23%	296 25%	651 24%
Slightly agree	765 28%	136 32%	180 36%	162 33%	152 30%	92 22%	43 11%	765 28%	314 24%	435 31%	238 31%	198 25%	159 26%	164 29%	436 28%	323 28%	765 28%
Strongly agree	570 21%	110 26%	140 28%	107 21%	107 21%	63 15%	42 11%	570 21%	261 20%	302 22%	165 22%	165 21%	143 24%	90 16%	330 21%	233 20%	570 21%
Don't know	94 3%	10 2%	5 1%	12 2%	9 2%	10 2%	47 12%	94 3%	58 4%	34 2%	24 3%	23 3%	15 3%	25 4%	47 3%	40 3%	94 3%
SUMMARY CODES																	
TOTAL DISAGREE	662 24%	90 21%	84 17%	105 21%	120 24%	128 30%	135 35%	662 24%	356 27%	297 21%	170 23%	206 26%	132 22%	148 26%	377 25%	280 24%	662 24%
TOTAL AGREE	1335 49%	246 57%	321 64%	268 54%	260 51%	155 36%	85 22%	1335 49%	575 44%	736 53%	403 53%	363 47%	303 50%	254 45%	766 50%	556 47%	1335 49%
TOTAL NEITHER/ DON'T KNOW	744 27%	92 22%	95 19%	123 25%	129 25%	142 33%	163 43%	744 27%	376 29%	360 26%	183 24%	211 27%	171 28%	165 29%	394 26%	336 29%	744 27%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
Strongly disagree	295 11%	240 10%	29 12%	15 11%	11 14%	295 11%	261 11%	34 9%	48 10%	247 11%	95 14% l	141 11% l	56 7%	295 11% l	53 10%	116 11%	73 12%
Slightly disagree	368 13%	307 13%	32 13%	22 16% d	7 9%	368 13%	323 14%	45 12%	58 13%	309 14%	94 14%	177 14%	95 12%	368 13%	62 12%	165 15%	79 13%
Neither agree nor disagree	651 24%	547 24%	61 25%	29 22%	14 18%	651 24%	553 23%	98 26%	111 24%	540 24%	204 30% klm	289 23%	149 19%	651 24% l	120 22%	241 22%	141 23%
Slightly agree	765 28%	645 28%	66 27%	32 24%	22 30%	765 28%	660 28%	105 28%	111 24%	654 29%	139 20%	372 30% j	247 32% j	765 28% j	191 35% op	290 27%	177 28%
Strongly agree	570 21%	470 21%	49 20%	32 23%	19 25%	570 21%	494 21%	75 20%	114 25%	455 20%	107 16%	236 19%	222 29% jkm	570 21% j	107 20%	241 22%	133 21%
Don't know	94 3%	81 4%	5 2%	5 4%	3 4%	94 3%	73 3%	20 5% f	23 5%	71 3%	47 7% klm	38 3% l	5 1%	94 3% l	8 1%	33 3%	20 3%
SUMMARY CODES																	
TOTAL DISAGREE	662 24%	547 24%	61 25%	37 27%	17 23%	662 24%	583 25%	79 21%	106 23%	556 24%	189 28% l	318 25% l	152 20%	662 24% l	116 21%	280 26%	152 24%
TOTAL AGREE	1335 49%	1115 49%	115 47%	64 47%	41 55%	1335 49%	1154 49%	180 48%	225 48%	1109 49%	246 36%	608 49% j	469 61% jkm	1335 49% j	298 55%	531 49%	311 50%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
TOTAL NEITHER/ DON'T KNOW	744	628	66	34	17	744	626	119	134	611	250	328	153	744	127	274	161
	27%	27%	27%	25%	22%	27%	26%	31%	29%	27%	37%	26%	20%	27%	24%	25%	26%
											klm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
Strongly disagree	295 11%	97 9%	171 11%	186 13% d	91 8%
Slightly disagree	368 13%	133 13%	209 14%	221 15% d	123 11%
Neither agree nor disagree	651 24%	239 23%	348 23%	384 26% d	230 20%
Slightly agree	765 28%	288 28%	424 28%	340 23%	393 35% c
Strongly agree	570 21%	245 24% b	292 20%	267 18%	273 24% c
Don't know	94 3%	23 2%	53 4%	62 4% d	17 1%
SUMMARY CODES					
TOTAL DISAGREE	662 24%	230 22%	380 25%	407 28% d	214 19%
TOTAL AGREE	1335 49%	533 52%	716 48%	607 42%	666 59% c

Columns Tested: a,b - c,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.

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
TOTAL NEITHER/ DON'T KNOW	744	263	402	446	247
	27%	26%	27%	31%	22%
				d	

Columns Tested: a,b - c,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.

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
Strongly disagree	152 6%	32 7%	22 4%	22 4%	23 5%	20 5%	33 9%	152 6%	94 7%	56 4%	37 5%	39 5%	23 4%	49 9%	76 5%	72 6%	152 6%
							bcdeg		i					jklnp			
Slightly disagree	122 4%	23 5%	14 3%	29 6%	21 4%	20 5%	15 4%	122 4%	71 5%	51 4%	31 4%	31 4%	31 5%	29 5%	62 4%	60 5%	122 4%
				b													
Neither agree nor disagree	342 12%	69 16%	54 11%	57 12%	66 13%	53 13%	42 11%	342 12%	203 15%	135 10%	78 10%	103 13%	75 12%	84 15%	181 12%	158 14%	342 12%
									i					j			
Slightly agree	783 29%	102 24%	128 26%	140 28%	150 29%	139 33%	124 32%	783 29%	362 28%	411 29%	207 27%	245 31%	183 30%	141 25%	452 29%	324 28%	783 29%
						a	a					m					
Strongly agree	1312 48%	195 46%	276 55%	242 49%	243 48%	191 45%	164 43%	1312 48%	556 43%	734 53%	391 52%	355 45%	287 47%	262 46%	746 49%	549 47%	1312 48%
			aefg							h	k						
Don't know	31 1%	7 2%	6 1%	6 1%	5 1%	2 *	4 1%	31 1%	22 2%	6 *	11 2%	9 1%	6 1%	3 *	20 1%	9 1%	31 1%
									i								
SUMMARY CODES																	
TOTAL DISAGREE	274 10%	54 13%	36 7%	51 10%	44 9%	40 9%	49 13%	274 10%	165 13%	107 8%	69 9%	70 9%	54 9%	78 14%	138 9%	132 11%	274 10%
		b					b		i					jklnp			
TOTAL AGREE	2095 76%	298 69%	404 81%	382 77%	393 77%	330 78%	288 75%	2095 76%	918 70%	1145 82%	598 79%	599 77%	470 78%	403 71%	1198 78%	873 75%	2095 76%
		a	a	a	a	a	a			h	mo	m	m		m		m
TOTAL NEITHER/ DON'T KNOW	372 14%	77 18%	60 12%	63 13%	71 14%	55 13%	46 12%	372 14%	225 17%	141 10%	89 12%	112 14%	81 13%	86 15%	201 13%	167 14%	372 14%
		bf							i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
Strongly disagree	152 6%	133 6%	11 4%	6 4%	3 4%	152 6%	134 6%	19 5%	30 6%	122 5%	43 6%	84 7%	21 3%	152 6%	31 6%	62 6%	23 4%
Slightly disagree	122 4%	105 5%	9 4%	6 4%	2 3%	122 4%	110 5%	12 3%	26 6%	96 4%	32 5%	69 5%	19 2%	122 4%	36 7%	41 4%	27 4%
Neither agree nor disagree	342 12%	290 13%	33 14%	13 9%	6 9%	342 12%	289 12%	53 14%	58 12%	284 12%	125 18%	157 13%	53 7%	342 12%	77 14%	109 10%	53 8%
Slightly agree	783 29%	662 29%	55 23%	42 31%	24 32%	783 29%	661 28%	123 32%	117 25%	667 29%	203 30%	350 28%	223 29%	783 29%	124 23%	320 29%	209 33%
Strongly agree	1312 48%	1073 47%	132 55%	68 51%	39 52%	1312 48%	1144 48%	167 44%	223 48%	1089 48%	268 39%	589 47%	453 59%	1312 48%	270 50%	544 50%	307 49%
Don't know	31 1%	28 1%	2 1%	- -%	1 1%	31 1%	26 1%	4 1%	13 3%	18 1%	14 2%	5 *%	4 1%	31 1%	3 *%	10 1%	5 1%
SUMMARY CODES																	
TOTAL DISAGREE	274 10%	237 10%	20 8%	12 9%	5 7%	274 10%	244 10%	31 8%	56 12%	219 10%	74 11%	153 12%	40 5%	274 10%	67 12%	103 9%	50 8%
TOTAL AGREE	2095 76%	1735 76%	187 77%	111 82%	63 84%	2095 76%	1805 76%	290 77%	339 73%	1756 77%	472 69%	939 75%	676 87%	2095 76%	394 73%	863 80%	516 83%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
TOTAL NEITHER/ DON'T KNOW	372	318	35	13	7	372	315	57	70	302	139	162	57	372	79	119	58
	14%	14%	14%	9%	9%	14%	13%	15%	15%	13%	20%	13%	7%	14%	15%	11%	9%
											klm	l		l	p		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
Strongly disagree	152 6%	62 6%	69 5%	85 6%	53 5%
Slightly disagree	122 4%	55 5%	53 4%	68 5%	49 4%
Neither agree nor disagree	342 12%	126 12%	168 11%	179 12%	125 11%
Slightly agree	783 29%	266 26%	476 32% a	451 31%	301 27%
Strongly agree	1312 48%	508 50%	715 48%	666 46%	592 53% c
Don't know	31 1%	7 1%	16 1%	12 1%	6 1%
SUMMARY CODES					
TOTAL DISAGREE	274 10%	118 11% b	122 8%	152 10%	102 9%
TOTAL AGREE	2095 76%	775 76%	1191 80% a	1117 76%	894 79%
TOTAL NEITHER/ DON'T KNOW	372 14%	133 13%	184 12%	191 13%	131 12%

Columns Tested: a,b - c,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.

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
Strongly disagree	136 5%	26 6%	26 5%	16 3%	18 4%	12 3%	38 10%	136 5%	81 6%	54 4%	40 5%	35 4%	17 3%	42 7%	75 5%	59 5%	136 5%
Slightly disagree	202 7%	39 9%	23 5%	37 7%	28 5%	32 7%	43 11%	202 7%	102 8%	98 7%	50 7%	59 8%	43 7%	48 8%	109 7%	91 8%	202 7%
Neither agree nor disagree	899 33%	126 29%	163 33%	153 31%	167 33%	153 36%	137 36%	899 33%	380 29%	506 36%	192 25%	247 32%	226 37%	226 40%	439 29%	453 39%	899 33%
Slightly agree	991 36%	145 34%	170 34%	190 38%	207 41%	161 38%	118 31%	991 36%	512 39%	463 33%	316 42%	300 38%	196 32%	167 29%	616 40%	363 31%	991 36%
Strongly agree	453 17%	78 18%	112 22%	87 18%	81 16%	62 15%	33 9%	453 17%	208 16%	241 17%	148 20%	119 15%	109 18%	73 13%	266 17%	183 16%	453 17%
Don't know	60 2%	14 3%	5 1%	14 3%	9 2%	5 1%	13 3%	60 2%	24 2%	31 2%	11 1%	21 3%	14 2%	10 2%	32 2%	24 2%	60 2%
SUMMARY CODES																	
TOTAL DISAGREE	337 12%	65 15%	49 10%	53 11%	46 9%	44 10%	81 21%	337 12%	183 14%	153 11%	90 12%	94 12%	60 10%	90 16%	183 12%	150 13%	337 12%
TOTAL AGREE	1445 53%	223 52%	282 56%	277 56%	287 56%	223 52%	152 40%	1445 53%	721 55%	704 51%	464 61%	419 54%	305 50%	240 42%	883 57%	546 47%	1445 53%
TOTAL NEITHER/ DON'T KNOW	959 35%	140 33%	169 34%	167 34%	176 35%	159 37%	150 39%	959 35%	404 31%	537 39%	203 27%	268 34%	240 40%	236 42%	471 31%	476 41%	959 35%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
Strongly disagree	136 5%	118 5%	9 4%	6 5%	3 4%	136 5%	113 5%	23 6%	31 7%	105 5%	50 7% lm	60 5%	22 3%	136 5%	18 3%	51 5%	28 4%
Slightly disagree	202 7%	167 7%	21 9%	9 7%	5 7%	202 7%	175 7%	27 7%	32 7%	170 7%	57 8% l	104 8% l	34 4%	202 7% l	38 7%	83 8%	35 6%
Neither agree nor disagree	899 33%	750 33%	77 32%	46 34%	25 34%	899 33%	780 33%	120 32%	196 42% i	704 31%	278 41% klm	431 34% l	175 23%	899 33% l	192 36% p	342 31%	172 28%
Slightly agree	991 36%	835 36%	85 35%	47 35%	25 34%	991 36%	861 36%	131 35%	128 28% h	863 38% h	186 27% j	471 38% j	333 43% jkm	991 36% j	186 34%	432 40%	238 38%
Strongly agree	453 17%	366 16%	48 20%	26 19%	13 18%	453 17%	383 16%	70 19%	63 14%	390 17%	83 12%	169 13%	201 26% jkm	453 17% jk	97 18%	159 15%	143 23% o
Don't know	60 2%	53 2%	2 1%	1 1%	3 4% bc	60 2%	52 2%	7 2%	15 3%	45 2%	31 5% klm	19 2%	8 1%	60 2%	9 2%	19 2%	8 1%
SUMMARY CODES																	
TOTAL DISAGREE	337 12%	285 12%	29 12%	15 11%	8 10%	337 12%	288 12%	50 13%	63 13%	275 12%	107 16% l	164 13% l	56 7%	337 12% l	56 10%	134 12%	63 10%
TOTAL AGREE	1445 53%	1201 52%	132 55%	73 54%	39 52%	1445 53%	1244 53%	201 53%	192 41% h	1253 55% h	268 39% j	640 51% j	535 69% jkm	1445 53% j	283 52%	591 54%	381 61% no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
TOTAL NEITHER/ DON'T KNOW	959	804	80	47	28	959	832	127	211	748	309	450	183	959	202	360	181
	35%	35%	33%	35%	38%	35%	35%	34%	45%	33%	45%	36%	24%	35%	37%	33%	29%
									i		klm	l		l	p		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
Strongly disagree	136 5%	58 6%	65 4%	82 6%	44 4%
Slightly disagree	202 7%	74 7%	113 8%	132 9%	56 5%
Neither agree nor disagree	899 33%	328 32%	468 31%	470 32%	376 33%
Slightly agree	991 36%	362 35%	579 39%	516 35%	432 38%
Strongly agree	453 17%	178 17%	247 16%	230 16%	202 18%
Don't know	60 2%	25 2%	27 2%	30 2%	17 2%
SUMMARY CODES					
TOTAL DISAGREE	337 12%	132 13%	177 12%	214 15%	100 9%
TOTAL AGREE	1445 53%	539 53%	826 55%	746 51%	634 56%
TOTAL NEITHER/ DON'T KNOW	959 35%	354 34%	495 33%	500 34%	393 35%

Columns Tested: a,b - c,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.

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
Strongly disagree	219 8%	37 9%	42 8%	22 4%	46 9%	28 7%	44 11%	219 8%	128 10%	91 7%	58 8%	66 8%	45 7%	51 9%	124 8%	96 8%	219 8%
		c	c		c		ceg	c	i								
Slightly disagree	474 17%	90 21%	106 21%	100 20%	96 19%	42 10%	40 10%	474 17%	184 14%	285 20%	134 18%	141 18%	95 16%	101 18%	275 18%	195 17%	474 17%
		ef	ef	ef	ef		ef	ef	h								
Neither agree nor disagree	1021 37%	142 33%	168 34%	180 36%	171 34%	173 41%	187 49%	1021 37%	458 35%	543 39%	258 34%	304 39%	227 38%	218 38%	562 37%	445 38%	1021 37%
							abcdeg										
Slightly agree	631 23%	97 23%	116 23%	123 25%	121 24%	109 26%	66 17%	631 23%	306 23%	319 23%	186 25%	173 22%	138 23%	123 22%	359 23%	261 22%	631 23%
				f	f	f	f	f									
Strongly agree	343 13%	52 12%	65 13%	66 13%	64 13%	70 16%	27 7%	343 13%	201 15%	136 10%	110 15%	79 10%	90 15%	59 10%	189 12%	149 13%	343 13%
		f	f	f	f	f		f	i		km		km				
Don't know	53 2%	11 3%	3 1%	6 1%	11 2%	4 1%	19 5%	53 2%	30 2%	20 1%	9 1%	18 2%	11 2%	15 3%	28 2%	26 2%	53 2%
							bceg										
SUMMARY CODES																	
TOTAL DISAGREE	694 25%	127 30%	149 30%	122 25%	142 28%	70 16%	84 22%	694 25%	312 24%	376 27%	192 25%	207 26%	139 23%	152 27%	399 26%	291 25%	694 25%
		ef	ef	e	e		e	e									
TOTAL AGREE	974 36%	149 35%	180 36%	188 38%	184 36%	179 42%	93 24%	974 36%	508 39%	455 33%	296 39%	252 32%	228 38%	182 32%	549 36%	410 35%	974 36%
		f	f	f	f	fg		f	i		km						
TOTAL NEITHER/ DON'T KNOW	1074 39%	153 36%	171 34%	186 37%	182 36%	176 41%	206 54%	1074 39%	489 37%	562 40%	268 35%	322 41%	238 39%	233 41%	590 38%	471 40%	1074 39%
							abcdeg					j					

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
Strongly disagree	219 8%	186 8%	17 7%	11 8%	6 7%	219 8%	178 8%	41 11%	30 6%	189 8%	70 10%	100 8%	47 6%	219 8%	39 7%	81 7%	57 9%
Slightly disagree	474 17%	392 17%	43 18%	24 18%	15 20%	474 17%	415 18%	59 16%	77 16%	397 17%	75 11%	220 18%	172 22%	474 17%	112 21%	180 17%	117 19%
Neither agree nor disagree	1021 37%	850 37%	92 38%	49 37%	30 39%	1021 37%	876 37%	144 38%	178 38%	842 37%	288 42%	461 37%	260 34%	1021 37%	172 32%	389 36%	233 37%
Slightly agree	631 23%	527 23%	53 22%	33 25%	18 24%	631 23%	537 23%	94 25%	109 23%	522 23%	145 21%	308 25%	177 23%	631 23%	134 25%	269 25%	131 21%
Strongly agree	343 13%	288 13%	34 14%	15 11%	7 9%	343 13%	310 13%	33 9%	55 12%	288 13%	81 12%	145 12%	116 15%	343 13%	76 14%	148 14%	81 13%
Don't know	53 2%	47 2%	2 1%	3 2%	* *%	53 2%	47 2%	6 2%	16 4%	37 2%	26 4%	20 2%	2 *%	53 2%	8 1%	18 2%	6 1%
SUMMARY CODES																	
TOTAL DISAGREE	694 25%	578 25%	60 25%	35 26%	20 27%	694 25%	593 25%	100 27%	107 23%	587 26%	145 21%	320 26%	218 28%	694 25%	151 28%	261 24%	173 28%
TOTAL AGREE	974 36%	815 36%	87 36%	48 35%	25 33%	974 36%	847 36%	127 34%	164 35%	810 36%	226 33%	453 36%	293 38%	974 36%	210 39%	417 38%	212 34%
TOTAL NEITHER/ DON'T KNOW	1074 39%	897 39%	94 39%	53 39%	30 40%	1074 39%	923 39%	151 40%	195 42%	879 39%	314 46%	480 38%	262 34%	1074 39%	180 33%	407 37%	239 38%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
Strongly disagree	219 8%	97 9%	103 7%	130 9%	78 7%
		b			
Slightly disagree	474 17%	198 19%	245 16%	224 15%	231 21%
				c	
Neither agree nor disagree	1021 37%	342 33%	583 39%	601 41%	361 32%
			a	d	
Slightly agree	631 23%	241 23%	348 23%	319 22%	278 25%
Strongly agree	343 13%	136 13%	183 12%	153 10%	174 15%
				c	
Don't know	53 2%	12 1%	35 2%	34 2%	5 *%
			d		
SUMMARY CODES					
TOTAL DISAGREE	694 25%	295 29%	348 23%	354 24%	309 27%
		b			
TOTAL AGREE	974 36%	376 37%	531 35%	471 32%	452 40%
				c	

Columns Tested: a,b - c,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.

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
TOTAL NEITHER/ DON'T KNOW	1074	354	618	635	366
	39%	35%	41%	43%	33%
			a	d	

Columns Tested: a,b - c,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.

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
Strongly disagree	221 8%	25 6%	33 7%	22 4%	44 9%	41 10%	55 14%	221 8%	127 10%	88 6%	58 8%	75 10%	37 6%	50 9%	133 9%	86 7%	221 8%
Slightly disagree	468 17%	93 22%	85 17%	92 19%	86 17%	52 12%	60 16%	468 17%	183 14%	279 20%	137 18%	131 17%	106 17%	91 16%	268 17%	197 17%	468 17%
Neither agree nor disagree	1124 41%	113 26%	171 34%	196 40%	227 45%	213 50%	203 53%	1124 41%	492 38%	618 44%	287 38%	342 44%	233 39%	248 44%	629 41%	481 41%	1124 41%
Slightly agree	584 21%	127 30%	124 25%	120 24%	93 18%	83 20%	38 10%	584 21%	310 24%	268 19%	175 23%	161 21%	136 23%	106 19%	337 22%	243 21%	584 21%
Strongly agree	303 11%	60 14%	83 17%	60 12%	52 10%	33 8%	14 4%	303 11%	171 13%	126 9%	92 12%	63 8%	77 13%	65 11%	155 10%	142 12%	303 11%
Don't know	42 2%	10 2%	4 1%	6 1%	6 1%	3 1%	13 3%	42 2%	25 2%	14 1%	8 1%	7 1%	17 3%	7 1%	15 1%	24 2%	42 2%
SUMMARY CODES																	
TOTAL DISAGREE	689 25%	118 28%	118 24%	114 23%	130 26%	93 22%	115 30%	689 25%	309 24%	367 26%	195 26%	206 26%	142 24%	141 25%	401 26%	283 24%	689 25%
TOTAL AGREE	887 32%	187 44%	207 41%	180 36%	145 29%	116 27%	52 14%	887 32%	481 37%	395 28%	267 35%	225 29%	213 35%	171 30%	492 32%	384 33%	887 32%
TOTAL NEITHER/ DON'T KNOW	1166 43%	123 29%	175 35%	202 41%	233 46%	216 51%	216 56%	1166 43%	517 40%	632 45%	294 39%	350 45%	250 41%	255 45%	644 42%	505 43%	1166 43%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
Strongly disagree	221 8%	192 8%	14 6%	9 6%	6 8%	221 8%	190 8%	31 8%	34 7%	187 8%	69 10%	101 8%	47 6%	221 8%	34 6%	78 7%	61 10%
Slightly disagree	468 17%	387 17%	43 18%	26 19%	12 16%	468 17%	401 17%	67 18%	79 17%	389 17%	106 15%	210 17%	150 19%	468 17%	81 15%	185 17%	110 18%
Neither agree nor disagree	1124 41%	932 41%	103 43%	54 40%	35 47%	1124 41%	974 41%	150 40%	193 41%	931 41%	292 43%	532 42%	286 37%	1124 41%	209 39%	470 43%	249 40%
Slightly agree	584 21%	489 21%	49 20%	32 24%	14 18%	584 21%	502 21%	81 21%	82 18%	502 22%	126 18%	266 21%	188 24%	584 21%	141 26%	219 20%	129 21%
Strongly agree	303 11%	252 11%	29 12%	14 11%	7 9%	303 11%	260 11%	43 11%	63 14%	240 11%	70 10%	132 11%	100 13%	303 11%	68 13%	127 12%	63 10%
Don't know	42 2%	38 2%	2 1%	* *%	1 2%	42 2%	36 2%	6 1%	15 3%	27 1%	23 3%	11 1%	2 *%	42 2%	8 1%	6 1%	12 2%
SUMMARY CODES																	
TOTAL DISAGREE	689 25%	579 25%	57 24%	35 26%	18 24%	689 25%	591 25%	98 26%	113 24%	576 25%	174 25%	312 25%	197 25%	689 25%	116 21%	264 24%	171 27%
TOTAL AGREE	887 32%	741 32%	79 33%	46 34%	20 27%	887 32%	763 32%	124 33%	145 31%	742 33%	196 29%	398 32%	289 37%	887 32%	208 38%	346 32%	192 31%
TOTAL NEITHER/ DON'T KNOW	1166 43%	970 42%	106 44%	54 40%	36 49%	1166 43%	1010 43%	156 41%	208 45%	958 42%	315 46%	543 43%	288 37%	1166 43%	217 40%	476 44%	260 42%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
Strongly disagree	221 8%	93 9%	117 8%	139 10% d	67 6%
Slightly disagree	468 17%	185 18%	244 16%	219 15%	216 19% c
Neither agree nor disagree	1124 41%	398 39%	641 43%	676 46% d	405 36%
Slightly agree	584 21%	227 22%	319 21%	270 18%	279 25% c
Strongly agree	303 11%	110 11%	156 10%	124 8%	157 14% c
Don't know	42 2%	12 1%	20 1%	32 2% d	2 *%
SUMMARY CODES					
TOTAL DISAGREE	689 25%	278 27%	361 24%	358 25%	283 25%
TOTAL AGREE	887 32%	338 33%	475 32%	394 27%	436 39% c

Columns Tested: a,b - c,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.

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
TOTAL NEITHER/ DON'T KNOW	1166	409	662	708	408
	43%	40%	44%	48%	36%
				d	

Columns Tested: a,b - c,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.

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
I often see views that I disagree with	607	105	126	134	91	89	61	607	305	285	188	171	120	123	359	243	607
	22%	25%	25%	27%	18%	21%	16%	22%	23%	20%	25%	22%	20%	22%	23%	21%	22%
		df	df	dfg				f									
I sometimes see views that I disagree with	1514	221	297	279	308	227	182	1514	678	825	395	456	351	295	851	646	1514
	55%	52%	59%	56%	61%	53%	48%	55%	52%	59%	52%	58%	58%	52%	55%	55%	55%
			f	f	af			f		h		jm					
I rarely see views that I disagree with	394	67	57	64	62	67	78	394	211	177	124	98	86	82	222	168	394
	14%	16%	11%	13%	12%	16%	20%	14%	16%	13%	16%	12%	14%	14%	14%	14%	14%
							bcdg		i								
Don't know	226	35	20	19	47	42	62	226	114	106	49	56	49	67	105	117	226
	8%	8%	4%	4%	9%	10%	16%	8%	9%	8%	7%	7%	8%	12%	7%	10%	8%
		bc			bc	bc	abcdeg	bc						jknp		jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
I often see views that I disagree with	607	490	62	36	18	607	518	88	95	512	94	272	238	607	130	237	151
	22%	21%	26%	27%	24%	22%	22%	23%	20%	22%	14%	22%	31%	22%	24%	22%	24%
												j	ijk	j			
I sometimes see views that I disagree with	1514	1265	130	78	41	1514	1313	202	229	1286	339	709	457	1514	287	634	353
	55%	55%	54%	58%	55%	55%	56%	53%	49%	56%	49%	57%	59%	55%	53%	58%	57%
										h		j	j	j			
I rarely see views that I disagree with	394	338	29	17	11	394	338	56	76	318	145	179	63	394	85	146	80
	14%	15%	12%	12%	14%	14%	14%	15%	16%	14%	21%	14%	8%	14%	16%	13%	13%
											klm	l		l			
Don't know	226	197	20	4	5	226	194	32	66	161	107	93	16	226	39	68	40
	8%	9%	8%	3%	6%	8%	8%	9%	14%	7%	16%	7%	2%	8%	7%	6%	6%
		c	c			c			i		klm	l	l				

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
I often see views that I disagree with	607 22%	257 25% b	300 20%	300 21%	282 25% c
I sometimes see views that I disagree with	1514 55%	545 53%	864 58%	790 54%	660 59%
I rarely see views that I disagree with	394 14%	152 15%	212 14%	221 15%	141 12%
Don't know	226 8%	72 7%	122 8%	150 10%	44 4%
				d	

Columns Tested: a,b - c,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.

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
All of the time	252	68	66	47	33	16	22	252	132	111	70	76	54	46	147	100	252
	9%	16%	13%	9%	7%	4%	6%	9%	10%	8%	9%	10%	9%	8%	10%	9%	9%
		cdefg	defg	e				ef									
Most of the time	575	136	159	119	73	50	38	575	270	295	156	156	116	136	312	252	575
	21%	32%	32%	24%	14%	12%	10%	21%	21%	21%	21%	20%	19%	24%	20%	21%	21%
		cdefg	cdefg	def				def									
Sometimes	1699	213	264	306	371	312	234	1699	789	890	463	499	397	328	961	724	1699
	62%	50%	53%	62%	73%	73%	61%	62%	60%	64%	61%	64%	66%	58%	63%	62%	62%
		ab	ab	ab	abcfg	abcfg	ab	ab				m	m				
EVER	2526	417	489	471	477	378	294	2526	1191	1297	689	732	567	509	1420	1076	2526
	92%	97%	98%	95%	94%	89%	77%	92%	91%	93%	91%	94%	94%	90%	92%	92%	92%
		defg	defg	ef	ef	f		f				m	m				
Never	73	5	5	10	9	20	23	73	33	39	28	18	14	12	46	26	73
	3%	1%	1%	2%	2%	5%	6%	3%	3%	3%	4%	2%	2%	2%	3%	2%	3%
						abd	abcdg										
Don't know	143	6	7	15	22	27	66	143	83	58	40	31	24	46	71	70	143
	5%	1%	1%	3%	4%	6%	17%	5%	6%	4%	5%	4%	4%	8%	5%	6%	5%
				ab	abc	abcdeg	ab		i					klmp			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
All of the time	252	205	28	11	8	252	228	24	40	211	57	117	75	252	64	85	45
	9%	9%	12%	8%	10%	9%	10%	6%	9%	9%	8%	9%	10%	9%	12%	8%	7%
Most of the time	575	481	52	27	15	575	515	59	103	472	135	258	182	575	148	214	112
	21%	21%	21%	20%	20%	21%	22%	16%	22%	21%	20%	21%	24%	21%	27%	20%	18%
Sometimes	1699	1424	140	87	49	1699	1441	259	275	1425	387	799	501	1699	300	697	414
	62%	62%	58%	65%	65%	62%	61%	68%	59%	63%	56%	64%	65%	62%	55%	64%	66%
EVER	2526	2110	220	125	72	2526	2184	342	418	2108	578	1174	758	2526	512	996	571
	92%	92%	91%	93%	96%	92%	92%	91%	90%	93%	84%	94%	98%	92%	95%	92%	92%
Never	73	59	9	4	1	73	57	16	16	56	31	33	9	73	11	35	19
	3%	3%	4%	3%	1%	3%	2%	4%	4%	2%	4%	3%	1%	3%	2%	3%	3%
Don't know	143	121	13	6	2	143	123	19	30	112	76	46	7	143	17	54	33
	5%	5%	5%	5%	3%	5%	5%	5%	7%	5%	11%	4%	1%	5%	3%	5%	5%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
All of the time	252	121	101	122	103
	9%	12%	7%	8%	9%
		b			
Most of the time	575	256	271	247	283
	21%	25%	18%	17%	25%
		b			c
Sometimes	1699	588	985	922	707
	62%	57%	66%	63%	63%
			a		
EVER	2526	965	1358	1291	1093
	92%	94%	91%	88%	97%
		b			c
Never	73	19	49	51	18
	3%	2%	3%	3%	2%
				d	
Don't know	143	41	91	119	15
	5%	4%	6%	8%	1%
				d	

Columns Tested: a,b - c,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.

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
Yes - all or most of the time	488	82	104	87	78	75	63	488	259	220	153	149	93	88	302	182	488
	18%	19%	21%	18%	15%	18%	16%	18%	20%	16%	20%	19%	15%	16%	20%	15%	18%
Yes - sometimes	1181	182	247	219	225	181	127	1181	530	639	328	335	265	244	663	508	1181
	43%	42%	49%	44%	44%	42%	33%	43%	41%	46%	43%	43%	44%	43%	43%	43%	43%
		f	fg	f	f	f		f		h							
Yes - but not very often/ rarely	541	96	96	107	102	88	53	541	258	274	146	169	122	101	315	223	541
	20%	22%	19%	21%	20%	21%	14%	20%	20%	20%	19%	22%	20%	18%	20%	19%	20%
		f		f	f	f		f									
No - I don't tend to think about whether it is true or accurate	225	37	27	55	39	31	36	225	106	119	46	51	70	51	97	121	225
	8%	9%	5%	11%	8%	7%	9%	8%	8%	9%	6%	6%	12%	9%	6%	10%	8%
				b									jkn			jkn	
I don't see news stories or articles on these types of apps or sites	185	11	8	8	38	38	82	185	101	84	56	45	36	48	102	84	185
	7%	2%	2%	2%	8%	9%	22%	7%	8%	6%	7%	6%	6%	8%	7%	7%	7%
					abc	abc	abcdeg	abc									
Don't know	121	22	18	20	26	13	21	121	54	58	27	32	19	36	59	55	121
	4%	5%	4%	4%	5%	3%	6%	4%	4%	4%	4%	4%	3%	6%	4%	5%	4%
														jln			
SUMMARY CODES																	
TOTAL - AT LEAST SOMETIMES	1668	263	350	307	303	255	190	1668	788	859	481	484	358	332	965	690	1668
	61%	61%	70%	62%	60%	60%	50%	61%	60%	62%	64%	62%	59%	59%	63%	59%	61%
		f	acdefg	f	f	f		f									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE						GENDER		SEG							
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
TOTAL - EVER	2210	359	446	413	405	343	243	2210	1046	1133	627	653	480	433	1280	913	2210
	81%	84%	89%	83%	80%	81%	64%	81%	80%	81%	83%	84%	79%	76%	83%	78%	81%
		f	cdefg	f	f	f	f	f			mo	mo			mo		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
Yes - all or most of the time	488	406	47	22	13	488	421	67	56	432	85	217	183	488	101	201	117
	18%	18%	20%	16%	17%	18%	18%	18%	12%	19%	12%	17%	24%	18%	19%	19%	19%
										h		j	jkm	j			
Yes - sometimes	1181	986	98	59	37	1181	1020	161	188	993	234	559	387	1181	233	486	283
	43%	43%	41%	44%	50%	43%	43%	42%	40%	44%	34%	45%	50%	43%	43%	45%	45%
												j	jkm	j			
Yes - but not very often/ rarely	541	447	51	30	13	541	468	73	110	431	144	254	141	541	121	207	123
	20%	20%	21%	23%	17%	20%	20%	19%	24%	19%	21%	20%	18%	20%	22%	19%	20%
No - I don't tend to think about whether it is true or accurate	225	193	17	10	5	225	195	30	59	166	79	109	37	225	51	74	42
	8%	8%	7%	7%	7%	8%	8%	8%	13%	7%	12%	9%	5%	8%	9%	7%	7%
									i		lm	l		l			
I don't see news stories or articles on these types of apps or sites	185	149	21	12	4	185	155	30	19	167	92	79	9	185	21	87	40
	7%	7%	9%	9%	5%	7%	7%	8%	4%	7%	13%	6%	1%	7%	4%	8%	6%
										h	klm	l		l		n	
Don't know	121	108	7	3	3	121	103	17	33	87	51	36	16	121	14	30	18
	4%	5%	3%	2%	4%	4%	4%	5%	7%	4%	7%	3%	2%	4%	3%	3%	3%
									i		klm			kl			
SUMMARY CODES																	
TOTAL - AT LEAST SOMETIMES	1668	1392	145	80	50	1668	1441	227	244	1425	319	776	570	1668	333	688	400
	61%	61%	60%	59%	67%	61%	61%	60%	52%	63%	47%	62%	74%	61%	62%	63%	64%
										h		j	jkm	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
TOTAL - EVER	2210	1840	196	111	63	2210	1910	300	354	1856	463	1030	712	2210	454	895	524
	81%	80%	81%	82%	84%	81%	81%	79%	76%	82%	68%	82%	92%	81%	84%	82%	84%
										h		j	jkm	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
Yes - all or most of the time	488 18%	217 21% b	244 16%	259 18%	198 18%
Yes - sometimes	1181 43%	434 42%	658 44%	585 40%	556 49% c
Yes - but not very often/ rarely	541 20%	220 21%	281 19%	269 18%	247 22%
No - I don't tend to think about whether it is true or accurate	225 8%	84 8%	123 8%	129 9%	76 7%
I don't see news stories or articles on these types of apps or sites	185 7%	46 4%	125 8% a	157 11% d	18 2%
Don't know	121 4%	24 2%	66 4% a	61 4%	32 3%
SUMMARY CODES					
TOTAL - AT LEAST SOMETIMES	1668 61%	651 64%	903 60%	844 58%	754 67% c

Columns Tested: a,b - c,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.

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
TOTAL - EVER	2210	871	1183	1113	1001
	81%	85%	79%	76%	89%
		b			c

Columns Tested: a,b - c,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.

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2398	366	403	448	374	417	390	2398	1111	1262	662	688	430	599	1350	1029	2398
Effective Weighted Sample	1548	240	274	315	262	252	231	1548	720	813	446	448	288	376	894	641	1548
Total	2210	359	446	413	405	343	243	2210	1046	1133	627	653	480	433	1280	913	2210
Check if it was by a trustworthy organisation	896	132	218	171	164	126	85	896	392	489	280	291	160	158	571	318	896
	41%	37%	49%	41%	41%	37%	35%	41%	38%	43%	45%	45%	33%	36%	45%	35%	41%
			aefg							h	lmo	lmo			lmo		lo
Look at the comments/ what people have said about it	890	170	200	154	163	112	91	890	370	506	257	259	184	183	516	367	890
	40%	47%	45%	37%	40%	33%	38%	40%	35%	45%	41%	40%	38%	42%	40%	40%	40%
		cefg	e					e		h							
Think about how likely it is for the story to be true	889	127	179	168	176	130	110	889	398	471	274	266	180	164	541	344	889
	40%	35%	40%	41%	43%	38%	45%	40%	38%	42%	44%	41%	37%	38%	42%	38%	40%
							a				o						
Check to see if the same information appears anywhere else	876	137	182	166	167	138	86	876	397	465	257	260	181	169	517	350	876
	40%	38%	41%	40%	41%	40%	35%	40%	38%	41%	41%	40%	38%	39%	40%	38%	40%
Think about whether I trust the person who shared it	754	125	174	151	143	97	65	754	324	414	224	244	155	127	468	282	754
	34%	35%	39%	36%	35%	28%	27%	34%	31%	37%	36%	37%	32%	29%	37%	31%	34%
			ef	ef	f			f		h		mo			mo		
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	752	137	176	150	130	87	71	752	317	420	234	263	140	110	496	251	752
	34%	38%	39%	36%	32%	25%	29%	34%	30%	37%	37%	40%	29%	26%	39%	27%	34%
		ef	ef	e				e		h	lmo	lmop			lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2398	366	403	448	374	417	390	2398	1111	1262	662	688	430	599	1350	1029	2398
Effective Weighted Sample	1548	240	274	315	262	252	231	1548	720	813	446	448	288	376	894	641	1548
Total	2210	359	446	413	405	343	243	2210	1046	1133	627	653	480	433	1280	913	2210
Check if the story/ article was by an organisation I had heard of	695	127	173	127	124	83	61	695	311	364	218	239	131	104	457	235	695
	31%	35%	39%	31%	31%	24%	25%	31%	30%	32%	35%	37%	27%	24%	36%	26%	31%
		ef	cdefg					e			lmo	lmop			lmop		mo
Check to see if it is by someone who witnessed it	379	69	89	72	71	46	31	379	187	184	119	107	82	67	226	149	379
	17%	19%	20%	18%	18%	13%	13%	17%	18%	16%	19%	16%	17%	16%	18%	16%	17%
		f	f														
Use a fact checking website/ app like Full Fact	353	75	77	72	63	47	20	353	183	165	112	99	68	73	212	141	353
	16%	21%	17%	18%	15%	14%	8%	16%	17%	15%	18%	15%	14%	17%	17%	15%	16%
		ef	f	f	f			f									
Some other check	33	11	2	3	5	7	6	33	20	13	11	8	9	3	19	13	33
	2%	3%	*%	1%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	2%
		bc															
ANY OF THESE CHECKS MADE	1995	334	426	377	366	286	206	1995	951	1015	573	606	423	376	1180	800	1995
	90%	93%	95%	91%	90%	84%	85%	90%	91%	90%	91%	93%	88%	87%	92%	88%	90%
		ef	cdefg	ef	e			ef			mo	lmo			lmo		
None of these / I wouldn't tend to check the information in the article to see if it was true	154	9	14	25	27	48	31	154	65	88	40	27	43	42	67	85	154
	7%	3%	3%	6%	7%	14%	13%	7%	6%	8%	6%	4%	9%	10%	5%	9%	7%
				a	abcdg	abcdg	abcdg	ab					kn	kn		kn	k
Don't know	61	16	7	12	12	9	6	61	31	30	14	19	14	14	33	28	61
	3%	5%	1%	3%	3%	2%	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%
		b															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2398	1642	249	247	260	2398	2034	364	342	2056	461	1135	796	2398	468	979	596
Effective Weighted Sample	1548	1191	180	155	192	1548	1320	229	219	1334	287	719	547	1548	304	627	399
Total	2210	1840	196	111	63	2210	1910	300	354	1856	463	1030	712	2210	454	895	524
Check if it was by a trustworthy organisation	896	729	95	41	31	896	776	120	101	795	107	403	386	896	171	372	245
	41%	40%	49%	37%	49%	41%	41%	40%	29%	43%	23%	39%	54%	41%	38%	42%	47%
			ace		ace					h		j	jkm	j			n
Look at the comments/ what people have said about it	890	746	70	46	28	890	774	117	115	775	99	408	383	890	160	375	226
	40%	41%	36%	41%	45%	40%	41%	39%	32%	42%	21%	40%	54%	40%	35%	42%	43%
										h		j	jkm	j			n
Think about how likely it is for the story to be true	889	732	85	47	26	889	766	123	93	796	122	393	374	889	161	372	233
	40%	40%	43%	42%	42%	40%	40%	41%	26%	43%	26%	38%	53%	40%	35%	42%	45%
										h		j	jkm	j			n
Check to see if the same information appears anywhere else	876	733	71	41	30	876	754	122	125	751	107	389	380	876	170	377	212
	40%	40%	36%	37%	48%	40%	39%	41%	35%	40%	23%	38%	53%	40%	37%	42%	40%
					abce							j	jkm	j			
Think about whether I trust the person who shared it	754	633	64	34	24	754	645	109	97	657	90	324	340	754	153	325	184
	34%	34%	33%	31%	38%	34%	34%	36%	27%	35%	19%	31%	48%	34%	34%	36%	35%
										h		j	jkm	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2398	1642	249	247	260	2398	2034	364	342	2056	461	1135	796	2398	468	979	596
Effective Weighted Sample	1548	1191	180	155	192	1548	1320	229	219	1334	287	719	547	1548	304	627	399
Total	2210	1840	196	111	63	2210	1910	300	354	1856	463	1030	712	2210	454	895	524
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	752	623	68	35	26	752	641	110	74	678	73	322	357	752	128	334	204
	34%	34%	35%	31%	41%	34%	34%	37%	21%	37%	16%	31%	50%	34%	28%	37%	39%
										h		j	jkm	j		n	n
Check if the story/ article was by an organisation I had heard of	695	577	65	31	23	695	590	106	92	603	92	284	317	695	133	253	201
	31%	31%	33%	28%	37%	31%	31%	35%	26%	33%	20%	28%	45%	31%	29%	28%	38%
												j	jkm	j		no	
Check to see if it is by someone who witnessed it	379	321	33	13	12	379	317	62	49	329	57	158	164	379	87	148	81
	17%	17%	17%	12%	18%	17%	17%	21%	14%	18%	12%	15%	23%	17%	19%	17%	15%
													jkm	j			
Use a fact checking website/ app like Full Fact	353	292	34	19	8	353	305	48	35	318	35	128	190	353	67	150	79
	16%	16%	17%	17%	13%	16%	16%	16%	10%	17%	8%	12%	27%	16%	15%	17%	15%
										h		j	jkm	jk			
Some other check	33	31	2	*	*	33	32	1	5	28	6	17	11	33	4	9	7
	2%	2%	1%	*%	*%	2%	2%	*%	1%	2%	1%	2%	2%	2%	1%	1%	1%
ANY OF THESE CHECKS MADE	1995	1656	180	102	57	1995	1727	267	303	1691	373	933	685	1995	410	807	478
	90%	90%	92%	92%	90%	90%	90%	89%	86%	91%	81%	91%	96%	90%	90%	90%	91%
										h		j	jkm	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Unweighted total	2398	1642	249	247	260	2398	2034	364	342	2056	461	1135	796	2398	468	979	596
Effective Weighted Sample	1548	1191	180	155	192	1548	1320	229	219	1334	287	719	547	1548	304	627	399
Total	2210	1840	196	111	63	2210	1910	300	354	1856	463	1030	712	2210	454	895	524
None of these / I wouldn't tend to check the information in the article to see if it was true	154 7%	132 7%	12 6%	7 6%	4 6%	154 7%	131 7%	22 7%	28 8%	126 7%	70 15% klm	65 6% l	19 3% l	154 7% l	32 7%	74 8%	37 7%
Don't know	61 3%	52 3%	4 2%	2 2%	3 4%	61 3%	51 3%	11 4%	23 7% i	38 2%	21 4% l	32 3% l	7 1% l	61 3% l	12 3%	15 2%	9 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2398	972	1280	1501	777
Effective Weighted Sample	1548	628	834	939	583
Total	2210	871	1183	1113	1001
Check if it was by a trustworthy organisation	896 41%	353 41%	504 43%	460 41%	410 41%
Look at the comments/ what people have said about it	890 40%	351 40%	502 42%	452 41%	412 41%
Think about how likely it is for the story to be true	889 40%	371 43%	473 40%	469 42%	398 40%
Check to see if the same information appears anywhere else	876 40%	366 42%	470 40%	465 42%	386 39%
Think about whether I trust the person who shared it	754 34%	299 34%	416 35%	376 34%	363 36%
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	752 34%	293 34%	424 36%	392 35%	339 34%

Columns Tested: a,b - c,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.

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2398	972	1280	1501	777
Effective Weighted Sample	1548	628	834	939	583
Total	2210	871	1183	1113	1001
Check if the story/ article was by an organisation I had heard of	695 31%	281 32%	375 32%	343 31%	325 32%
Check to see if it is by someone who witnessed it	379 17%	148 17%	204 17%	179 16%	176 18%
Use a fact checking website/ app like Full Fact	353 16%	163 19%	165 14%	168 15%	169 17%
Some other check	33 2%	17 2%	13 1%	13 1%	16 2%
ANY OF THESE CHECKS MADE	1995 90%	798 92%	1060 90%	988 89%	921 92%
None of these / I wouldn't tend to check the information in the article to see if it was true	154 7%	51 6%	97 8%	93 8%	58 6%
Don't know	61 3%	22 2%	26 2%	32 3%	22 2%

Columns Tested: a,b - c,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.

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	434	454	537	465	511	583	2984	1401	1549	803	817	537	797	1620	1334	2984
Effective Weighted Sample	1928	284	311	373	328	311	351	1928	904	1003	541	532	363	506	1073	835	1928
Total	2741	429	500	497	508	425	382	2741	1308	1393	756	781	605	567	1537	1172	2741
Yes	1261	229	312	257	212	171	80	1261	652	588	373	385	270	222	757	492	1261
	46%	54%	62%	52%	42%	40%	21%	46%	50%	42%	49%	49%	45%	39%	49%	42%	46%
		defg	acdefg	defg	f	f		f	i		mo	mo			mo		mo
No	894	126	97	145	174	151	202	894	398	484	247	241	198	204	488	402	894
	33%	29%	19%	29%	34%	35%	53%	33%	30%	35%	33%	31%	33%	36%	32%	34%	33%
		b		b	b	b	abcdeg	b		h							
Don't know	586	74	91	95	122	103	101	586	258	322	136	155	137	141	291	278	586
	21%	17%	18%	19%	24%	24%	26%	21%	20%	23%	18%	20%	23%	25%	19%	24%	21%
				a	a	abcg							jn		jn		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2984	2089	302	295	298	2984	2537	447	447	2537	721	1375	864	2984	568	1206	706
Effective Weighted Sample	1928	1497	214	191	213	1928	1645	285	289	1645	451	873	594	1928	366	770	475
Total	2741	2290	241	135	75	2741	2363	378	465	2276	685	1253	774	2741	541	1085	624
Yes	1261 46%	1038 45%	122 51%	62 46%	39 52%	1261 46%	1103 47%	158 42%	195 42%	1067 47%	200 29%	572 46%	486 63%	1261 46%	262 48%	490 45%	325 52%
No	894 33%	747 33%	75 31%	49 36%	23 31%	894 33%	760 32%	134 35%	163 35%	732 32%	314 46%	420 33%	151 19%	894 33%	183 34%	376 35%	183 29%
Don't know	586 21%	504 22%	45 19%	25 18%	12 17%	586 21%	500 21%	86 23%	108 23%	478 21%	171 25%	261 21%	137 18%	586 21%	96 18%	219 20%	116 19%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2984	1154	1617	1934	872
Effective Weighted Sample	1928	749	1052	1206	657
Total	2741	1025	1497	1460	1127
Yes	1261 46%	523 51%	648 43%	585 40%	616 55%
		b			c
No	894 33%	309 30%	531 35%	538 37%	308 27%
			a	d	
Don't know	586 21%	193 19%	319 21%	337 23%	204 18%
				d	

Columns Tested: a,b - c,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.

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1342	245	286	282	187	207	135	1342	692	633	397	391	231	310	788	541	1342
Effective Weighted Sample	889	164	200	194	131	132	84	889	456	423	275	266	159	196	540	341	889
Total	1261	229	312	257	212	171	80	1261	652	588	373	385	270	222	757	492	1261
I reported it to the site/ app	411	92	111	94	52	48	13	411	178	228	110	138	74	82	248	156	411
	33%	40%	36%	37%	24%	28%	17%	33%	27%	39%	30%	36%	28%	37%	33%	32%	33%
		def	df	df				f		h							
I commented on it to say it was incorrect/ misleading	297	45	75	63	55	37	22	297	177	112	99	86	55	53	185	108	297
	24%	20%	24%	25%	26%	21%	28%	24%	27%	19%	27%	22%	20%	24%	24%	22%	24%
									i								
I shared it online and said it was incorrect/ misleading	164	46	42	34	20	18	5	164	109	53	45	43	51	23	87	74	164
	13%	20%	13%	13%	9%	10%	6%	13%	17%	9%	12%	11%	19%	10%	12%	15%	13%
		defg							i			jkmp					
I did something else	9	1	4	2	1	1	-	9	6	3	4	3	1	1	7	2	9
	1%	*%	1%	1%	*%	*%	-%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
TOTAL - TOOK SOME ACTION	724	150	191	160	99	86	37	724	371	340	211	229	146	129	440	275	724
	57%	66%	61%	62%	47%	50%	46%	57%	57%	58%	57%	59%	54%	58%	58%	56%	57%
		def	df	def				df									
I didn't do anything/ I ignored it	519	71	119	97	110	81	40	519	269	242	156	152	119	89	307	208	519
	41%	31%	38%	38%	52%	48%	51%	41%	41%	41%	42%	39%	44%	40%	41%	42%	41%
					abcg	a	ac	a									
Don't know	19	8	2	-	4	3	3	19	11	6	6	4	5	4	10	9	19
	2%	3%	1%	-%	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%
		bc						c									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1342	922	137	134	149	1342	1156	186	181	1161	185	610	544	1342	273	512	361
Effective Weighted Sample	889	681	100	93	100	889	765	126	118	775	115	396	387	889	178	340	250
Total	1261	1038	122	62	39	1261	1103	158	195	1067	200	572	486	1261	262	490	325
I reported it to the site/ app	411	336	41	23	11	411	349	62	60	350	47	185	179	411	111	172	75
		33%	32%	34%	38%	27%	33%	32%	31%	33%	23%	32%	37%	33%	42%	35%	23%
													j	j	p	p	
I commented on it to say it was incorrect/ misleading	297	247	28	13	8	297	258	39	37	260	41	133	122	297	55	117	73
		24%	24%	23%	22%	21%	24%	23%	19%	24%	21%	23%	25%	24%	21%	24%	22%
I shared it online and said it was incorrect/ misleading	164	142	9	10	2	164	148	16	38	125	38	77	48	164	49	59	32
		13%	14%	7%	16%	6%	13%	10%	20%	12%	19%	14%	10%	13%	19%	12%	10%
			d		d				i		l				op		
I did something else	9	7	1	1	-	9	9	-	1	8	2	1	5	9	4	4	1
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
TOTAL - TOOK SOME ACTION	724	600	65	39	19	724	631	93	114	610	116	331	276	724	176	290	148
		57%	58%	53%	64%	57%	57%	59%	58%	57%	58%	58%	57%	57%	67%	59%	46%
					d										p	p	
I didn't do anything/ I ignored it	519	422	55	22	19	519	457	61	78	440	78	233	205	519	83	196	168
		41%	41%	45%	36%	49%	41%	39%	40%	41%	39%	41%	42%	41%	32%	40%	52%
																	no
Don't know	19	17	2	-	1	19	16	4	3	17	6	8	5	19	2	4	8
		2%	2%	1%	1%	2%	1%	2%	1%	2%	3%	1%	1%	2%	1%	1%	2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	1342	578	680	784	486
Effective Weighted Sample	889	385	454	506	366
Total	1261	523	648	585	616
I reported it to the site/ app	411	204	183	167	223
	33%	39%	28%	28%	36%
		b			c
I commented on it to say it was incorrect/ misleading	297	148	123	124	150
	24%	28%	19%	21%	24%
		b			
I shared it online and said it was incorrect/ misleading	164	100	48	65	84
	13%	19%	7%	11%	14%
		b			
I did something else	9	6	3	2	7
	1%	1%	*%	*%	1%
TOTAL - TOOK SOME ACTION	724	357	313	296	380
	57%	68%	48%	51%	62%
		b			c
I didn't do anything/ I ignored it	519	160	325	281	225
	41%	31%	50%	48%	37%
			a	d	
Don't know	19	6	9	9	10
	2%	1%	1%	1%	2%

Columns Tested: a,b - c,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.

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Follow an online 'how to' tutorial to create or do something of your own	916	158	216	197	165	97	83	916	387	517	298	266	187	157	564	344	916
	33%	37%	43%	39%	32%	23%	19%	33%	29%	37%	38%	33%	31%	27%	36%	29%	33%
		ef	defg	defg	ef			ef		h	lmop	m			mo		mo
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	769	111	179	151	131	106	92	769	304	449	247	245	145	125	492	269	769
	27%	26%	36%	30%	25%	25%	21%	27%	23%	32%	32%	31%	24%	21%	31%	23%	27%
			adefg	f				f		h	lmop	lmo			lmop		mo
Add filters to or edit photos	619	139	186	124	101	45	24	619	198	401	203	182	128	99	385	227	619
	22%	32%	37%	25%	20%	10%	6%	22%	15%	28%	26%	23%	21%	17%	24%	19%	22%
		cdefg	cdefg	ef	ef	f		ef		h	mop	m			mo		m
Create an online photo book or calendar	391	69	82	106	77	42	16	391	137	251	141	107	80	62	247	142	391
	14%	16%	16%	21%	15%	10%	4%	14%	10%	18%	18%	13%	13%	11%	16%	12%	14%
		ef	ef	defg	ef	f		ef		h	klmop				mo		
Create an online scrapbook of ideas, on sites like Pinterest	332	95	88	64	41	28	15	332	94	229	110	100	68	49	210	117	332
	12%	22%	18%	13%	8%	7%	4%	12%	7%	16%	14%	12%	11%	8%	13%	10%	12%
		cdefg	defg	def	f			def		h	mo	m			mo		m
Make a meme or gif	286	80	72	59	52	18	5	286	161	119	81	70	69	62	152	131	286
	10%	19%	14%	12%	10%	4%	1%	10%	12%	8%	10%	9%	11%	11%	10%	11%	10%
		cdefg	efg	ef	ef	f		ef		i							
Make or edit music online (such as editing/ cutting or mixing tracks)	210	82	48	41	20	15	4	210	125	74	59	62	51	36	121	87	210
	7%	19%	10%	8%	4%	3%	1%	7%	9%	5%	8%	8%	8%	6%	8%	7%	7%
		bcdefg	def	def	f	f		def		i							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Make or modify a website/ app or game	182	51	66	31	21	11	3	182	115	65	75	57	35	12	132	47	182
	7%	12%	13%	6%	4%	3%	1%	7%	9%	5%	10%	7%	6%	2%	8%	4%	7%
		cdefg	cdefg	ef	f			ef	i		lmop	mo	m		mo		mo
Write blogs or articles	156	28	37	42	32	10	6	156	91	60	54	58	24	19	113	43	156
	6%	7%	7%	8%	6%	2%	1%	6%	7%	4%	7%	7%	4%	3%	7%	4%	6%
		ef	ef	efg	ef			ef	i		mo	lmo			lmo		mo
Make a podcast	112	29	34	29	14	4	3	112	78	29	40	27	29	15	67	45	112
	4%	7%	7%	6%	3%	1%	1%	4%	6%	2%	5%	3%	5%	3%	4%	4%	4%
		defg	defg	ef	f			ef	i		m						
ANY OF THESE	1792	343	406	368	308	206	160	1792	809	952	548	539	375	313	1088	688	1792
	64%	80%	81%	74%	60%	48%	37%	64%	60%	67%	71%	68%	61%	54%	69%	58%	64%
		cdefg	cdefg	defg	ef	f		ef		h	lmop	mo	m		lmop		mo
None of these	950	69	87	118	196	213	267	950	499	445	222	249	225	246	471	471	950
	34%	16%	17%	24%	38%	50%	62%	34%	37%	31%	29%	31%	37%	42%	30%	39%	34%
				a	abc	abcdg	abcdeg	abc	i				jn	jknp		jknp	jn
Don't know	58	16	6	15	10	9	2	58	36	17	6	10	11	23	16	33	58
	2%	4%	1%	3%	2%	2%	1%	2%	3%	1%	1%	1%	2%	4%	1%	3%	2%
		f		f				f	i					jknp		jn	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Follow an online 'how to' tutorial to create or do something of your own	916	759	80	50	27	916	784	132	125	791	85	407	424	916	189	370	241
	33%	32%	33%	36%	36%	33%	33%	34%	27%	34%	12%	32%	55%	33%	35%	33%	38%
										h		j	jkm	j			
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	769	647	59	42	21	769	661	109	98	671	96	345	328	769	129	333	205
	27%	28%	24%	31%	28%	27%	27%	28%	21%	29%	13%	27%	42%	27%	24%	30%	32%
										h		j	jkm	j		n	n
Add filters to or edit photos	619	516	63	26	14	619	558	62	103	516	55	250	314	619	122	239	163
	22%	22%	26%	19%	18%	22%	23%	16%	22%	22%	8%	20%	41%	22%	22%	21%	25%
							g					j	jkm	j			
Create an online photo book or calendar	391	330	37	16	9	391	333	58	58	334	37	156	199	391	84	149	107
	14%	14%	15%	11%	12%	14%	14%	15%	12%	14%	5%	12%	26%	14%	15%	13%	17%
												j	jkm	j			
Create an online scrapbook of ideas, on sites like Pinterest	332	274	27	19	12	332	286	46	35	297	24	149	159	332	73	119	77
	12%	12%	11%	14%	15%	12%	12%	12%	7%	13%	3%	12%	21%	12%	13%	11%	12%
										h		j	jkm	j			
Make a meme or gif	286	237	37	9	4	286	267	20	41	245	33	117	136	286	73	107	60
	10%	10%	15%	7%	5%	10%	11%	5%	9%	10%	5%	9%	18%	10%	13%	10%	9%
		d	acde			d	g					j	jkm	j	o		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Make or edit music online (such as editing/ cutting or mixing tracks)	210 7%	176 8%	18 7%	12 9%	4 6%	210 7%	187 8%	23 6%	26 6%	184 8%	30 4%	99 8%	81 10%	210 7%	78 14%	62 6%	39 6%
Make or modify a website/ app or game	182 7%	155 7%	12 5%	11 8%	4 5%	182 7%	167 7%	15 4%	14 3%	168 7%	30 4%	79 6%	73 9%	182 7%	47 9%	62 6%	43 7%
Write blogs or articles	156 6%	133 6%	15 6%	6 4%	3 4%	156 6%	138 6%	18 5%	16 3%	140 6%	18 2%	71 6%	68 9%	156 6%	33 6%	66 6%	26 4%
Make a podcast	112 4%	99 4%	10 4%	3 2%	1 1%	112 4%	102 4%	10 3%	10 2%	103 4%	19 3%	49 4%	44 6%	112 4%	33 6%	36 3%	24 4%
ANY OF THESE	1792 64%	1490 64%	157 65%	96 70%	49 64%	1792 64%	1568 65%	224 57%	286 61%	1506 65%	297 41%	840 66%	654 84%	1792 64%	393 72%	695 62%	429 67%
None of these	950 34%	804 34%	80 33%	41 30%	25 32%	950 34%	790 33%	160 41%	158 34%	792 34%	396 55%	410 32%	116 15%	950 34%	143 26%	414 37%	203 32%
Don't know	58 2%	49 2%	6 2%	1 1%	2 3%	58 2%	50 2%	8 2%	23 5%	35 1%	32 4%	14 1%	4 1%	58 2%	9 2%	6 1%	7 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Follow an online 'how to' tutorial to create or do something of your own	916 33%	361 35%	509 33%	457 30%	425 38% c
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	769 27%	334 32% b	403 26%	403 27%	345 30%
Add filters to or edit photos	619 22%	252 24%	332 22%	280 19%	320 28% c
Create an online photo book or calendar	391 14%	147 14%	222 14%	153 10%	226 20% c
Create an online scrapbook of ideas, on sites like Pinterest	332 12%	162 16% b	151 10%	150 10%	161 14% c
Make a meme or gif	286 10%	134 13% b	134 9%	126 8%	142 13% c

Columns Tested: a,b - c,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.

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Make or edit music online (such as editing/ cutting or mixing tracks)	210 7%	122 12% b	74 5%	92 6%	99 9% c
Make or modify a website/ app or game	182 7%	88 8% b	70 5%	73 5%	92 8% c
Write blogs or articles	156 6%	76 7% b	64 4%	63 4%	80 7% c
Make a podcast	112 4%	63 6% b	38 2%	35 2%	69 6% c
ANY OF THESE	1792 64%	728 70% b	947 61%	867 57%	836 74% c
None of these	950 34%	297 29%	579 38% a	617 41% d	281 25%
Don't know	58 2%	14 1%	16 1%	29 2%	16 1%

Columns Tested: a,b - c,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.

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2716	432	451	525	435	451	422	2716	1294	1389	735	759	490	704	1494	1194	2716
Effective Weighted Sample	1762	282	309	366	307	275	262	1762	836	906	494	501	332	446	995	749	1762
Total	2500	425	497	483	472	370	253	2500	1205	1255	692	724	553	503	1417	1056	2500
I spend too much time doing this	713 29%	223 53%	203 41%	140 29%	89 19%	43 12%	15 6%	713 29%	294 24%	405 32%	201 29%	207 29%	160 29%	137 27%	407 29%	297 28%	713 29%
		bcdefg	cdefg	def	ef	f		def		h							
I am comfortable with the amount of time I spend doing this	1665 67%	185 44%	268 54%	324 67%	360 76%	304 82%	223 88%	1665 67%	853 71%	788 63%	460 66%	493 68%	365 66%	333 66%	953 67%	698 66%	1665 67%
			a	ab	abcg	abcg	abcdg	ab	i								
I would like to spend more time doing this	69 3%	13 3%	18 4%	11 2%	16 3%	5 1%	6 2%	69 3%	48 4%	21 2%	21 3%	14 2%	14 2%	18 4%	34 2%	32 3%	69 3%
									i								
Don't know	53 2%	3 1%	7 1%	9 2%	7 1%	17 5%	10 4%	53 2%	10 1%	41 3%	11 2%	11 1%	14 3%	14 3%	21 2%	29 3%	53 2%
						abcdg	a			h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2716	1880	273	277	286	2716	2326	390	409	2307	550	1296	859	2716	533	1077	645
Effective Weighted Sample	1762	1362	194	178	205	1762	1517	248	264	1504	346	825	591	1762	343	693	435
Total	2500	2080	223	125	72	2500	2183	316	424	2076	536	1181	771	2500	515	964	573
I spend too much time doing this	713 29%	585 28%	64 29%	40 32%	23 32%	713 29%	630 29%	83 26%	147 35%	565 27%	125 23%	316 27%	272 35%	713 29%	179 35%	241 25%	149 26%
									i				ijk	j	op		
I am comfortable with the amount of time I spend doing this	1665 67%	1396 67%	144 65%	79 63%	45 63%	1665 67%	1442 66%	223 70%	248 59%	1416 68%	367 69%	816 69%	475 62%	1665 67%	320 62%	686 71%	393 69%
										h	l	l		l		n	
I would like to spend more time doing this	69 3%	54 3%	9 4%	4 3%	2 3%	69 3%	65 3%	4 1%	10 2%	59 3%	20 4%	24 2%	22 3%	69 3%	10 2%	30 3%	20 3%
Don't know	53 2%	45 2%	5 2%	2 1%	1 1%	53 2%	47 2%	7 2%	18 4%	35 2%	24 4%	25 2%	2 *%	53 2%	5 1%	8 1%	11 2%
									i		klm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2716	1063	1451	1696	852
Effective Weighted Sample	1762	690	952	1062	641
Total	2500	942	1350	1264	1094
I spend too much time doing this	713 29%	315 33%	329 24%	292 23%	373 34%
		b			c
I am comfortable with the amount of time I spend doing this	1665 67%	577 61%	966 72%	907 72%	681 62%
			a	d	
I would like to spend more time doing this	69 3%	29 3%	34 3%	34 3%	28 3%
Don't know	53 2%	20 2%	20 2%	31 2%	13 1%

Columns Tested: a,b - c,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.

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2742	429	446	521	425	454	467	2742	1253	1456	737	759	500	717	1496	1217	2742
Effective Weighted Sample	1772	279	306	362	297	277	280	1772	812	940	497	495	337	455	991	762	1772
Total	2529	423	494	483	459	371	298	2529	1182	1308	694	728	565	513	1422	1078	2529
I spend too much time doing this	855 34%	211 50%	250 51%	197 41%	112 24%	68 18%	18 6%	855 34%	289 24%	551 42%	264 38%	263 36%	169 30%	148 29%	526 37%	317 29%	855 34%
		cdefg	cdefg	defg	f	f	def			h	lmo	mo			lmo	mo	
I am comfortable with the amount of time I spend doing this	1589 63%	188 44%	224 45%	279 58%	334 73%	295 80%	268 90%	1589 63%	838 71%	732 56%	402 58%	447 61%	379 67%	348 68%	848 60%	727 67%	1589 63%
				ab	abcg	abcg	abcdeg	ab	i				jn	jknp		jknp	j
I would like to spend more time doing this	48 2%	20 5%	13 3%	1 *	7 2%	4 1%	2 1%	48 2%	35 3%	9 1%	12 2%	17 2%	12 2%	7 1%	29 2%	19 2%	48 2%
		cdefg	c					c	i								
Don't know	37 1%	5 1%	7 1%	6 1%	6 1%	4 1%	10 3%	37 1%	20 2%	16 1%	17 2%	2 *	5 1%	10 2%	19 1%	15 1%	37 1%
							g				k			k	k	k	k

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2742	1907	275	278	282	2742	2339	403	417	2325	606	1274	850	2742	540	1097	642
Effective Weighted Sample	1772	1370	196	179	201	1772	1518	257	267	1511	378	811	584	1772	349	702	431
Total	2529	2104	226	128	71	2529	2194	335	429	2101	587	1172	761	2529	522	987	573
I spend too much time doing this	855 34%	701 33%	86 38%	43 34%	25 36%	855 34%	757 34%	98 29%	171 40%	685 33%	131 22%	388 33%	336 44%	855 34%	199 38%	301 30%	198 35%
									i			j	ijk	j	o		
I am comfortable with the amount of time I spend doing this	1589 63%	1336 63%	132 58%	79 62%	43 60%	1589 63%	1359 62%	230 69%	240 56%	1350 64%	416 71%	753 64%	415 55%	1589 63%	304 58%	654 66%	364 63%
								f		h	klm	l	l		n		
I would like to spend more time doing this	48 2%	43 2%	2 1%	1 1%	2 3%	48 2%	46 2%	2 1%	9 2%	39 2%	18 3%	20 2%	8 1%	48 2%	11 2%	19 2%	6 1%
											l						
Don't know	37 1%	26 1%	6 3%	4 4%	1 1%	37 1%	32 1%	4 1%	9 2%	27 1%	21 4%	12 1%	2 *%	37 1%	8 1%	13 1%	5 1%
				ae							klm			l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2742	1078	1468	1719	855
Effective Weighted Sample	1772	698	959	1071	643
Total	2529	958	1368	1283	1102
I spend too much time doing this	855 34%	358 37%	436 32%	328 26%	481 44%
		b			c
I am comfortable with the amount of time I spend doing this	1589 63%	565 59%	899 66%	912 71%	594 54%
			a	d	
I would like to spend more time doing this	48 2%	22 2%	20 1%	18 1%	20 2%
Don't know	37 1%	14 1%	13 1%	25 2%	7 1%
				d	

Columns Tested: a,b - c,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.

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2146	384	386	439	342	316	279	2146	1044	1074	573	579	403	566	1152	969	2146
Effective Weighted Sample	1400	252	265	304	240	186	175	1400	686	695	395	376	272	363	770	613	1400
Total	2041	386	430	406	377	260	183	2041	1030	981	559	566	468	424	1124	892	2041
I spend too much time doing this	307 15%	83 22%	59 14%	61 15%	51 14%	32 12%	22 12%	307 15%	156 15%	146 15%	91 16%	83 15%	55 12%	76 18%	174 15%	131 15%	307 15%
		bcdefg												I			
I am comfortable with the amount of time I spend doing this	1489 73%	239 62%	297 69%	294 72%	297 79%	208 80%	154 84%	1489 73%	747 73%	722 74%	401 72%	420 74%	356 76%	299 70%	822 73%	654 73%	1489 73%
			a	ab	abg	abcg	a										
I would like to spend more time doing this	193 9%	54 14%	66 15%	39 9%	20 5%	12 5%	1 1%	193 9%	107 10%	83 8%	47 8%	51 9%	49 11%	40 10%	98 9%	90 10%	193 9%
		defg	cdefg	f	f	f	def										
Don't know	52 3%	9 2%	8 2%	13 3%	8 2%	8 3%	7 4%	52 3%	21 2%	28 3%	19 3%	11 2%	8 2%	9 2%	30 3%	16 2%	52 3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2146	1501	222	205	218	2146	1843	303	308	1838	395	990	750	2146	447	835	487
Effective Weighted Sample	1400	1085	160	130	152	1400	1204	198	199	1205	256	632	513	1400	291	540	331
Total	2041	1702	182	101	56	2041	1780	261	330	1711	415	937	678	2041	448	795	435
I spend too much time doing this	307 15%	248 15%	31 17%	19 19%	8 15%	307 15%	282 16%	25 10%	62 19%	245 14%	61 15%	148 16%	97 14%	307 15%	89 20%	102 13%	66 15%
							g								o		
I am comfortable with the amount of time I spend doing this	1489 73%	1245 73%	135 74%	71 70%	38 69%	1489 73%	1283 72%	206 79%	219 67%	1270 74%	286 69%	702 75%	498 73%	1489 73%	305 68%	615 77%	323 74%
										h						n	
I would like to spend more time doing this	193 9%	166 10%	11 6%	8 8%	7 13%	193 9%	176 10%	17 6%	33 10%	160 9%	50 12%	69 7%	74 11%	193 9%	51 11%	63 8%	39 9%
					b						k		k				
Don't know	52 3%	42 2%	5 3%	3 3%	2 3%	52 3%	38 2%	14 5%	15 5%	37 2%	19 5%	18 2%	10 2%	52 3%	4 1%	15 2%	8 2%
								f	i		kl						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2146	885	1108	1287	713
Effective Weighted Sample	1400	583	723	808	537
Total	2041	823	1055	984	933
I spend too much time doing this	307 15%	160 19% b	121 11%	129 13%	155 17%
I am comfortable with the amount of time I spend doing this	1489 73%	567 69%	819 78% a	751 76% d	664 71%
I would like to spend more time doing this	193 9%	84 10%	92 9%	79 8%	96 10%
Don't know	52 3%	11 1%	24 2%	25 3%	18 2%

Columns Tested: a,b - c,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.

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
I spend too much time doing this	469	110	107	104	61	45	43	469	192	273	136	137	101	92	274	194	469
	17%	26%	21%	21%	12%	10%	10%	17%	14%	19%	18%	17%	17%	16%	17%	16%	17%
		defg	defg	def				def		h							
I am comfortable with the amount of time I spend doing this	2044	248	333	342	410	351	361	2044	1013	1004	581	589	447	410	1170	857	2044
	73%	58%	67%	68%	80%	82%	84%	73%	75%	71%	75%	74%	73%	70%	74%	72%	73%
			a	a	abcg	abcg	abcg	ab	i								
I would like to spend more time doing this	194	56	45	43	29	16	7	194	91	97	35	59	41	56	95	97	194
	7%	13%	9%	9%	6%	4%	2%	7%	7%	7%	5%	7%	7%	10%	6%	8%	7%
		defg	ef	ef	f			ef				j		jnp		j	j
Don't know	92	15	16	11	15	17	18	92	48	40	23	12	21	24	36	44	92
	3%	4%	3%	2%	3%	4%	4%	3%	4%	3%	3%	2%	3%	4%	2%	4%	3%
														kn		k	k

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
I spend too much time doing this	469 17%	387 17%	41 17%	30 22%	11 15%	469 17%	419 17%	51 13%	81 17%	389 17%	86 12%	223 18%	161 21%	469 17%	109 20%	198 18%	92 14%
I am comfortable with the amount of time I spend doing this	2044 73%	1719 73%	173 71%	95 69%	58 76%	2044 73%	1735 72%	309 79%	303 65%	1741 75%	550 76%	924 73%	542 70%	2044 73%	367 67%	832 75%	496 78%
I would like to spend more time doing this	194 7%	164 7%	18 8%	8 6%	4 6%	194 7%	179 7%	16 4%	46 10%	148 6%	42 6%	87 7%	65 8%	194 7%	57 11%	62 6%	41 6%
Don't know	92 3%	74 3%	12 5%	4 3%	2 3%	92 3%	75 3%	17 4%	37 8%	55 2%	47 7%	30 2%	6 1%	92 3%	11 2%	24 2%	10 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
I spend too much time doing this	469 17%	217 21% b	201 13%	233 15%	207 18%
I am comfortable with the amount of time I spend doing this	2044 73%	700 67%	1223 79% a	1147 76% d	811 72%
I would like to spend more time doing this	194 7%	98 9% b	82 5%	85 6%	98 9% c
Don't know	92 3%	24 2%	35 2%	48 3% d	17 2%

Columns Tested: a,b - c,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.

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Look up health symptoms	1214	159	224	225	237	199	170	1214	473	733	356	369	239	241	725	480	1214
	43%	37%	45%	45%	46%	46%	40%	43%	35%	52%	46%	46%	39%	41%	46%	40%	43%
		a	b	a	a	a	a	a	h	i	lo	lo	l	m	n	o	p
Healthy eating/ nutrition	942	147	225	212	169	119	70	942	364	570	302	298	176	154	600	330	942
	34%	34%	45%	42%	33%	28%	16%	34%	27%	40%	39%	37%	29%	27%	38%	28%	34%
		f	adefg	adefg	f	f	ef	ef	h	h	lmop	lmo	l	m	lmop	mo	mo
Relax	901	191	216	179	157	109	51	901	417	470	266	241	188	195	507	384	901
	32%	45%	43%	36%	31%	25%	12%	32%	31%	33%	34%	30%	31%	34%	32%	32%	32%
		cdefg	cdefg	ef	f	f	ef	ef	h	h	lmop	lmo	l	m	lmop	mo	mo
Improve your mood/ feel happy	736	195	195	137	119	69	22	736	313	408	227	204	146	154	431	300	736
	26%	46%	39%	27%	23%	16%	5%	26%	23%	29%	29%	26%	24%	27%	27%	25%	26%
		cdefg	cdefg	ef	ef	f	ef	ef	h	h	lmop	lmo	l	m	lmop	mo	mo
Follow a fitness programme/ health tracker	673	131	193	129	128	71	21	673	244	417	243	215	118	92	458	210	673
	24%	31%	39%	26%	25%	17%	5%	24%	18%	29%	31%	27%	19%	16%	29%	18%	24%
		efg	acdefg	ef	ef	f	ef	ef	h	h	lmop	lmo	l	m	lmop	mo	mo
Sleep	629	164	165	130	103	50	17	629	270	345	184	190	110	139	373	249	629
	22%	38%	33%	26%	20%	12%	4%	22%	20%	24%	24%	24%	18%	24%	24%	21%	22%
		cdefg	cdefg	ef	ef	f	ef	ef	h	h	l	l	l	l	l	l	l
Get support when feeling unhappy/ anxious/ worried	529	138	147	92	85	53	15	529	171	344	150	157	106	107	308	214	529
	19%	32%	29%	18%	16%	12%	3%	19%	13%	24%	19%	20%	17%	18%	20%	18%	19%
		cdefg	cdefg	ef	f	f	ef	ef	h	h	lmop	lmo	l	m	lmop	mo	mo
Meditate	386	87	117	81	64	31	7	386	152	225	127	138	47	68	264	116	386
	14%	20%	23%	16%	12%	7%	2%	14%	11%	16%	16%	17%	8%	12%	17%	10%	14%
		defg	cdefg	ef	ef	f	ef	ef	h	h	lmo	lmop	l	m	lmop	lo	lo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Feel energised	286	86	76	40	57	19	6	286	153	128	96	73	66	51	168	117	286
	10%	20%	15%	8%	11%	5%	1%	10%	11%	9%	12%	9%	11%	9%	11%	10%	10%
		cdefg	cefg	f	ef	f		ef									
ANY OF THESE	2155	382	467	409	388	297	213	2155	983	1141	624	620	469	422	1244	891	2155
	77%	89%	93%	82%	75%	69%	50%	77%	73%	81%	80%	78%	77%	72%	79%	75%	77%
		cdefg	cdefg	defg	f	f		ef		h	mo	m			mo		m
None of these	592	31	23	82	120	126	210	592	333	251	145	171	126	146	316	271	592
	21%	7%	5%	16%	23%	29%	49%	21%	25%	18%	19%	21%	21%	25%	20%	23%	21%
				ab	abc	abcg	abcdeg	abc	i					jn			
Don't know	53	15	11	9	7	5	6	53	27	22	8	6	15	15	14	30	53
	2%	4%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	3%	1%	2%	2%
													kn	kn		jkn	n
Base for stats	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Mean number of type of app/ site/ online service used (out of 9)	2.2	3.0	3.1	2.4	2.2	1.7	.9	2.2	1.9	2.6	2.5	2.4	2.0	2.1	2.4	2.0	2.2
		cdefg	cdefg	defg	ef	f		ef		h	lmop	lmo			lmop		lmo
Standard deviation	2.06	2.19	2.17	1.99	1.97	1.80	1.15	2.06	1.87	2.18	2.20	2.11	1.75	2.07	2.15	1.91	2.06
Standard error	.04	.11	.10	.09	.09	.08	.05	.04	.05	.05	.08	.07	.08	.07	.05	.05	.04

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Look up health symptoms	1214	1011	105	64	35	1214	1044	171	176	1038	198	541	469	1214	225	531	301
	43%	43%	43%	47%	46%	43%	43%	44%	38%	45%	27%	43%	61%	43%	41%	48%	47%
										h		j	jkm	j		n	
Healthy eating/ nutrition	942	780	98	32	32	942	810	132	150	792	128	409	403	942	196	369	250
	34%	33%	40%	23%	42%	34%	34%	34%	32%	34%	18%	32%	52%	34%	36%	33%	39%
		c	ace		ace	c						j	jkm	j			o
Relax	901	732	87	52	29	901	781	120	131	770	140	397	362	901	215	325	204
	32%	31%	36%	38%	38%	32%	32%	31%	28%	33%	19%	31%	47%	32%	39%	29%	32%
					a							j	jkm	j	op		
Improve your mood/ feel happy	736	617	68	32	19	736	659	77	123	613	95	332	308	736	160	278	165
	26%	26%	28%	23%	25%	26%	27%	20%	26%	26%	13%	26%	40%	26%	29%	25%	26%
							g					j	jkm	j			
Follow a fitness programme/ health tracker	673	543	74	31	25	673	595	77	92	581	80	281	312	673	117	243	213
	24%	23%	30%	22%	33%	24%	25%	20%	20%	25%	11%	22%	40%	24%	21%	22%	33%
			ae		ace					h		j	jkm	j			no
Sleep	629	514	72	22	21	629	545	84	100	529	102	262	263	629	172	217	133
	22%	22%	29%	16%	28%	22%	23%	22%	21%	23%	14%	21%	34%	22%	32%	19%	21%
			ace		c	c						j	jkm	j	op		
Get support when feeling unhappy/ anxious/ worried	529	430	57	28	15	529	467	62	81	448	63	227	239	529	117	216	115
	19%	18%	23%	20%	20%	19%	19%	16%	17%	19%	9%	18%	31%	19%	21%	19%	18%
												j	jkm	j			
Meditate	386	309	48	15	15	386	346	40	65	321	40	153	193	386	97	148	78
	14%	13%	20%	11%	19%	14%	14%	10%	14%	14%	5%	12%	25%	14%	18%	13%	12%
			ace		ace		g					j	jkm	j	op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Feel energised	286	224	41	15	6	286	258	28	46	240	50	104	132	286	53	97	68
	10%	10%	17%	11%	8%	10%	11%	7%	10%	10%	7%	8%	17%	10%	10%	9%	11%
			ade										jkm	j			
ANY OF THESE	2155	1783	198	111	63	2155	1856	298	366	1789	457	1001	687	2155	465	845	491
	77%	76%	81%	81%	83%	77%	77%	76%	78%	77%	63%	79%	89%	77%	85%	76%	77%
					ae							j	jkm	j	op		
None of these	592	516	39	26	12	592	502	90	85	507	244	243	82	592	71	263	140
	21%	22%	16%	19%	16%	21%	21%	23%	18%	22%	34%	19%	11%	21%	13%	24%	22%
		bd									klm	l	l	l	n	n	n
Don't know	53	45	7	*	1	53	49	4	16	37	24	20	5	53	9	7	8
	2%	2%	3%	*%	1%	2%	2%	1%	3%	2%	3%	2%	1%	2%	2%	1%	1%
			c						i		kl			l			
Base for stats	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Mean number of type of app/ site/ online service used (out of 9)	2.2	2.2	2.7	2.1	2.6	2.2	2.3	2.0	2.1	2.3	1.2	2.1	3.5	2.2	2.5	2.2	2.4
			ace		ace		g		h			j	jkm	j	o	o	o
Standard deviation	2.06	2.02	2.45	1.91	2.12	2.06	2.08	1.92	1.80	2.11	1.42	1.83	2.33	2.06	1.96	2.01	2.13
Standard error	.04	.04	.14	.11	.12	.04	.04	.09	.09	.04	.05	.05	.08	.04	.08	.06	.08

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Look up health symptoms	1214	515	623	658	535
	43%	50%	40%	43%	47%
		b			
Healthy eating/ nutrition	942	381	518	434	480
	34%	37%	34%	29%	42%
				c	
Relax	901	378	445	452	401
	32%	36%	29%	30%	35%
		b		c	
Improve your mood/ feel happy	736	325	363	337	367
	26%	31%	24%	22%	32%
		b		c	
Follow a fitness programme/ health tracker	673	266	373	291	355
	24%	26%	24%	19%	31%
				c	
Sleep	629	283	298	290	303
	22%	27%	19%	19%	27%
		b		c	
Get support when feeling unhappy/ anxious/ worried	529	265	237	221	287
	19%	26%	15%	15%	25%
		b		c	
Meditate	386	182	186	176	192
	14%	18%	12%	12%	17%
		b		c	

Columns Tested: a,b - c,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.

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Feel energised	286 10%	119 11%	135 9%	140 9%	119 10%
ANY OF THESE	2155 77%	869 84%	1121 73%	1058 70%	982 87%
None of these	592 21%	159 15%	398 26%	431 28%	139 12%
Don't know	53 2%	11 1%	22 1%	25 2%	12 1%
Base for stats	2800	1038	1541	1513	1133
Mean number of type of app/ site/ online service used (out of 9)	2.2	2.6 b	2.1	2.0	2.7 c
Standard deviation	2.06	2.15	1.99	2.06	2.03
Standard error	.04	.06	.05	.05	.07

Columns Tested: a,b - c,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.

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Disable notifications on devices or use 'Do not Disturb' settings	747	185	163	161	140	65	34	747	355	376	242	208	151	143	451	295	747
	27%	43%	33%	32%	27%	15%	8%	27%	26%	27%	31%	26%	25%	25%	29%	25%	27%
		bcdefg	efg	efg	ef	f		ef			lmop						
Set aside time for yourself when you are not online	732	131	152	103	146	100	100	732	312	407	213	232	147	135	445	281	732
	26%	31%	30%	21%	28%	23%	23%	26%	23%	29%	27%	29%	24%	23%	28%	24%	26%
		cef	cef		c			c		h		mo			mo		
Taken a deliberate break from any social media apps	680	140	171	140	136	62	33	680	306	362	196	214	144	116	410	260	680
	24%	33%	34%	28%	26%	14%	8%	24%	23%	26%	25%	27%	24%	20%	26%	22%	24%
		efg	defg	ef	ef	f		ef			m	mo			mo		m
Deleted apps because you spend too much time on them	647	135	155	147	111	68	31	647	275	361	202	194	116	128	396	244	647
	23%	31%	31%	29%	22%	16%	7%	23%	20%	26%	26%	24%	19%	22%	25%	20%	23%
		defg	defg	defg	f	f		ef		h	lo				lo		
Chosen not to take devices such as phones or tablets to bed with you	601	73	127	104	97	98	103	601	271	321	193	170	121	114	363	235	601
	21%	17%	25%	21%	19%	23%	24%	21%	20%	23%	25%	21%	20%	20%	23%	20%	21%
			a				a				mo						
Deleted apps because they are bad for your mental health/ self-esteem	402	109	114	85	55	27	11	402	170	223	123	124	76	73	247	149	402
	14%	26%	23%	17%	11%	6%	3%	14%	13%	16%	16%	16%	12%	13%	16%	13%	14%
		cdefg	defg	def	ef	f		ef							o		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Taken a deliberate break from any other apps	351	89	73	57	70	39	23	351	178	163	103	109	60	71	212	131	351
	13%	21%	15%	11%	14%	9%	5%	13%	13%	12%	13%	14%	10%	12%	13%	11%	13%
		bcdefg	ef	f	f			f									
Used an app to help reduce your 'screen time' / time spent using devices	267	85	83	50	31	14	5	267	132	126	86	81	50	48	167	98	267
	10%	20%	17%	10%	6%	3%	1%	10%	10%	9%	11%	10%	8%	8%	11%	8%	10%
		cdefg	cdefg	def	f			def									
ANY OF THESE	1903	354	414	357	342	240	196	1903	901	974	558	549	397	383	1107	780	1903
	68%	83%	83%	71%	67%	56%	46%	68%	67%	69%	72%	69%	65%	66%	70%	65%	68%
		cdefg	cdefg	ef	ef	f		ef			lmo				o		
None of these	832	59	76	128	164	181	224	832	407	413	208	236	197	183	444	380	832
	30%	14%	15%	26%	32%	42%	52%	30%	30%	29%	27%	30%	32%	31%	28%	32%	30%
				ab	ab	abcdg	abcdg	ab								j	
Don't know	65	16	10	15	8	8	8	65	35	27	10	13	15	16	22	31	65
	2%	4%	2%	3%	2%	2%	2%	2%	3%	2%	1%	2%	3%	3%	1%	3%	2%
SUMMARY																	
DELETING ANY APPS	844	192	214	178	140	83	38	844	376	453	264	255	152	163	519	315	844
	30%	45%	43%	36%	27%	19%	9%	30%	28%	32%	34%	32%	25%	28%	33%	26%	30%
		cdefg	defg	defg	ef	f		ef			lmo	lo			lmo		lo
TAKING A BREAK FROM ANY APP	837	181	206	164	157	86	43	837	399	422	235	261	176	152	496	329	837
	30%	42%	41%	33%	31%	20%	10%	30%	30%	30%	30%	33%	29%	26%	31%	28%	30%
		cdefg	cdefg	ef	ef	f		ef				mo			m		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Disable notifications on devices or use 'Do not Disturb' settings	747	632	60	35	20	747	669	78	107	641	102	310	335	747	148	279	197
	27%	27%	25%	25%	26%	27%	28%	20%	23%	27%	14%	25%	43%	27%	27%	25%	31%
							g					j	jkm	j			o
Set aside time for yourself when you are not online	732	625	56	33	18	732	625	106	99	633	133	341	256	732	135	302	174
	26%	27%	23%	24%	24%	26%	26%	27%	21%	27%	18%	27%	33%	26%	25%	27%	27%
										h		j	jkm	j			
Taken a deliberate break from any social media apps	680	571	60	29	19	680	606	74	113	567	101	298	279	680	157	255	152
	24%	24%	25%	21%	26%	24%	25%	19%	24%	24%	14%	24%	36%	24%	29%	23%	24%
							g					j	jkm	j	o		
Deleted apps because you spend too much time on them	647	531	60	36	21	647	563	84	99	548	108	292	247	647	139	242	155
	23%	23%	25%	26%	28%	23%	23%	21%	21%	23%	15%	23%	32%	23%	25%	22%	24%
												j	jkm	j			
Chosen not to take devices such as phones or tablets to bed with you	601	501	61	22	17	601	520	81	62	539	117	263	219	601	124	252	141
	21%	21%	25%	16%	22%	21%	22%	21%	13%	23%	16%	21%	28%	21%	23%	23%	22%
			c							h		j	jkm	j			
Deleted apps because they are bad for your mental health/ self-esteem	402	332	37	20	13	402	347	56	60	342	62	185	156	402	100	137	101
	14%	14%	15%	15%	17%	14%	14%	14%	13%	15%	9%	15%	20%	14%	18%	12%	16%
												j	jkm	j	o		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Taken a deliberate break from any other apps	351 13%	284 12%	33 13%	21 15%	13 17%	351 13%	306 13%	45 11%	64 14%	287 12%	56 8%	148 12%	147 19%	351 13%	80 15%	127 11%	81 13%
Used an app to help reduce your 'screen time'/ time spent using devices	267 10%	226 10%	27 11%	9 7%	5 6%	267 10%	239 10%	28 7%	42 9%	225 10%	35 5%	117 9%	115 15%	267 10%	78 14%	88 8%	52 8%
ANY OF THESE	1903 68%	1598 68%	154 63%	97 71%	54 71%	1903 68%	1662 69%	241 61%	308 66%	1596 68%	398 55%	877 69%	622 80%	1903 68%	409 75%	738 66%	441 69%
None of these	832 30%	694 30%	78 32%	39 29%	21 27%	832 30%	687 29%	145 37%	137 29%	695 30%	298 41%	365 29%	144 19%	832 30%	127 23%	364 33%	188 29%
Don't know	65 2%	51 2%	11 5%	1 1%	1 1%	65 2%	58 2%	6 2%	23 5%	42 2%	29 4%	21 2%	8 1%	65 2%	8 2%	13 1%	11 2%
			acde						i		klm			l			
SUMMARY																	
DELETING ANY APPS	844 30%	697 30%	76 31%	46 34%	25 33%	844 30%	739 31%	105 27%	128 27%	716 31%	145 20%	381 30%	319 41%	844 30%	188 34%	313 28%	200 31%
TAKING A BREAK FROM ANY APP	837 30%	698 30%	71 29%	42 31%	25 33%	837 30%	740 31%	97 25%	148 32%	689 30%	133 18%	380 30%	322 42%	837 30%	198 36%	320 29%	179 28%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Disable notifications on devices or use 'Do not Disturb' settings	747 27%	348 34%	360 23%	354 23%	365 32%
		b			c
Set aside time for yourself when you are not online	732 26%	295 28%	375 24%	402 27%	307 27%
		b			
Taken a deliberate break from any social media apps	680 24%	311 30%	321 21%	298 20%	347 31%
		b			c
Deleted apps because you spend too much time on them	647 23%	279 27%	326 21%	303 20%	310 27%
		b			c
Chosen not to take devices such as phones or tablets to bed with you	601 21%	226 22%	331 21%	323 21%	261 23%
Deleted apps because they are bad for your mental health/ self-esteem	402 14%	189 18%	178 12%	178 12%	201 18%
		b			c

Columns Tested: a,b - c,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.

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Taken a deliberate break from any other apps	351	174	148	175	158
	13%	17%	10%	12%	14%
		b			
Used an app to help reduce your 'screen time'/ time spent using devices	267	124	124	112	142
	10%	12%	8%	7%	13%
		b			c
ANY OF THESE	1903	785	976	950	856
	68%	76%	63%	63%	76%
		b			c
None of these	832	238	536	530	261
	30%	23%	35%	35%	23%
			a	d	
Don't know	65	16	29	33	15
	2%	2%	2%	2%	1%
SUMMARY					
DELETING ANY APPS	844	372	408	392	405
	30%	36%	26%	26%	36%
		b			c
TAKING A BREAK FROM ANY APP	837	391	388	378	412
	30%	38%	25%	25%	36%
		b			c

Columns Tested: a,b - c,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.

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
1	360 13%	23 5%	31 6%	28 6%	67 13%	95 22%	117 27%	360 13%	196 15%	161 11%	67 9%	101 13%	63 10%	122 21%	168 11%	186 16%	360 13%
					abc	abcdg	abcdg	abc	i			j		ijklnop		ijn	j
2	726 26%	60 14%	99 20%	69 14%	101 20%	155 36%	242 57%	726 26%	350 26%	370 26%	213 27%	203 25%	152 25%	155 27%	416 26%	307 26%	726 26%
			c		c	abcdg	abcdg	abcd									
3	701 25%	84 20%	148 30%	166 33%	148 29%	110 26%	46 11%	701 25%	287 21%	404 29%	198 25%	223 28%	155 25%	118 20%	421 27%	273 23%	701 25%
		f	af	aefg	af	f	af	af		h	m	mo			m		m
4	564 20%	93 22%	144 29%	144 29%	125 24%	46 11%	12 3%	564 20%	277 21%	278 20%	185 24%	150 19%	135 22%	93 16%	336 21%	228 19%	564 20%
		ef	aefg	aefg	ef	f		ef			kmo		m		m		m
5-6	286 10%	103 24%	47 9%	62 12%	53 10%	16 4%	5 1%	286 10%	132 10%	149 11%	70 9%	80 10%	79 13%	53 9%	149 9%	132 11%	286 10%
		bcdefg	ef	ef	ef	f		ef									
7-9	47 2%	20 5%	10 2%	12 2%	4 1%	1 *	- -	47 2%	28 2%	17 1%	14 2%	9 1%	3 1%	18 3%	23 1%	21 2%	47 2%
		defg	ef	ef				f						klnp			
Prefer not to say	115 4%	45 10%	21 4%	20 4%	17 3%	5 1%	7 2%	115 4%	74 5%	36 3%	29 4%	32 4%	22 4%	24 4%	61 4%	46 4%	115 4%
		bcdefg	ef	e				ef	i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
1	360 13%	292 12%	36 15%	20 15%	13 17%	360 13%	309 13%	51 13%	53 11%	307 13%	118 16% lm	162 13% l	71 9%	360 13% l	74 14%	164 15%	85 13%
2	726 26%	607 26%	57 24%	39 29%	22 29%	726 26%	591 25%	135 34% f	99 21%	627 27% h	221 31% klm	305 24%	182 24%	726 26%	65 12%	328 29% n	235 37% no
3	701 25%	591 25% d	66 27% d	31 22%	14 19%	701 25% d	605 25%	96 25%	119 25%	582 25%	138 19%	350 28% j	209 27% j	701 25% j	97 18%	387 35% np	137 21%
4	564 20%	474 20%	58 24% cd	22 16%	12 16%	564 20%	502 21% g	62 16%	92 20%	472 20%	112 15%	259 21% j	193 25% jkm	564 20% j	146 27% op	208 19%	118 18%
5-6	286 10%	237 10%	19 8%	18 13%	12 16% abe	286 10%	257 11%	29 7%	62 13%	224 10%	62 9%	129 10%	95 12%	286 10%	137 25% op	27 2% o	57 9% o
7-9	47 2%	41 2%	3 1%	1 1%	2 2%	47 2%	44 2%	3 1%	9 2%	38 2%	13 2%	23 2%	11 1%	47 2%	26 5% op	- -%	8 1% o
Prefer not to say	115 4%	102 4%	5 2%	6 5%	2 2%	115 4%	100 4%	16 4%	33 7% i	82 4%	61 8% klm	36 3%	13 2%	115 4% l	- -%	- -%	- -%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
1	360 13%	144 14%	188 12%	360 24%	- -%
				d	
2	726 26%	257 25%	433 28%	626 41%	94 8%
				d	
3	701 25%	259 25%	391 25%	274 18%	417 37%
					c
4	564 20%	196 19%	333 22%	146 10%	410 36%
					c
5-6	286 10%	121 12%	134 9%	91 6%	185 16%
		b			c
7-9	47 2%	22 2%	19 1%	15 1%	26 2%
					c
Prefer not to say	115 4%	39 4%	43 3%	- -%	- -%

Columns Tested: a,b - c,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.

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Yes	1155	130	314	365	260	78	7	1155	503	638	359	320	266	201	679	467	1155
	41%	30%	63%	73%	51%	18%	2%	41%	37%	45%	46%	40%	44%	35%	43%	39%	41%
		ef	adefg	abdefg	aefg	f		aef		h	kmop		m		m		m
No	1513	247	163	114	232	344	414	1513	762	732	386	440	320	353	826	674	1513
	54%	58%	33%	23%	45%	80%	97%	54%	57%	52%	50%	55%	53%	61%	52%	57%	54%
		bcd	c		bc	abcdg	abcdeg	bcd	i				jlnp		j		
Prefer not to say	132	51	23	21	23	7	8	132	79	44	32	37	24	28	69	52	132
	5%	12%	5%	4%	4%	2%	2%	5%	6%	3%	4%	5%	4%	5%	4%	4%	5%
		bcdefg	ef	e	ef			ef	i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Yes	1155	965	113	49	28	1155	1029	126	224	931	196	548	408	1155	271	490	250
	41%	41%	46%	36%	37%	41%	43%	32%	48%	40%	27%	43%	53%	41%	50%	44%	39%
			c				g		i		j	jkm	j	p			
No	1513	1261	124	82	45	1513	1263	250	202	1311	463	669	351	1513	273	626	389
	54%	54%	51%	60%	60%	54%	52%	64%	43%	56%	64%	53%	45%	54%	50%	56%	61%
							f		h		klm	l	l				n
Prefer not to say	132	117	6	7	2	132	115	17	41	91	66	46	15	132	-	-	-
	5%	5%	3%	5%	3%	5%	5%	4%	9%	4%	9%	4%	2%	5%	-%	-%	-%
									i		klm		l				

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Yes	1155 41%	402 39%	668 43%	- -%	1133 100%
			a		c
No	1513 54%	595 57%	826 54%	1513 100%	- -%
				d	
Prefer not to say	132 5%	42 4%	47 3%	- -%	- -%

Columns Tested: a,b - c,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.

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
None/ no children aged under 18 living at home	1513	247	163	114	232	344	414	1513	762	732	386	440	320	353	826	674	1513
	54%	58%	33%	23%	45%	80%	97%	54%	57%	52%	50%	55%	53%	61%	52%	57%	54%
		bcd	c		bc	abcdg	abcdeg	bcd	i					jlmp		j	
1	562	67	141	149	139	62	5	562	236	320	168	169	132	90	336	223	562
	20%	16%	28%	30%	27%	14%	1%	20%	18%	23%	22%	21%	22%	16%	21%	19%	20%
		f	aefg	aefg	aefg	f		ef		h	m	m	m		m		m
2	434	38	135	152	94	13	2	434	197	235	151	113	102	66	264	168	434
	15%	9%	27%	30%	18%	3%	*%	15%	15%	17%	19%	14%	17%	11%	17%	14%	15%
		ef	adefg	adefg	aef	f		aef			kmop		m		m		m
3	99	12	20	44	20	3	-	99	43	52	29	23	19	24	53	43	99
	4%	3%	4%	9%	4%	1%	-%	4%	3%	4%	4%	3%	3%	4%	3%	4%	4%
		ef	ef	abdefg	ef			ef									
4	24	2	5	10	7	*	-	24	9	15	3	4	6	11	7	17	24
	1%	1%	1%	2%	1%	*%	-%	1%	1%	1%	*%	1%	1%	2%	*%	1%	1%
			f	ef	ef									jknp		jn	
5 or more	18	-	8	9	1	-	-	18	10	8	5	3	2	8	8	10	18
	1%	-%	2%	2%	*%	-%	-%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%
			adef	adefg													
Prefer not to say	150	61	28	23	23	7	8	150	87	52	35	46	28	30	81	58	150
	5%	14%	6%	5%	5%	2%	2%	5%	6%	4%	5%	6%	5%	5%	5%	5%	5%
		bcdefg	ef	ef	ef			ef	i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
None/ no children aged under 18 living at home	1513	1261	124	82	45	1513	1263	250	202	1311	463	669	351	1513	273	626	389
	54%	54%	51%	60%	60%	54%	52%	64%	43%	56%	64%	53%	45%	54%	50%	56%	61%
								f		h	klm	l		l			n
1	562	476	50	23	14	562	500	62	108	454	95	269	196	562	89	297	127
	20%	20%	20%	16%	18%	20%	21%	16%	23%	19%	13%	21%	25%	20%	16%	27%	20%
												j	jm	j		np	
2	434	362	45	17	10	434	387	47	81	353	72	207	154	434	107	173	91
	15%	15%	19%	12%	13%	15%	16%	12%	17%	15%	10%	16%	20%	15%	20%	15%	14%
												j	jm	j	p		
3	99	79	11	5	4	99	87	12	19	80	15	43	41	99	40	20	27
	4%	3%	4%	4%	6%	4%	4%	3%	4%	3%	2%	3%	5%	4%	7%	2%	4%
													j		o		o
4	24	17	2	4	*	24	20	4	9	15	2	15	8	24	20	-	2
	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	4%	-	*
				ae					i						op		
5 or more	18	15	2	*	*	18	18	-	-	18	2	8	8	18	15	-	3
	1%	1%	1%	*	*	1%	1%	-	-	1%	*	1%	1%	1%	3%	-	*
															op		
Prefer not to say	150	132	9	7	2	150	133	17	48	102	75	53	17	150	-	-	-
	5%	6%	4%	5%	3%	5%	6%	4%	10%	4%	10%	4%	2%	5%	-	-	-
									i		klm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
None/ no children aged under 18 living at home	1513 54%	595 57%	826 54%	1513 100%	- -%
1	562 20%	205 20%	321 21%	- -%	559 49%
					c
2	434 15%	129 12%	276 18%	- -%	432 38%
			a		c
3	99 4%	38 4%	54 4%	- -%	99 9%
					c
4	24 1%	9 1%	8 1%	- -%	24 2%
					c
5 or more	18 1%	10 1%	6 *%	- -%	18 2%
					c
Prefer not to say	150 5%	52 5%	49 3%	- -%	- -%
		b			

Columns Tested: a,b - c,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.

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
None/ no children aged under 18 living at home	1513	247	163	114	232	344	414	1513	762	732	386	440	320	353	826	674	1513
	54%	58%	33%	23%	45%	80%	97%	54%	57%	52%	50%	55%	53%	61%	52%	57%	54%
		bcd	c		bc	abcdg	abcdeg	bcd	i					jlmp		j	
Under 1 year old	96	18	48	21	2	5	2	96	39	57	44	20	17	16	64	32	96
	3%	4%	10%	4%	*%	1%	*%	3%	3%	4%	6%	3%	3%	3%	4%	3%	3%
		def	acdefg	def				def			klmop						
1-4 years old	326	36	170	93	21	5	-	326	127	197	98	82	85	61	180	146	326
	12%	8%	34%	19%	4%	1%	-%	12%	9%	14%	13%	10%	14%	10%	11%	12%	12%
		def	acdefg	adefg	ef	f		def		h							
5-7 years old	257	24	98	111	23	1	-	257	113	140	69	75	52	56	144	108	257
	9%	6%	20%	22%	4%	*%	-%	9%	8%	10%	9%	9%	8%	10%	9%	9%	9%
		ef	adefg	adefg	ef			adef									
8-11 years old	348	24	72	163	78	9	2	348	154	189	103	89	72	79	193	150	348
	12%	6%	14%	33%	15%	2%	*%	12%	11%	13%	13%	11%	12%	14%	12%	13%	12%
		ef	aef	abdefg	aef			aef									
12-15 years old	411	30	50	138	157	35	1	411	189	218	129	114	98	70	243	168	411
	15%	7%	10%	28%	30%	8%	*%	15%	14%	15%	17%	14%	16%	12%	15%	14%	15%
		f	f	abefg	abefg	f		abef			m						
16-17 years old	222	23	12	60	88	35	4	222	97	125	77	50	56	38	127	95	222
	8%	5%	2%	12%	17%	8%	1%	8%	7%	9%	10%	6%	9%	7%	8%	8%	8%
		f		abfg	abcefg	bf		bf			k						
Prefer not to say	154	61	28	24	26	7	8	154	90	53	36	46	28	33	81	61	154
	6%	14%	6%	5%	5%	2%	2%	6%	7%	4%	5%	6%	5%	6%	5%	5%	6%
		bcdefg	ef	ef	ef			ef	i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
None/ no children aged under 18 living at home	1513	1261	124	82	45	1513	1263	250	202	1311	463	669	351	1513	273	626	389
	54%	54%	51%	60%	60%	54%	52%	64%	43%	56%	64%	53%	45%	54%	50%	56%	61%
								f		h	klm	l	l			n	
Under 1 year old	96	77	12	4	4	96	80	16	12	84	19	34	43	96	30	43	20
	3%	3%	5%	3%	5%	3%	3%	4%	3%	4%	3%	3%	6%	3%	6%	4%	3%
													jkm				
1-4 years old	326	275	28	15	8	326	300	26	62	264	56	135	135	326	84	148	55
	12%	12%	12%	11%	10%	12%	12%	7%	13%	11%	8%	11%	17%	12%	15%	13%	9%
							g						jkm	j	p	p	
5-7 years old	257	213	26	12	7	257	234	23	53	204	25	128	103	257	74	116	41
	9%	9%	11%	8%	9%	9%	10%	6%	11%	9%	3%	10%	13%	9%	14%	10%	6%
							g					j	jm	j	p	p	
8-11 years old	348	282	38	18	11	348	303	45	62	286	42	188	116	348	99	122	85
	12%	12%	16%	13%	14%	12%	13%	12%	13%	12%	6%	15%	15%	12%	18%	11%	13%
												j	j	j	o		
12-15 years old	411	349	36	18	8	411	360	51	73	338	66	208	137	411	115	143	107
	15%	15%	15%	13%	10%	15%	15%	13%	16%	14%	9%	16%	18%	15%	21%	13%	17%
												j	j	j	o		
16-17 years old	222	182	24	9	6	222	195	27	46	176	33	107	82	222	69	71	51
	8%	8%	10%	7%	8%	8%	8%	7%	10%	8%	5%	8%	11%	8%	13%	6%	8%
												j	jm	j	op		
Prefer not to say	154	135	10	7	2	154	136	18	50	104	76	56	17	154	2	-	2
	6%	6%	4%	5%	3%	6%	6%	5%	11%	4%	10%	4%	2%	6%	0%	0%	0%
									i		klm	l	l				

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
None/ no children aged under 18 living at home	1513 54%	595 57%	826 54%	1513 100%	- -%
Under 1 year old	96 3%	22 2%	64 4% a	- -%	96 8% c
1-4 years old	326 12%	108 10%	196 13%	- -%	326 29% c
5-7 years old	257 9%	86 8%	149 10%	- -%	257 23% c
8-11 years old	348 12%	107 10%	219 14% a	- -%	348 31% c
12-15 years old	411 15%	144 14%	245 16%	- -%	411 36% c
16-17 years old	222 8%	93 9%	117 8%	- -%	222 20% c
Prefer not to say	154 6%	56 5% b	50 3%	- -%	- -%

Columns Tested: a,b - c,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.

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2487	333	447	457	462	376	411	2487	1174	1285	720	709	528	513	1429	1041	2487
	89%	78%	89%	91%	90%	88%	96%	89%	87%	91%	93%	89%	87%	88%	91%	87%	89%
			a	a	a	a	abcdeg	a		h	klmop				lo		
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	820	181	164	126	149	108	92	820	419	388	231	233	195	150	464	345	820
	29%	42%	33%	25%	29%	25%	21%	29%	31%	27%	30%	29%	32%	26%	29%	29%	29%
		bcdefg	cef		f			f					m				
ACCESS TO THE INTERNET AT HOME	2724	412	483	485	503	418	423	2724	1311	1382	766	781	593	564	1547	1157	2724
	97%	96%	97%	97%	98%	97%	99%	97%	98%	98%	99%	98%	97%	97%	98%	97%	97%
							a				m						
Neither – Do not connect to the internet at home	20	1	6	6	3	2	2	20	14	6	3	5	7	5	8	12	20
	1%	*%	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%
Don't know	56	15	11	9	8	9	3	56	19	26	8	12	9	14	20	23	56
	2%	4%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%
		f															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2487	2081	208	127	72	2487	2125	362	373	2114	588	1129	739	2487	468	1032	602
	89%	89%	85%	92%	95%	89%	88%	92%	80%	91%	81%	89%	95%	89%	86%	92%	94%
				b	abe			f		h		j	jkm	j		n	n
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	820	679	77	42	22	820	731	89	117	703	170	362	281	820	175	294	198
	29%	29%	31%	30%	29%	29%	30%	23%	25%	30%	24%	29%	36%	29%	32%	26%	31%
							g					j	jkm	j	o		
ACCESS TO THE INTERNET AT HOME	2724	2277	236	137	75	2724	2341	382	443	2281	684	1237	771	2724	537	1100	633
	97%	97%	97%	99%	98%	97%	97%	97%	95%	98%	94%	98%	100%	97%	99%	99%	99%
										h		j	jkm	j			
Neither – Do not connect to the internet at home	20	17	2	1	*	20	16	4	4	16	13	7	-	20	4	7	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%
											klm	l	-	l			*
Don't know	56	49	5	*	1	56	50	6	21	35	28	20	3	56	4	8	4
	2%	2%	2%	1%	1%	2%	2%	1%	4%	2%	4%	2%	1%	2%	1%	1%	1%
									i		klm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2487 89%	912 88%	1427 93% a	1359 90%	1043 92%
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	820 29%	349 34% b	407 26%	426 28%	336 30%
ACCESS TO THE INTERNET AT HOME	2724 97%	1028 99%	1512 98%	1482 98%	1116 99%
Neither – Do not connect to the internet at home	20 1%	6 1%	11 1%	7 *%	9 1%
Don’t know	56 2%	4 *%	17 1%	25 2%	8 1%

Columns Tested: a,b - c,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.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
I have no formal qualifications (and I am not still studying)	155	11	20	11	15	30	69	155	68	84	20	14	34	85	33	119	155
	6%	2%	4%	2%	3%	7%	16%	6%	5%	6%	3%	2%	6%	15%	2%	10%	6%
						acd	abcdeg	acd					jkn	jklnop		jklnp	jkln
Entry level qualification such as ESOL, ELC or Skills for Life	30	6	11	4	6	*	3	30	20	7	5	5	8	12	10	19	30
	1%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		e	e						i				n			n	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	320	54	44	67	69	52	34	320	167	151	46	84	86	99	131	185	320
	11%	13%	9%	13%	13%	12%	8%	11%	12%	11%	6%	11%	14%	17%	8%	16%	11%
		f		f	f			f				j	jn	jknp		jknp	jn
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	526	107	68	78	93	107	72	526	254	266	79	126	149	165	205	314	526
	19%	25%	14%	16%	18%	25%	17%	19%	19%	19%	10%	16%	24%	28%	13%	26%	19%
		bcdfg				bcdfg		b				j	jknp	jknp		jknp	jn
Level 1-2 vocational qualification or intermediate apprenticeship	108	8	13	17	29	22	19	108	49	58	20	24	33	32	44	65	108
	4%	2%	3%	3%	6%	5%	4%	4%	4%	4%	3%	3%	5%	5%	3%	5%	4%
					a	a							jn	jkln		jkln	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	353 13%	66 15%	62 12%	74 15%	52 10%	51 12%	48 11%	353 13%	180 13%	172 12%	90 12%	143 18%	68 11%	51 9%	233 15%	119 10%	353 13%
												jlmp			mo		mo
Level 3 vocational qualification or advanced apprenticeship	197 7%	18 4%	44 9%	46 9%	44 9%	20 5%	26 6%	197 7%	79 6%	113 8%	29 4%	58 7%	76 13%	34 6%	87 6%	110 9%	197 7%
			ae	ae	ae							j	jkmp		jmnp		j
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	173 6%	13 3%	28 6%	41 8%	35 7%	29 7%	28 6%	173 6%	79 6%	92 7%	56 7%	48 6%	42 7%	26 4%	105 7%	68 6%	173 6%
				a	a	a	a	a									
Level 4-5 vocational qualification or higher apprenticeship	81 3%	6 1%	11 2%	5 1%	18 3%	21 5%	22 5%	81 3%	42 3%	40 3%	23 3%	27 3%	22 4%	8 1%	50 3%	30 2%	81 3%
					c	ac	abog	c				m	m		m		m
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	488 17%	60 14%	123 25%	84 17%	96 19%	57 13%	68 16%	488 17%	220 16%	261 18%	228 29%	173 22%	56 9%	30 5%	401 25%	87 7%	488 17%
			acefg								klmp	lmop	m		lmop		lmo
Level 6 vocational qualification or degree apprenticeship	28 1%	2 *	1 *	9 2%	7 1%	3 1%	5 1%	28 1%	18 1%	8 1%	16 2%	6 1%	4 1%	2 *	22 1%	6 *	28 1%
											kmop				o		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
University higher degree (e.g. Masters, PhD or equivalent)	243	25	66	59	40	28	24	243	131	110	153	57	21	12	210	32	243
	9%	6%	13%	12%	8%	7%	5%	9%	10%	8%	20%	7%	3%	2%	13%	3%	9%
			adefg	aef				f			klmnop	lmo		klmop		lmo	
Still studying/ still at school	31	27	2	1	1	-	-	31	15	11	3	15	4	7	18	11	31
	1%	6%	*%	*%	*%	-%	-%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%
		bcdefg						f				j					
Don't know	28	11	3	3	3	2	6	28	8	19	3	5	3	10	8	14	28
	1%	3%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	2%	*%	1%	1%
		beg												jn			
Prefer not to say	38	15	3	2	5	7	5	38	14	20	5	12	3	10	17	13	38
	1%	4%	1%	*%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
		bcdfg															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
I have no formal qualifications (and I am not still studying)	155 6%	126 5%	19 8%	7 5%	3 4%	155 6%	125 5%	30 8%	36 8%	120 5%	86 12% klm	49 4% l	15 2% l	155 6% l	47 9% op	56 5% p	12 2%
Entry level qualification such as ESOL, ELC or Skills for Life	30 1%	24 1%	1 *% b	3 2%	2 3% b	30 1%	28 1%	2 *% b	10 2%	20 1%	14 2% l	14 1% l	2 *% l	30 1% l	10 2% o	5 *% p	3 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	320 11%	266 11%	34 14% d	15 11%	6 7%	320 11%	281 12%	39 10%	75 16% i	245 11%	101 14% l	172 14% l	43 6% l	320 11% l	93 17% op	130 12% p	29 5%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	526 19%	455 19% b	33 14%	27 20%	12 15%	526 19%	456 19%	70 18%	102 22%	424 18%	153 21% l	253 20% l	108 14% l	526 19% l	140 26% op	211 19% p	80 12%
Level 1-2 vocational qualification or intermediate apprenticeship	108 4%	92 4%	4 2%	8 6% b	4 6% b	108 4%	90 4%	18 5%	26 6%	83 4%	34 5%	44 4%	28 4%	108 4%	25 5%	45 4%	24 4%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	353 13%	280 12%	40 17%	22 16%	12 15%	353 13%	305 13%	48 12%	38 8%	315 14% h	70 10%	163 13%	117 15% j	353 13%	64 12%	167 15%	88 14%
Level 3 vocational qualification or advanced apprenticeship	197 7%	171 7%	15 6%	8 6%	4 5%	197 7%	164 7%	33 8%	35 7%	162 7%	47 6%	77 6%	72 9% k	197 7%	41 8%	94 8% p	33 5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	173 6%	135 6%	24 10% ae	8 6%	6 8%	173 6%	141 6%	32 8%	26 6%	147 6%	34 5%	89 7%	50 7%	173 6%	29 5%	83 7%	37 6%
Level 4-5 vocational qualification or higher apprenticeship	81 3%	72 3%	3 1%	5 4%	1 1%	81 3%	72 3%	10 2%	5 1%	77 3% h	22 3%	38 3%	21 3%	81 3%	7 1%	37 3% n	27 4% n
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	488 17%	408 17%	40 17%	23 17%	17 22%	488 17%	434 18%	54 14%	59 13%	429 18% h	73 10%	215 17% j	199 26% jkm	488 17% j	57 10%	176 16% n	193 30% no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Level 6 vocational qualification or degree apprenticeship	28	24	1	2	1	28	22	6	2	26	6	17	5	28	2	14	10
	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	0%	1%	2%
University higher degree (e.g. Masters, PhD or equivalent)	243	210	19	6	8	243	201	42	17	225	42	95	103	243	18	89	101
	9%	9%	8%	4%	11%	9%	8%	11%	4%	10%	6%	8%	13%	9%	3%	8%	16%
		c			c	c				h			jkm	j		n	no
Still studying/ still at school	31	27	1	1	1	31	29	1	11	20	7	20	5	31	5	6	1
	1%	1%	0%	1%	2%	1%	1%	0%	2%	1%	1%	2%	1%	1%	1%	1%	0%
									i								
Don't know	28	23	1	3	-	28	25	2	16	12	16	5	2	28	6	1	1
	1%	1%	1%	2%	0%	1%	1%	1%	3%	1%	2%	0%	0%	1%	1%	0%	0%
				d					i		klm			o			
Prefer not to say	38	30	7	*	1	38	34	4	11	27	20	11	6	38	1	3	-
	1%	1%	3%	0%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	0%	0%	0%
			c								klm						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
I have no formal qualifications (and I am not still studying)	155 6%	62 6%	76 5%	108 7%	35 3%
Entry level qualification such as ESOL, ELC or Skills for Life	30 1%	13 1%	13 1%	14 1%	11 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	320 11%	136 13% b	150 10%	151 10%	139 12%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	526 19%	234 23% b	250 16%	299 20%	201 18%
Level 1-2 vocational qualification or intermediate apprenticeship	108 4%	48 5%	53 3%	75 5%	33 3%

Columns Tested: a,b - c,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.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	353 13%	109 10%	221 14% a	201 13%	143 13%
Level 3 vocational qualification or advanced apprenticeship	197 7%	67 6%	124 8%	92 6%	96 8%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	173 6%	62 6%	100 7%	95 6%	74 7%
Level 4-5 vocational qualification or higher apprenticeship	81 3%	32 3%	48 3%	55 4%	24 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	488 17%	146 14%	324 21% a	259 17%	215 19%
Level 6 vocational qualification or degree apprenticeship	28 1%	13 1%	13 1%	15 1%	13 1%

Columns Tested: a,b - c,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.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
University higher degree (e.g. Masters, PhD or equivalent)	243	78	149	105	127
	9%	7%	10%	7%	11%
					c
Still studying/ still at school	31	17	8	17	7
	1%	2%	1%	1%	1%
		b			
Don't know	28	11	5	10	8
	1%	1%	*%	1%	1%
		b			
Prefer not to say	38	11	7	18	7
	1%	1%	*%	1%	1%

Columns Tested: a,b - c,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.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Very confident	2051	239	348	362	387	342	374	2051	963	1065	633	613	414	380	1246	795	2051
	73%	56%	70%	72%	75%	80%	87%	73%	72%	75%	82%	77%	68%	65%	79%	67%	73%
		a	a	a	abcg	abcdg	a		lmop	lmo					lmop		lmo
Fairly confident	523	124	103	94	90	67	45	523	251	260	103	141	138	138	244	276	523
	19%	29%	21%	19%	18%	16%	10%	19%	19%	18%	13%	18%	23%	24%	15%	23%	19%
		bcdefg	f	f	f	f	f	f			j	jn	jknp	jknp	jknp	jknp	jn
Neither confident nor not confident	148	39	31	30	26	14	8	148	95	50	23	29	49	40	53	89	148
	5%	9%	6%	6%	5%	3%	2%	5%	7%	4%	3%	4%	8%	7%	3%	7%	5%
		efg	f	f	f	f	f	f	i				jknp	jknp	jknp	jknp	jn
Not very confident	38	10	5	9	7	4	3	38	13	22	6	8	7	13	14	20	38
	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
		f												n			
Not at all confident	13	1	4	5	1	2	-	13	6	7	2	2	1	6	4	7	13
	*%	*%	1%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
				f										n			
Don't know	15	5	7	1	2	-	-	15	8	7	7	3	*	2	10	2	15
	1%	1%	1%	*%	*%	-%	-%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%
		f	ef														
Prefer not to say	12	10	2	-	1	-	-	12	7	4	2	3	-	4	5	4	12
	*%	2%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
		cdefg															
SUMMARY CODES																	
TOTAL CONFIDENT	2574	363	452	456	477	409	418	2574	1214	1325	736	753	553	518	1489	1071	2574
	92%	85%	90%	91%	93%	95%	98%	92%	90%	94%	95%	94%	91%	89%	95%	90%	92%
		a	a	a	abcg	abcdg	a		lmop	lmo					lmop		m
TOTAL NOT CONFIDENT	51	11	9	14	8	6	3	51	19	29	8	10	8	19	17	26	51
	2%	3%	2%	3%	2%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	2%	2%
		f		f										jknp			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
TOTAL NEITHER/ DON'T KNOW	163	44	37	31	29	14	8	163	104	57	30	32	49	42	62	91	163
	6%	10%	7%	6%	6%	3%	2%	6%	8%	4%	4%	4%	8%	7%	4%	8%	6%
		cdefg	ef	f	f			f	i				jkn	jkn	jkn	jkn	n

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Very confident	2051	1701	188	102	60	2051	1751	300	297	1754	472	907	653	2051	353	870	546
	73%	73%	77%	74%	79%	73%	73%	76%	63%	75%	65%	72%	84%	73%	65%	78%	85%
					a					h		j	jkm	j		n	no
Fairly confident	523	444	43	25	11	523	454	69	104	419	155	258	102	523	131	181	74
	19%	19%	17%	18%	15%	19%	19%	18%	22%	18%	21%	20%	13%	19%	24%	16%	12%
											l	l	l	l	op	p	
Neither confident nor not confident	148	128	8	8	3	148	130	18	38	109	53	76	13	148	43	50	11
	5%	5%	3%	6%	4%	5%	5%	4%	8%	5%	7%	6%	2%	5%	8%	4%	2%
											l	l	l	l	op	p	
Not very confident	38	34	1	2	1	38	35	3	10	27	19	15	4	38	10	12	3
	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	*%
											l			p			
Not at all confident	13	10	2	-	*	13	13	*	8	5	7	5	*	13	1	1	2
	*%	*%	1%	-%	1%	*%	1%	*%	2%	*%	1%	*%	*%	*%	*%	*%	*%
											l						
Don't know	15	14	1	-	-	15	12	3	7	8	11	2	-	15	5	-	2
	1%	1%	*%	-%	-%	1%	1%	1%	1%	*%	1%	*%	-%	1%	1%	-%	*%
											klm			o			
Prefer not to say	12	12	-	-	1	12	12	-	4	9	8	2	1	12	2	1	-
	*%	1%	-%	-%	1%	*%	1%	-%	1%	*%	1%	*%	*%	*%	*%	*%	-%
											k						
SUMMARY CODES																	
TOTAL CONFIDENT	2574	2145	231	127	71	2574	2205	369	401	2174	627	1164	755	2574	484	1050	620
	92%	92%	95%	93%	94%	92%	92%	94%	86%	93%	87%	92%	98%	92%	89%	94%	97%
										h		j	jkm	j	n	no	
TOTAL NOT CONFIDENT	51	44	3	2	1	51	47	3	18	32	26	21	4	51	10	14	5
	2%	2%	1%	1%	2%	2%	2%	1%	4%	1%	4%	2%	1%	2%	2%	1%	1%
									i		klm			l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
TOTAL NEITHER/ DON'T KNOW	163	142	9	8	3	163	142	20	45	118	64	77	13	163	48	50	14
	6%	6%	4%	6%	4%	6%	6%	5%	10%	5%	9%	6%	2%	6%	9%	4%	2%
									i		lm	l		l	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Very confident	2051	711	1223	1164	823
	73%	68%	79%	77%	73%
			a	d	
Fairly confident	523	211	263	249	225
	19%	20%	17%	16%	20%
Neither confident nor not confident	148	81	40	66	63
	5%	8%	3%	4%	6%
		b			
Not very confident	38	27	5	17	11
	1%	3%	*%	1%	1%
		b			
Not at all confident	13	3	4	7	4
	*%	*%	*%	*%	*%
Don't know	15	5	4	8	2
	1%	*%	*%	1%	*%
Prefer not to say	12	-	3	3	4
	*%	-%	*%	*%	*%
SUMMARY CODES					
TOTAL CONFIDENT	2574	922	1486	1413	1048
	92%	89%	96%	93%	93%
			a		
TOTAL NOT CONFIDENT	51	31	9	24	15
	2%	3%	1%	2%	1%
		b			

Columns Tested: a,b - c,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.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
TOTAL NEITHER/ DON'T KNOW	163	86	44	74	65
	6%	8%	3%	5%	6%
		b			

Columns Tested: a,b - c,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.

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Yes – (English is first/ main language)	2650	379	470	469	497	413	421	2650	1250	1361	744	747	578	555	1491	1133	2650
	95%	88%	94%	94%	97%	96%	98%	95%	93%	96%	96%	94%	95%	95%	95%	95%	95%
		a	b	a	a	a	abcb	a		h							
No	135	40	29	27	17	15	7	135	85	50	30	47	32	25	77	57	135
	5%	9%	6%	5%	3%	4%	2%	5%	6%	4%	4%	6%	5%	4%	5%	5%	5%
		defg	f	f				f	i								
Prefer not to say	15	10	1	3	1	-	-	15	9	3	3	4	-	3	7	3	15
	1%	2%	*%	1%	*%	-%	-%	1%	1%	*%	*%	1%	-%	*%	*%	*%	1%
		bdefg															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Yes – (English is first/ main language)	2650	2209	240	128	73	2650	2272	378	422	2228	670	1208	739	2650	510	1072	615
	95%	94%	99% ace	93%	97%	95%	94%	96%	90%	96% h	92%	96% j	96% j	95%	94%	96%	96%
No	135	121	3	10	2	135	121	15	43	92	44	55	33	135	29	43	24
	5%	5% b	1%	7% bd	3%	5% b	5%	4%	9% i	4%	6%	4%	4%	5%	5%	4%	4%
Prefer not to say	15	14	*	-	1	15	15	-	3	12	12	1	2	15	5	-	-
	1%	1%	*%	-%	1%	1%	1%	-%	1%	1%	2% klm	*%	*%	1%	1% op	-%	-%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Yes – (English is first/ main language)	2650	984	1475	1445	1082
	95%	95%	96%	95%	95%
No	135	47	65	64	46
	5%	5%	4%	4%	4%
Prefer not to say	15	7	1	4	5
	1%	1%	*%	*%	*%

Columns Tested: a,b - c,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.

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Being bought on mortgage	801	91	177	211	189	104	29	801	341	457	312	241	169	77	553	246	801
	29%	21%	35%	42%	37%	24%	7%	29%	25%	32%	40%	30%	28%	13%	35%	21%	29%
		f	aefg	aefg	aefg	f		af		h	klmnop	mo	mo		klmop	m	mo
Owned outright by the household	788	75	65	55	113	167	312	788	410	362	272	212	158	141	484	299	788
	28%	18%	13%	11%	22%	39%	73%	28%	30%	26%	35%	27%	26%	24%	31%	25%	28%
		c			bc	abcdg	abcdg	abcd	i		klmop				mo		
Rented from Local Authority/ Housing Association/ Trust	544	97	104	106	96	91	50	544	268	266	60	130	123	216	190	338	544
	19%	23%	21%	21%	19%	21%	12%	19%	20%	19%	8%	16%	20%	37%	12%	28%	19%
		f	f	f	f	f		f				jn	jn	ijklnop	j	ijklnp	jn
Rented from private landlord	529	96	130	115	95	59	33	529	260	262	104	173	132	118	277	250	529
	19%	22%	26%	23%	18%	14%	8%	19%	19%	19%	13%	22%	22%	20%	18%	21%	19%
		ef	defg	ef	f	f		ef				jn	j	j	j	j	j
Something else	44	15	10	4	12	1	2	44	16	28	6	15	13	10	21	23	44
	2%	3%	2%	1%	2%	*%	*%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%
		cefg	e		ef												
Don't know	47	33	6	4	1	2	1	47	23	22	15	14	5	8	29	13	47
	2%	8%	1%	1%	*%	*%	*%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%
		bcdefg						df									
Prefer not to say	49	22	8	6	8	4	2	49	26	16	6	13	10	13	20	23	49
	2%	5%	2%	1%	2%	1%	*%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%
		bcdefg						f									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Being bought on mortgage	801	666	77	30	28	801	677	124	128	673	132	340	322	801	119	273	305
	29%	28%	31%	22%	36%	29%	28%	31%	27%	29%	18%	27%	42%	29%	22%	24%	48%
			c		ace							j	jkm	j			no
Owned outright by the household	788	666	58	44	20	788	639	149	79	709	288	332	153	788	104	369	187
	28%	28%	24%	32%	27%	28%	27%	38%	17%	30%	40%	26%	20%	28%	19%	33%	29%
								f		h	klm	l	l	l		n	n
Rented from Local Authority/ Housing Association/ Trust	544	440	66	28	10	544	485	58	122	422	147	275	113	544	193	222	27
	19%	19%	27%	20%	14%	19%	20%	15%	26%	18%	20%	22%	15%	19%	35%	20%	4%
			ade			d	g		i		l	l		l	op	p	
Rented from private landlord	529	455	29	30	15	529	479	50	102	427	99	257	165	529	110	231	109
	19%	19%	12%	22%	19%	19%	20%	13%	22%	18%	14%	20%	21%	19%	20%	21%	17%
		b		b	b	b	g					j	j	j			
Something else	44	35	4	4	1	44	37	7	4	40	10	22	12	44	10	12	7
	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%
Don't know	47	41	5	1	1	47	44	3	18	29	26	17	3	47	6	6	3
	2%	2%	2%	1%	1%	2%	2%	1%	4%	1%	4%	1%	1%	2%	1%	1%	1%
									i		klm			l			
Prefer not to say	49	41	6	*	1	49	46	2	15	33	22	21	5	49	2	3	2
	2%	2%	2%	1%	2%	2%	2%	1%	3%	1%	3%	2%	1%	2%	1%	1%	1%
			c						i		l						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Being bought on mortgage	801	233	528	304	474
	29%	22%	34%	20%	42%
			a		c
Owned outright by the household	788	274	468	584	173
	28%	26%	30%	39%	15%
				d	
Rented from Local Authority/ Housing Association/ Trust	544	274	216	282	227
	19%	26%	14%	19%	20%
		b			
Rented from private landlord	529	211	274	260	244
	19%	20%	18%	17%	22%
					c
Something else	44	15	25	39	5
	2%	1%	2%	3%	*%
				d	
Don't know	47	21	11	29	3
	2%	2%	1%	2%	*%
		b		d	
Prefer not to say	49	10	19	15	7
	2%	1%	1%	1%	1%

Columns Tested: a,b - c,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.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Your mental health? Anxiety, depression, or trauma-related conditions, for example	440 16%	120 28%	98 20%	75 15%	75 15%	50 12%	23 5%	440 16%	146 11%	279 20%	85 11%	119 15%	82 14%	146 25%	204 13%	228 19%	440 16%
		bcdefg	ef	f	f	f		f		h				ijklnop		ijklnp	jn
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	230 8%	28 7%	21 4%	28 6%	32 6%	48 11%	73 17%	230 8%	109 8%	117 8%	49 6%	60 8%	43 7%	72 12%	109 7%	115 10%	230 8%
						abcd	abcdeg	b						ijklnp		jn	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	205 7%	69 16%	38 8%	28 6%	30 6%	19 4%	21 5%	205 7%	101 8%	98 7%	69 9%	39 5%	40 7%	54 9%	108 7%	94 8%	205 7%
		bcdefg									k			k		k	k
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	190 7%	13 3%	20 4%	28 6%	38 7%	43 10%	47 11%	190 7%	86 6%	103 7%	39 5%	52 6%	44 7%	54 9%	91 6%	98 8%	190 7%
					a	abcg	abcg	a						jnp		jn	
Breathing? Breathlessness or chest pains	179 6%	31 7%	25 5%	21 4%	18 3%	40 9%	45 10%	179 6%	94 7%	84 6%	34 4%	54 7%	24 4%	66 11%	87 6%	90 8%	179 6%
		d				bcd	bcdg	d						ijklnop		jl	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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 of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Hearing? Poor hearing, partial hearing, or are deaf	179	18	21	15	23	36	67	179	103	73	47	49	36	46	95	82	179
	6%	4%	4%	3%	4%	8%	16%	6%	8%	5%	6%	6%	6%	8%	6%	7%	6%
						abcd	abcdeg	c	i								
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	157	44	37	36	23	11	6	157	75	75	34	36	26	57	69	83	157
	6%	10%	7%	7%	5%	3%	1%	6%	6%	5%	4%	4%	4%	10%	4%	7%	6%
		defg	ef	ef	f			ef						jklnp		jn	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	106	38	25	15	21	6	2	106	61	38	16	39	23	26	56	50	106
	4%	9%	5%	3%	4%	1%	*%	4%	5%	3%	2%	5%	4%	5%	4%	4%	4%
		cdefg	ef	f	ef			ef	i			j		j		j	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	99	24	14	15	14	16	16	99	59	36	19	27	18	31	46	49	99
	4%	6%	3%	3%	3%	4%	4%	4%	4%	3%	2%	3%	3%	5%	3%	4%	4%
									i					jn			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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 of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Difficulty with speech? e.g. due to stroke, stutter or stammer	37	16	9	5	5	3	-	37	17	14	6	14	9	7	20	15	37
	1%	4%	2%	1%	1%	1%	-%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
		cdefg	f	f	f			f									
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1038	211	198	154	152	151	172	1038	494	523	246	284	204	291	531	496	1038
	37%	49%	40%	31%	30%	35%	40%	37%	37%	37%	32%	36%	34%	50%	34%	42%	37%
		bcdefg	cd				cd	cd						ijklnop		ijklnp	j
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1541	158	252	306	331	250	244	1541	744	785	484	459	348	245	943	593	1541
	55%	37%	50%	61%	64%	58%	57%	55%	55%	56%	62%	58%	57%	42%	60%	50%	55%
		a	abg	abfg	ab	a	a	a			mop	mo	mo		mop	m	mo
Don't know	120	41	28	20	16	11	3	120	59	59	28	31	31	23	59	54	120
	4%	10%	6%	4%	3%	3%	1%	4%	4%	4%	4%	4%	5%	4%	4%	5%	4%
		cdefg	f	f	f			f									
Prefer not to say	101	19	22	20	15	16	9	101	46	47	18	24	27	23	42	50	101
	4%	4%	4%	4%	3%	4%	2%	4%	3%	3%	2%	3%	4%	4%	3%	4%	4%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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 of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Your mental health? Anxiety, depression, or trauma-related conditions, for example	440	355	41	26	17	440	395	46	91	349	72	206	158	440	149	167	53
	16%	15%	17%	19%	23%	16%	16%	12%	19%	15%	10%	16%	20%	16%	27%	15%	8%
					ae		g					j	lkm	j	op	p	
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	230	194	18	12	6	230	194	36	39	191	91	88	45	230	59	105	32
	8%	8%	7%	9%	8%	8%	8%	9%	8%	8%	13%	7%	6%	8%	11%	9%	5%
											klm				p	p	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	205	168	21	11	4	205	171	34	35	169	51	89	65	205	59	72	39
	7%	7%	9%	8%	6%	7%	7%	9%	8%	7%	7%	7%	8%	7%	11%	6%	6%
															op		
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	190	154	15	14	6	190	149	40	28	161	43	80	63	190	43	86	33
	7%	7%	6%	10%	8%	7%	6%	10%	6%	7%	6%	6%	8%	7%	8%	8%	5%
								f									
Breathing? Breathlessness or chest pains	179	147	17	11	5	179	159	20	35	144	46	90	39	179	58	72	22
	6%	6%	7%	8%	7%	6%	7%	5%	8%	6%	6%	7%	5%	6%	11%	6%	4%
															op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Hearing? Poor hearing, partial hearing, or are deaf	179 6%	149 6%	14 6%	11 8%	5 6%	179 6%	145 6%	34 9%	29 6%	150 6%	59 8%	84 7%	36 5%	179 6%	46 8%	72 6%	32 5%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	157 6%	136 6%	8 3%	10 7%	4 5%	157 6%	142 6%	16 4%	40 8%	117 5%	24 3%	91 7%	38 5%	157 6%	72 13%	50 5%	14 2%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	106 4%	91 4%	7 3%	6 4%	2 2%	106 4%	99 4%	7 2%	22 5%	83 4%	25 3%	43 3%	37 5%	106 4%	32 6%	33 3%	17 3%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	99 4%	80 3%	9 4%	7 5%	3 4%	99 4%	86 4%	14 3%	16 4%	83 4%	36 5%	32 3%	28 4%	99 4%	30 6%	40 4%	13 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Difficulty with speech? e.g. due to stroke, stutter or stammer	37	35	*	2	-	37	34	3	5	33	7	19	11	37	16	9	6
	1%	2%	*%	1%	-%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%
															op		
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1038	857	94	60	28	1038	898	141	178	860	274	470	286	1038	294	403	176
	37%	37%	38%	44%	36%	37%	37%	36%	38%	37%	38%	37%	37%	37%	54%	36%	28%
				a											op	p	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1541	1298	131	69	44	1541	1315	226	225	1316	356	693	467	1541	214	664	445
	55%	55%	54%	50%	58%	55%	55%	58%	48%	56%	49%	55%	60%	55%	39%	60%	70%
										h		j	jkm	j		n	no
Don't know	120	101	12	5	2	120	108	12	34	86	63	45	9	120	28	23	12
	4%	4%	5%	3%	3%	4%	4%	3%	7%	4%	9%	4%	1%	4%	5%	2%	2%
									i		klm	l		l	op		
Prefer not to say	101	88	7	4	2	101	87	14	30	70	32	56	12	101	8	25	5
	4%	4%	3%	3%	3%	4%	4%	3%	7%	3%	4%	4%	2%	4%	2%	2%	1%
									i		l	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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 of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Your mental health? Anxiety, depression, or trauma-related conditions, for example	440 16%	440 42% b	- -%	237 16%	192 17%
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	230 8%	230 22% b	- -%	148 10% d	68 6%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	205 7%	205 20% b	- -%	102 7%	84 7%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	190 7%	190 18% b	- -%	140 9% d	47 4%

Columns Tested: a,b - c,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.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Breathing? Breathlessness or chest pains	179	179	-	112	58
	6%	17%	-%	7%	5%
		b			
Hearing? Poor hearing, partial hearing, or are deaf	179	179	-	114	55
	6%	17%	-%	8%	5%
		b		d	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	157	157	-	78	70
	6%	15%	-%	5%	6%
		b			
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	106	106	-	51	49
	4%	10%	-%	3%	4%
		b			

Columns Tested: a,b - c,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.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	99 4%	99 10% b	- -%	65 4% d	26 2%
Difficulty with speech? e.g. due to stroke, stutter or stammer	37 1%	37 4% b	- -%	16 1%	19 2%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1038 37%	1038 100% b	- -%	595 39% d	388 34%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1541 55%	- -%	1541 100% a	826 55%	665 59%
Don't know	120 4%	- -%	- -%	46 3%	51 5%

Columns Tested: a,b - c,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.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Prefer not to say	101	-	-	46	28
	4%	-%	-%	3%	3%

Columns Tested: a,b - c,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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2317	271	379	424	446	388	407	2317	1080	1215	639	644	526	485	1283	1011	2317
	83%	63%	76%	85%	87%	91%	95%	83%	80%	86%	82%	81%	86%	83%	82%	85%	83%
		a	b	ab	ab	abcg	abcdeg	ab		h			kn			k	
WHITE - Irish	35	6	8	6	8	4	4	35	20	15	12	15	5	3	27	8	35
	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%
												o			o		
WHITE - Gypsy, Traveller or Irish Traveller	7	2	*	1	-	-	3	7	2	1	-	5	-	1	5	1	7
	*%	1%	*%	*%	-%	-%	1%	*%	*%	*%	-%	1%	-%	*%	*%	*%	*%
WHITE - Any other White background	68	7	11	20	10	16	4	68	36	32	14	15	24	13	29	37	68
	2%	2%	2%	4%	2%	4%	1%	2%	3%	2%	2%	2%	4%	2%	2%	3%	2%
				f		f							jn				
MIXED - White and Asian	24	9	3	5	2	4	*	24	14	7	5	11	3	4	16	7	24
	1%	2%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%
		fg															
MIXED - White and Black Caribbean	21	7	9	2	1	1	1	21	14	6	6	3	7	5	9	12	21
	1%	2%	2%	*%	*%	*%	*%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
		f	df														
MIXED - White and Black African	21	7	12	2	-	1	-	21	15	6	9	4	4	4	13	8	21
	1%	2%	2%	*%	-%	*%	-%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
		df	cdefg														
MIXED - Any other mixed/ multiple ethnic background	17	8	4	1	1	1	1	17	7	8	5	5	1	5	10	6	17
	1%	2%	1%	*%	*%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		cdefg															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
ASIAN AND BRITISH ASIAN - Pakistani	55 2%	22 5%	21 4%	8 2%	4 1%	- -%	1 *%	55 2%	35 3%	20 1%	13 2%	21 3%	3 *%	16 3%	34 2%	18 2%	55 2%
		cdefg	cdefg	ef				ef				l		l	l		l
ASIAN AND BRITISH ASIAN - Indian	48 2%	6 1%	11 2%	9 2%	13 2%	6 1%	2 *%	48 2%	20 2%	27 2%	17 2%	16 2%	6 1%	8 1%	33 2%	14 1%	48 2%
			f		f												
ASIAN AND BRITISH ASIAN - Bangladeshi	19 1%	14 3%	2 *%	2 *%	- -%	- -%	- -%	19 1%	15 1%	4 *%	5 1%	4 *%	2 *%	7 1%	9 1%	9 1%	19 1%
		bcdefg							i								
ASIAN AND BRITISH ASIAN - Chinese	13 *%	7 2%	1 *%	2 *%	2 *%	- -%	1 *%	13 *%	3 *%	7 1%	4 1%	4 1%	2 *%	3 *%	8 1%	5 *%	13 *%
		efg															
ASIAN AND BRITISH ASIAN - Any other Asian background	20 1%	5 1%	8 2%	1 *%	2 *%	1 *%	3 1%	20 1%	7 *%	13 1%	4 1%	8 1%	4 1%	4 1%	12 1%	8 1%	20 1%
			e														
BLACK AND BLACK BRITISH - African	67 2%	38 9%	10 2%	5 1%	10 2%	4 1%	1 *%	67 2%	41 3%	24 2%	18 2%	23 3%	13 2%	12 2%	42 3%	25 2%	67 2%
		bcdefg	f		f			f	i								
BLACK AND BLACK BRITISH - Caribbean	20 1%	3 1%	6 1%	3 1%	7 1%	- -%	1 *%	20 1%	7 *%	11 1%	5 1%	6 1%	6 1%	3 *%	11 1%	9 1%	20 1%
					ef												

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	6	2	2	1	-	1	-	6	2	4	2	2	*	2	4	2	6
	*%	1%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
OTHER ETHNIC GROUP - Arab	9	4	1	3	-	-	1	9	4	3	6	3	1	-	8	1	9
	*%	1%	*%	1%	-%	-%	*%	*%	*%	*%	1%	*%	*%	-%	1%	*%	*%
											mo						
OTHER ETHNIC GROUP - Any other ethnic background	12	3	7	1	2	-	-	12	5	4	6	3	1	3	9	4	12
	*%	1%	1%	*%	*%	-%	-%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%
			cefg														
Prefer not to say	23	7	5	4	5	2	*	23	16	6	6	6	1	7	12	8	23
	1%	2%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%
		f															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2317	1915	223	126	53	2317	1954	363	383	1934	603	1045	636	2317	428	967	551
	83%	82%	91%	92%	70%	83%	81%	92%	82%	83%	83%	83%	82%	83%	79%	87%	86%
		d	ade	ade		d		f							n	n	
WHITE - Irish	35	15	1	1	18	35	25	10	6	29	7	13	15	35	5	13	13
	1%	1%	*%	1%	24%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%
					abce			f									
WHITE - Gypsy, Traveller or Irish Traveller	7	6	-	*	-	7	7	-	3	4	3	4	-	7	-	1	-
	*%	*%	-%	*%	-%	*%	*%	-%	1%	*%	*%	*%	-%	*%	-%	*%	-%
WHITE - Any other White background	68	59	3	3	1	68	61	7	9	58	10	27	29	68	13	28	18
	2%	3%	1%	2%	2%	2%	3%	2%	2%	3%	1%	2%	4%	2%	2%	2%	3%
													j				
MIXED - White and Asian	24	21	2	1	-	24	23	1	2	22	7	10	6	24	5	6	5
	1%	1%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
MIXED - White and Black Caribbean	21	20	-	1	-	21	20	1	1	20	9	6	6	21	7	6	2
	1%	1%	-%	1%	-%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	*%
MIXED - White and Black African	21	19	1	-	*	21	20	1	2	19	11	2	8	21	6	8	-
	1%	1%	1%	-%	*%	1%	1%	*%	*%	1%	2%	*%	1%	1%	1%	1%	-%
											k		k		p		
MIXED - Any other mixed/ multiple ethnic background	17	15	-	2	-	17	16	*	5	11	3	12	2	17	6	4	2
	1%	1%	-%	1%	-%	1%	1%	*%	1%	*%	*%	1%	*%	1%	1%	*%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
ASIAN AND BRITISH ASIAN - Pakistani	55 2%	53 2%	2 1%	* *%	- -%	55 2%	55 2%	- -%	15 3%	40 2%	15 2%	29 2%	11 1%	55 2%	12 2%	16 1%	3 *%
ASIAN AND BRITISH ASIAN - Indian	48 2%	44 2%	2 1%	* *%	1 1%	48 2%	45 2%	3 1%	7 2%	40 2%	12 2%	24 2%	11 1%	48 2%	9 2%	19 2%	12 2%
ASIAN AND BRITISH ASIAN- Bangladeshi	19 1%	19 1%	- -%	- -%	- -%	19 1%	17 1%	2 1%	4 1%	14 1%	6 1%	9 1%	3 *%	19 1%	9 2%	1 *%	2 *%
ASIAN AND BRITISH ASIAN - Chinese	13 *%	13 1%	- -%	- -%	* 1%	13 *%	13 1%	- -%	1 *%	12 1%	2 *%	4 *%	7 1%	13 *%	3 1%	4 *%	1 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	20 1%	19 1%	1 *%	- -%	* *%	20 1%	18 1%	2 *%	9 2%	11 *%	7 1%	8 1%	4 1%	20 1%	5 1%	7 1%	5 1%
BLACK AND BLACK BRITISH - African	67 2%	62 3%	4 2%	1 1%	* *%	67 2%	67 3%	1 *%	7 1%	60 3%	11 2%	38 3%	18 2%	67 2%	26 5%	15 1%	15 2%
BLACK AND BLACK BRITISH - Caribbean	20 1%	19 1%	- -%	1 1%	- -%	20 1%	20 1%	- -%	4 1%	15 1%	- -%	14 1%	5 1%	20 1%	3 1%	10 1%	2 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	6 *%	4 *%	2 1%	- -%	* *%	6 *%	5 *%	2 *%	1 *%	5 *%	1 *%	3 *%	2 *%	6 *%	1 *%	* *%	2 *%
OTHER ETHNIC GROUP - Arab	9 *%	8 *%	1 *%	- -%	- -%	9 *%	8 *%	1 *%	4 1%	5 *%	4 1%	4 *%	1 *%	9 *%	- -%	3 *%	1 *%
OTHER ETHNIC GROUP - Any other ethnic background	12 *%	12 1%	- -%	- -%	* *%	12 *%	12 1%	- -%	1 *%	11 *%	2 *%	6 *%	5 1%	12 *%	6 1%	3 *%	2 *%
Prefer not to say	23 1%	20 1%	3 1%	- -%	1 1%	23 1%	23 1%	- -%	2 *%	21 1%	11 2%	5 *%	5 1%	23 1%	2 *%	4 *%	1 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2317 83%	862 83%	1302 84%	1287 85%	933 82%
WHITE - Irish	35 1%	11 1%	23 1%	19 1%	15 1%
WHITE - Gypsy, Traveller or Irish Traveller	7 *%	1 *%	5 *%	4 *%	1 *%
WHITE - Any other White background	68 2%	27 3%	34 2%	44 3%	19 2%
MIXED - White and Asian	24 1%	9 1%	12 1%	13 1%	7 1%
MIXED - White and Black Caribbean	21 1%	11 1%	9 1%	11 1%	9 1%
MIXED - White and Black African	21 1%	12 1%	8 1%	7 *%	11 1%
MIXED - Any other mixed/ multiple ethnic background	17 1%	10 1%	6 *%	14 1%	1 *%

Columns Tested: a,b - c,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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
ASIAN AND BRITISH ASIAN - Pakistani	55 2%	17 2%	26 2%	11 1%	32 3% c
ASIAN AND BRITISH ASIAN - Indian	48 2%	16 2%	22 1%	23 1%	24 2%
ASIAN AND BRITISH ASIAN- Bangladeshi	19 1%	10 1%	8 1%	13 1%	4 *%
ASIAN AND BRITISH ASIAN - Chinese	13 *%	5 1%	8 1%	4 *%	7 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	20 1%	7 1%	13 1%	10 1%	8 1%
BLACK AND BLACK BRITISH - African	67 2%	22 2%	34 2%	30 2%	35 3%
BLACK AND BLACK BRITISH - Caribbean	20 1%	5 *%	11 1%	9 1%	7 1%
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	6 *%	3 *%	3 *%	3 *%	2 *%

Columns Tested: a,b - c,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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
OTHER ETHNIC GROUP - Arab	9 *%	3 *%	5 *%	3 *%	3 *%
OTHER ETHNIC GROUP - Any other ethnic background	12 *%	7 1%	6 *%	6 *%	6 1%
Prefer not to say	23 1%	2 *%	7 *%	6 *%	10 1%

Columns Tested: a,b - c,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.

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Universal Credit (and household has other earnings).	268	56	70	74	36	29	4	268	120	142	41	64	64	96	105	159	268
	10%	13%	14%	15%	7%	7%	1%	10%	9%	10%	5%	8%	10%	16%	7%	13%	10%
		def	defg	defg	f	f		f					jn	jklnp		jknp	jn
Personal Independence Payment (PIP)	201	23	25	27	28	63	35	201	92	109	37	47	41	72	84	114	201
	7%	5%	5%	5%	5%	15%	8%	7%	7%	8%	5%	6%	7%	12%	5%	10%	7%
					abcdfg								jklnp		jknp	jn	
Employment and Support Allowance (ESA)	140	26	26	17	30	32	9	140	72	67	34	26	19	59	60	78	140
	5%	6%	5%	3%	6%	7%	2%	5%	5%	5%	4%	3%	3%	10%	4%	7%	5%
		f	f		f	cf		f						jklnop		kl	
Universal Credit (and household has no other earnings).	102	21	30	16	19	12	3	102	47	52	18	11	10	63	29	73	102
	4%	5%	6%	3%	4%	3%	1%	4%	4%	4%	2%	1%	2%	11%	2%	6%	4%
		f	fg	f	f	f		f						jklnop		jklnp	kl
Income Support	98	32	29	18	9	10	1	98	51	45	30	16	14	36	47	51	98
	3%	7%	6%	4%	2%	2%	*%	3%	4%	3%	4%	2%	2%	6%	3%	4%	3%
		cdefg	defg	f	f	f		f						kl		k	
Carer's allowance	96	11	17	22	15	20	12	96	37	58	22	29	13	32	50	45	96
	3%	3%	3%	4%	3%	5%	3%	3%	3%	4%	3%	4%	2%	5%	3%	4%	3%
														jl			
Pensions Credit (Guaranteed Credit)	67	15	20	5	-	2	25	67	42	25	19	12	11	25	31	36	67
	2%	3%	4%	1%	-%	1%	6%	2%	3%	2%	2%	2%	2%	4%	2%	3%	2%
		cde	cde				cdeg	de						knp			
Income-based Jobseeker's Allowance	46	15	13	5	9	1	3	46	25	20	12	11	10	12	24	22	46
	2%	3%	3%	1%	2%	*%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%
		cefg	ef														

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Pensions Credit (no Guaranteed Credit)	34	9	12	1	-	3	9	34	24	10	10	15	5	4	25	9	34
	1%	2%	2%	0%	0%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
		cd	cd				cd	d	i								
Other	54	1	3	15	8	3	24	54	18	36	18	14	4	18	32	21	54
	2%	0%	1%	3%	2%	1%	6%	2%	1%	3%	2%	2%	1%	3%	2%	2%	2%
				abe			abdeg	a			l			l			
RECEIVES ANY OF THESE BENEFITS	783	145	171	148	114	116	90	783	374	399	161	175	144	295	336	439	783
	28%	34%	34%	30%	22%	27%	21%	28%	28%	28%	21%	22%	24%	51%	21%	37%	28%
		dfg	defg	df				df						jkinop		jkinp	jkln
None of these - Do not receive any of these benefits	1780	190	289	313	363	298	326	1780	873	897	567	551	413	240	1118	653	1780
	64%	44%	58%	63%	71%	70%	76%	64%	65%	63%	73%	69%	68%	41%	71%	55%	64%
			a	a	abcg	abg	abcg	ab			mop	mop	mo		mop	m	mo
Don't know	108	57	21	14	13	2	1	108	44	57	23	41	21	17	64	37	108
	4%	13%	4%	3%	3%	1%	0%	4%	3%	4%	3%	5%	3%	3%	4%	3%	4%
		bcdefg	ef	ef	ef			ef									
Prefer not to say	129	36	19	25	24	12	13	129	53	62	25	31	32	31	56	63	129
	5%	8%	4%	5%	5%	3%	3%	5%	4%	4%	3%	4%	5%	5%	4%	5%	5%
		befg															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Universal Credit (and household has other earnings).	268	234	18	11	5	268	244	25	57	211	45	130	92	268	104	109	14
	10%	10%	7%	8%	7%	10%	10%	6%	12%	9%	6%	10%	12%	10%	19%	10%	2%
							g					j	j	j	op	p	
Personal Independence Payment (PIP)	201	159	20	14	9	201	164	38	31	171	52	95	53	201	56	94	25
	7%	7%	8%	10%	12%	7%	7%	10%	7%	7%	7%	8%	7%	7%	10%	8%	4%
					ae										p	p	
Employment and Support Allowance (ESA)	140	113	9	13	5	140	120	20	33	107	47	61	28	140	51	57	11
	5%	5%	4%	9%	7%	5%	5%	5%	7%	5%	6%	5%	4%	5%	9%	5%	2%
				abe							l				op	p	
Universal Credit (and household has no other earnings).	102	87	9	3	3	102	92	10	25	77	18	59	25	102	49	34	4
	4%	4%	4%	2%	4%	4%	4%	3%	5%	3%	3%	5%	3%	4%	9%	3%	1%
												j			op	p	
Income Support	98	86	5	4	2	98	87	10	17	80	27	43	28	98	48	24	12
	3%	4%	2%	3%	2%	3%	4%	3%	4%	3%	4%	3%	4%	3%	9%	2%	2%
															op		
Carer's allowance	96	79	10	4	3	96	81	14	16	80	21	39	35	96	38	39	9
	3%	3%	4%	3%	4%	3%	3%	4%	3%	3%	3%	3%	5%	3%	7%	4%	1%
															op	p	
Pensions Credit (Guaranteed Credit)	67	57	5	4	1	67	60	7	14	53	32	20	14	67	25	21	10
	2%	2%	2%	3%	2%	2%	3%	2%	3%	2%	4%	2%	2%	2%	5%	2%	2%
											klm				op		
Income-based Jobseeker's Allowance	46	39	4	1	1	46	43	3	3	42	12	27	7	46	22	12	6
	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	4%	1%	1%
															op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Pensions Credit (no Guaranteed Credit)	34	31	1	1	*	34	28	6	1	33	19	12	3	34	12	13	3
	1%	1%	1%	1%	%	1%	1%	1%	%	1%	3%	1%	%	1%	2%	1%	1%
											klm				p		
Other	54	43	8	1	2	54	40	14	7	48	16	20	18	54	10	31	9
	2%	2%	3%	1%	3%	2%	2%	4%	1%	2%	2%	2%	2%	2%	2%	3%	1%
								f									
RECEIVES ANY OF THESE BENEFITS	783	657	66	37	22	783	686	97	155	628	210	360	207	783	303	301	72
	28%	28%	27%	27%	30%	28%	28%	25%	33%	27%	29%	29%	27%	28%	56%	27%	11%
									i						op	p	
None of these - Do not receive any of these benefits	1780	1477	162	95	47	1780	1511	269	236	1544	420	805	529	1780	207	784	549
	64%	63%	66%	69%	62%	64%	63%	69%	50%	66%	58%	64%	68%	64%	38%	70%	86%
										h		j	jm	j		n	no
Don't know	108	96	4	4	4	108	101	7	40	68	38	47	21	108	29	18	11
	4%	4%	2%	3%	5%	4%	4%	2%	9%	3%	5%	4%	3%	4%	5%	2%	2%
							g		i		l				op		
Prefer not to say	129	113	12	2	3	129	110	19	37	93	58	52	16	129	7	13	8
	5%	5%	5%	1%	3%	5%	5%	5%	8%	4%	8%	4%	2%	5%	1%	1%	1%
		c	c			c			i		klm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Universal Credit (and household has other earnings).	268	148	90	88	160
	10%	14%	6%	6%	14%
		b			c
Personal Independence Payment (PIP)	201	167	28	141	50
	7%	16%	2%	9%	4%
		b		d	
Employment and Support Allowance (ESA)	140	106	28	80	47
	5%	10%	2%	5%	4%
		b			
Universal Credit (and household has no other earnings).	102	70	24	47	50
	4%	7%	2%	3%	4%
		b			
Income Support	98	54	33	39	52
	3%	5%	2%	3%	5%
		b			c
Carer's allowance	96	66	25	42	52
	3%	6%	2%	3%	5%
		b			c
Pensions Credit (Guaranteed Credit)	67	43	20	43	19
	2%	4%	1%	3%	2%
		b			

Columns Tested: a,b - c,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.

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Income-based Jobseeker's Allowance	46 2%	25 2%	19 1%	24 2%	19 2%
Pensions Credit (no Guaranteed Credit)	34 1%	28 3%	4 *%	15 1%	13 1%
Other	54 2%	32 3%	20 1%	29 2%	24 2%
RECEIVES ANY OF THESE BENEFITS	783 28%	498 48%	229 15%	382 25%	355 31%
None of these - Do not receive any of these benefits	1780 64%	450 43%	1248 81%	1023 68%	704 62%
Don't know	108 4%	49 5%	29 2%	58 4%	33 3%
Prefer not to say	129 5%	41 4%	35 2%	51 3%	40 4%

Columns Tested: a,b - c,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.

C12. 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 respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
Up to £199 per week / Up to £10,399 per year	280	71	46	46	29	52	36	280	110	163	30	49	44	155	79	199	280
	10%	17%	9%	9%	6%	12%	8%	10%	8%	12%	4%	6%	7%	27%	5%	17%	10%
		bcdfg			d			d		h			j	klmnop		klnp	jk
From £200 to £299 per week / From £10,400 to £15,599 per year	284	61	35	42	47	49	50	284	143	139	39	66	65	108	105	173	284
	10%	14%	7%	8%	9%	11%	12%	10%	11%	10%	5%	8%	11%	18%	7%	14%	10%
		bcg					b					j	jn	klnp		klnp	jn
From £300 to £499 per week / From £15,600 to £25,999 per year	468	48	76	77	85	79	103	468	234	230	75	140	119	128	215	248	468
	17%	11%	15%	15%	17%	18%	24%	17%	17%	16%	10%	18%	20%	22%	14%	21%	17%
					a		abcdg	a				jn	jn	jnp	j	jnp	jn
From £500 to £699 per week / From £26,000 to £36,399 per year	439	49	81	72	82	78	76	439	214	220	110	160	114	56	270	169	439
	16%	11%	16%	14%	16%	18%	18%	16%	16%	16%	14%	20%	19%	10%	17%	14%	16%
					a		a				m	jmop	mo		m	m	m
From £700 to £999 per week / From £36,400 to £51,999 per year	448	41	103	89	90	57	68	448	241	206	167	138	121	22	305	143	448
	16%	10%	21%	18%	17%	13%	16%	16%	18%	15%	21%	17%	20%	4%	19%	12%	16%
			aeg	a	a		a	a	i		mop	mo	mo		mop	m	mo
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	303	22	71	72	68	44	26	303	158	145	149	107	29	18	256	47	303
	11%	5%	14%	14%	13%	10%	6%	11%	12%	10%	19%	13%	5%	3%	16%	4%	11%
			af	afg	af	af		af			klmop	lmo			lmop		lmo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

C12. 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 respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3059	434	454	540	470	518	643	3059	1443	1581	826	838	543	821	1664	1364	3059
Effective Weighted Sample	1972	284	311	376	330	315	387	1972	928	1022	555	544	366	522	1098	853	1972
Total	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
£1,500 and above per week / £78,000 and above per year	163 6%	17 4%	35 7%	46 9%	32 6%	21 5%	12 3%	163 6%	90 7%	71 5%	118 15%	28 3%	17 3%	1 *	146 9%	18 1%	163 6%
			f	aefg	f		f				klmnop	mo	m		klmop	m	klmo
Don't know/ Prefer not to say	414 15%	120 28%	51 10%	56 11%	81 16%	49 12%	57 13%	414 15%	154 11%	240 17%	88 11%	111 14%	100 16%	96 16%	199 13%	196 16%	414 15%
		bcdefg			b		b			h		j	jn		jn	jn	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

C12. 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 respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
Up to £199 per week / Up to £10,399 per year	280 10%	240 10%	24 10%	8 6%	8 11%	280 10%	245 10%	35 9%	71 15% i	209 9%	86 12% l	139 11% l	51 7%	280 10% l	267 49% op	- -%	- -%
From £200 to £299 per week / From £10,400 to £15,599 per year	284 10%	238 10%	24 10%	15 11%	7 10%	284 10%	244 10%	40 10%	63 13% i	221 9%	79 11% l	146 12% l	54 7%	284 10% l	101 19% p	165 15% p	- -%
From £300 to £499 per week / From £15,600 to £25,999 per year	468 17%	378 16%	47 19%	29 21%	13 18%	468 17%	408 17%	60 15%	66 14%	402 17% h	130 18%	219 17%	111 14%	468 17%	116 21% p	330 30% np	- -%
From £500 to £699 per week / From £26,000 to £36,399 per year	439 16%	360 15%	38 15%	30 22% ae	11 15%	439 16%	381 16%	58 15%	52 11%	387 17% h	113 16%	186 15%	138 18%	439 16%	41 8%	344 31% np	42 6%
From £700 to £999 per week / From £36,400 to £51,999 per year	448 16%	378 16%	38 16%	18 13%	14 19%	448 16%	386 16%	62 16%	53 11%	395 17% h	79 11%	208 16% j	158 20% jm	448 16% j	18 3%	276 25% n	144 23% n
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	303 11%	263 11%	22 9%	12 8%	7 10%	303 11%	258 11%	46 12%	23 5%	281 12% h	48 7%	129 10% j	126 16% jkm	303 11% j	- -%	- -%	297 46% no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

C12. 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 respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3059	2150	305	302	302	3059	2592	467	449	2610	770	1389	865	3059	574	1244	728
Effective Weighted Sample	1972	1535	216	195	216	1972	1677	297	290	1688	480	880	594	1972	369	794	485
Total	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
£1,500 and above per week / £78,000 and above per year	163 6%	139 6%	16 6%	5 4%	4 5%	163 6%	136 6%	27 7%	9 2%	155 7% h	29 4%	61 5%	73 9% jkm	163 6%	- -%	- -%	157 24% no
Don't know/ Prefer not to say	414 15%	348 15%	36 15%	20 15%	10 13%	414 15%	350 15%	65 16%	130 28% i	284 12%	160 22% klm	176 14% l	63 8%	414 15% l	- -%	- -%	- -%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

C12. 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 respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
Up to £199 per week / Up to £10,399 per year	280 10%	177 17% b	85 6%	170 11%	97 9%
From £200 to £299 per week / From £10,400 to £15,599 per year	284 10%	159 15% b	107 7%	178 12% d	89 8%
From £300 to £499 per week / From £15,600 to £25,999 per year	468 17%	178 17%	259 17%	279 18% d	166 15%
From £500 to £699 per week / From £26,000 to £36,399 per year	439 16%	151 15%	266 17%	225 15%	202 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	448 16%	121 12%	308 20% a	224 15%	214 19% c
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	303 11%	85 8%	207 13% a	147 10%	148 13% c

Columns Tested: a,b - c,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.

C12. 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 respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3059	1182	1663	2006	875
Effective Weighted Sample	1972	764	1080	1251	658
Total	2800	1038	1541	1513	1133
£1,500 and above per week / £78,000 and above per year	163 6%	39 4%	115 7% a	66 4%	90 8% c
Don't know/ Prefer not to say	414 15%	128 12%	193 13%	225 15% d	126 11%

Columns Tested: a,b - c,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.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2546	279	379	461	396	463	568	2546	1230	1300	713	699	448	674	1412	1122	2546
Effective Weighted Sample	1645	184	264	323	278	284	346	1645	793	842	480	455	301	430	935	703	1645
Total	2299	278	432	431	419	374	366	2299	1132	1151	664	660	493	472	1323	965	2299
Most Financially Vulnerable	545	130	109	107	87	73	38	545	245	292	78	114	120	230	192	350	545
	24%	47%	25%	25%	21%	20%	10%	24%	22%	25%	12%	17%	24%	49%	14%	36%	24%
		bcdefg	f	f	f	f	f	f				j	jkn	ijklnop		ijklnp	jknp
Potentially Financially Vulnerable	1116	96	195	189	205	200	230	1116	544	565	247	355	288	218	602	506	1116
	49%	34%	45%	44%	49%	54%	63%	49%	48%	49%	37%	54%	58%	46%	45%	52%	49%
		a	a	a	a	abc	abcdeg	a				jmn	jmn	j	j	jmn	j
Least Financially Vulnerable	639	52	127	134	128	100	98	639	343	294	339	191	85	24	530	109	639
	28%	19%	30%	31%	30%	27%	27%	28%	30%	26%	51%	29%	17%	5%	40%	11%	28%
		a	a	a	a	a	a	a	i		klmnop	lmo	mo		klmop	m	lmo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2546	1780	256	257	253	2546	2151	395	323	2223	584	1171	769	2546	574	1244	728
Effective Weighted Sample	1645	1274	185	176	177	1645	1397	250	202	1447	364	739	531	1645	369	794	485
Total	2299	1921	202	111	64	2299	1980	319	320	1979	521	1057	700	2299	545	1116	639
Most Financially Vulnerable	545	460	43	26	17	545	473	71	128	417	130	279	131	545	545	-	-
	24%	24%	21%	23%	26%	24%	24%	22%	40%	21%	25%	26%	19%	24%	100%	-%	-%
									i		l	l		op			
Potentially Financially Vulnerable	1116	917	108	62	29	1116	974	141	149	967	273	512	315	1116	-	1116	-
	49%	48%	53%	55%	46%	49%	49%	44%	47%	49%	52%	48%	45%	49%	-%	100%	-%
											l				np		
Least Financially Vulnerable	639	545	52	24	18	639	533	106	43	596	118	265	254	639	-	-	639
	28%	28%	26%	22%	29%	28%	27%	33%	14%	30%	23%	25%	36%	28%	-%	-%	100%
								f		h				jkm	j		no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2546	997	1443	1753	790
Effective Weighted Sample	1645	649	935	1103	596
Total	2299	874	1323	1289	1006
Most Financially Vulnerable	545	294	214	273	269
	24%	34%	16%	21%	27%
		b			c
Potentially Financially Vulnerable	1116	403	664	626	490
	49%	46%	50%	49%	49%
Least Financially Vulnerable	639	176	445	389	248
	28%	20%	34%	30%	25%
			a	d	

Columns Tested: a,b - c,d