

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 2 - 18TH OCTOBER - 10TH NOVEMBER 2022.**

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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, for sending messages or making video/ voice calls or for social media	

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Base : All respondents who use social media apps or sites	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	

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Base : All respondents	
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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							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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
England	2343	369	421	418	423	361	351	2343	1137	1186	637	669	527	490	1307	1018	2343
	84%	86%	84%	84%	82%	84%	82%	84%	84%	83%	82%	83%	86%	84%	82%	85%	84%
Scotland	244	28	46	45	51	35	40	244	114	128	80	75	50	39	155	89	244
	9%	6%	9%	9%	10%	8%	9%	9%	8%	9%	10%	9%	8%	7%	10%	7%	9%
											m			m			
Wales	137	19	20	23	29	20	26	137	64	72	38	42	19	36	81	56	137
	5%	4%	4%	5%	6%	5%	6%	5%	5%	5%	5%	5%	3%	6%	5%	5%	5%
													l				
Northern Ireland	76	13	13	14	12	12	12	76	39	36	21	24	13	17	45	30	76
	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
England	2343	2343	-	-	-	2343	2024	319	323	2020	549	1025	745	2343	464	960	521
	84%	100%	-%	-%	-%	84%	85%	79%	86%	83%	86%	83%	82%	84%	87%	82%	81%
		bcde				bcd	g							op			
Scotland	244	-	244	-	-	244	210	34	22	221	38	108	98	244	33	111	74
	9%	-%	100%	-%	-%	9%	9%	8%	6%	9%	6%	9%	11%	9%	6%	10%	11%
			acde			acd							j				n
Wales	137	-	-	137	-	137	104	33	16	122	33	62	41	137	24	66	30
	5%	-%	-%	100%	-%	5%	4%	8%	4%	5%	5%	5%	5%	5%	5%	6%	5%
				abde		abd		f									
Northern Ireland	76	-	-	-	76	76	55	20	13	63	16	36	23	76	11	33	20
	3%	-%	-%	-%	100%	3%	2%	5%	4%	3%	3%	3%	3%	3%	2%	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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
England	2343	801	1365	1287	952
	84%	82%	84%	83%	85%
Scotland	244	93	144	144	92
	9%	10%	9%	9%	8%
Wales	137	53	73	83	52
	5%	5%	5%	5%	5%
Northern Ireland	76	28	44	43	30
	3%	3%	3%	3%	3%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 2 - 18TH OCTOBER - 10TH NOVEMBER 2022.**

**Table 2**

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

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
North West	347	52	47	71	79	47	50	347	205	141	102	96	68	81	198	148	347
	12%	12%	9%	14%	15%	11%	12%	12%	15%	10%	13%	12%	11%	14%	12%	12%	12%
				b	b				i								
West Midlands	288	47	60	64	52	31	34	288	139	146	70	78	76	62	148	138	288
	10%	11%	12%	13%	10%	7%	8%	10%	10%	10%	9%	10%	12%	11%	9%	12%	10%
			e	ef													
Yorkshire and Humberside	245	37	46	38	33	55	37	245	105	140	64	67	68	46	131	114	245
	9%	9%	9%	8%	6%	13%	9%	9%	8%	10%	8%	8%	11%	8%	8%	10%	9%
						cdg											
South West	233	32	34	36	47	36	47	233	90	143	43	72	63	50	115	113	233
	8%	8%	7%	7%	9%	8%	11%	8%	7%	10%	6%	9%	10%	9%	7%	9%	8%
										h		j	j			j	j
East of England	201	18	28	34	29	53	39	201	108	92	47	68	47	38	115	86	201
	7%	4%	6%	7%	6%	12%	9%	7%	8%	6%	6%	8%	8%	7%	7%	7%	7%
						abcdg	a										
East Midlands	184	29	29	34	25	28	38	184	93	90	39	59	39	45	98	84	184
	7%	7%	6%	7%	5%	7%	9%	7%	7%	6%	5%	7%	6%	8%	6%	7%	7%
							d										
North East	137	30	19	16	30	27	16	137	72	65	32	48	31	22	80	54	137
	5%	7%	4%	3%	6%	6%	4%	5%	5%	5%	4%	6%	5%	4%	5%	4%	5%
		c															
South East	380	46	46	82	70	61	74	380	181	195	107	84	83	103	191	186	380
	14%	11%	9%	16%	14%	14%	17%	14%	13%	14%	14%	10%	14%	18%	12%	16%	14%
				ab			ab	b						knp	kn	k	
London	329	77	112	43	57	23	18	329	144	174	133	98	53	43	231	96	329
	12%	18%	22%	9%	11%	5%	4%	12%	11%	12%	17%	12%	9%	7%	15%	8%	12%
		cdefg	cdefg	f	ef			ef			klmop	mo			lmop		mo
Scotland	244	28	46	45	51	35	40	244	114	128	80	75	50	39	155	89	244
	9%	6%	9%	9%	10%	8%	9%	9%	8%	9%	10%	9%	8%	7%	10%	7%	9%
											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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Wales	137	19	20	23	29	20	26	137	64	72	38	42	19	36	81	56	137
	5%	4%	4%	5%	6%	5%	6%	5%	5%	5%	5%	5%	3%	6%	5%	5%	5%
Northern Ireland	76	13	13	14	12	12	12	76	39	36	21	24	13	17	45	30	76
	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
North West	347	347	-	-	-	347	314	32	43	304	73	158	107	347	79	139	76
	12%	15%	-%	-%	-%	12%	13%	8%	12%	13%	11%	13%	12%	12%	15%	12%	12%
		bcd				bcd	g										
West Midlands	288	288	-	-	-	288	250	37	52	236	65	135	87	288	58	123	53
	10%	12%	-%	-%	-%	10%	10%	9%	14%	10%	10%	11%	10%	10%	11%	10%	8%
		bcd				bcd											
Yorkshire and Humberside	245	245	-	-	-	245	213	32	34	211	62	98	81	245	59	107	46
	9%	10%	-%	-%	-%	9%	9%	8%	9%	9%	10%	8%	9%	9%	11%	9%	7%
		bcd				bcd											
South West	233	233	-	-	-	233	177	56	27	206	65	102	63	233	43	111	35
	8%	10%	-%	-%	-%	8%	7%	14%	7%	8%	10%	8%	7%	8%	8%	9%	5%
		bcd				bcd		f								p	
East of England	201	201	-	-	-	201	157	44	24	177	57	86	58	201	29	98	45
	7%	9%	-%	-%	-%	7%	7%	11%	6%	7%	9%	7%	6%	7%	6%	8%	7%
		bcd				bcd		f									
East Midlands	184	184	-	-	-	184	155	29	19	164	41	80	61	184	23	76	53
	7%	8%	-%	-%	-%	7%	6%	7%	5%	7%	6%	7%	7%	7%	4%	6%	8%
		bcd				bcd											n
North East	137	137	-	-	-	137	109	28	25	112	28	74	34	137	36	55	25
	5%	6%	-%	-%	-%	5%	5%	7%	7%	5%	4%	6%	4%	5%	7%	5%	4%
		bcd				bcd						l					
South East	380	380	-	-	-	380	323	57	58	322	82	163	128	380	73	157	83
	14%	16%	-%	-%	-%	14%	13%	14%	15%	13%	13%	13%	14%	14%	14%	13%	13%
		bcd				bcd											
London	329	329	-	-	-	329	326	3	41	289	75	128	125	329	65	95	105
	12%	14%	-%	-%	-%	12%	14%	1%	11%	12%	12%	10%	14%	12%	12%	8%	16%
		bcd				bcd	g						k		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.

**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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Scotland	244	-	244	-	-	244	210	34	22	221	38	108	98	244	33	111	74
	9%	-%	100%	-%	-%	9%	9%	8%	6%	9%	6%	9%	11%	9%	6%	10%	11%
			acde			acd							j				n
Wales	137	-	-	137	-	137	104	33	16	122	33	62	41	137	24	66	30
	5%	-%	-%	100%	-%	5%	4%	8%	4%	5%	5%	5%	5%	5%	5%	6%	5%
				abde		abd		f									
Northern Ireland	76	-	-	-	76	76	55	20	13	63	16	36	23	76	11	33	20
	3%	-%	-%	-%	100%	3%	2%	5%	4%	3%	3%	3%	3%	3%	2%	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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
North West	347	113	206	181	154
	12%	12%	13%	12%	14%
West Midlands	288	112	163	161	115
	10%	11%	10%	10%	10%
Yorkshire and Humberside	245	80	147	131	99
	9%	8%	9%	8%	9%
South West	233	75	131	132	93
	8%	8%	8%	8%	8%
East of England	201	60	126	115	81
	7%	6%	8%	7%	7%
East Midlands	184	66	109	113	62
	7%	7%	7%	7%	6%
North East	137	58	71	76	56
	5%	6%	4%	5%	5%
South East	380	124	226	213	152
	14%	13%	14%	14%	14%
London	329	115	187	166	140
	12%	12%	12%	11%	12%
Scotland	244	93	144	144	92
	9%	10%	9%	9%	8%
Wales	137	53	73	83	52
	5%	5%	5%	5%	5%
Northern Ireland	76	28	44	43	30
	3%	3%	3%	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Urban	2394	389	449	425	421	360	350	2394	1169	1202	658	695	527	497	1353	1023	2394
	85%	91%	90%	85%	82%	84%	82%	85%	86%	84%	85%	86%	86%	85%	85%	86%	85%
		cdefg	defg														
Rural	406	39	51	75	93	68	79	406	184	221	118	115	83	86	234	169	406
	15%	9%	10%	15%	18%	16%	18%	15%	14%	16%	15%	14%	14%	15%	15%	14%	15%
				a	ab	ab	ab	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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Urban	2394	2024	210	104	55	2394	2394	-	328	2066	544	1045	783	2394	461	984	553
	85%	86%	86%	76%	73%	85%	100%	-%	88%	85%	86%	85%	86%	85%	86%	84%	86%
		cd	cd			cd	g										
Rural	406	319	34	33	20	406	-	406	47	359	92	186	124	406	72	187	92
	15%	14%	14%	24%	27%	15%	-%	100%	12%	15%	14%	15%	14%	15%	14%	16%	14%
				abe	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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Urban	2394	837	1376	1326	960
	85%	86%	85%	85%	85%
Rural	406	138	250	232	166
	15%	14%	15%	15%	15%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 2 - 18TH OCTOBER - 10TH NOVEMBER 2022.**

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

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041		
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931		
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800		
A	142	39	24	26	19	19	16	142	79	63	142	-	-	-	142	-	142		
	5%	9%	5%	5%	4%	4%	4%	5%	6%	4%	18%	-%	-%	-%	9%	-%	5%		
		bdefg									klmnop				klmop		klmo		
B	634	80	109	104	99	104	138	634	364	261	634	-	-	-	634	-	634		
	23%	19%	22%	21%	19%	24%	32%	23%	27%	18%	82%	-%	-%	-%	40%	-%	23%		
		abcdeg								i	klmnop				klmop		klmo		
C1	811	134	138	132	161	123	122	811	384	419	-	811	-	-	811	-	811		
	29%	31%	28%	26%	31%	29%	28%	29%	28%	29%	-%	100%	-%	-%	51%	-%	29%		
												jlmnop			jlmop		jlmo		
C2	610	103	132	126	119	83	48	610	270	336	-	-	610	-	-	610	610		
	22%	24%	26%	25%	23%	19%	11%	22%	20%	24%	-%	-%	100%	-%	-%	51%	22%		
		f	ef	f	f	f		f					jkmnop			jkmnp		jkmn	
D	323	32	61	80	71	53	25	323	126	197	-	-	-	323	-	323	323		
	12%	8%	12%	16%	14%	12%	6%	12%	9%	14%	-%	-%	-%	56%	-%	27%	12%		
			f	afg	af	f		f		h				jklnop			jklnp		jkl
E	259	28	35	27	45	44	79	259	116	140	-	-	-	259	-	259	259		
	9%	7%	7%	5%	9%	10%	19%	9%	9%	10%	-%	-%	-%	44%	-%	22%	9%		
						c	abcdeg	c						jklnop			jklnp		jkl
Don't know	21	13	*	5	-	3	-	21	13	7	-	-	-	-	-	-	21		
	1%	3%	*%	1%	-%	1%	-%	1%	1%	1%	-%	-%	-%	-%	-%	-%	1%		
		bcdefg															kmno		
<b>SUMMARY CODES</b>																			
AB	776	119	133	130	118	123	154	776	444	324	776	-	-	-	776	-	776		
	28%	28%	27%	26%	23%	29%	36%	28%	33%	23%	100%	-%	-%	-%	49%	-%	28%		
		abcdeg								i	klmnop				klmop		klmo		
C1C2	1421	236	270	258	280	206	170	1421	655	755	-	811	610	-	811	610	1421		
	51%	55%	54%	52%	55%	48%	40%	51%	48%	53%	-%	100%	100%	-%	51%	51%	51%		
		f	f	f	f	f		f		h		jmnp		jmnp			jm		jm
DE	582	60	96	107	116	97	105	582	242	337	-	-	-	582	-	582	582		
	21%	14%	19%	21%	23%	23%	24%	21%	18%	24%	-%	-%	-%	100%	-%	49%	21%		
				a	a	a	a	a		h				jklnop			jklnp		jkl

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

All interviewing conducted using an online panel. Any break column with 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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
A	142 5%	118 5%	14 6%	7 5%	4 5%	142 5%	124 5%	19 5%	5 1%	137 6%	31 5%	56 5%	56 6%	142 5%	17 3%	41 4%	67 10% no
B	634 23%	519 22%	66 27%	31 23%	17 23%	634 23%	534 22%	100 25%	44 12%	590 24%	101 16%	291 24%	242 27%	634 23%	64 12%	239 20%	242 37% no
C1	811 29%	669 29%	75 31%	42 31%	24 31%	811 29%	695 29%	115 28%	108 29%	702 29%	160 25%	356 29%	292 32%	811 29%	104 20%	380 32% n	207 32% n
C2	610 22%	527 23% c	50 20%	19 14%	13 18%	610 22% c	527 22%	83 21%	101 27% i	509 21%	158 25%	266 22%	182 20%	610 22%	143 27% p	270 23% p	95 15%
D	323 12%	275 12%	21 8%	22 16% bd	6 8%	323 12%	279 12%	44 11%	66 18% i	258 11%	74 12%	153 12%	93 10%	323 12%	100 19% op	153 13% p	22 3%
E	259 9%	216 9%	18 8%	14 10%	11 14% abe	259 9%	218 9%	41 10%	43 12%	216 9%	106 17% klm	102 8% l	35 4%	259 9% l	103 19% op	84 7% p	11 2%
Don't know	21 1%	19 1%	* *%	1 1%	1 1%	21 1%	18 1%	4 1%	7 2% i	14 1%	7 1%	8 1%	7 1%	21 1%	2 *%	4 *%	- -%
<b>SUMMARY CODES</b>																	
AB	776 28%	637 27%	80 33%	38 28%	21 28%	776 28%	658 27%	118 29%	50 13%	727 30% h	132 21%	346 28% j	298 33% jkm	776 28% j	81 15%	280 24% n	309 48% no
C1C2	1421 51%	1197 51%	125 51%	62 45%	37 49%	1421 51%	1222 51%	199 49%	209 56%	1211 50%	318 50%	622 50%	475 52%	1421 51%	247 46%	650 55% np	302 47%

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

All interviewing conducted using an online panel. Any break column with 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
DE	582	490	39	36	17	582	497	86	109	473	180	256	128	582	203	237	34
	21%	21%	16%	26%	22%	21%	21%	21%	29%	20%	28%	21%	14%	21%	38%	20%	5%
				b					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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
A	142 5%	66 7%	71 4%	74 5%	63 6%
B	634 23%	191 20%	412 25%	339 22%	276 25%
C1	811 29%	256 26%	510 31%	494 32%	290 26%
C2	610 22%	198 20%	358 22%	294 19%	283 25%
D	323 12%	103 11%	184 11%	168 11%	145 13%
E	259 9%	153 16%	86 5%	176 11%	66 6%
Don't know	21 1%	9 1%	5 *%	12 1%	2 *%
<b>SUMMARY CODES</b>					
AB	776 28%	257 26%	483 30%	413 27%	339 30%
C1C2	1421 51%	454 47%	868 53%	788 51%	573 51%
DE	582 21%	255 26%	270 17%	344 22%	211 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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
16-24 years	429	429	-	-	-	-	-	429	197	221	119	134	103	60	252	163	429
	15%	100%	-%	-%	-%	-%	-%	15%	15%	16%	15%	16%	17%	10%	16%	14%	15%
		bcdefg						bcdef			m	m	m		m		m
25-34 years	500	-	500	-	-	-	-	500	220	276	133	138	132	96	272	228	500
	18%	-%	100%	-%	-%	-%	-%	18%	16%	19%	17%	17%	22%	17%	17%	19%	18%
			acdefg					acdef					n				
35-44 years	500	-	-	500	-	-	-	500	247	252	130	132	126	107	262	233	500
	18%	-%	-%	100%	-%	-%	-%	18%	18%	18%	17%	16%	21%	18%	17%	20%	18%
				abdefg				abdef									
45-54 years	514	-	-	-	514	-	-	514	243	265	118	161	119	116	279	235	514
	18%	-%	-%	-%	100%	-%	-%	18%	18%	19%	15%	20%	19%	20%	18%	20%	18%
				abcefg				abcef				j		j		j	
55-64 years	429	-	-	-	-	429	-	429	210	217	123	123	83	97	246	180	429
	15%	-%	-%	-%	-%	100%	-%	15%	16%	15%	16%	15%	14%	17%	15%	15%	15%
					abcdfg			abcdf									
65+	429	-	-	-	-	-	429	429	237	192	154	122	48	105	276	153	429
	15%	-%	-%	-%	-%	-%	100%	15%	17%	13%	20%	15%	8%	18%	17%	13%	15%
							abcdeg	abcde	i		klop	l		lo	lo	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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
16-24 years	429	369	28	19	13	429	389	39	68	361	90	201	134	429	110	126	67
	15%	16%	11%	14%	17%	15%	16%	10%	18%	15%	14%	16%	15%	15%	21%	11%	10%
							g								op		
25-34 years	500	421	46	20	13	500	449	51	77	423	80	229	191	500	108	192	120
	18%	18%	19%	15%	17%	18%	19%	13%	21%	17%	13%	19%	21%	18%	20%	16%	19%
							g					j	j	j			
35-44 years	500	418	45	23	14	500	425	75	80	420	67	206	227	500	105	197	119
	18%	18%	18%	17%	19%	18%	18%	19%	21%	17%	10%	17%	25%	18%	20%	17%	18%
												j	jkm	j			
45-54 years	514	423	51	29	12	514	421	93	95	419	95	231	181	514	111	209	128
	18%	18%	21%	21%	16%	18%	18%	23%	25%	17%	15%	19%	20%	18%	21%	18%	20%
							f		i				j				
55-64 years	429	361	35	20	12	429	360	68	32	396	114	186	125	429	61	200	120
	15%	15%	14%	15%	16%	15%	15%	17%	9%	16%	18%	15%	14%	15%	12%	17%	19%
									h						n	n	
65+	429	351	40	26	12	429	350	79	22	407	190	179	49	429	38	247	91
	15%	15%	16%	19%	16%	15%	15%	19%	6%	17%	30%	15%	5%	15%	7%	21%	14%
							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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
16-24 years	429	221	158	268	117
	15%	23%	10%	17%	10%
		b		d	
25-34 years	500	185	268	199	272
	18%	19%	16%	13%	24%
				c	
35-44 years	500	135	324	123	360
	18%	14%	20%	8%	32%
			a		c
45-54 years	514	166	324	222	271
	18%	17%	20%	14%	24%
				c	
55-64 years	429	115	289	331	94
	15%	12%	18%	21%	8%
			a	d	
65+	429	153	263	415	12
	15%	16%	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							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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Man	1354	197	220	247	243	210	237	1354	1354	-	444	384	270	242	828	512	1354
	48%	46%	44%	49%	47%	49%	55%	48%	100%	-%	57%	47%	44%	42%	52%	43%	48%
							abdg		i		klmop				lmop		mo
Woman	1423	221	276	252	265	217	192	1423	-	1423	324	419	336	337	743	672	1423
	51%	52%	55%	50%	51%	51%	45%	51%	-%	100%	42%	52%	55%	58%	47%	56%	51%
			f					f		h		j	jn	jknp		jnp	jn
Non-binary	16	7	3	*	6	-	-	16	-	-	5	6	2	2	12	4	16
	1%	2%	1%	*%	1%	-%	-%	1%	-%	-%	1%	1%	*%	*%	1%	*%	1%
		cef			f												
Prefer to use another term	3	2	-	-	1	-	-	3	-	-	-	1	-	2	1	2	3
	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%
Prefer not to say	5	2	1	1	-	2	-	5	-	-	3	-	1	-	3	1	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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Man	1354	1137	114	64	39	1354	1169	184	117	1237	289	614	443	1354	230	560	361
	48%	49%	47%	47%	51%	48%	49%	45%	31%	51%	45%	50%	49%	48%	43%	48%	56%
										h							no
Woman	1423	1186	128	72	36	1423	1202	221	253	1170	343	611	451	1423	297	606	281
	51%	51%	53%	52%	48%	51%	50%	54%	68%	48%	54%	50%	50%	51%	56%	52%	44%
									i						p	p	
Non-binary	16	13	2	1	*	16	15	*	2	13	2	2	11	16	4	5	2
	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	*%	*%
													k				
Prefer to use another term	3	3	-	-	-	3	2	1	1	2	-	2	1	3	1	-	-
	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	-%
Prefer not to say	5	4	-	*	*	5	5	*	1	4	1	3	1	5	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Man	1354 48%	461 47%	789 48%	805 52%	490 44%
Woman	1423 51%	496 51%	832 51%	744 48%	626 56%
Non-binary	16 1%	11 1%	5 *%	7 *%	7 1%
Prefer to use another term	3 *%	3 *%	- -%	1 *%	1 *%
Prefer not to say	5 *%	4 *%	1 *%	* *%	1 *%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 2 - 18TH OCTOBER - 10TH NOVEMBER 2022.**

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

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
In full time employment	1304	165	305	330	304	172	28	1304	787	503	433	426	312	129	859	441	1304
	47%	38%	61%	66%	59%	40%	6%	47%	58%	35%	56%	53%	51%	22%	54%	37%	47%
		f	aefg	aefg	aefg	f		aef	i		mop	mop	mo		mop	m	mo
In part time employment	509	78	92	104	101	100	34	509	113	394	110	114	154	131	223	285	509
	18%	18%	18%	21%	20%	23%	8%	18%	8%	28%	14%	14%	25%	23%	14%	24%	18%
		f	f	f	f	fg		f		h			jkn	jkn		jkn	jkn
Retired	439	-	4	1	8	66	361	439	237	203	154	138	42	105	293	146	439
	16%	-%	1%	*%	2%	15%	84%	16%	17%	14%	20%	17%	7%	18%	18%	12%	16%
				ac	abcd	abcdeg	abcd				lop	lo		lo	lo	l	lo
Unemployed	174	34	40	23	40	35	1	174	87	84	18	19	19	116	38	135	174
	6%	8%	8%	5%	8%	8%	*%	6%	6%	6%	2%	2%	3%	20%	2%	11%	6%
		f	f	f	f	f		f						jkinop		jklnp	jkln
Full-time responsibility for home/family	158	9	39	29	45	34	3	158	26	130	21	27	48	62	48	110	158
	6%	2%	8%	6%	9%	8%	1%	6%	2%	9%	3%	3%	8%	11%	3%	9%	6%
			af	af	afg	af		af		h			jkn	jknp		jknp	jknp
A student	157	126	20	4	6	-	1	157	75	80	33	81	23	16	114	40	157
	6%	29%	4%	1%	1%	-%	*%	6%	6%	6%	4%	10%	4%	3%	7%	3%	6%
		bcd	efg	cd				cdef				lmop			jlmo		mo
Other	45	8	1	7	8	18	2	45	19	25	5	5	10	21	10	30	45
	2%	2%	*%	1%	2%	4%	*%	2%	1%	2%	1%	1%	2%	4%	1%	3%	2%
		b			b	b		b						jknp		jknp	n
Prefer not to say	13	8	-	1	1	3	-	13	9	4	1	1	2	3	2	5	13
	*%	2%	-%	*%	*%	1%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%
		b			b	b		b						jknp		jknp	n

**SUMMARY CODES**

WORKING	1813	243	396	435	405	272	61	1813	901	896	543	539	466	260	1082	726	1813
	65%	57%	79%	87%	79%	64%	14%	65%	67%	63%	70%	67%	76%	45%	68%	61%	65%
		f	aefg	abdefg	aefg	f		af			mop	mo	jkmpnop		mo	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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
NOT WORKING	974	178	104	64	108	153	367	974	444	523	232	271	142	319	503	461	974
	35%	41%	21%	13%	21%	36%	86%	35%	33%	37%	30%	33%	23%	55%	32%	39%	35%
		bcdg	c		c	bcd	abcdeg	bcd			l	l		ijklnop	l	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
In full time employment	1304	1088	117	59	40	1304	1136	168	151	1153	193	560	551	1304	193	495	458
	47%	46%	48%	43%	53%	47%	47%	41%	40%	48%	30%	45%	61%	47%	36%	42%	71%
				c						h		j	jkm	j			no
In part time employment	509	432	41	26	10	509	425	84	97	412	115	228	159	509	129	249	60
	18%	18%	17%	19%	13%	18%	18%	21%	26%	17%	18%	19%	18%	18%	24%	21%	9%
		d			d				i					p	p		
Retired	439	361	40	25	13	439	359	80	21	418	190	182	58	439	41	255	84
	16%	15%	17%	18%	17%	16%	15%	20%	6%	17%	30%	15%	6%	16%	8%	22%	13%
								f		h	klm	l		l		np	n
Unemployed	174	144	18	8	3	174	149	25	32	142	40	89	41	174	65	54	6
	6%	6%	7%	6%	5%	6%	6%	6%	9%	6%	6%	7%	4%	6%	12%	5%	1%
												l			op	p	
Full-time responsibility for home/family	158	137	11	7	3	158	137	21	41	117	46	72	37	158	57	58	15
	6%	6%	4%	5%	5%	6%	6%	5%	11%	5%	7%	6%	4%	6%	11%	5%	2%
									i		l				op	p	
A student	157	134	13	8	3	157	141	16	27	130	37	74	45	157	36	38	15
	6%	6%	5%	5%	5%	6%	6%	4%	7%	5%	6%	6%	5%	6%	7%	3%	2%
															op		
Other	45	37	3	3	2	45	35	10	2	43	8	24	13	45	11	21	4
	2%	2%	1%	2%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%	2%	2%	1%
Prefer not to say	13	11	1	1	1	13	12	1	3	10	7	2	4	13	1	-	3
	*%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	*%	*%	*%	-%	*%
											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.

**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	POTENTIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
<b>SUMMARY CODES</b>																	
WORKING	1813	1520	158	86	50	1813	1561	252	248	1565	308	788	710	1813	322	744	518
	65%	65%	65%	62%	66%	65%	65%	62%	66%	65%	48%	64%	78%	65%	60%	64%	80%
												j	jkm	j			no
NOT WORKING	974	812	85	51	25	974	821	153	123	850	321	441	193	974	210	426	124
	35%	35%	35%	37%	34%	35%	34%	38%	33%	35%	50%	36%	21%	35%	39%	36%	19%
											klm	l	l	l	p	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 a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
In full time employment	1304 47%	368 38%	837 51% a	595 38%	664 59% c
In part time employment	509 18%	165 17%	311 19%	234 15%	259 23% c
Retired	439 16%	154 16%	271 17%	427 27% d	10 1%
Unemployed	174 6%	103 11% b	56 3%	107 7% d	50 4%
Full-time responsibility for home/ family	158 6%	64 7%	84 5%	51 3%	101 9% c
A student	157 6%	88 9% b	47 3%	99 6% d	32 3%
Other	45 2%	31 3% b	13 1%	35 2% d	7 1%
Prefer not to say	13 *%	2 *%	7 *%	9 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
<b>SUMMARY CODES</b>					
WORKING	1813 65%	533 55%	1148 71% a	829 53%	924 82% c
NOT WORKING	974 35%	440 45% b	471 29%	719 46% d	201 18%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 2 - 18TH OCTOBER - 10TH NOVEMBER 2022.**

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

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
None	13 *%	- -%	- -%	5 1%	1 *%	- -%	8 2%	13 *%	7 *%	7 *%	4 *%	- -%	5 1%	4 1%	4 *%	10 1%	13 *%
							abeg						k			k	
Up to 2 hours	71 3%	13 3%	14 3%	12 2%	9 2%	7 2%	16 4%	71 3%	25 2%	46 3%	10 1%	18 2%	23 4%	20 3%	28 2%	43 4%	71 3%
													jn	jn		jn	
3 to 5 hours	411 15%	86 20%	80 16%	67 13%	54 11%	60 14%	65 15%	411 15%	178 13%	233 16%	120 15%	87 11%	94 15%	104 18%	207 13%	199 17%	411 15%
		cdg	d					d		h	k		k	kn		kn	k
6 to 8 hours	279 10%	47 11%	51 10%	56 11%	51 10%	34 8%	41 9%	279 10%	108 8%	169 12%	64 8%	85 11%	62 10%	65 11%	149 9%	127 11%	279 10%
										h							
9 to 11 hours	311 11%	39 9%	60 12%	83 17%	49 10%	48 11%	31 7%	311 11%	143 11%	166 12%	73 9%	91 11%	86 14%	57 10%	164 10%	143 12%	311 11%
			f	adefg				f					jmn				
12 to 15 hours	195 7%	22 5%	31 6%	28 6%	40 8%	31 7%	44 10%	195 7%	99 7%	95 7%	55 7%	62 8%	42 7%	35 6%	117 7%	77 6%	195 7%
							acg										
16 to 22 hours	301 11%	30 7%	48 10%	47 9%	59 11%	47 11%	70 16%	301 11%	151 11%	147 10%	84 11%	90 11%	62 10%	65 11%	174 11%	126 11%	301 11%
							abceg										
23 to 30 hours	540 19%	76 18%	91 18%	82 16%	121 24%	93 22%	78 18%	540 19%	282 21%	250 18%	161 21%	156 19%	122 20%	98 17%	317 20%	220 18%	540 19%
					c												
Over 30 hours	634 23%	110 26%	115 23%	117 23%	124 24%	101 24%	66 15%	634 23%	342 25%	285 20%	200 26%	212 26%	102 17%	119 20%	412 26%	221 19%	634 23%
		f	f	f	f	f		f	i		lmo	lmo			lmop		lo
Don't know/ unsure	44 2%	5 1%	10 2%	4 1%	7 1%	7 2%	11 3%	44 2%	18 1%	26 2%	6 1%	9 1%	12 2%	15 3%	15 1%	27 2%	44 2%
														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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
<b>SUMMARY CODES</b>																	
0 to 8 hours	775	147	145	140	115	101	128	775	318	455	197	191	185	194	388	379	775
	28%	34%	29%	28%	22%	24%	30%	28%	24%	32%	25%	24%	30%	33%	24%	32%	28%
		deg					d	d		h			kn	jknp		jknp	
9 to 22 hours	807	91	139	158	148	127	145	807	393	408	211	243	189	157	455	346	807
	29%	21%	28%	32%	29%	30%	34%	29%	29%	29%	27%	30%	31%	27%	29%	29%	29%
				a	a	a	a	a									
23+ hours	1174	186	207	198	245	194	144	1174	624	535	362	367	224	217	729	441	1174
	42%	43%	41%	40%	48%	45%	34%	42%	46%	38%	47%	45%	37%	37%	46%	37%	42%
		f	f		cf	f		f	i		lmo	lmo			lmop		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.

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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
None	13 *%	12 *%	- -%	1 1%	1 1%	13 *%	13 1%	- -%	6 2%	8 *%	8 1%	3 *%	- -%	13 *%	3 *%	2 *%	3 *%
Up to 2 hours	71 3%	62 3%	5 2%	3 2%	1 1%	71 3%	65 3%	6 1%	20 5%	51 2%	40 6%	21 2%	10 1%	71 3%	15 3%	21 2%	12 2%
3 to 5 hours	411 15%	359 15%	21 8%	20 15%	11 15%	411 15%	342 14%	69 17%	85 23%	326 13%	134 21%	192 16%	72 8%	411 15%	97 18%	155 13%	59 9%
6 to 8 hours	279 10%	239 10%	23 9%	14 10%	4 5%	279 10%	229 10%	50 12%	42 11%	237 10%	88 14%	132 11%	56 6%	279 10%	55 10%	113 10%	58 9%
9 to 11 hours	311 11%	277 12%	13 5%	14 11%	6 8%	311 11%	251 10%	60 15%	60 16%	251 10%	71 11%	143 12%	95 10%	311 11%	51 9%	137 12%	76 12%
12 to 15 hours	195 7%	158 7%	17 7%	12 9%	8 11%	195 7%	172 7%	23 6%	20 5%	175 7%	48 7%	99 8%	48 5%	195 7%	30 6%	81 7%	51 8%
16 to 22 hours	301 11%	232 10%	36 15%	22 16%	11 15%	301 11%	246 10%	55 13%	35 9%	266 11%	61 10%	134 11%	106 12%	301 11%	49 9%	137 12%	83 13%
23 to 30 hours	540 19%	452 19%	52 21%	21 15%	16 21%	540 19%	474 20%	66 16%	45 12%	495 20%	80 13%	234 19%	224 25%	540 19%	99 19%	248 21%	134 21%
Over 30 hours	634 23%	521 22%	70 29%	27 20%	15 20%	634 23%	563 24%	71 17%	54 15%	579 24%	82 13%	261 21%	290 32%	634 23%	129 24%	260 22%	162 25%
Don't know/ unsure	44 2%	31 1%	8 3%	3 2%	2 3%	44 2%	38 2%	6 1%	8 2%	36 1%	24 4%	14 1%	5 1%	44 2%	6 1%	16 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
<b>SUMMARY CODES</b>																	
0 to 8 hours	775 28%	672 29% bd	48 20%	38 28%	17 22%	775 28% b	650 27%	125 31%	153 41% i	622 26%	270 42% klm	347 28% l	138 15%	775 28% l	170 32% op	292 25%	132 20%
9 to 22 hours	807 29%	667 28%	66 27%	48 35% ae	26 34%	807 29%	669 28%	138 34% f	114 30%	693 29%	180 28%	376 31%	250 28%	807 29%	130 24%	354 30% n	209 32% n
23+ hours	1174 42%	973 42%	122 50% ace	48 35%	31 41%	1174 42%	1037 43% g	137 34%	99 27%	1075 44% h	162 25%	495 40% j	514 57% jkm	1174 42% j	228 43%	509 43%	296 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
None	13 *%	4 *%	9 1%	9 1%	3 *%
Up to 2 hours	71 3%	22 2%	45 3%	42 3%	16 1%
3 to 5 hours	411 15%	147 15%	230 14%	251 16%	140 12%
6 to 8 hours	279 10%	78 8%	166 10%	148 9%	113 10%
9 to 11 hours	311 11%	106 11%	185 11%	154 10%	147 13%
12 to 15 hours	195 7%	69 7%	114 7%	117 7%	73 6%
16 to 22 hours	301 11%	105 11%	188 12%	187 12%	104 9%
23 to 30 hours	540 19%	179 18%	331 20%	275 18%	248 22%
Over 30 hours	634 23%	245 25%	344 21%	343 22%	276 25%
Don't know/ unsure	44 2%	20 2%	13 1%	32 2%	6 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
<b>SUMMARY CODES</b>					
0 to 8 hours	775 28%	251 26%	450 28%	450 29%	272 24%
9 to 22 hours	807 29%	279 29%	487 30%	458 29%	324 29%
23+ hours	1174 42%	424 44%	675 42%	618 40%	524 47%

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
WhatsApp	2253	348	439	453	421	335	258	2253	1056	1176	637	666	508	426	1303	934	2253
	80%	81%	88%	91%	82%	78%	60%	80%	78%	83%	82%	82%	83%	73%	82%	78%	80%
		f	defg	defg	f	f		f		h	m	m	mo		mo	m	m
(Facebook) Messenger	1636	226	330	332	331	218	199	1636	696	928	404	473	376	368	876	744	1636
	58%	53%	66%	66%	64%	51%	46%	58%	51%	65%	52%	58%	62%	63%	55%	62%	58%
			aefg	aefg	aefg			ef		h		j	jn	jn		jnp	j
Instagram (Direct)	1097	325	312	205	150	73	32	1097	441	642	342	319	248	177	661	425	1097
	39%	76%	62%	41%	29%	17%	8%	39%	33%	45%	44%	39%	41%	30%	42%	36%	39%
		bcdefg	cdefg	def	ef	f		def		h	mop	m	m		mo	m	m
FaceTime	918	237	200	162	148	102	70	918	355	552	282	266	211	148	548	359	918
	33%	55%	40%	32%	29%	24%	16%	33%	26%	39%	36%	33%	35%	25%	35%	30%	33%
		bcdefg	cdefg	ef	f	f		ef		h	mo	m	m		mo		m
Snapchat	819	343	223	115	96	34	8	819	354	453	214	205	228	159	419	387	819
	29%	80%	45%	23%	19%	8%	2%	29%	26%	32%	28%	25%	37%	27%	26%	32%	29%
		bcdefg	cdefg	ef	ef	f		cdef		h			jkmpn			kmpn	
Microsoft Teams	724	142	146	165	158	83	31	724	382	339	277	277	108	56	554	163	724
	26%	33%	29%	33%	31%	19%	7%	26%	28%	24%	36%	34%	18%	10%	35%	14%	26%
		efg	ef	efg	ef	f		ef	i		lmop	lmop	m		lmop	m	lmo
Zoom	625	91	124	117	122	90	81	625	315	305	246	219	93	59	465	152	625
	22%	21%	25%	23%	24%	21%	19%	22%	23%	21%	32%	27%	15%	10%	29%	13%	22%
											lmop	lmop	m		lmop		lmo
iMessage (by Apple)	595	162	140	109	105	53	27	595	222	362	190	176	123	100	366	223	595
	21%	38%	28%	22%	20%	12%	6%	21%	16%	25%	25%	22%	20%	17%	23%	19%	21%
		bcdefg	defg	ef	ef	f		ef		h	mo				mo		m
Skype	386	47	75	71	74	62	57	386	228	153	138	122	78	47	259	124	386
	14%	11%	15%	14%	14%	14%	13%	14%	17%	11%	18%	15%	13%	8%	16%	10%	14%
									i		lmop	mo	m		mo		mo
Discord	249	114	67	38	17	8	5	249	179	64	83	65	66	31	148	97	249
	9%	27%	13%	8%	3%	2%	1%	9%	13%	4%	11%	8%	11%	5%	9%	8%	9%
		bcdefg	cdefg	def				def	i		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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Google Chat/ Google Meet/ Google Duo	248	58	63	46	47	22	12	248	142	104	97	61	65	23	159	88	248
	9%	13%	13%	9%	9%	5%	3%	9%	11%	7%	13%	8%	11%	4%	10%	7%	9%
		efg	efg	ef	ef			ef	i		kmop	m	mo		mo	m	m
Telegram	231	44	64	50	40	22	11	231	142	86	93	62	49	27	154	76	231
	8%	10%	13%	10%	8%	5%	3%	8%	10%	6%	12%	8%	8%	5%	10%	6%	8%
		ef	defg	ef	f			f	i		kmop	m	m		mo		m
Viber	88	18	29	16	10	7	8	88	51	34	23	25	28	9	48	37	88
	3%	4%	6%	3%	2%	2%	2%	3%	4%	2%	3%	3%	5%	2%	3%	3%	3%
			defg										m				
WeChat	79	16	18	17	14	8	5	79	43	33	31	20	22	6	51	28	79
	3%	4%	4%	3%	3%	2%	1%	3%	3%	2%	4%	2%	4%	1%	3%	2%	3%
		f	f	f							m		m		m		m
Slack	56	4	20	17	9	1	4	56	36	20	21	20	11	4	41	15	56
	2%	1%	4%	3%	2%	*%	1%	2%	3%	1%	3%	2%	2%	1%	3%	1%	2%
			aefg	aef				e	i		m	m			mo		m
Signal	55	1	15	19	8	7	6	55	40	15	23	17	11	5	39	16	55
	2%	*%	3%	4%	2%	2%	1%	2%	3%	1%	3%	2%	2%	1%	2%	1%	2%
			a	afg				a	i		mo				m		
Kik	54	9	15	9	10	7	4	54	35	16	14	10	18	11	24	30	54
	2%	2%	3%	2%	2%	2%	1%	2%	3%	1%	2%	1%	3%	2%	2%	2%	2%
									i								
Clubhouse	30	7	4	6	10	*	2	30	15	12	14	10	5	1	24	6	30
	1%	2%	1%	1%	2%	*%	*%	1%	1%	1%	2%	1%	1%	*%	2%	*%	1%
		e			e						mo	m			mo		m
I send messages, chat or make video/ voice calls on other apps/ sites	103	21	15	21	15	16	16	103	63	40	29	26	29	18	55	47	103
	4%	5%	3%	4%	3%	4%	4%	4%	5%	3%	4%	3%	5%	3%	3%	4%	4%
									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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2674	425	496	496	500	404	353	2674	1286	1365	741	783	595	535	1524	1130	2674
	95%	99%	99%	99%	97%	94%	82%	95%	95%	96%	95%	97%	98%	92%	96%	95%	95%
		efg	defg	efg	f	f		f			m	m	mo		m	m	m
I do not send messages, chat or make video or voice calls on ANY apps/ sites	116	3	2	4	13	21	73	116	64	52	35	28	14	39	63	53	116
	4%	1%	*%	1%	3%	5%	17%	4%	5%	4%	5%	3%	2%	7%	4%	4%	4%
				b	abc	abcdeg	abc							klnp			
Don't know	10	1	2	*	1	4	3	10	4	6	-	*	1	8	*	9	10
	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	-%	*%	*%	1%	*%	1%	*%
														jknp		jn	
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 19)	3.7	5.2	4.6	3.9	3.5	2.7	2.0	3.7	3.5	3.7	4.1	3.7	3.7	2.9	3.9	3.3	3.7
		bcdefg	cdefg	defg	ef	f		ef		h	klmop	mo	mo		mop	m	mo
Standard deviation	2.50	2.57	2.39	2.52	2.23	1.82	1.95	2.50	2.64	2.33	2.66	2.40	2.71	1.99	2.53	2.42	2.50
Standard error	.05	.13	.11	.11	.10	.08	.08	.05	.07	.06	.10	.09	.11	.07	.06	.06	.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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
WhatsApp	2253	1902	181	104	66	2253	1932	321	309	1944	413	1003	830	2253	423	927	557
	80%	81%	74%	75%	88%	80%	81%	79%	83%	80%	65%	81%	91%	80%	79%	79%	86%
		bc			abce	b						j	jkm	j			no
(Facebook) Messenger	1636	1345	157	85	49	1636	1374	262	228	1408	277	723	629	1636	334	699	376
	58%	57%	64%	62%	64%	58%	57%	64%	61%	58%	44%	59%	69%	58%	63%	60%	58%
		a			a			f				j	jkm	j			
Instagram (Direct)	1097	927	97	44	29	1097	971	126	147	950	134	468	495	1097	225	408	262
	39%	40%	40%	32%	38%	39%	41%	31%	39%	39%	21%	38%	55%	39%	42%	35%	41%
		c			c		g					j	jkm	j	o		o
FaceTime	918	781	71	45	21	918	793	125	107	811	117	391	408	918	189	351	220
	33%	33%	29%	33%	28%	33%	33%	31%	28%	33%	18%	32%	45%	33%	35%	30%	34%
												j	jkm	j			
Snapchat	819	684	74	35	26	819	732	87	140	679	123	361	328	819	214	273	165
	29%	29%	30%	25%	34%	29%	31%	21%	37%	28%	19%	29%	36%	29%	40%	23%	26%
					c		g		i			j	jkm	j	op		
Microsoft Teams	724	599	75	32	18	724	626	98	43	681	72	258	393	724	96	280	253
	26%	26%	31%	23%	24%	26%	26%	24%	11%	28%	11%	21%	43%	26%	18%	24%	39%
									h			j	jkm	jk		n	no
Zoom	625	512	71	22	20	625	554	71	27	598	40	241	343	625	101	264	176
	22%	22%	29%	16%	26%	22%	23%	18%	7%	25%	6%	20%	38%	22%	19%	23%	27%
			ace		c	c	g		h			j	jkm	j			n
iMessage (by Apple)	595	495	59	30	11	595	516	79	63	532	50	264	281	595	130	223	162
	21%	21%	24%	22%	15%	21%	22%	19%	17%	22%	8%	21%	31%	21%	24%	19%	25%
		d	d	d		d						j	jkm	j	o		o
Skype	386	327	38	12	9	386	334	52	10	375	27	146	211	386	62	177	98
	14%	14%	16%	9%	12%	14%	14%	13%	3%	15%	4%	12%	23%	14%	12%	15%	15%
		c	c			c			h			j	jkm	j			
Discord	249	206	25	11	7	249	225	24	18	232	18	115	117	249	60	92	55
	9%	9%	10%	8%	9%	9%	9%	6%	5%	10%	3%	9%	13%	9%	11%	8%	8%
									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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Google Chat/ Google Meet/ Google Duo	248	226	16	4	2	248	223	25	27	221	16	101	131	248	44	97	62
	9%	10%	7%	3%	3%	9%	9%	6%	7%	9%	2%	8%	14%	9%	8%	8%	10%
		cd				cd						j	jkm	j			
Telegram	231	189	25	12	5	231	198	33	17	214	17	87	126	231	41	100	58
	8%	8%	10%	9%	7%	8%	8%	8%	5%	9%	3%	7%	14%	8%	8%	9%	9%
										h		j	jkm	j			
Viber	88	80	3	3	1	88	80	8	16	72	10	33	44	88	22	27	23
	3%	3%	1%	2%	1%	3%	3%	2%	4%	3%	2%	3%	5%	3%	4%	2%	4%
													jkm				
WeChat	79	70	3	5	1	79	70	8	3	76	7	32	40	79	10	47	9
	3%	3%	1%	4%	1%	3%	3%	2%	1%	3%	1%	3%	4%	3%	2%	4%	1%
										h			jm	j		p	
Slack	56	47	5	2	2	56	53	3	*	56	4	18	34	56	5	22	25
	2%	2%	2%	2%	3%	2%	2%	1%	***	2%	1%	1%	4%	2%	1%	2%	4%
										h			jkm				no
Signal	55	50	3	2	1	55	44	11	4	52	5	25	25	55	3	24	13
	2%	2%	1%	1%	2%	2%	2%	3%	1%	2%	1%	2%	3%	2%	1%	2%	2%
													j				
Kik	54	41	6	5	2	54	49	5	1	52	1	25	28	54	22	20	6
	2%	2%	2%	3%	2%	2%	2%	1%	***	2%	***	2%	3%	2%	4%	2%	1%
												j	j	j	op		
Clubhouse	30	28	1	-	1	30	21	9	3	27	1	14	14	30	4	17	5
	1%	1%	***	-%	1%	1%	1%	2%	1%	1%	***	1%	2%	1%	1%	1%	1%
								f					j				
I send messages, chat or make video/ voice calls on other apps/ sites	103	90	8	5	1	103	90	13	13	90	9	40	54	103	17	52	20
	4%	4%	3%	3%	1%	4%	4%	3%	3%	4%	1%	3%	6%	4%	3%	4%	3%
												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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2674	2232	236	133	73	2674	2291	383	365	2308	562	1199	902	2674	513	1110	620
	95%	95%	97%	97%	96%	95%	96%	94%	98%	95%	88%	97%	99%	95%	96%	95%	96%
												jm	jkm	j			
I do not send messages, chat or make video or voice calls on ANY apps/ sites	116	101	8	4	2	116	94	22	6	110	67	31	4	116	18	57	25
	4%	4%	3%	3%	3%	4%	4%	5%	2%	5%	11%	2%	0%	4%	3%	5%	4%
										h	klm	l		kl			
Don't know	10	9	-	*	1	10	9	1	3	7	7	2	1	10	2	3	-
	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
											kl						
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 19)	3.7	3.7	3.8	3.3	3.6	3.7	3.7	3.4	3.1	3.7	2.1	3.5	5.0	3.7	3.8	3.5	3.9
		c	c			c	g			h		j	jkm	j			o
Standard deviation	2.50	2.53	2.41	2.28	2.35	2.50	2.56	2.13	2.00	2.57	1.55	2.25	2.66	2.50	2.46	2.61	2.42
Standard error	.05	.05	.14	.13	.13	.05	.05	.10	.10	.05	.06	.06	.09	.05	.11	.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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
WhatsApp	2253	767	1335	1174	994
	80%	79%	82%	75%	88%
					c
(Facebook) Messenger	1636	607	935	839	751
	58%	62%	57%	54%	67%
		b			c
Instagram (Direct)	1097	425	585	501	528
	39%	44%	36%	32%	47%
		b			c
FaceTime	918	324	535	425	448
	33%	33%	33%	27%	40%
					c
Snapchat	819	344	398	335	422
	29%	35%	25%	21%	38%
		b			c
Microsoft Teams	724	233	451	322	375
	26%	24%	28%	21%	33%
					c
Zoom	625	226	368	336	267
	22%	23%	23%	22%	24%
iMessage (by Apple)	595	216	343	289	289
	21%	22%	21%	19%	26%
					c
Skype	386	154	205	216	152
	14%	16%	13%	14%	14%
Discord	249	122	113	117	110
	9%	13%	7%	8%	10%
		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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Google Chat/ Google Meet/ Google Duo	248 9%	107 11%	130 8%	116 7%	117 10%
		b			c
Telegram	231 8%	96 10%	130 8%	103 7%	118 10%
					c
Viber	88 3%	27 3%	56 3%	42 3%	40 4%
WeChat	79 3%	33 3%	41 3%	29 2%	46 4%
					c
Slack	56 2%	26 3%	29 2%	18 1%	35 3%
					c
Signal	55 2%	17 2%	33 2%	30 2%	22 2%
Kik	54 2%	28 3%	17 1%	25 2%	26 2%
		b			
Clubhouse	30 1%	13 1%	16 1%	7 *%	23 2%
					c
I send messages, chat or make video/ voice calls on other apps/ sites	103 4%	53 5%	45 3%	53 3%	46 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2674 95%	937 96%	1547 95%	1443 93%	1113 99% c
I do not send messages, chat or make video or voice calls on ANY apps/ sites	116 4%	38 4%	74 5%	104 7% d	12 1%
Don't know	10 *% d	* *%	5 *%	10 1% d	- -%
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 19)	3.7	3.9 b	3.5	3.2	4.3 c
Standard deviation	2.50	2.67	2.43	2.41	2.52
Standard error	.05	.08	.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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
None used	126	4	4	4	14	25	76	126	68	58	35	28	15	47	63	62	126
	5%	1%	1%	1%	3%	6%	18%	5%	5%	4%	5%	3%	2%	8%	4%	5%	5%
				b	abc	abcdeg	abc							ijklnop		l	
Only one site or app used	411	28	20	60	77	97	129	411	231	177	99	104	102	106	203	208	411
	15%	7%	4%	12%	15%	23%	30%	15%	17%	12%	13%	13%	17%	18%	13%	17%	15%
				ab	ab	abcdg	abcdeg	ab	i					jknp		jkn	
More than one site or app used	2263	396	477	435	423	307	224	2263	1054	1188	643	678	493	429	1321	922	2263
	81%	92%	95%	87%	82%	72%	52%	81%	78%	83%	83%	84%	81%	74%	83%	77%	81%
		cdefg	cdefg	efg	ef	f		ef		h	mo	mo	m		mo		mo
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 19)	3.7	5.2	4.6	3.9	3.5	2.7	2.0	3.7	3.5	3.7	4.1	3.7	3.7	2.9	3.9	3.3	3.7
		bcdefg	cdefg	defg	ef	f		ef		h	klmop	mo	mo		mop	m	mo
Standard deviation	2.50	2.57	2.39	2.52	2.23	1.82	1.95	2.50	2.64	2.33	2.66	2.40	2.71	1.99	2.53	2.42	2.50
Standard error	.05	.13	.11	.11	.10	.08	.08	.05	.07	.06	.10	.09	.11	.07	.06	.06	.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 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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
None used	126 5%	111 5%	8 3%	5 3%	3 4%	126 5%	103 4%	23 6%	9 2%	117 5%	75 12% klm	32 3% l	6 1% kl	126 5%	20 4%	60 5%	25 4%
Only one site or app used	411 15%	339 14%	35 14%	28 20% ade	9 11%	411 15%	355 15%	56 14%	59 16%	352 15%	191 30% klm	175 14% l	44 5%	411 15% l	62 12%	197 17% np	80 12%
More than one site or app used	2263 81%	1893 81%	201 82%	105 76%	64 84% c	2263 81%	1936 81%	326 80%	307 82%	1956 81%	370 58% j	1024 83% j	858 95% jkm	2263 81% j	451 85% o	913 78% o	540 84% o
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 19)	3.7	3.7	3.8 c	3.3	3.6	3.7 c	3.7 g	3.4	3.1	3.7 h	2.1	3.5 j	5.0 jkm	3.7 j	3.8	3.5 o	3.9 o
Standard deviation	2.50	2.53	2.41	2.28	2.35	2.50	2.56	2.13	2.00	2.57	1.55	2.25	2.66	2.50	2.46	2.61	2.42
Standard error	.05	.05	.14	.13	.13	.05	.05	.10	.10	.05	.06	.06	.09	.05	.11	.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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
None used	126 5%	38 4%	79 5%	114 7%	12 1%
				d	
Only one site or app used	411 15%	134 14%	245 15%	294 19%	99 9%
				d	
More than one site or app used	2263 81%	803 82%	1303 80%	1150 74%	1015 90%
					c
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 19)	3.7	3.9	3.5	3.2	4.3
		b			c
Standard deviation	2.50	2.67	2.43	2.41	2.52
Standard error	.05	.08	.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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
YouTube	2188	382	430	426	382	332	236	2188	1118	1047	621	656	472	419	1278	891	2188
	78%	89%	86%	85%	74%	78%	55%	78%	83%	74%	80%	81%	77%	72%	81%	75%	78%
		defg	defg	defg	f	f		f	i		mo	mo			mo		mo
Facebook (inc Facebook Gaming)	1271	182	260	290	284	148	107	1271	556	704	317	363	298	278	679	576	1271
	45%	42%	52%	58%	55%	35%	25%	45%	41%	49%	41%	45%	49%	48%	43%	48%	45%
		f	aefg	aefg	aefg	f		ef		h			jn	j		jn	
Instagram	1246	323	344	253	194	103	30	1246	501	727	368	371	302	194	740	495	1246
	45%	75%	69%	51%	38%	24%	7%	45%	37%	51%	47%	46%	49%	33%	47%	42%	45%
		cdefg	cdefg	defg	ef	f		def		h	mo	m	mo		mo	m	m
TikTok	1048	347	255	196	160	71	20	1048	472	561	294	295	259	186	589	445	1048
	37%	81%	51%	39%	31%	17%	5%	37%	35%	39%	38%	36%	42%	32%	37%	37%	37%
		bcdefg	cdefg	def	ef	f		def		h			m		m	m	m
Snapchat	602	263	177	87	52	19	4	602	263	331	172	161	162	99	333	261	602
	22%	61%	35%	17%	10%	4%	1%	22%	19%	23%	22%	20%	27%	17%	21%	22%	22%
		bcdefg	cdefg	def	ef	f		def		h	m		kmnp		m	m	m
Twitch	235	106	65	37	18	6	4	235	173	61	67	58	74	34	125	109	235
	8%	25%	13%	7%	4%	2%	1%	8%	13%	4%	9%	7%	12%	6%	8%	9%	8%
		bcdefg	cdefg	def	f			def	i				kmnp			m	
Vimeo	116	19	27	26	14	21	10	116	75	41	39	37	27	13	76	40	116
	4%	4%	5%	5%	3%	5%	2%	4%	6%	3%	5%	5%	4%	2%	5%	3%	4%
			f	f					i		m	m			m		m
Dailymotion	96	21	22	18	13	16	5	96	66	28	28	29	21	18	57	39	96
	3%	5%	4%	4%	3%	4%	1%	3%	5%	2%	4%	4%	3%	3%	4%	3%	3%
		f	f	f		f		f	i								
OnlyFans	49	13	19	10	3	2	3	49	41	8	21	7	11	7	29	19	49
	2%	3%	4%	2%	1%	*%	1%	2%	3%	1%	3%	1%	2%	1%	2%	2%	2%
		def	defg						i		k						
BitChute	27	1	9	9	3	1	3	27	25	2	10	3	10	4	13	14	27
	1%	*%	2%	2%	1%	*%	1%	1%	2%	*%	1%	*%	2%	1%	1%	1%	1%
			e						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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
I watch videos/ clips on other apps/ sites	56	6	5	9	15	12	8	56	32	23	15	20	8	12	34	21	56
	2%	1%	1%	2%	3%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2517	422	494	492	469	365	275	2517	1240	1254	703	742	552	499	1445	1051	2517
	90%	98%	99%	98%	91%	85%	64%	90%	92%	88%	91%	92%	90%	86%	91%	88%	90%
		defg	defg	defg	ef	f		ef	i		m	mo	m		mo		m
I do not watch videos/ clips on any apps/ sites	258	2	-	8	44	58	146	258	99	159	69	66	49	74	135	123	258
	9%	1%	-%	2%	9%	14%	34%	9%	7%	11%	9%	8%	8%	13%	8%	10%	9%
				b	abc	abcdg	abcdeg	abc		h				ijklp			
Don't know	25	4	6	1	2	5	7	25	15	10	4	3	9	9	7	18	25
	1%	1%	1%	*%	*%	1%	2%	1%	1%	1%	1%	*%	2%	1%	*%	2%	1%
							c						kn	kn		kn	
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 19)	2.5	3.9	3.2	2.7	2.2	1.7	1.0	2.5	2.5	2.5	2.5	2.5	2.7	2.2	2.5	2.4	2.5
		bcdefg	cdefg	defg	ef	f		def			m	m	kmnop		m	m	m
Standard deviation	1.68	1.57	1.50	1.51	1.39	1.24	1.13	1.68	1.70	1.66	1.71	1.59	1.77	1.60	1.65	1.71	1.68
Standard error	.03	.08	.07	.06	.06	.06	.05	.03	.05	.04	.06	.06	.07	.06	.04	.04	.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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
YouTube	2188	1818	201	109	60	2188	1902	286	268	1920	357	992	835	2188	425	902	530
	78%	78%	82%	79%	79%	78%	79%	71%	72%	79%	56%	81%	92%	78%	80%	77%	82%
							g			h		j	jkm	j			o
Facebook (inc Facebook Gaming)	1271	1051	115	65	40	1271	1068	203	166	1105	171	544	554	1271	269	534	297
	45%	45%	47%	47%	52%	45%	45%	50%	44%	46%	27%	44%	61%	45%	50%	46%	46%
					ae							j	jkm	j			
Instagram	1246	1048	113	50	35	1246	1115	131	175	1071	147	548	551	1246	248	475	302
	45%	45%	46%	37%	47%	45%	47%	32%	47%	44%	23%	44%	61%	45%	47%	41%	47%
		c	c		c	c	g					j	jkm	j			o
TikTok	1048	892	78	48	30	1048	926	122	158	890	142	462	444	1048	256	367	224
	37%	38%	32%	35%	40%	37%	39%	30%	42%	37%	22%	38%	49%	37%	48%	31%	35%
							g					j	jkm	j	op		
Snapchat	602	502	58	21	21	602	546	56	90	512	74	260	268	602	153	205	116
	22%	21%	24%	16%	28%	22%	23%	14%	24%	21%	12%	21%	30%	22%	29%	17%	18%
		c	c		ace	c	g					j	jkm	j	op		
Twitch	235	191	31	8	6	235	213	22	9	227	9	117	109	235	60	91	45
	8%	8%	13%	6%	7%	8%	9%	6%	2%	9%	1%	10%	12%	8%	11%	8%	7%
			ace							h		j	jm	j	p		
Vimeo	116	97	10	7	2	116	106	10	4	112	3	43	70	116	19	51	28
	4%	4%	4%	5%	3%	4%	4%	3%	1%	5%	1%	3%	8%	4%	3%	4%	4%
										h		j	jkm	j			
Dailymotion	96	85	5	3	2	96	91	5	7	88	3	31	61	96	18	46	18
	3%	4%	2%	2%	3%	3%	4%	1%	2%	4%	*	3%	7%	3%	3%	4%	3%
							g					j	jkm	j			
OnlyFans	49	42	5	2	1	49	48	2	4	45	1	21	28	49	8	21	10
	2%	2%	2%	1%	1%	2%	2%	*	1%	2%	*	2%	3%	2%	1%	2%	1%
												j	jm	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.

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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709	
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467	
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645	
BitChute	27 1%	23 1%	3 1%	* *%	- -%	27 1%	26 1%	* *%	- -%	27 1%	- -%	13 1%	14 2%	27 1%	8 2%	14 1%	2 *%	
I watch videos/ clips on other apps/ sites	56 2%	46 2%	5 2%	3 3%	1 2%	56 2%	45 2%	12 3%	3 1%	53 2%	8 1%	24 2%	25 3%	56 2%	11 2%	25 2%	13 2%	
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2517 90%	2092 89%	226 93%	127 92%	72 95% ae	2517 90%	2172 91% g	345 85%	339 91%	2177 90%	457 72%	1160 94% jm	894 99% jkm	2517 90% j	488 92%	1040 89%	587 91%	
I do not watch videos/ clips on any apps/ sites	258 9%	229 10% d	15 6%	10 7%	3 5%	258 9% d	199 8%	59 15% f	29 8%	229 9%	168 26% klm	63 5% l	11 1%	258 9% kl	40 8%	122 10%	54 8%	
Don't know	25 1%	22 1%	3 1%	* *%	- -%	25 1%	23 1%	3 1%	6 2%	20 1%	11 2% l	9 1%	2 *%	25 1%	5 1%	8 1%	3 1%	
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645	
Mean number of apps/ sites used (out of 19)	2.5	2.5	2.6	2.3	2.6 c	2.5	2.5 g	2.1	2.4	2.5	1.4	2.5 j	3.3 jkm	2.5 j	2.8 op	2.3	2.5	
Standard deviation	1.68	1.69	1.61	1.56	1.65	1.68	1.70	1.51	1.54	1.70	1.36	1.55	1.62	1.68	1.69	1.64	1.65	
Standard error	.03	.04	.09	.09	.09	.03	.03	.07	.08	.03	.05	.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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
YouTube	2188 78%	758 78%	1283 79%	1169 75%	930 83%
					c
Facebook (inc Facebook Gaming)	1271 45%	458 47%	726 45%	592 38%	640 57%
					c
Instagram	1246 45%	462 47%	686 42%	555 36%	617 55%
		b			c
TikTok	1048 37%	427 44%	534 33%	457 29%	523 46%
		b			c
Snapchat	602 22%	275 28%	271 17%	245 16%	304 27%
		b			c
Twitch	235 8%	110 11%	111 7%	117 8%	97 9%
		b			
Vimeo	116 4%	53 5%	57 4%	61 4%	51 5%
		b			
Dailymotion	96 3%	43 4%	46 3%	53 3%	42 4%
OnlyFans	49 2%	26 3%	16 1%	27 2%	19 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
BitChute	27 1%	14 1%	8 *%	13 1%	13 1%
I watch videos/ clips on other apps/ sites	56 2%	28 3%	24 1%	32 2%	21 2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2517 90%	889 91%	1444 89%	1322 85%	1082 96%
I do not watch videos/ clips on any apps/ sites	258 9%	75 8%	171 10%	220 14%	35 3%
Don't know	25 1%	12 1%	12 1%	15 1%	9 1%
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 19)	2.5	2.7	2.3	2.1	2.9
Standard deviation	1.68	1.79	1.59	1.65	1.60
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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
None used	283	7	6	8	46	63	153	283	114	169	73	69	58	83	141	141	283
	10%	2%	1%	2%	9%	15%	36%	10%	8%	12%	9%	8%	10%	14%	9%	12%	10%
					abc	abcdg	abcdeg	abc		h				jklnp		kn	
Only one site or app used	644	26	48	116	129	148	176	644	352	290	179	202	116	147	381	263	644
	23%	6%	10%	23%	25%	35%	41%	23%	26%	20%	23%	25%	19%	25%	24%	22%	23%
				ab	ab	abcdg	abcdg	ab	i			l		l	l		
More than one site or app used	1873	396	446	375	339	217	99	1873	888	964	524	540	435	353	1065	788	1873
	67%	92%	89%	75%	66%	51%	23%	67%	66%	68%	68%	67%	71%	61%	67%	66%	67%
		cdefg	cdefg	defg	ef	f		ef	m	m	m	m	m	m	m	m	m
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 19)	2.5	3.9	3.2	2.7	2.2	1.7	1.0	2.5	2.5	2.5	2.5	2.5	2.7	2.2	2.5	2.4	2.5
		bcdefg	cdefg	defg	ef	f		def			m	m	kmnop		m	m	m
Standard deviation	1.68	1.57	1.50	1.51	1.39	1.24	1.13	1.68	1.70	1.66	1.71	1.59	1.77	1.60	1.65	1.71	1.68
Standard error	.03	.08	.07	.06	.06	.06	.05	.03	.05	.04	.06	.06	.07	.06	.04	.04	.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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
None used	283	251	18	10	3	283	222	62	35	248	179	71	13	283	45	131	58
	10%	11%	7%	8%	5%	10%	9%	15%	9%	10%	28%	6%	1%	10%	8%	11%	9%
		d				d		f			klm	l		kl			
Only one site or app used	644	531	51	40	21	644	543	100	91	553	217	309	113	644	95	285	161
	23%	23%	21%	29%	28%	23%	23%	25%	24%	23%	34%	25%	12%	23%	18%	24%	25%
			abe								klm	l		l		n	n
More than one site or app used	1873	1561	175	86	51	1873	1629	244	248	1625	241	851	781	1873	394	755	426
	67%	67%	72%	63%	68%	67%	68%	60%	66%	67%	38%	69%	86%	67%	74%	64%	66%
							g					j	jkm	j	op		
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 19)	2.5	2.5	2.6	2.3	2.6	2.5	2.5	2.1	2.4	2.5	1.4	2.5	3.3	2.5	2.8	2.3	2.5
					c		g					j	jkm	j	op		
Standard deviation	1.68	1.69	1.61	1.56	1.65	1.68	1.70	1.51	1.54	1.70	1.36	1.55	1.62	1.68	1.69	1.64	1.65
Standard error	.03	.04	.09	.09	.09	.03	.03	.07	.08	.03	.05	.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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
None used	283 10%	86 9%	182 11%	235 15%	43 4%
Only one site or app used	644 23%	201 21%	396 24%	432 28%	183 16%
More than one site or app used	1873 67%	688 71%	1048 64%	890 57%	899 80%
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 19)	2.5	2.7	2.3	2.1	2.9
Standard deviation	1.68	1.79	1.59	1.65	1.60
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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Yes	825	191	246	165	138	60	25	825	425	390	273	233	165	144	507	310	825
	29%	45%	49%	33%	27%	14%	6%	29%	31%	27%	35%	29%	27%	25%	32%	26%	29%
		cdefg	cdefg	ef	ef	f		ef			klmop				mo		m
No	1963	234	251	333	375	366	404	1963	923	1028	501	576	443	434	1077	877	1963
	70%	55%	50%	67%	73%	85%	94%	70%	68%	72%	65%	71%	73%	75%	68%	74%	70%
				ab	ab	abcdg	abcdg	ab				j	j	jnp		jn	j
Don't know	12	4	3	2	1	2	-	12	5	6	2	1	2	4	3	6	12
	*%	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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Yes	825 29%	718 31%	59 24%	31 23%	17 23%	825 29%	722 30%	103 25%	98 26%	727 30%	88 14%	345 28%	390 43%	825 29%	196 37%	309 26%	179 28%
		bcd				cd						j	jkm	j	op		
No	1963 70%	1615 69%	184 76%	106 77%	58 77%	1963 70%	1661 69%	302 74%	273 73%	1690 70%	541 85%	883 72%	516 57%	1963 70%	335 63%	858 73%	466 72%
			a	ae	ae						klm	l	l	l	n	n	n
Don't know	12 *%	11 *%	1 *%	- -%	1 1%	12 *%	11 *%	1 *%	4 1%	9 *%	7 1%	3 *%	2 *%	12 *%	2 *%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Yes	825 29%	373 38% b	397 24%	345 22%	426 38% c
No	1963 70%	595 61%	1224 75% a	1203 77% d	698 62%
Don't know	12 *%	7 1%	5 *%	10 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.

**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	829	189	223	197	116	62	42	829	405	414	243	200	168	211	443	379	829
Effective Weighted Sample	550	119	148	138	85	47	28	550	275	269	169	139	117	133	308	246	550
Total	825	191	246	165	138	60	25	825	425	390	273	233	165	144	507	310	825
Instagram	438	114	158	89	56	**	**	438	192	241	157	128	80	68	284	148	438
	53%	60%	64%	54%	40%	**	**	53%	45%	62%	57%	55%	49%	47%	56%	48%	53%
		d	dg	d				d		h							
Facebook (inc Facebook Gaming)	368	47	91	99	88	**	**	368	179	186	113	93	81	76	206	157	368
	45%	25%	37%	60%	63%	**	**	45%	42%	48%	41%	40%	49%	52%	41%	51%	45%
		a	abg	abg	abg			a					kn			kn	
TikTok	366	126	128	48	47	**	**	366	163	193	120	104	76	60	224	136	366
	44%	66%	52%	29%	34%	**	**	44%	38%	49%	44%	44%	46%	42%	44%	44%	44%
		bcdg	cd		c			c		h							
YouTube	362	89	92	70	77	**	**	362	265	92	148	93	66	49	241	115	362
	44%	46%	37%	42%	56%	**	**	44%	62%	24%	54%	40%	40%	34%	47%	37%	44%
				bg					i		klmop			mo		m	
Snapchat	249	109	79	30	24	**	**	249	98	144	85	71	56	32	156	87	249
	30%	57%	32%	18%	18%	**	**	30%	23%	37%	31%	31%	34%	22%	31%	28%	30%
		bcdg	cd		cd			cd		h			m				
Twitch	63	23	15	13	9	**	**	63	54	8	23	10	16	13	34	29	63
	8%	12%	6%	8%	7%	**	**	8%	13%	2%	9%	4%	10%	9%	7%	9%	8%
									i								
OnlyFans	29	5	10	8	4	**	**	29	23	6	14	7	5	4	20	8	29
	3%	2%	4%	5%	3%	**	**	3%	5%	2%	5%	3%	3%	3%	4%	3%	3%
									i								
Vimeo	27	2	10	9	3	**	**	27	23	4	12	7	5	3	19	8	27
	3%	1%	4%	5%	2%	**	**	3%	5%	1%	4%	3%	3%	2%	4%	2%	3%
									i								
Dailymotion	21	3	7	7	2	**	**	21	15	6	9	6	2	4	15	6	21
	3%	1%	3%	4%	1%	**	**	3%	3%	2%	3%	3%	1%	3%	3%	2%	3%
BitChute	20	-	8	6	3	**	**	20	14	5	3	6	8	3	9	11	20
	2%	-%	3%	4%	2%	**	**	2%	3%	1%	1%	2%	5%	2%	2%	3%	2%
			a	a													

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



All interviewing conducted using an online panel. Any break column with 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	829	189	223	197	116	62	42	829	405	414	243	200	168	211	443	379	829
Effective Weighted Sample	550	119	148	138	85	47	28	550	275	269	169	139	117	133	308	246	550
Total	825	191	246	165	138	60	25	825	425	390	273	233	165	144	507	310	825
I upload videos I have made myself to other apps/ sites	12	1	*	1	1	**	**	12	8	3	3	5	*	3	8	3	12
	1%	1%	*%	1%	*%	**	**	1%	2%	1%	1%	2%	*%	2%	2%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	815	191	242	164	138	**	**	815	420	385	271	230	165	140	501	305	815
	99%	100%	98%	100%	100%	**	**	99%	99%	99%	99%	99%	100%	97%	99%	99%	99%
Don't know	10	-	4	1	-	**	**	10	5	5	2	3	-	5	5	5	10
	1%	-%	2%	*%	-%	**	**	1%	1%	1%	1%	1%	-%	3%	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.

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	829	607	81	66	75	829	730	99	99	730	84	344	400	829	179	326	171	
Effective Weighted Sample	550	444	65	47	65	550	484	66	56	496	56	217	278	550	121	212	120	
Total	825	718	59	31	17	825	722	103	98	727	88	345	390	825	196	309	179	
Instagram	438	379	**	**	**	438	393	**	**	372	**	174	228	438	91	161	103	
	53%	53%	**	**	**	53%	54%	**	**	51%	**	50%	58%	53%	46%	52%	57%	
Facebook (inc Facebook Gaming)	368	319	**	**	**	368	327	**	**	314	**	146	200	368	95	146	80	
	45%	44%	**	**	**	45%	45%	**	**	43%	**	42%	51%	45%	48%	47%	45%	
TikTok	366	326	**	**	**	366	330	**	**	321	**	152	178	366	102	119	69	
	44%	45%	**	**	**	44%	46%	**	**	44%	**	44%	46%	44%	52%	38%	38%	
YouTube	362	315	**	**	**	362	316	**	**	327	**	157	170	362	79	135	85	
	44%	44%	**	**	**	44%	44%	**	**	45%	**	45%	44%	44%	40%	44%	48%	
Snapchat	249	214	**	**	**	249	227	**	**	207	**	100	125	249	56	87	48	
	30%	30%	**	**	**	30%	31%	**	**	28%	**	29%	32%	30%	28%	28%	27%	
Twitch	63	58	**	**	**	63	58	**	**	62	**	30	27	63	14	22	14	
	8%	8%	**	**	**	8%	8%	**	**	9%	**	9%	7%	8%	7%	7%	8%	
OnlyFans	29	27	**	**	**	29	26	**	**	25	**	13	14	29	3	10	9	
	3%	4%	**	**	**	3%	4%	**	**	3%	**	4%	4%	3%	2%	3%	5%	
Vimeo	27	25	**	**	**	27	25	**	**	27	**	15	12	27	5	9	9	
	3%	3%	**	**	**	3%	4%	**	**	4%	**	4%	3%	3%	3%	3%	5%	
Dailymotion	21	19	**	**	**	21	19	**	**	21	**	8	11	21	9	7	3	
	3%	3%	**	**	**	3%	3%	**	**	3%	**	2%	3%	3%	5%	2%	2%	
BitChute	20	20	**	**	**	20	20	**	**	18	**	8	9	20	3	9	3	
	2%	3%	**	**	**	2%	3%	**	**	2%	**	2%	2%	2%	2%	3%	2%	
I upload videos I have made myself to other apps/ sites	12	8	**	**	**	12	11	**	**	11	**	3	7	12	1	6	4	
	1%	1%	**	**	**	1%	2%	**	**	2%	**	1%	2%	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.

**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 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	829	607	81	66	75	829	730	99	99	730	84	344	400	829	179	326	171
Effective Weighted Sample	550	444	65	47	65	550	484	66	56	496	56	217	278	550	121	212	120
Total	825	718	59	31	17	825	722	103	98	727	88	345	390	825	196	309	179
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	815	709	**	**	**	815	715	**	**	720	**	339	389	815	194	308	177
	99%	99%	**	**	**	99%	99%	**	**	99%	**	98%	100%	99%	99%	100%	99%
Don't know	10	9	**	**	**	10	7	**	**	7	**	6	1	10	2	1	2
	1%	1%	**	**	**	1%	1%	**	**	1%	**	2%	*%	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.

**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	829	366	407	436	330
Effective Weighted Sample	550	243	268	275	248
Total	825	373	397	345	426
Instagram	438 53%	190 51%	216 54%	173 50%	237 56%
Facebook (inc Facebook Gaming)	368 45%	166 44%	178 45%	126 37%	224 53% c
TikTok	366 44%	180 48%	163 41%	146 42%	192 45%
YouTube	362 44%	179 48%	162 41%	154 45%	187 44%
Snapchat	249 30%	138 37%	95 24%	90 26%	136 32%
Twitch	63 8%	32 9%	26 7%	25 7%	32 8%
OnlyFans	29 3%	19 5%	9 2%	15 4%	11 3%
Vimeo	27 3%	13 3%	12 3%	7 2%	19 4%
Dailymotion	21 3%	12 3%	5 1%	12 3%	10 2%
BitChute	20 2%	10 3%	7 2%	9 3%	8 2%
I upload videos I have made myself to other apps/ sites	12 1%	5 1%	6 2%	9 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.

**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	829	366	407	436	330
Effective Weighted Sample	550	243	268	275	248
Total	825	373	397	345	426
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	815	369	393	341	425
	99%	99%	99%	99%	100%
Don't know	10	3	4	4	1
	1%	1%	1%	1%	0%

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Instagram	438	114	158	89	56	16	4	438	192	241	157	128	80	68	284	148	438
	16%	27%	32%	18%	11%	4%	1%	16%	14%	17%	20%	16%	13%	12%	18%	12%	16%
		cdefg	cdefg	def	ef	f		def			lmop				lmo		mo
Facebook (inc. Facebook Gaming)	368	47	91	99	88	34	10	368	179	186	113	93	81	76	206	157	368
	13%	11%	18%	20%	17%	8%	2%	13%	13%	13%	14%	12%	13%	13%	13%	13%	13%
		f	aefg	aefg	aef	f		ef									
TikTok	366	126	128	48	47	13	3	366	163	193	120	104	76	60	224	136	366
	13%	29%	26%	10%	9%	3%	1%	13%	12%	14%	15%	13%	12%	10%	14%	11%	13%
		cdefg	cdefg	ef	ef	f		ef			mo				m		
YouTube	362	89	92	70	77	26	9	362	265	92	148	93	66	49	241	115	362
	13%	21%	18%	14%	15%	6%	2%	13%	20%	6%	19%	11%	11%	8%	15%	10%	13%
		cefg	efg	ef	ef	f		ef			i				klmo		mo
Snapchat	249	109	79	30	24	5	2	249	98	144	85	71	56	32	156	87	249
	9%	25%	16%	6%	5%	1%	1%	9%	7%	10%	11%	9%	9%	5%	10%	7%	9%
		bcdefg	cdefg	ef	ef			def			h		m	m	m		m
Twitch	63	23	15	13	9	1	2	63	54	8	23	10	16	13	34	29	63
	2%	5%	3%	3%	2%	*%	*%	2%	4%	1%	3%	1%	3%	2%	2%	2%	2%
		defg	ef	ef	e			ef			i						
OnlyFans	29	5	10	8	4	-	2	29	23	6	14	7	5	4	20	8	29
	1%	1%	2%	2%	1%	-%	*%	1%	2%	*%	2%	1%	1%	1%	1%	1%	1%
			e	e							i						
Vimeo	27	2	10	9	3	1	3	27	23	4	12	7	5	3	19	8	27
	1%	1%	2%	2%	1%	*%	1%	1%	2%	*%	2%	1%	1%	1%	1%	1%	1%
			e	e							i						
Dailymotion	21	3	7	7	2	1	2	21	15	6	9	6	2	4	15	6	21
	1%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%
BitChute	20	-	8	6	3	-	2	20	14	5	3	6	8	3	9	11	20
	1%	-%	2%	1%	1%	-%	*%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
			ae	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
I upload videos I have made myself to other apps/ sites	12	1	*	1	1	5	4	12	8	3	3	5	*	3	8	3	12
	%	%	%	%	%	1%	1%	%	1%	%	%	1%	%	%	1%	%	%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	815	191	242	164	138	60	20	815	420	385	271	230	165	140	501	305	815
	29%	45%	48%	33%	27%	14%	5%	29%	31%	27%	35%	28%	27%	24%	32%	26%	29%
		cdefg	cdefg	ef	ef	f		ef			klmop				mo		m
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1963	234	251	333	375	366	404	1963	923	1028	501	576	443	434	1077	877	1963
	70%	55%	50%	67%	73%	85%	94%	70%	68%	72%	65%	71%	73%	75%	68%	74%	70%
				ab	ab	abcdg	abcdg	ab				j	j	jnp		jn	j
Don't know	22	4	7	3	1	2	5	22	10	11	4	4	2	8	8	10	22
	1%	1%	1%	1%	%	1%	1%	1%	1%	1%	1%	1%	%	1%	1%	1%	1%
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 11)	.7	1.2	1.2	.8	.6	.2	.1	.7	.8	.6	.9	.7	.6	.5	.8	.6	.7
		cdefg	cdefg	ef	ef	f		ef	i		klmop				mo		mo
Standard deviation	1.37	1.67	1.61	1.42	1.28	.70	.72	1.37	1.48	1.24	1.52	1.30	1.38	1.18	1.42	1.29	1.37
Standard error	.02	.08	.07	.06	.06	.03	.03	.02	.04	.03	.05	.05	.06	.04	.04	.03	.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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Instagram	438 16%	379 16%	32 13%	19 14%	8 11%	438 16%	393 16%	45 11%	66 18%	372 15%	37 6%	174 14%	228 25%	438 16%	91 17%	161 14%	103 16%
Facebook (inc. Facebook Gaming)	368 13%	319 14%	25 10%	17 12%	8 10%	368 13%	327 14%	41 10%	54 14%	314 13%	22 4%	146 12%	200 22%	368 13%	95 18%	146 12%	80 12%
TikTok	366 13%	326 14%	19 8%	14 10%	8 11%	366 13%	330 14%	35 9%	45 12%	321 13%	36 6%	152 12%	178 20%	366 13%	102 19%	119 10%	69 11%
YouTube	362 13%	315 13%	26 11%	13 9%	8 11%	362 13%	316 13%	46 11%	35 9%	327 13%	35 6%	157 13%	170 19%	362 13%	79 15%	135 12%	85 13%
Snapchat	249 9%	214 9%	20 8%	9 6%	5 7%	249 9%	227 10%	21 5%	42 11%	207 9%	23 4%	100 8%	125 14%	249 9%	56 10%	87 7%	48 7%
Twitch	63 2%	58 2%	2 1%	1 1%	1 2%	63 2%	58 2%	5 1%	* *%	62 3%	5 1%	30 2%	27 3%	63 2%	14 3%	22 2%	14 2%
OnlyFans	29 1%	27 1%	1 *%	1 *%	* *%	29 1%	26 1%	3 1%	4 1%	25 1%	2 *%	13 1%	14 2%	29 1%	3 1%	10 1%	9 1%
Vimeo	27 1%	25 1%	1 *%	* *%	* *%	27 1%	25 1%	1 *%	* *%	27 1%	- -%	15 1%	12 1%	27 1%	5 1%	9 1%	9 1%
Dailymotion	21 1%	19 1%	1 1%	1 *%	* *%	21 1%	19 1%	2 *%	* *%	21 1%	3 *%	8 1%	11 1%	21 1%	9 2%	7 1%	3 *%
BitChute	20 1%	20 1%	- -%	- -%	- -%	20 1%	20 1%	- -%	2 *%	18 1%	2 *%	8 1%	9 1%	20 1%	3 1%	9 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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
I upload videos I have made myself to other apps/ sites	12	8	3	1	-	12	11	*	1	11	2	3	7	12	1	6	4
	*%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	815	709	58	31	17	815	715	101	95	720	88	339	389	815	194	308	177
	29%	30%	24%	23%	23%	29%	30%	25%	25%	30%	14%	28%	43%	29%	36%	26%	27%
		cd				cd						j	jkm	j	op		
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1963	1615	184	106	58	1963	1661	302	273	1690	541	883	516	1963	335	858	466
	70%	69%	76%	77%	77%	70%	69%	74%	73%	70%	85%	72%	57%	70%	63%	73%	72%
			a	ae	ae						klm	l		l		n	n
Don't know	22	20	1	*	1	22	19	3	6	16	7	9	3	22	4	5	2
	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	*%	*%
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 11)	.7	.7	.5	.5	.5	.7	.7	.5	.7	.7	.3	.7	1.1	.7	.9	.6	.7
		bcd				bd	g					j	jkm	j	op		
Standard deviation	1.37	1.41	1.13	1.16	1.17	1.37	1.42	1.01	1.32	1.38	.80	1.32	1.64	1.37	1.45	1.27	1.39
Standard error	.02	.03	.06	.07	.07	.02	.03	.05	.07	.03	.03	.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.

**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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Instagram	438	190	216	173	237
	16%	20%	13%	11%	21%
		b			c
Facebook (inc. Facebook Gaming)	368	166	178	126	224
	13%	17%	11%	8%	20%
		b			c
TikTok	366	180	163	146	192
	13%	18%	10%	9%	17%
		b			c
YouTube	362	179	162	154	187
	13%	18%	10%	10%	17%
		b			c
Snapchat	249	138	95	90	136
	9%	14%	6%	6%	12%
		b			c
Twitch	63	32	26	25	32
	2%	3%	2%	2%	3%
		b			
OnlyFans	29	19	9	15	11
	1%	2%	1%	1%	1%
		b			
Vimeo	27	13	12	7	19
	1%	1%	1%	*%	2%
					c
Dailymotion	21	12	5	12	10
	1%	1%	*%	1%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
BitChute	20 1%	10 1%	7 *%	9 1%	8 1%
I upload videos I have made myself to other apps/ sites	12 *%	5 1%	6 *%	9 1%	3 *%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	815 29%	369 38% b	393 24%	341 22%	425 38% c
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1963 70%	595 61%	1224 75% a	1203 77% d	698 62%
Don't know	22 1%	10 1%	9 1%	14 1%	3 *%
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 11)	.7	1.0 b	.5	.5	.9 c
Standard deviation	1.37	1.59	1.19	1.16	1.56
Standard error	.02	.05	.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 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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
None used	1985	238	258	336	376	369	409	1985	933	1038	505	580	445	442	1085	887	1985
	71%	55%	52%	67%	73%	86%	95%	71%	69%	73%	65%	72%	73%	76%	68%	74%	71%
				ab	ab	abcdg	abcdg	ab				j	j	jnp		jn	j
Only one site or app used	285	53	63	64	56	35	14	285	145	136	84	84	63	52	169	115	285
	10%	12%	13%	13%	11%	8%	3%	10%	11%	10%	11%	10%	10%	9%	11%	10%	10%
		f	f	ef	f	f		f									
More than one site or app used	530	137	179	100	83	25	6	530	275	249	187	146	102	88	333	190	530
	19%	32%	36%	20%	16%	6%	1%	19%	20%	17%	24%	18%	17%	15%	21%	16%	19%
		cdefg	cdefg	ef	ef	f		ef			klmop				mo		m
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 11)	.7	1.2	1.2	.8	.6	.2	.1	.7	.8	.6	.9	.7	.6	.5	.8	.6	.7
		cdefg	cdefg	ef	ef	f		ef	i		klmop				mo		mo
Standard deviation	1.37	1.67	1.61	1.42	1.28	.70	.72	1.37	1.48	1.24	1.52	1.30	1.38	1.18	1.42	1.29	1.37
Standard error	.02	.08	.07	.06	.06	.03	.03	.02	.04	.03	.05	.05	.06	.04	.04	.03	.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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
None used	1985	1634	186	106	59	1985	1679	306	280	1705	549	893	519	1985	339	863	468
	71%	70%	76%	77%	77%	71%	70%	75%	75%	70%	86%	72%	57%	71%	64%	74%	73%
			ae	ae							klm	l	l		n	n	
Only one site or app used	285	246	23	8	7	285	241	43	19	266	45	115	125	285	68	112	67
	10%	11%	9%	6%	9%	10%	10%	11%	5%	11%	7%	9%	14%	10%	13%	10%	10%
		c							h				jkm				
More than one site or app used	530	462	35	23	10	530	473	57	76	455	43	224	264	530	125	196	110
	19%	20%	15%	17%	13%	19%	20%	14%	20%	19%	7%	18%	29%	19%	23%	17%	17%
		d				d	g					j	jkm	j	op		
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 11)	.7	.7	.5	.5	.5	.7	.7	.5	.7	.7	.3	.7	1.1	.7	.9	.6	.7
		bcd				bd	g					j	jkm	j	op		
Standard deviation	1.37	1.41	1.13	1.16	1.17	1.37	1.42	1.01	1.32	1.38	.80	1.32	1.64	1.37	1.45	1.27	1.39
Standard error	.02	.03	.06	.07	.07	.02	.03	.05	.07	.03	.03	.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 UPLOAD 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
None used	1985	606	1233	1217	701
	71%	62%	76%	78%	62%
			a	d	
Only one site or app used	285	122	143	134	139
	10%	13%	9%	9%	12%
		b			c
More than one site or app used	530	247	250	207	286
	19%	25%	15%	13%	25%
		b			c
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 11)	.7	1.0	.5	.5	.9
		b			c
Standard deviation	1.37	1.59	1.19	1.16	1.56
Standard error	.02	.05	.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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2517	422	494	492	469	365	275	2517	1240	1254	703	742	552	499	1445	1051	2517
	90%	98%	99%	98%	91%	85%	64%	90%	92%	88%	91%	92%	90%	86%	91%	88%	90%
		defg	defg	defg	ef	f		ef	i		m	mo	m		mo		m
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	815	191	242	164	138	60	20	815	420	385	271	230	165	140	501	305	815
	29%	45%	48%	33%	27%	14%	5%	29%	31%	27%	35%	28%	27%	24%	32%	26%	29%
		cdefg	cdefg	ef	ef	f		ef			klmop				mo		m
TOTAL - EITHER OF THESE ACTIVITIES	2521	425	494	492	469	366	277	2521	1243	1255	704	743	554	500	1447	1054	2521
	90%	99%	99%	98%	91%	85%	65%	90%	92%	88%	91%	92%	91%	86%	91%	88%	90%
		defg	defg	defg	ef	f		ef	i		m	m	m		mo		m
TOTAL - BOTH OF THESE ACTIVITIES	811	188	242	164	138	59	19	811	417	384	271	229	163	140	500	302	811
	29%	44%	48%	33%	27%	14%	4%	29%	31%	27%	35%	28%	27%	24%	31%	25%	29%
		cdefg	cdefg	ef	ef	f		ef			klmop				mo		mo
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	279	4	6	8	46	63	152	279	111	168	72	68	56	82	140	138	279
	10%	1%	1%	2%	9%	15%	35%	10%	8%	12%	9%	8%	9%	14%	9%	12%	10%
					abc	abcdg	abcdg	abc		h				jklnp		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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2517	2092	226	127	72	2517	2172	345	339	2177	457	1160	894	2517	488	1040	587
	90%	89%	93%	92%	95%	90%	91%	85%	91%	90%	72%	94%	99%	90%	92%	89%	91%
					ae		g					jm	jkm	j			
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	815	709	58	31	17	815	715	101	95	720	88	339	389	815	194	308	177
	29%	30%	24%	23%	23%	29%	30%	25%	25%	30%	14%	28%	43%	29%	36%	26%	27%
		cd				cd						j	jkm	j	op		
TOTAL - EITHER OF THESE ACTIVITIES	2521	2096	226	127	72	2521	2176	345	339	2182	458	1161	897	2521	489	1041	588
	90%	89%	93%	92%	95%	90%	91%	85%	91%	90%	72%	94%	99%	90%	92%	89%	91%
					ae		g					jm	jkm	j			
TOTAL - BOTH OF THESE ACTIVITIES	811	705	58	31	17	811	711	100	95	716	87	338	386	811	193	307	176
	29%	30%	24%	23%	23%	29%	30%	25%	25%	30%	14%	27%	43%	29%	36%	26%	27%
		bcd				d						j	jkm	j	op		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	279	247	18	10	3	279	218	61	35	244	178	71	10	279	45	130	57
	10%	11%	7%	8%	5%	10%	9%	15%	9%	10%	28%	6%	1%	10%	8%	11%	9%
		d				d		f			klm	l		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 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2517 90%	889 91%	1444 89%	1322 85%	1082 96% c
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	815 29%	369 38% b	393 24%	341 22%	425 38% c
TOTAL - EITHER OF THESE ACTIVITIES	2521 90%	890 91%	1447 89%	1326 85%	1082 96% c
TOTAL - BOTH OF THESE ACTIVITIES	811 29%	368 38% b	389 24%	337 22%	425 38% c
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	279 10%	85 9%	179 11%	231 15%	43 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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
YouTube (Live)	1095	257	240	220	179	133	64	1095	658	423	358	297	239	189	655	429	1095
	39%	60%	48%	44%	35%	31%	15%	39%	49%	30%	46%	37%	39%	33%	41%	36%	39%
		bcdefg	defg	def	f	f		ef	i		klmop		m		mo		m
Facebook (Live)	806	115	176	212	176	85	43	806	379	421	213	206	197	183	418	381	806
	29%	27%	35%	42%	34%	20%	10%	29%	28%	30%	27%	25%	32%	32%	26%	32%	29%
		f	aefg	abdefg	efg	f		ef					kn	kn		kn	
Instagram (Live)	801	223	250	164	104	49	10	801	326	465	270	216	189	118	486	308	801
	29%	52%	50%	33%	20%	12%	2%	29%	24%	33%	35%	27%	31%	20%	31%	26%	29%
		cdefg	cdefg	def	ef	f		def		h	kmop	m	mo		mo	m	m
TikTok (LIVE)	661	231	172	117	92	37	12	661	310	342	207	179	143	127	386	270	661
	24%	54%	34%	23%	18%	9%	3%	24%	23%	24%	27%	22%	23%	22%	24%	23%	24%
		bcdefg	cdefg	ef	ef	f		def									
Twitch	276	123	70	43	33	3	4	276	207	59	68	75	78	48	143	127	276
	10%	29%	14%	9%	6%	1%	1%	10%	15%	4%	9%	9%	13%	8%	9%	11%	10%
		bcdefg	cdefg	ef	ef			def	i				mn				
YouNow	29	4	11	9	3	-	3	29	19	10	6	13	7	3	19	10	29
	1%	1%	2%	2%	1%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
			e	e													
I watch live streamed videos on other apps/sites	45	-	11	6	9	8	11	45	30	16	11	15	11	9	26	19	45
	2%	-%	2%	1%	2%	2%	3%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%
			a		a	a	a	a									
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1777	375	418	377	315	195	97	1777	910	851	506	504	406	344	1010	749	1777
	63%	87%	84%	75%	61%	45%	23%	63%	67%	60%	65%	62%	67%	59%	64%	63%	63%
		cdefg	cdefg	defg	ef	f		ef	i		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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
I do not watch live streamed videos on ANY apps/ sites	931	53	71	105	185	212	305	931	408	520	255	280	186	208	535	393	931
	33%	12%	14%	21%	36%	49%	71%	33%	30%	37%	33%	35%	30%	36%	34%	33%	33%
				ab	abc	abcdg	abcdeg	abc		h							
Don't know	92	1	10	18	14	22	26	92	36	52	15	26	18	31	42	49	92
	3%	*%	2%	4%	3%	5%	6%	3%	3%	4%	2%	3%	3%	5%	3%	4%	3%
			a	a	a	ab	abdg	a						jnp		j	
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 11)	1.3	2.2	1.9	1.5	1.2	.7	.3	1.3	1.4	1.2	1.5	1.2	1.4	1.2	1.3	1.3	1.3
		bcdefg	cdefg	defg	ef	f		def	i		kmop		km		m	m	m
Standard deviation	1.35	1.40	1.31	1.30	1.23	.99	.80	1.35	1.38	1.30	1.41	1.29	1.39	1.29	1.35	1.34	1.35
Standard error	.02	.07	.06	.05	.06	.05	.03	.02	.04	.03	.05	.05	.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.

**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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
YouTube (Live)	1095	925	91	50	29	1095	983	112	132	963	128	470	497	1095	240	434	240
	39%	39%	37%	36%	38%	39%	41%	28%	35%	40%	20%	38%	55%	39%	45%	37%	37%
							g					j	jkm	j	op		
Facebook (Live)	806	670	69	44	23	806	692	114	114	692	65	336	405	806	194	343	171
	29%	29%	28%	32%	30%	29%	29%	28%	30%	29%	10%	27%	45%	29%	36%	29%	27%
												j	jkm	j	op		
Instagram (Live)	801	679	69	34	19	801	721	80	108	692	84	321	396	801	157	318	181
	29%	29%	28%	25%	25%	29%	30%	20%	29%	29%	13%	26%	44%	29%	30%	27%	28%
							g					j	jkm	j			
TikTok (LIVE)	661	561	51	30	18	661	586	75	95	566	65	278	318	661	182	231	124
	24%	24%	21%	22%	24%	24%	24%	18%	25%	23%	10%	23%	35%	24%	34%	20%	19%
							g					j	jkm	j	op		
Twitch	276	229	31	9	7	276	247	29	20	255	24	133	119	276	63	103	49
	10%	10%	13%	7%	9%	10%	10%	7%	5%	11%	4%	11%	13%	10%	12%	9%	8%
			c							h		j	jm	j	p		
YouNow	29	25	1	2	*	29	29	1	2	27	6	11	13	29	5	13	4
	1%	1%	*%	2%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
I watch live streamed videos on other apps/sites	45	35	5	3	2	45	39	6	5	40	8	21	16	45	5	20	15
	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1777	1484	158	86	49	1777	1562	215	249	1528	221	791	765	1777	377	709	393
	63%	63%	65%	63%	65%	63%	65%	53%	67%	63%	35%	64%	84%	63%	71%	61%	61%
							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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
I do not watch live streamed videos on ANY apps/ sites	931	781	79	46	24	931	755	176	113	819	380	395	132	931	135	419	240
	33%	33%	33%	34%	32%	33%	32%	43%	30%	34%	60%	32%	15%	33%	25%	36%	37%
								f			klm	l	l		n	n	
Don't know	92	78	7	5	2	92	77	15	13	79	34	46	11	92	21	42	12
	3%	3%	3%	4%	3%	3%	3%	4%	3%	3%	5%	4%	1%	3%	4%	4%	2%
											lm	l	l				
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 11)	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.0	1.3	1.3	.6	1.3	1.9	1.3	1.6	1.2	1.2
							g					j	jkm	j	op		
Standard deviation	1.35	1.36	1.31	1.31	1.35	1.35	1.36	1.24	1.19	1.37	.95	1.28	1.40	1.35	1.43	1.33	1.30
Standard error	.02	.03	.07	.07	.08	.02	.03	.06	.06	.03	.04	.03	.04	.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 a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
YouTube (Live)	1095 39%	426 44% b	579 36%	539 35%	495 44% c
Facebook (Live)	806 29%	315 32% b	437 27%	327 21%	454 40% c
Instagram (Live)	801 29%	321 33% b	410 25%	342 22%	407 36% c
TikTok (LIVE)	661 24%	291 30% b	311 19%	288 18%	328 29% c
Twitch	276 10%	125 13% b	132 8%	145 9%	112 10%
YouNow	29 1%	18 2% b	6 *%	11 1%	14 1%
I watch live streamed videos on other apps/sites	45 2%	21 2%	23 1%	30 2%	14 1%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1777 63%	679 70% b	954 59%	842 54%	841 75% 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
I do not watch live streamed videos on ANY apps/ sites	931 33%	266 27%	618 38% a	652 42% d	262 23%
Don't know	92 3%	30 3%	54 3%	63 4% d	23 2%
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 11)	1.3	1.6 b	1.2	1.1	1.6 c
Standard deviation	1.35	1.43	1.28	1.29	1.36
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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
None used	1023	54	82	123	200	234	331	1023	444	572	270	307	204	239	577	443	1023
	37%	13%	16%	25%	39%	55%	77%	37%	33%	40%	35%	38%	33%	41%	36%	37%	37%
				ab	abc	abcdg	abcdeg	abc		h				jl			
Only one site or app used	691	89	125	147	149	112	68	691	340	347	158	222	156	149	380	305	691
	25%	21%	25%	29%	29%	26%	16%	25%	25%	24%	20%	27%	26%	26%	24%	26%	25%
			f	afg	af	f		f				j		j		j	j
More than one site or app used	1086	286	293	230	165	83	29	1086	570	504	348	282	250	195	630	445	1086
	39%	67%	59%	46%	32%	19%	7%	39%	42%	35%	45%	35%	41%	33%	40%	37%	39%
		bcdefg	cdefg	defg	ef	f		def	i		kmop		m		m		m
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 11)	1.3	2.2	1.9	1.5	1.2	.7	.3	1.3	1.4	1.2	1.5	1.2	1.4	1.2	1.3	1.3	1.3
		bcdefg	cdefg	defg	ef	f		def	i		kmop		km		m	m	m
Standard deviation	1.35	1.40	1.31	1.30	1.23	.99	.80	1.35	1.38	1.30	1.41	1.29	1.39	1.29	1.35	1.34	1.35
Standard error	.02	.07	.06	.05	.06	.05	.03	.02	.04	.03	.05	.05	.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 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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
None used	1023	859	86	51	27	1023	832	191	125	898	415	441	143	1023	157	461	252
	37%	37%	35%	37%	35%	37%	35%	47%	33%	37%	65%	36%	16%	37%	29%	39%	39%
								f			klm	l	l		n	n	n
Only one site or app used	691	564	70	36	22	691	590	101	105	586	111	335	245	691	127	282	166
	25%	24%	29%	26%	29%	25%	25%	25%	28%	24%	17%	27%	27%	25%	24%	24%	26%
											j	j	j				
More than one site or app used	1086	921	88	50	27	1086	972	114	144	942	110	456	520	1086	249	427	227
	39%	39%	36%	37%	36%	39%	41%	28%	39%	39%	17%	37%	57%	39%	47%	36%	35%
							g					j	jkm	j	op		
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 11)	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.0	1.3	1.3	.6	1.3	1.9	1.3	1.6	1.2	1.2
							g					j	jkm	j			
Standard deviation	1.35	1.36	1.31	1.31	1.35	1.35	1.36	1.24	1.19	1.37	.95	1.28	1.40	1.35	1.43	1.33	1.30
Standard error	.02	.03	.07	.07	.08	.02	.03	.06	.06	.03	.04	.03	.04	.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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
None used	1023 37%	296 30%	672 41%	715 46%	284 25%
			a	d	
Only one site or app used	691 25%	239 24%	396 24%	376 24%	286 25%
More than one site or app used	1086 39%	441 45%	558 34%	467 30%	555 49%
		b			c
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 11)	1.3	1.6 b	1.2	1.1	1.6 c
Standard deviation	1.35	1.43	1.28	1.29	1.36
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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Yes	351	92	123	62	54	16	4	351	216	131	138	74	86	51	212	137	351
	13%	21%	25%	12%	11%	4%	1%	13%	16%	9%	18%	9%	14%	9%	13%	11%	13%
		cdefg	cdefg	ef	ef	f		ef	i		kmnop		km		km		km
No	2433	331	377	435	460	410	421	2433	1130	1286	637	733	520	527	1370	1047	2433
	87%	77%	75%	87%	89%	96%	98%	87%	84%	90%	82%	90%	85%	91%	86%	88%	87%
				ab	ab	abcdg	abcdg	ab		h		jlnp		jlnp	j	j	j
Don't know	16	6	*	3	1	2	4	16	8	6	1	4	4	4	4	8	16
	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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Yes	351 13%	313 13%	21 9%	10 7%	6 9%	351 13%	321 13%	30 7%	45 12%	306 13%	46 7%	169 14%	137 15%	351 13%	95 18%	138 12%	64 10%
		cd				c	g					j	j	j	op		
No	2433 87%	2016 86%	223 91%	127 93%	68 90%	2433 87%	2058 86%	376 92%	324 87%	2110 87%	583 92%	1058 86%	768 85%	2433 87%	435 82%	1029 88%	579 90%
			a	ae			f				klm				n	n	
Don't know	16 1%	14 1%	- -%	* *%	1 2%	16 1%	15 1%	* *%	5 1%	10 *%	7 1%	5 *%	3 *%	16 1%	3 1%	3 *%	2 *%
					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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Yes	351 13%	185 19% b	146 9%	125 8%	201 18% c
No	2433 87%	784 80%	1472 91% a	1421 91% d	923 82%
Don't know	16 1%	6 1%	9 1%	11 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.

**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
		~a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	o	p
Significance Level: 95%																	
Unweighted total	319	78	103	73	42	16	7	319	187	129	104	63	76	74	167	150	319
Effective Weighted Sample	215	51	70	56	31	11	4	215	130	83	78	42	55	44	119	97	215
Total	351	92	123	62	54	16	4	351	216	131	138	74	86	51	212	137	351
Instagram (Live)	172	**	67	**	**	**	**	172	98	69	80	**	**	**	117	54	172
	49%	**	54%	**	**	**	**	49%	45%	53%	58%	**	**	**	55%	40%	49%
YouTube (Live)	170	**	59	**	**	**	**	170	123	42	78	**	**	**	104	64	170
	48%	**	48%	**	**	**	**	48%	57%	32%	57%	**	**	**	49%	46%	48%
Facebook (Live)	166	**	51	**	**	**	**	166	95	69	63	**	**	**	91	75	166
	47%	**	42%	**	**	**	**	47%	44%	53%	46%	**	**	**	43%	55%	47%
TikTok (LIVE)	139	**	40	**	**	**	**	139	78	59	62	**	**	**	93	45	139
	40%	**	33%	**	**	**	**	40%	36%	45%	45%	**	**	**	44%	33%	40%
Twitch	100	**	40	**	**	**	**	100	82	17	31	**	**	**	53	45	100
	28%	**	32%	**	**	**	**	28%	38%	13%	23%	**	**	**	25%	33%	28%
YouNow	13	**	4	**	**	**	**	13	8	5	6	**	**	**	9	4	13
	4%	**	3%	**	**	**	**	4%	4%	4%	4%	**	**	**	4%	3%	4%
I post or share my own live streamed videos to other apps/ sites	5	**	1	**	**	**	**	5	4	*	2	**	**	**	2	2	5
	1%	**	1%	**	**	**	**	1%	2%	*%	1%	**	**	**	1%	2%	1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	346	**	119	**	**	**	**	346	213	129	138	**	**	**	212	133	346
	99%	**	97%	**	**	**	**	99%	99%	98%	100%	**	**	**	100%	97%	99%
Don't know	5	**	4	**	**	**	**	5	2	2	1	**	**	**	1	4	5
	1%	**	3%	**	**	**	**	1%	1%	2%	*%	**	**	**	*%	3%	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.

**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					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	319	243	25	20	31	319	287	32	42	277	44	147	128	319	80	127	56
Effective Weighted Sample	215	181	20	16	28	215	193	23	25	191	31	93	92	215	55	84	40
Total	351	313	21	10	6	351	321	30	45	306	46	169	137	351	95	138	64
Instagram (Live)	172	151	**	**	**	172	158	**	**	147	**	78	82	172	**	65	**
	49%	48%	**	**	**	49%	49%	**	**	48%	**	46%	60%	49%	**	47%	**
YouTube (Live)	170	154	**	**	**	170	158	**	**	150	**	80	68	170	**	74	**
	48%	49%	**	**	**	48%	49%	**	**	49%	**	47%	50%	48%	**	54%	**
Facebook (Live)	166	145	**	**	**	166	147	**	**	144	**	70	82	166	**	74	**
	47%	46%	**	**	**	47%	46%	**	**	47%	**	41%	60%	47%	**	54%	**
TikTok (LIVE)	139	129	**	**	**	139	130	**	**	122	**	56	70	139	**	48	**
	40%	41%	**	**	**	40%	40%	**	**	40%	**	33%	51%	40%	**	35%	**
Twitch	100	91	**	**	**	100	94	**	**	92	**	49	42	100	**	38	**
	28%	29%	**	**	**	28%	29%	**	**	30%	**	29%	31%	28%	**	28%	**
YouNow	13	13	**	**	**	13	11	**	**	13	**	5	7	13	**	9	**
	4%	4%	**	**	**	4%	3%	**	**	4%	**	3%	5%	4%	**	7%	**
I post or share my own live streamed videos to other apps/ sites	5	4	**	**	**	5	4	**	**	4	**	2	2	5	**	3	**
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	2%	1%	**	2%	**
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	346	309	**	**	**	346	316	**	**	301	**	167	137	346	**	138	**
	99%	99%	**	**	**	99%	99%	**	**	98%	**	99%	100%	99%	**	100%	**
Don't know	5	5	**	**	**	5	5	**	**	5	**	2	-	5	**	-	**
	1%	1%	**	**	**	1%	1%	**	**	2%	**	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.

**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	319	166	134	144	145
Effective Weighted Sample	215	111	90	87	111
Total	351	185	146	125	201
Instagram (Live)	172 49%	99 53%	65 44%	58 46%	103 51%
YouTube (Live)	170 48%	90 49%	65 45%	58 46%	96 48%
Facebook (Live)	166 47%	88 47%	67 46%	50 40%	106 53%
TikTok (LIVE)	139 40%	76 41%	54 37%	48 38%	79 39%
Twitch	100 28%	55 30%	41 28%	42 34%	49 24%
YouNow	13 4%	9 5%	3 2%	3 3%	9 5%
I post or share my own live streamed videos to other apps/ sites	5 1%	4 2%	- -%	1 1%	2 1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	346 99%	184 100%	144 99%	125 100%	199 99%
Don't know	5 1%	1 *%	2 1%	1 *%	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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Instagram (Live)	172	47	67	29	21	6	2	172	98	69	80	38	42	13	117	54	172
	6%	11%	13%	6%	4%	1%	*%	6%	7%	5%	10%	5%	7%	2%	7%	5%	6%
		cdefg	cdefg	ef	ef			ef	i		kmop	m	m		kmo	m	m
YouTube (Live)	170	41	59	30	30	6	3	170	123	42	78	26	48	16	104	64	170
	6%	10%	12%	6%	6%	1%	1%	6%	9%	3%	10%	3%	8%	3%	7%	5%	6%
		efg	cdefg	ef	ef			ef	i		kmnop		km		km	m	km
Facebook (Live)	166	28	51	41	33	10	3	166	95	69	63	28	48	27	91	75	166
	6%	7%	10%	8%	6%	2%	1%	6%	7%	5%	8%	3%	8%	5%	6%	6%	6%
		ef	efg	ef	ef			ef	i		km		k		k	k	k
TikTok (LIVE)	139	51	40	24	17	5	2	139	78	59	62	32	31	14	93	45	139
	5%	12%	8%	5%	3%	1%	1%	5%	6%	4%	8%	4%	5%	2%	6%	4%	5%
		cdefg	defg	ef	f			ef			kmop		m		mo		m
Twitch	100	31	40	13	13	1	2	100	82	17	31	22	30	16	53	45	100
	4%	7%	8%	3%	3%	*%	1%	4%	6%	1%	4%	3%	5%	3%	3%	4%	4%
		cdefg	cdefg	ef	ef			ef	i								
YouNow	13	-	4	7	-	-	2	13	8	5	6	3	4	-	9	4	13
	*%	-%	1%	1%	-%	-%	*%	*%	1%	*%	1%	*%	1%	-%	1%	*%	*%
				adeg							m		m				
I post or share my own live streamed videos to other apps/ sites	5	2	1	1	-	-	-	5	4	*	2	1	2	*	2	2	5
	*%	1%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	346	91	119	62	54	16	4	346	213	129	138	74	84	49	212	133	346
	12%	21%	24%	12%	11%	4%	1%	12%	16%	9%	18%	9%	14%	8%	13%	11%	12%
		cdefg	cdefg	ef	ef	f		ef	i		kmnop		km		km		km
DO NOT LIVE STREAM THEIR OWN VIDEOS	2433	331	377	435	460	410	421	2433	1130	1286	637	733	520	527	1370	1047	2433
	87%	77%	75%	87%	89%	96%	98%	87%	84%	90%	82%	90%	85%	91%	86%	88%	87%
				ab	ab	abcdg	abcdg	ab		h		jinp		jinp	j	j	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						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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Don't know	20	6	5	3	1	2	4	20	10	9	1	4	6	6	5	12	20
	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 11)	.3	.5	.5	.3	.2	.1	*	.3	.4	.2	.4	.2	.3	.1	.3	.2	.3
		cdefg	cdefg	ef	ef			ef	i		kmnop		kmo		km	m	km
Standard deviation	.85	1.07	1.10	.92	.76	.40	.41	.85	1.00	.67	1.03	.66	1.00	.60	.87	.83	.85
Standard error	.02	.05	.05	.04	.03	.02	.02	.02	.03	.02	.04	.02	.04	.02	.02	.02	.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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Instagram (Live)	172 6%	151 6%	11 5%	6 4%	3 4%	172 6%	158 7%	14 3%	25 7%	147 6%	12 2%	78 6%	82 9%	172 6%	44 8%	65 6%	37 6%
YouTube (Live)	170 6%	154 7%	8 3%	5 4%	3 3%	170 6%	158 7%	12 3%	19 5%	150 6%	22 3%	80 6%	68 8%	170 6%	35 7%	74 6%	31 5%
Facebook (Live)	166 6%	145 6%	13 5%	5 4%	2 3%	166 6%	147 6%	19 5%	22 6%	144 6%	15 2%	70 6%	82 9%	166 6%	43 8%	74 6%	32 5%
TikTok (LIVE)	139 5%	129 5%	4 2%	3 3%	3 4%	139 5%	130 5%	9 2%	17 4%	122 5%	13 2%	56 5%	70 8%	139 5%	41 8%	48 4%	23 4%
Twitch	100 4%	91 4%	6 2%	1 1%	2 3%	100 4%	94 4%	6 2%	8 2%	92 4%	8 1%	49 4%	42 5%	100 4%	19 4%	38 3%	20 3%
YouNow	13 *%	13 1%	- -%	1 *%	- -%	13 *%	11 *%	2 *%	- -%	13 1%	1 *%	5 *%	7 1%	13 *%	2 *%	9 1%	- -%
I post or share my own live streamed videos to other apps/ sites	5 *%	4 *%	- -%	* *%	* 1%	5 *%	4 *%	* *%	* *%	4 *%	- -%	2 *%	2 *%	5 *%	- -%	3 *%	- -%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	346 12%	309 13%	21 9%	10 7%	6 9%	346 12%	316 13%	30 7%	45 12%	301 12%	43 7%	167 14%	137 15%	346 12%	93 17%	138 12%	63 10%
DO NOT LIVE STREAM THEIR OWN VIDEOS	2433 87%	2016 86%	223 91%	127 93%	68 90%	2433 87%	2058 86%	376 92%	324 87%	2110 87%	583 92%	1058 86%	768 85%	2433 87%	435 82%	1029 88%	579 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Don't know	20	19	-	*	1	20	20	*	5	15	10	7	3	20	5	3	2
	1%	1%	-%	*%	2%	1%	1%	*%	1%	1%	2%	1%	*%	1%	1%	*%	*%
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 11)	.3	.3	.2	.2	.2	.3	.3	.2	.2	.3	.1	.3	.4	.3	.3	.3	.2
		bcd				c	g					j	jkm	j	p		
Standard deviation	.85	.89	.64	.64	.68	.85	.89	.63	.74	.87	.48	.80	1.09	.85	.91	.85	.78
Standard error	.02	.02	.04	.04	.04	.02	.02	.03	.04	.02	.02	.02	.03	.02	.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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Instagram (Live)	172	99	65	58	103
	6%	10%	4%	4%	9%
		b			c
YouTube (Live)	170	90	65	58	96
	6%	9%	4%	4%	9%
		b			c
Facebook (Live)	166	88	67	50	106
	6%	9%	4%	3%	9%
		b			c
TikTok (LIVE)	139	76	54	48	79
	5%	8%	3%	3%	7%
		b			c
Twitch	100	55	41	42	49
	4%	6%	2%	3%	4%
		b			
YouNow	13	9	3	3	9
	*%	1%	*%	*%	1%
		b			c
I post or share my own live streamed videos to other apps/ sites	5	4	-	1	2
	*%	*%	-%	*%	*%
		b			
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	346	184	144	125	199
	12%	19%	9%	8%	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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
DO NOT LIVE STREAM THEIR OWN VIDEOS	2433	784	1472	1421	923
	87%	80%	91%	91%	82%
			a	d	
Don't know	20	6	11	12	4
	1%	1%	1%	1%	*%
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 11)	.3	.4	.2	.2	.4
		b			c
Standard deviation	.85	1.06	.69	.66	1.01
Standard error	.02	.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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
None used	2454	337	381	438	460	413	424	2454	1140	1294	638	737	526	533	1375	1059	2454
	88%	79%	76%	88%	89%	96%	99%	88%	84%	91%	82%	91%	86%	92%	87%	89%	88%
				ab	ab	abcdg	abcdg	ab		h		jlmp		jlmp	j	j	j
Only one site or app used	137	36	42	25	22	10	2	137	87	51	45	29	33	30	74	64	137
	5%	8%	8%	5%	4%	2%	*%	5%	6%	4%	6%	4%	5%	5%	5%	5%	5%
		defg	defg	f	f	f		f	i								
More than one site or app used	209	55	76	37	33	6	2	209	126	78	93	45	51	18	138	69	209
	7%	13%	15%	7%	6%	1%	1%	7%	9%	5%	12%	6%	8%	3%	9%	6%	7%
		cdefg	cdefg	ef	ef			ef	i		kmnop		m		kmo	m	m
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 11)	.3	.5	.5	.3	.2	.1	*	.3	.4	.2	.4	.2	.3	.1	.3	.2	.3
		cdefg	cdefg	ef	ef			ef	i		kmnop		kmo		km	m	km
Standard deviation	.85	1.07	1.10	.92	.76	.40	.41	.85	1.00	.67	1.03	.66	1.00	.60	.87	.83	.85
Standard error	.02	.05	.05	.04	.03	.02	.02	.02	.03	.02	.04	.02	.04	.02	.02	.02	.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 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
None used	2454	2034	223	127	69	2454	2078	376	329	2125	593	1065	771	2454	441	1032	582
	88%	87%	91%	93%	91%	88%	87%	93%	88%	88%	93%	86%	85%	88%	83%	88%	90%
			ae		a			f			klm				n	n	
Only one site or app used	137	124	8	2	3	137	124	13	18	119	23	70	45	137	43	51	26
	5%	5%	3%	2%	4%	5%	5%	3%	5%	5%	4%	6%	5%	5%	8%	4%	4%
		c			c										op		
More than one site or app used	209	184	13	8	3	209	192	17	27	182	20	97	92	209	49	87	37
	7%	8%	6%	6%	5%	7%	8%	4%	7%	7%	3%	8%	10%	7%	9%	7%	6%
							g					j	jm	j			
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 11)	.3	.3	.2	.2	.2	.3	.3	.2	.2	.3	.1	.3	.4	.3	.3	.3	.2
		bcd				c	g					j	jkm	j	p		
Standard deviation	.85	.89	.64	.64	.68	.85	.89	.63	.74	.87	.48	.80	1.09	.85	.91	.85	.78
Standard error	.02	.02	.04	.04	.04	.02	.02	.03	.04	.02	.02	.02	.03	.02	.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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
None used	2454	791	1483	1433	926
	88%	81%	91%	92%	82%
			a	d	
Only one site or app used	137	68	66	56	75
	5%	7%	4%	4%	7%
		b			c
More than one site or app used	209	116	78	68	124
	7%	12%	5%	4%	11%
		b			c
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 11)	.3	.4	.2	.2	.4
		b			c
Standard deviation	.85	1.06	.69	.66	1.01
Standard error	.02	.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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1777	375	418	377	315	195	97	1777	910	851	506	504	406	344	1010	749	1777
	63%	87%	84%	75%	61%	45%	23%	63%	67%	60%	65%	62%	67%	59%	64%	63%	63%
		cdefg	cdefg	defg	ef	f		ef	i		m		m				
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	346	91	119	62	54	16	4	346	213	129	138	74	84	49	212	133	346
	12%	21%	24%	12%	11%	4%	1%	12%	16%	9%	18%	9%	14%	8%	13%	11%	12%
		cdefg	cdefg	ef	ef	f		ef	i		kmnop		km		km		km
TOTAL - EITHER OF THESE ACTIVITIES	1783	377	420	378	315	195	98	1783	911	855	508	505	408	344	1014	752	1783
	64%	88%	84%	76%	61%	45%	23%	64%	67%	60%	66%	62%	67%	59%	64%	63%	64%
		cdefg	cdefg	defg	ef	f		ef	i		m		m				
TOTAL - BOTH OF THESE ACTIVITIES	340	89	117	61	54	16	4	340	212	124	136	72	82	48	208	130	340
	12%	21%	23%	12%	10%	4%	1%	12%	16%	9%	17%	9%	13%	8%	13%	11%	12%
		cdefg	cdefg	ef	ef	f		ef	i		kmnop		km		km		km
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1017	52	80	122	199	234	330	1017	443	568	268	305	202	238	573	440	1017
	36%	12%	16%	24%	39%	55%	77%	36%	33%	40%	34%	38%	33%	41%	36%	37%	36%
				ab	abc	abcdg	abcdg	abc		h				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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1777	1484	158	86	49	1777	1562	215	249	1528	221	791	765	1777	377	709	393
	63%	63%	65%	63%	65%	63%	65%	53%	67%	63%	35%	64%	84%	63%	71%	61%	61%
							g					j	jkm	j	op		
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	346	309	21	10	6	346	316	30	45	301	43	167	137	346	93	138	63
	12%	13%	9%	7%	9%	12%	13%	7%	12%	12%	7%	14%	15%	12%	17%	12%	10%
		cd				c	g					j	j	j	op		
TOTAL - EITHER OF THESE ACTIVITIES	1783	1490	158	86	49	1783	1567	216	249	1534	221	796	766	1783	378	711	393
	64%	64%	65%	63%	65%	64%	65%	53%	67%	63%	35%	65%	84%	64%	71%	61%	61%
							g					j	jkm	j	op		
TOTAL - BOTH OF THESE ACTIVITIES	340	303	21	10	6	340	311	29	45	295	43	162	135	340	91	137	63
	12%	13%	9%	7%	8%	12%	13%	7%	12%	12%	7%	13%	15%	12%	17%	12%	10%
		cd				c	g					j	j	j	op		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1017	853	86	51	27	1017	827	190	125	892	415	436	141	1017	155	459	252
	36%	36%	35%	37%	35%	36%	35%	47%	33%	37%	65%	35%	16%	36%	29%	39%	39%
							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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1777	679	954	842	841
	63%	70%	59%	54%	75%
		b			c
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	346	184	144	125	199
	12%	19%	9%	8%	18%
		b			c
TOTAL - EITHER OF THESE ACTIVITIES	1783	683	956	845	845
	64%	70%	59%	54%	75%
		b			c
TOTAL - BOTH OF THESE ACTIVITIES	340	181	141	122	196
	12%	19%	9%	8%	17%
		b			c
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1017	292	670	712	281
	36%	30%	41%	46%	25%
			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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Facebook	1880	245	323	386	394	278	254	1880	840	1026	489	554	412	411	1042	823	1880
	67%	57%	65%	77%	77%	65%	59%	67%	62%	72%	63%	68%	68%	71%	66%	69%	67%
				abefg	abefg			af		h				j		j	
Instagram	1456	355	351	299	258	138	56	1456	584	853	423	433	332	255	856	587	1456
	52%	83%	70%	60%	50%	32%	13%	52%	43%	60%	55%	53%	54%	44%	54%	49%	52%
		bcdefg	cdefg	defg	ef	f		ef		h	m	m	m		mo	m	m
TikTok	949	324	250	167	131	62	15	949	412	522	260	266	234	175	526	409	949
	34%	76%	50%	33%	26%	14%	3%	34%	30%	37%	34%	33%	38%	30%	33%	34%	34%
		bcdefg	cdefg	def	ef	f		def		h			m				
Twitter	927	210	181	178	185	108	64	927	500	414	302	290	178	151	592	329	927
	33%	49%	36%	36%	36%	25%	15%	33%	37%	29%	39%	36%	29%	26%	37%	28%	33%
		bcdefg	ef	ef	ef	f		ef	i		lmop	lmo			lmop		mo
Snapchat	786	330	206	113	98	30	8	786	321	455	197	205	222	149	402	370	786
	28%	77%	41%	23%	19%	7%	2%	28%	24%	32%	25%	25%	36%	26%	25%	31%	28%
		bcdefg	cdefg	ef	ef	f		cdef		h			jkmpn			jkmpn	
Pinterest	571	140	103	113	98	73	44	571	187	374	190	159	128	89	349	217	571
	20%	33%	21%	23%	19%	17%	10%	20%	14%	26%	24%	20%	21%	15%	22%	18%	20%
		bcdefg	f	f	f	f		f		h	mop		m		mo		m
LinkedIn	485	66	96	96	100	78	50	485	283	199	202	158	82	40	360	122	485
	17%	15%	19%	19%	19%	18%	12%	17%	21%	14%	26%	19%	13%	7%	23%	10%	17%
			f	f	f	f		f	i		klmop	lmo	m		lmop	m	mo
Reddit	317	111	76	55	46	24	5	317	205	104	99	89	76	51	188	126	317
	11%	26%	15%	11%	9%	6%	1%	11%	15%	7%	13%	11%	12%	9%	12%	11%	11%
		bcdefg	defg	ef	f	f		ef	i		m						
BeReal	135	94	30	7	2	*	2	135	51	77	48	45	30	10	93	40	135
	5%	22%	6%	1%	1%	1%	1%	5%	4%	5%	6%	6%	5%	2%	6%	3%	5%
		bcdefg	cdef	e				cdef			mo	mo	m		mo		m
Tumblr	89	35	30	10	8	2	4	89	47	39	24	15	35	13	39	48	89
	3%	8%	6%	2%	2%	1%	1%	3%	3%	3%	3%	2%	6%	2%	2%	4%	3%
		cdefg	cdefg					ef					jkmpn			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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Yubo	57 2%	24 5%	18 4%	8 2%	3 1%	* 1%	4 2%	57 2%	32 2%	24 2%	25 3%	10 1%	14 2%	8 1%	35 2%	22 2%	57 2%
		cdefg	def	e				e			k						
I use other social media apps or sites	55 2%	4 1%	4 1%	13 3%	11 2%	11 3%	14 3%	55 2%	36 3%	19 1%	18 2%	18 2%	9 1%	10 2%	36 2%	18 2%	55 2%
							ab		i								
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2502 89%	422 98%	479 96%	471 94%	472 92%	359 84%	299 70%	2502 89%	1194 88%	1286 90%	698 90%	736 91%	548 90%	499 86%	1434 90%	1048 88%	2502 89%
		cdefg	defg	efg	ef	f	ef	ef			m	m			m		m
None/ I do not use any social media apps or sites	276 10%	6 1%	12 2%	27 5%	41 8%	65 15%	126 29%	276 10%	151 11%	125 9%	76 10%	70 9%	54 9%	76 13%	146 9%	130 11%	276 10%
				ab	ab	abcdg	abcdg	abc						knp			
Don't know	22 1%	1 *	9 2%	2 *	1 *	5 1%	4 1%	22 1%	8 1%	12 1%	2 *	4 1%	7 1%	7 1%	7 *	14 1%	22 1%
ONLY USES FACEBOOK	378 14%	5 1%	17 3%	49 10%	77 15%	88 20%	142 33%	378 14%	191 14%	186 13%	78 10%	109 13%	75 12%	114 20%	187 12%	189 16%	378 14%
				ab	abc	abcg	abcdg	ab						jklnp		jn	j
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 12)	2.8	4.5	3.3	2.9	2.6	1.9	1.2	2.8	2.6	2.9	2.9	2.8	2.9	2.3	2.8	2.6	2.8
		bcdefg	cdefg	def	ef	f		ef		h	mop	m	mo		mo	m	mo
Standard deviation	2.02	2.11	1.87	1.76	1.80	1.51	1.32	2.02	1.98	2.02	2.10	1.96	2.09	1.85	2.03	1.99	2.02
Standard error	.04	.10	.08	.07	.08	.07	.05	.04	.05	.05	.08	.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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Facebook	1880	1558	170	96	56	1880	1579	301	251	1629	338	827	708	1880	379	809	435
	67%	66%	70%	70%	73%	67%	66%	74%	67%	67%	53%	67%	78%	67%	71%	69%	67%
					a			f				j	jkm	j			
Instagram	1456	1216	130	67	42	1456	1269	187	205	1251	210	624	618	1456	292	558	349
	52%	52%	53%	49%	56%	52%	53%	46%	55%	52%	33%	51%	68%	52%	55%	48%	54%
							g					j	jkm	j	o		o
TikTok	949	806	74	42	27	949	842	107	143	807	128	411	411	949	221	331	209
	34%	34%	30%	31%	36%	34%	35%	26%	38%	33%	20%	33%	45%	34%	42%	28%	32%
							g					j	jkm	j	op		
Twitter	927	750	96	48	33	927	796	131	70	857	80	383	462	927	155	385	254
	33%	32%	40%	35%	43%	33%	33%	32%	19%	35%	13%	31%	51%	33%	29%	33%	39%
			a		ae					h		j	jkm	j			no
Snapchat	786	658	72	31	25	786	702	84	129	657	112	342	326	786	204	266	155
	28%	28%	29%	23%	33%	28%	29%	21%	34%	27%	18%	28%	36%	28%	38%	23%	24%
					c		g		i			j	jkm	j	op		
Pinterest	571	474	49	32	16	571	482	89	50	521	57	228	285	571	119	247	121
	20%	20%	20%	23%	21%	20%	20%	22%	13%	21%	9%	18%	31%	20%	22%	21%	19%
										h		j	jkm	j			
LinkedIn	485	401	45	23	16	485	416	69	25	460	35	176	273	485	50	183	192
	17%	17%	18%	17%	21%	17%	17%	17%	7%	19%	6%	14%	30%	17%	9%	16%	30%
										h		j	jkm	jk		n	no
Reddit	317	247	45	14	12	317	286	31	16	301	16	119	182	317	66	131	83
	11%	11%	18%	10%	16%	11%	12%	8%	4%	12%	3%	10%	20%	11%	12%	11%	13%
			ace		ace		g			h		j	jkm	j			
BeReal	135	120	7	4	3	135	127	8	15	120	17	49	69	135	30	40	31
	5%	5%	3%	3%	4%	5%	5%	2%	4%	5%	3%	4%	8%	5%	6%	3%	5%
							g						jkm				
Tumblr	89	76	6	5	2	89	86	3	5	84	7	31	51	89	21	36	15
	3%	3%	3%	3%	2%	3%	4%	1%	1%	3%	1%	3%	6%	3%	4%	3%	2%
							g						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.

**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 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Yubo	57 2%	52 2%	2 1%	1 1%	1 2%	57 2%	51 2%	6 2%	9 2%	48 2%	10 2%	24 2%	24 3%	57 2%	10 2%	24 2%	10 2%
I use other social media apps or sites	55 2%	49 2%	4 1%	2 1%	* 1%	55 2%	46 2%	10 2%	5 1%	51 2%	7 1%	25 2%	23 2%	55 2%	10 2%	30 3%	8 1%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2502 89%	2082 89%	227 93%	123 90%	70 92%	2502 89%	2145 90%	358 88%	335 89%	2167 89%	491 77%	1110 90% j	888 98% jkm	2502 89% j	490 92%	1040 89%	574 89%
None/ I do not use any social media apps or sites	276 10%	240 10%	17 7%	13 10%	6 7%	276 10%	232 10%	44 11%	34 9%	242 10%	134 21% klm	112 9% l	18 2%	276 10% l	38 7%	129 11% n	67 10%
Don't know	22 1%	21 1%	- -%	1 1%	* *%	22 1%	18 1%	4 1%	5 1%	17 1%	11 2% l	9 1%	1 *%	22 1%	6 1%	2 *%	4 1%
ONLY USES FACEBOOK	378 14%	313 13%	34 14%	24 18% d	8 10%	378 14%	313 13%	65 16%	57 15%	321 13%	162 25% klm	162 13% l	52 6%	378 14% l	71 13%	190 16% p	74 11%
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 12)	2.8	2.7	2.9	2.7	3.1 ace	2.8	2.8 g	2.5	2.5	2.8 h	1.6	2.6 j	3.8 jkm	2.8 j	2.9 o	2.6	2.9 o
Standard deviation	2.02	2.03	1.98	1.99	1.96	2.02	2.05	1.83	1.77	2.06	1.51	1.82	2.10	2.02	2.04	2.01	2.02
Standard error	.04	.04	.11	.11	.11	.04	.04	.09	.09	.04	.06	.05	.07	.04	.09	.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.

**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
Significance Level: 95%		a	b	c	d
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Facebook	1880 67%	663 68%	1109 68%	994 64%	830 74%
					c
Instagram	1456 52%	523 54%	826 51%	674 43%	704 63%
					c
TikTok	949 34%	391 40%	482 30%	426 27%	462 41%
		b			c
Twitter	927 33%	345 35%	540 33%	464 30%	423 38%
					c
Snapchat	786 28%	337 35%	375 23%	337 22%	395 35%
		b			c
Pinterest	571 20%	236 24%	295 18%	281 18%	267 24%
		b			c
LinkedIn	485 17%	137 14%	323 20%	260 17%	213 19%
			a		
Reddit	317 11%	144 15%	158 10%	169 11%	132 12%
		b			
BeReal	135 5%	77 8%	51 3%	76 5%	43 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Tumblr	89 3%	52 5%	30 2%	48 3%	32 3%
Yubo	57 2%	35 4%	17 1%	24 2%	27 2%
I use other social media apps or sites	55 2%	28 3%	27 2%	39 3%	14 1%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2502 89%	886 91%	1437 88%	1314 84%	1079 96%
None/ I do not use any social media apps or sites	276 10%	83 9%	178 11%	229 15%	44 4%
Don't know	22 1%	6 1%	11 1%	14 1%	2 *%
ONLY USES FACEBOOK	378 14%	121 12%	232 14%	274 18%	96 9%
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 12)	2.8	3.0 b	2.6	2.4	3.1 c
Standard deviation	2.02	2.19	1.92	2.07	1.86
Standard error	.04	.07	.05	.05	.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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
None used	298	7	21	29	42	69	130	298	159	137	78	74	61	83	152	144	298
	11%	2%	4%	6%	8%	16%	30%	11%	12%	10%	10%	9%	10%	14%	10%	12%	11%
				a	ab	abcdg	abcdeg	abc						jknp			
Only one site or app used	613	25	61	96	115	140	175	613	321	289	144	185	125	157	329	282	613
	22%	6%	12%	19%	22%	33%	41%	22%	24%	20%	19%	23%	20%	27%	21%	24%	22%
			a	ab	ab	abcdg	abcdeg	ab						jlmp		j	
More than one site or app used	1889	396	419	375	357	220	123	1889	874	997	554	551	424	342	1105	766	1889
	67%	92%	84%	75%	69%	51%	29%	67%	65%	70%	71%	68%	69%	59%	70%	64%	67%
		bcdefg	cdefg	efg	ef	f		ef		h	mo	m	m		mo	m	m
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of apps/ sites used (out of 12)	2.8	4.5	3.3	2.9	2.6	1.9	1.2	2.8	2.6	2.9	2.9	2.8	2.9	2.3	2.8	2.6	2.8
		bcdefg	cdefg	def	ef	f		ef		h	mop	m	mo		mo	m	mo
Standard deviation	2.02	2.11	1.87	1.76	1.80	1.51	1.32	2.02	1.98	2.02	2.10	1.96	2.09	1.85	2.03	1.99	2.02
Standard error	.04	.10	.08	.07	.08	.07	.05	.04	.05	.05	.08	.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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
None used	298	261	17	14	6	298	249	48	39	258	145	122	19	298	43	131	71
	11%	11%	7%	10%	8%	11%	10%	12%	11%	11%	23%	10%	2%	11%	8%	11%	11%
											klm	l		l			
Only one site or app used	613	511	55	34	12	613	517	96	89	524	242	250	114	613	102	298	115
	22%	22%	23%	25%	16%	22%	22%	24%	24%	22%	38%	20%	13%	22%	19%	25%	18%
		d		d		d					klm	l	l		np		
More than one site or app used	1889	1571	172	89	58	1889	1627	262	246	1644	250	860	774	1889	388	741	459
	67%	67%	70%	65%	76%	67%	68%	65%	66%	68%	39%	70%	85%	67%	73%	63%	71%
					ace							j	jkm	j	o		o
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of apps/ sites used (out of 12)	2.8	2.7	2.9	2.7	3.1	2.8	2.8	2.5	2.5	2.8	1.6	2.6	3.8	2.8	2.9	2.6	2.9
					ace		g			h		j	jkm	j	o		o
Standard deviation	2.02	2.03	1.98	1.99	1.96	2.02	2.05	1.83	1.77	2.06	1.51	1.82	2.10	2.02	2.04	2.01	2.02
Standard error	.04	.04	.11	.11	.11	.04	.04	.09	.09	.04	.06	.05	.07	.04	.09	.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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
None used	298 11%	89 9%	189 12%	243 16%	46 4%
Only one site or app used	613 22%	196 20%	364 22%	410 26%	182 16%
More than one site or app used	1889 67%	690 71%	1073 66%	904 58%	897 80%
Base for stats	2800	975	1626	1557	1126
Mean number of apps/ sites used (out of 12)	2.8	3.0 b	2.6	2.4	3.1 c
Standard deviation	2.02	2.19	1.92	2.07	1.86
Standard error	.04	.07	.05	.05	.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	2718	411	481	543	444	412	427	2718	1206	1487	697	713	565	726	1410	1291	2718
Effective Weighted Sample	1735	267	309	366	296	256	265	1735	789	933	452	473	377	452	925	814	1735
Total	2502	422	479	471	472	359	299	2502	1194	1286	698	736	548	499	1434	1048	2502
Facebook	1147	48	144	244	267	216	227	1147	538	605	261	315	259	304	576	563	1147
	46%	11%	30%	52%	57%	60%	76%	46%	45%	47%	37%	43%	47%	61%	40%	54%	46%
			a	abg	abg	abcg	abcdeg	ab					jn	jklnop		jklnp	jn
Instagram	458	97	146	101	69	37	8	458	145	305	154	155	91	56	309	147	458
	18%	23%	30%	21%	15%	10%	3%	18%	12%	24%	22%	21%	17%	11%	22%	14%	18%
		def	acdefg	def	f	f		ef		h	lmo	mo	m		lmop		mo
TikTok	304	127	85	33	34	20	5	304	139	162	81	82	78	56	163	133	304
	12%	30%	18%	7%	7%	6%	2%	12%	12%	13%	12%	11%	14%	11%	11%	13%	12%
		bcdefg	cdefg	f	f	f		cdef									
Snapchat	184	111	41	12	13	6	1	184	84	95	52	46	57	25	98	82	184
	7%	26%	9%	3%	3%	2%	*%	7%	7%	7%	7%	6%	10%	5%	7%	8%	7%
		bcdefg	cdef	f	f			cdef					kmnp				
Twitter	178	18	25	43	40	34	18	178	129	49	67	58	28	24	126	52	178
	7%	4%	5%	9%	8%	9%	6%	7%	11%	4%	10%	8%	5%	5%	9%	5%	7%
				a	a	a			i		lmo	mo			lmo		o
LinkedIn	74	-	8	10	20	21	15	74	63	11	31	24	14	5	56	19	74
	3%	-%	2%	2%	4%	6%	5%	3%	5%	1%	4%	3%	3%	1%	4%	2%	3%
			a	a	a	abcg	ab	a	i		mo	m			mo		m
Pinterest	61	4	8	11	14	12	12	61	30	31	17	26	6	12	43	18	61
	2%	1%	2%	2%	3%	3%	4%	2%	2%	2%	2%	4%	1%	2%	3%	2%	2%
					a	a						lo			l		
Reddit	42	10	12	5	8	6	*	42	36	6	17	13	4	7	31	11	42
	2%	2%	2%	1%	2%	2%	*%	2%	3%	*%	2%	2%	1%	1%	2%	1%	2%
		f	f						i		o						
Yubo	9	1	5	2	-	-	2	9	6	4	4	3	1	2	6	3	9
	*%	*%	1%	*%	-%	-%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
BeReal	6	3	3	-	-	-	-	6	3	3	3	-	*	3	3	3	6
	*%	1%	1%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%
Tumblr	3	3	-	-	*	*	-	3	*	3	1	-	3	*	1	3	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.

**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	2718	411	481	543	444	412	427	2718	1206	1487	697	713	565	726	1410	1291	2718
Effective Weighted Sample	1735	267	309	366	296	256	265	1735	789	933	452	473	377	452	925	814	1735
Total	2502	422	479	471	472	359	299	2502	1194	1286	698	736	548	499	1434	1048	2502
Other social media app or site	34	-	1	9	6	7	11	34	21	12	10	13	6	5	23	10	34
	1%	-%	*%	2%	1%	2%	4%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
			ab		ab	abg											
Don't know	3	1	1	*	*	*	-	3	1	1	-	-	1	2	-	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.

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	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2718	1889	278	271	280	2718	2313	405	336	2382	514	1242	952	2718	504	1149	635
Effective Weighted Sample	1735	1336	198	187	218	1735	1487	247	200	1541	315	774	643	1735	312	740	419
Total	2502	2082	227	123	70	2502	2145	358	335	2167	491	1110	888	2502	490	1040	574
Facebook	1147 46%	956 46%	95 42%	63 51%	33 47%	1147 46%	958 45%	189 53% f	163 49%	984 45%	275 56% klm	504 45%	361 41%	1147 46% l	248 51% p	534 51% p	241 42%
Instagram	458 18%	377 18%	42 19%	24 20%	14 19%	458 18%	399 19%	59 17%	56 17%	401 19%	60 12%	197 18% j	201 23% jkm	458 18% j	67 14%	177 17%	124 22% n
TikTok	304 12%	267 13%	20 9%	11 9%	7 9%	304 12%	279 13% g	24 7%	58 17% i	246 11%	54 11%	153 14%	97 11%	304 12%	71 15% o	102 10%	61 11%
Snapchat	184 7%	153 7% c	23 10% c	4 3%	4 5%	184 7% c	166 8%	18 5%	40 12% i	144 7%	43 9%	77 7%	60 7%	184 7%	56 11% op	50 5%	25 4%
Twitter	178 7%	132 6%	27 12% ae	11 9%	8 12% ae	178 7%	144 7%	34 9%	8 2%	170 8% h	19 4%	78 7% j	81 9% j	178 7% j	16 3%	80 8% n	59 10% n
LinkedIn	74 3%	67 3%	4 2%	3 3%	1 1%	74 3%	65 3%	9 3%	3 1%	71 3%	15 3%	32 3%	28 3%	74 3%	2 *% n	26 3% no	32 6%
Pinterest	61 2%	55 3%	3 1%	2 1%	2 3%	61 2%	51 2%	10 3%	2 1%	59 3%	12 2%	26 2%	23 3%	61 2%	8 2%	27 3%	15 3%
Reddit	42 2%	27 1%	9 4% ae	4 3% a	1 2%	42 2%	34 2%	8 2%	1 *% a	41 2%	4 1%	15 1%	22 3%	42 2%	9 2%	16 2%	12 2%
Yubo	9 *% a	9 *% a	- -% a	- -% a	- -% a	9 *% a	7 *% a	2 1% a	- -% a	9 *% a	2 *% a	7 1% a	- -% a	9 *% a	3 1% a	6 1% a	- -% a
BeReal	6 *% a	5 *% a	1 1% a	- -% a	* *% a	6 *% a	6 *% a	- -% a	- -% a	6 *% a	2 *% a	1 *% a	3 *% a	6 *% a	- -% a	3 *% a	* *% a

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



All interviewing conducted using an online panel. Any break column with 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	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	2718	1889	278	271	280	2718	2313	405	336	2382	514	1242	952	2718	504	1149	635
Effective Weighted Sample	1735	1336	198	187	218	1735	1487	247	200	1541	315	774	643	1735	312	740	419
Total	2502	2082	227	123	70	2502	2145	358	335	2167	491	1110	888	2502	490	1040	574
Tumblr	3 *%	3 *%	- -%	- -%	1 1% ae	3 *%	3 *%	- -%	* *%	3 *%	* *%	2 *%	1 *%	3 *%	3 1%	* *%	- -%
Other social media app or site	34 1%	30 1%	2 1%	1 1%	* *%	34 1%	29 1%	5 1%	2 1%	31 1%	6 1%	15 1%	11 1%	34 1%	6 1%	17 2%	5 1%
Don't know	3 *%	2 *%	- -%	* *%	* *%	3 *%	2 *%	1 *%	1 *%	2 *%	- -%	2 *%	* *%	3 *%	* *%	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	2718	1012	1531	1734	853
Effective Weighted Sample	1735	644	976	1105	610
Total	2502	886	1437	1314	1079
Facebook	1147 46%	378 43%	697 49% a	622 47%	503 47%
Instagram	458 18%	146 16%	285 20%	220 17%	215 20%
TikTok	304 12%	141 16% b	135 9%	148 11%	127 12%
Snapchat	184 7%	82 9% b	75 5%	92 7%	76 7%
Twitter	178 7%	53 6%	114 8%	97 7%	74 7%
LinkedIn	74 3%	23 3%	49 3%	46 3%	25 2%
Pinterest	61 2%	19 2%	34 2%	33 3%	26 2%
Reddit	42 2%	15 2%	24 2%	25 2%	15 1%
Yubo	9 *% b	7 1% b	2 *%	5 *%	4 *%
BeReal	6 *% b	6 1% b	- -%	* *%	3 *%
Tumblr	3 *%	2 *%	* *%	2 *%	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 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	2718	1012	1531	1734	853
Effective Weighted Sample	1735	644	976	1105	610
Total	2502	886	1437	1314	1079
Other social media app or site	34 1%	13 1%	21 1%	25 2%	9 1%
Don't know	3 *%	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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Facebook	1147	48	144	244	267	216	227	1147	538	605	261	315	259	304	576	563	1147
	41%	11%	29%	49%	52%	50%	53%	41%	40%	43%	34%	39%	43%	52%	36%	47%	41%
			a	abg	abg	abg	abg	ab					jn	jklnp		jknp	jn
Instagram	458	97	146	101	69	37	8	458	145	305	154	155	91	56	309	147	458
	16%	23%	29%	20%	13%	9%	2%	16%	11%	21%	20%	19%	15%	10%	19%	12%	16%
		defg	cdefg	def	f	f		ef		h	mo	mo	m		lmop		mo
TikTok	304	127	85	33	34	20	5	304	139	162	81	82	78	56	163	133	304
	11%	30%	17%	7%	7%	5%	1%	11%	10%	11%	10%	10%	13%	10%	10%	11%	11%
		bcdefg	cdefg	f	f	f		cdef									
Snapchat	184	111	41	12	13	6	1	184	84	95	52	46	57	25	98	82	184
	7%	26%	8%	2%	3%	1%	*%	7%	6%	7%	7%	6%	9%	4%	6%	7%	7%
		bcdefg	cdef	f	f			cdef					kmnp				
Twitter	178	18	25	43	40	34	18	178	129	49	67	58	28	24	126	52	178
	6%	4%	5%	9%	8%	8%	4%	6%	10%	3%	9%	7%	5%	4%	8%	4%	6%
				af		f			i		lmo	mo			lmo		o
LinkedIn	74	-	8	10	20	21	15	74	63	11	31	24	14	5	56	19	74
	3%	-%	2%	2%	4%	5%	3%	3%	5%	1%	4%	3%	2%	1%	3%	2%	3%
			a	a	a	abcg	a	a	i		mo	m			mo		m
Pinterest	61	4	8	11	14	12	12	61	30	31	17	26	6	12	43	18	61
	2%	1%	2%	2%	3%	3%	3%	2%	2%	2%	2%	3%	1%	2%	3%	2%	2%
												lo			l		
Reddit	42	10	12	5	8	6	*	42	36	6	17	13	4	7	31	11	42
	1%	2%	2%	1%	1%	1%	*%	1%	3%	*%	2%	2%	1%	1%	2%	1%	1%
		f	f		f	f		f	i		o						
Yubo	9	1	5	2	-	-	2	9	6	4	4	3	1	2	6	3	9
	*%	*%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BeReal	6	3	3	-	-	-	-	6	3	3	3	-	*	3	3	3	6
	*%	1%	1%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%
Tumblr	3	3	-	-	*	*	-	3	*	3	1	-	3	*	1	3	3
	*%	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Other social media app or site	34	-	1	9	6	7	11	34	21	12	10	13	6	5	23	10	34
	1%	-%	*%	2%	1%	2%	3%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
				ab		ab	ab										
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2500	421	478	471	472	359	299	2500	1193	1285	698	736	548	498	1434	1045	2500
	89%	98%	96%	94%	92%	84%	70%	89%	88%	90%	90%	91%	90%	85%	90%	88%	89%
		cdefg	defg	efg	ef	f		ef			m	m			m		m
DO NOT USE SOCIAL MEDIA SITES OR APPS	276	6	12	27	41	65	126	276	151	125	76	70	54	76	146	130	276
	10%	1%	2%	5%	8%	15%	29%	10%	11%	9%	10%	9%	9%	13%	9%	11%	10%
				ab	ab	abcdg	abcdg	abc						knp			
Don't know	24	2	10	2	2	5	4	24	9	13	2	4	8	9	7	17	24
	1%	*%	2%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	2%	*%	1%	1%
			d										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.

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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Facebook	1147	956	95	63	33	1147	958	189	163	984	275	504	361	1147	248	534	241
	41%	41%	39%	46%	43%	41%	40%	46%	44%	41%	43%	41%	40%	41%	47%	46%	37%
								f							p	p	
Instagram	458	377	42	24	14	458	399	59	56	401	60	197	201	458	67	177	124
	16%	16%	17%	18%	18%	16%	17%	15%	15%	17%	9%	16%	22%	16%	13%	15%	19%
												j	jkm	j			n
TikTok	304	267	20	11	7	304	279	24	58	246	54	153	97	304	71	102	61
	11%	11%	8%	8%	9%	11%	12%	6%	16%	10%	8%	12%	11%	11%	13%	9%	9%
							g		i			j			o		
Snapchat	184	153	23	4	4	184	166	18	40	144	43	77	60	184	56	50	25
	7%	7%	10%	3%	5%	7%	7%	4%	11%	6%	7%	6%	7%	7%	10%	4%	4%
		c	c			c			i						op		
Twitter	178	132	27	11	8	178	144	34	8	170	19	78	81	178	16	80	59
	6%	6%	11%	8%	11%	6%	6%	8%	2%	7%	3%	6%	9%	6%	3%	7%	9%
			ae		ae				h			j	jm	j		n	n
LinkedIn	74	67	4	3	1	74	65	9	3	71	15	32	28	74	2	26	32
	3%	3%	2%	2%	1%	3%	3%	2%	1%	3%	2%	3%	3%	3%	*	2%	5%
																n	no
Pinterest	61	55	3	2	2	61	51	10	2	59	12	26	23	61	8	27	15
	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	1%	2%	2%
Reddit	42	27	9	4	1	42	34	8	1	41	4	15	22	42	9	16	12
	1%	1%	4%	3%	2%	1%	1%	2%	*	2%	1%	1%	2%	1%	2%	1%	2%
			ae	a									j				
Yubo	9	9	-	-	-	9	7	2	-	9	2	7	-	9	3	6	-
	*%	*%	-%	-%	-%	*%	*%	1%	-%	*%	*%	1%	-%	*%	1%	*%	-%
BeReal	6	5	1	-	*	6	6	-	-	6	2	1	3	6	-	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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Tumblr	3	3	-	-	1	3	3	-	*	3	*	2	1	3	3	*	-
	*%	*%	-%	-%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	1%	*%	-%
					ae												
Other social media app or site	34	30	2	1	*	34	29	5	2	31	6	15	11	34	6	17	5
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2500	2080	227	123	70	2500	2143	357	334	2166	491	1108	888	2500	490	1039	574
	89%	89%	93%	89%	92%	89%	90%	88%	89%	89%	77%	90%	98%	89%	92%	89%	89%
												j	jk	j			
DO NOT USE SOCIAL MEDIA SITES OR APPS	276	240	17	13	6	276	232	44	34	242	134	112	18	276	38	129	67
	10%	10%	7%	10%	7%	10%	10%	11%	9%	10%	21%	9%	2%	10%	7%	11%	10%
											klm	l		l		n	
Don't know	24	23	-	1	*	24	19	5	6	18	11	11	2	24	6	4	4
	1%	1%	-%	1%	*%	1%	1%	1%	2%	1%	2%	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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Facebook	1147 41%	378 39%	697 43%	622 40%	503 45%
					c
Instagram	458 16%	146 15%	285 18%	220 14%	215 19%
					c
TikTok	304 11%	141 14%	135 8%	148 10%	127 11%
		b			
Snapchat	184 7%	82 8%	75 5%	92 6%	76 7%
		b			
Twitter	178 6%	53 5%	114 7%	97 6%	74 7%
LinkedIn	74 3%	23 2%	49 3%	46 3%	25 2%
Pinterest	61 2%	19 2%	34 2%	33 2%	26 2%
Reddit	42 1%	15 2%	24 1%	25 2%	15 1%
Yubo	9 *%	7 1%	2 *%	5 *%	4 *%
		b			
BeReal	6 *%	6 1%	- -%	* *%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Tumblr	3 *%	2 *%	* *%	2 *%	2 *%
Other social media app or site	34 1%	13 1%	21 1%	25 2%	9 1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2500 89%	885 91%	1437 88%	1314 84%	1079 96% c
DO NOT USE SOCIAL MEDIA SITES OR APPS	276 10%	83 9%	178 11%	229 15% d	44 4%
Don't know	24 1%	7 1%	12 1%	15 1%	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.

**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	2718	411	481	543	444	412	427	2718	1206	1487	697	713	565	726	1410	1291	2718
Effective Weighted Sample	1735	267	309	366	296	256	265	1735	789	933	452	473	377	452	925	814	1735
Total	2502	422	479	471	472	359	299	2502	1194	1286	698	736	548	499	1434	1048	2502
I often share, post or comment on social media sites or apps	638 26%	125 30%	179 37%	128 27%	100 21%	64 18%	43 14%	638 26%	311 26%	321 25%	218 31%	159 22%	130 24%	127 25%	377 26%	257 25%	638 26%
I sometimes share, post or comment on social media sites or apps	821 33%	148 35%	164 34%	161 34%	159 34%	109 30%	81 27%	821 33%	382 32%	428 33%	214 31%	242 33%	195 35%	161 32%	456 32%	356 34%	821 33%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1459 58%	273 65%	342 71%	289 61%	258 55%	173 48%	123 41%	1459 58%	693 58%	749 58%	431 62%	401 54%	325 59%	288 58%	832 58%	613 58%	1459 58%
I usually just 'like' things on social media sites or apps	572 23%	113 27%	88 18%	93 20%	118 25%	80 22%	80 27%	572 23%	249 21%	319 25%	133 19%	180 24%	135 25%	121 24%	313 22%	256 24%	572 23%
I tend to only read things on these sites or apps and rarely like or post anything	461 18%	35 8%	46 10%	86 18%	95 20%	104 29%	94 32%	461 18%	252 21%	208 16%	132 19%	152 21%	86 16%	89 18%	284 20%	175 17%	461 18%
Don't know	10 *%	1 *%	3 1%	3 1%	1 *%	2 1%	1 *%	10 *%	1 *%	9 1%	2 *%	3 *%	3 *%	2 *%	5 *%	5 *%	10 *%

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

All interviewing conducted using an online panel. Any break column with 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	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	2718	1889	278	271	280	2718	2313	405	336	2382	514	1242	952	2718	504	1149	635
Effective Weighted Sample	1735	1336	198	187	218	1735	1487	247	200	1541	315	774	643	1735	312	740	419
Total	2502	2082	227	123	70	2502	2145	358	335	2167	491	1110	888	2502	490	1040	574
I often share, post or comment on social media sites or apps	638 26%	543 26%	51 22%	30 24%	15 21%	638 26%	561 26%	77 21%	76 23%	562 26%	81 17%	280 25%	277 31%	638 26%	151 31%	273 26%	127 22%
I sometimes share, post or comment on social media sites or apps	821 33%	691 33%	68 30%	40 33%	21 30%	821 33%	717 33%	103 29%	114 34%	707 33%	136 28%	373 34%	307 35%	821 33%	162 33%	337 32%	193 34%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1459 58%	1234 59%	119 52%	70 57%	36 52%	1459 58%	1279 60%	180 50%	189 57%	1270 59%	218 44%	653 59%	585 66%	1459 58%	313 64%	610 59%	320 56%
I usually just 'like' things on social media sites or apps	572 23%	462 22%	58 25%	34 28%	18 26%	572 23%	477 22%	95 27%	88 26%	484 22%	128 26%	267 24%	173 19%	572 23%	114 23%	225 22%	128 22%
I tend to only read things on these sites or apps and rarely like or post anything	461 18%	377 18%	50 22%	18 15%	15 21%	461 18%	379 18%	82 23%	55 16%	406 19%	139 28%	190 17%	128 14%	461 18%	63 13%	204 20%	125 22%
Don't know	10 *%	9 *%	1 *%	* *%	* 1%	10 *%	10 *%	* *%	3 1%	7 *%	7 1%	* *%	3 *%	10 *%	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	2718	1012	1531	1734	853
Effective Weighted Sample	1735	644	976	1105	610
Total	2502	886	1437	1314	1079
I often share, post or comment on social media sites or apps	638	265	326	272	337
	26%	30%	23%	21%	31%
		b			c
I sometimes share, post or comment on social media sites or apps	821	311	445	415	365
	33%	35%	31%	32%	34%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1459	576	772	687	702
	58%	65%	54%	52%	65%
		b			c
I usually just 'like' things on social media sites or apps	572	175	354	333	216
	23%	20%	25%	25%	20%
			a	d	
I tend to only read things on these sites or apps and rarely like or post anything	461	128	311	289	158
	18%	14%	22%	22%	15%
			a	d	
Don't know	10	7	1	6	3
	*%	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.

**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	2903	416	492	569	472	455	499	2903	1318	1558	744	762	600	779	1506	1379	2903
Effective Weighted Sample	1851	269	317	381	313	284	313	1851	861	976	482	504	400	482	986	868	1851
Total	2662	425	494	499	494	401	350	2662	1288	1350	736	783	581	542	1519	1122	2662
Follow friends	1695	288	307	336	333	234	196	1695	744	934	469	492	375	344	961	719	1695
	64%	68%	62%	67%	67%	58%	56%	64%	58%	69%	64%	63%	65%	64%	63%	64%	64%
		ef		ef	ef			f		h							
Follow companies or brands that I like	990	205	231	233	175	99	47	990	404	575	298	287	232	164	585	396	990
	37%	48%	47%	47%	35%	25%	13%	37%	31%	43%	40%	37%	40%	30%	38%	35%	37%
		defg	defg	defg	ef	f		ef		h	m	m	m		m		m
Find people that are like me/ that share my interests	931	208	216	177	182	99	49	931	478	445	266	275	210	170	541	381	931
	35%	49%	44%	35%	37%	25%	14%	35%	37%	33%	36%	35%	36%	31%	36%	34%	35%
		cdefg	cefg	ef	ef	f		ef									
Follow celebrities or influencers	839	236	201	192	125	60	25	839	322	502	214	241	201	174	455	375	839
	32%	55%	41%	39%	25%	15%	7%	32%	25%	37%	29%	31%	35%	32%	30%	33%	32%
		bcdefg	defg	defg	ef	f		def		h							
Discuss/ debate things with people I know in real life	523	90	93	113	100	76	52	523	312	205	169	141	109	103	310	211	523
	20%	21%	19%	23%	20%	19%	15%	20%	24%	15%	23%	18%	19%	19%	20%	19%	20%
				f					i								
Support causes or organisations by sharing or commenting on posts	512	80	105	107	91	78	52	512	208	295	160	142	112	92	302	204	512
	19%	19%	21%	21%	18%	19%	15%	19%	16%	22%	22%	18%	19%	17%	20%	18%	19%
			f	f						h							
Sign petitions	492	74	82	90	106	78	62	492	208	274	151	146	95	95	298	190	492
	18%	18%	17%	18%	21%	20%	18%	18%	16%	20%	21%	19%	16%	18%	20%	17%	18%
										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.

**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	2903	416	492	569	472	455	499	2903	1318	1558	744	762	600	779	1506	1379	2903
Effective Weighted Sample	1851	269	317	381	313	284	313	1851	861	976	482	504	400	482	986	868	1851
Total	2662	425	494	499	494	401	350	2662	1288	1350	736	783	581	542	1519	1122	2662
Follow journalists or particular news outlets	488	83	104	110	88	70	34	488	246	233	168	153	88	73	321	160	488
	18%	19%	21%	22%	18%	18%	10%	18%	19%	17%	23%	20%	15%	13%	21%	14%	18%
		f	f	f	f	f		f			lmop	mo			lmo		mo
Discuss/ debate things with people I do not know in real life	434	97	88	80	76	57	37	434	254	174	142	127	85	77	270	163	434
	16%	23%	18%	16%	15%	14%	11%	16%	20%	13%	19%	16%	15%	14%	18%	14%	16%
		cdefg	f	f				f	i		mo						
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	370	52	91	74	77	45	32	370	171	194	137	94	77	61	231	137	370
	14%	12%	18%	15%	15%	11%	9%	14%	13%	14%	19%	12%	13%	11%	15%	12%	14%
			aefg	f	f			f			klmop				m		
ANY OF THESE	2332	409	465	444	432	329	254	2332	1126	1187	659	677	519	461	1336	979	2332
	88%	96%	94%	89%	87%	82%	73%	88%	87%	88%	90%	86%	89%	85%	88%	87%	88%
		cdefg	cdefg	ef	f	f		ef			m						
None of these	296	12	21	45	60	70	88	296	148	144	75	94	53	71	170	124	296
	11%	3%	4%	9%	12%	18%	25%	11%	12%	11%	10%	12%	9%	13%	11%	11%	11%
				ab	ab	abcg	abcdeg	ab									
Don't know	33	4	8	10	3	1	8	33	13	20	2	12	9	10	14	19	33
	1%	1%	2%	2%	1%	*	2%	1%	1%	1%	*	2%	2%	2%	1%	2%	1%
				e			e					j	j	j		j	

**SUMMARY**

ANY FOLLOWING FRIENDS/  
INFLUENCERS/ NEWS/  
COMPANIES

2059	361	397	405	387	290	220	2059	949	1092	578	595	459	411	1172	870	2059
77%	85%	80%	81%	78%	72%	63%	77%	74%	81%	78%	76%	79%	76%	77%	77%	77%
	defg	ef	ef	f	f		f		h							

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

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**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	2903	416	492	569	472	455	499	2903	1318	1558	744	762	600	779	1506	1379	2903
Effective Weighted Sample	1851	269	317	381	313	284	313	1851	861	976	482	504	400	482	986	868	1851
Total	2662	425	494	499	494	401	350	2662	1288	1350	736	783	581	542	1519	1122	2662
ANY SUPPORTING CAUSES/ PETITIONS	752	118	148	148	145	111	81	752	324	416	226	218	156	145	444	301	752
	28%	28%	30%	30%	29%	28%	23%	28%	25%	31%	31%	28%	27%	27%	29%	27%	28%
										h							
ANY DISCUSSING/ DEBATING	736	156	139	145	133	96	67	736	433	294	229	213	151	140	443	291	736
	28%	37%	28%	29%	27%	24%	19%	28%	34%	22%	31%	27%	26%	26%	29%	26%	28%
		bcdefg	f	f	f			f	i		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.

**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	2903	2017	297	295	294	2903	2472	431	360	2543	574	1346	971	2903	534	1232	680
Effective Weighted Sample	1851	1426	212	206	229	1851	1587	265	216	1642	352	840	657	1851	331	792	448
Total	2662	2218	238	132	74	2662	2284	377	358	2303	543	1199	904	2662	515	1104	615
Follow friends	1695	1401	164	82	47	1695	1440	255	226	1469	279	741	672	1695	343	695	395
	64%	63%	69%	62%	64%	64%	63%	67%	63%	64%	51%	62%	74%	64%	66%	63%	64%
												j	jkm	j			
Follow companies or brands that I like	990	807	105	44	35	990	847	143	114	876	90	410	488	990	190	410	247
	37%	36%	44%	33%	47%	37%	37%	38%	32%	38%	17%	34%	54%	37%	37%	37%	40%
			ac		ace							j	jkm	j			
Find people that are like me/ that share my interests	931	775	86	41	29	931	807	124	95	836	87	368	475	931	223	375	214
	35%	35%	36%	31%	39%	35%	35%	33%	26%	36%	16%	31%	53%	35%	43%	34%	35%
										h		j	jkm	jk	op		
Follow celebrities or influencers	839	698	81	34	26	839	735	104	117	723	91	358	390	839	180	344	186
	32%	31%	34%	26%	36%	32%	32%	28%	33%	31%	17%	30%	43%	32%	35%	31%	30%
					c							j	jkm	j			
Discuss/ debate things with people I know in real life	523	445	48	17	14	523	460	63	34	489	28	202	290	523	123	220	106
	20%	20%	20%	13%	19%	20%	20%	17%	10%	21%	5%	17%	32%	20%	24%	20%	17%
		c	c			c				h		j	jkm	j	p		
Support causes or organisations by sharing or commenting on posts	512	416	48	32	16	512	429	83	57	455	33	171	308	512	97	237	111
	19%	19%	20%	24%	22%	19%	19%	22%	16%	20%	6%	14%	34%	19%	19%	21%	18%
												j	jkm	jk			
Sign petitions	492	410	44	25	13	492	426	66	45	447	36	177	279	492	105	230	108
	18%	18%	18%	19%	18%	18%	19%	17%	13%	19%	7%	15%	31%	18%	20%	21%	18%
										h		j	jkm	jk			

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



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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	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	2903	2017	297	295	294	2903	2472	431	360	2543	574	1346	971	2903	534	1232	680
Effective Weighted Sample	1851	1426	212	206	229	1851	1587	265	216	1642	352	840	657	1851	331	792	448
Total	2662	2218	238	132	74	2662	2284	377	358	2303	543	1199	904	2662	515	1104	615
Follow journalists or particular news outlets	488	388	64	19	16	488	427	61	52	436	32	166	289	488	82	215	135
	18%	18%	27%	15%	22%	18%	19%	16%	15%	19%	6%	14%	32%	18%	16%	19%	22%
			ace		c							j	jkm	jk			n
Discuss/ debate things with people I do not know in real life	434	362	41	18	13	434	387	48	30	404	28	163	244	434	95	202	88
	16%	16%	17%	14%	18%	16%	17%	13%	8%	18%	5%	14%	27%	16%	18%	18%	14%
										h		j	jkm	j			
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	370	301	42	21	6	370	315	56	30	341	20	104	246	370	80	166	88
	14%	14%	17%	16%	8%	14%	14%	15%	8%	15%	4%	9%	27%	14%	15%	15%	14%
		d	d	d		d				h		j	jkm	jk			
ANY OF THESE	2332	1937	213	116	66	2332	2004	328	310	2023	409	1065	853	2332	473	965	526
	88%	87%	89%	88%	90%	88%	88%	87%	86%	88%	75%	89%	94%	88%	92%	87%	85%
												j	jkm	j	op		
None of these	296	250	25	15	6	296	248	48	38	258	116	127	46	296	40	132	85
	11%	11%	11%	11%	7%	11%	11%	13%	11%	11%	21%	11%	5%	11%	8%	12%	14%
											klm	l		l		n	n
Don't know	33	30	1	1	2	33	32	1	10	23	18	8	6	33	2	7	5
	1%	1%	*%	1%	2%	1%	1%	*%	3%	1%	3%	1%	1%	1%	*%	1%	1%
									i		klm						

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

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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	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	2903	2017	297	295	294	2903	2472	431	360	2543	574	1346	971	2903	534	1232	680
Effective Weighted Sample	1851	1426	212	206	229	1851	1587	265	216	1642	352	840	657	1851	331	792	448
Total	2662	2218	238	132	74	2662	2284	377	358	2303	543	1199	904	2662	515	1104	615
<b>SUMMARY</b>																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2059	1712	191	99	58	2059	1759	300	272	1787	337	944	775	2059	410	864	469
	77%	77%	80%	75%	79%	77%	77%	80%	76%	78%	62%	79%	86%	77%	80%	78%	76%
												j	jkm	j			
ANY SUPPORTING CAUSES/ PETITIONS	752	624	64	42	22	752	648	104	85	667	57	283	411	752	150	346	155
	28%	28%	27%	32%	30%	28%	28%	28%	24%	29%	11%	24%	46%	28%	29%	31%	25%
												j	jkm	jk		p	
ANY DISCUSSING/ DEBATING	736	622	65	28	21	736	654	82	49	687	49	296	387	736	170	318	146
	28%	28%	27%	21%	29%	28%	29%	22%	14%	30%	9%	25%	43%	28%	33%	29%	24%
		c				c	g			h		j	jkm	j	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.

**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	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Unweighted total	2903	1069	1648	1890	875
Effective Weighted Sample	1851	684	1046	1211	624
Total	2662	930	1540	1437	1109
Follow friends	1695	599	987	884	753
	64%	64%	64%	62%	68%
					c
Follow companies or brands that I like	990	361	561	471	492
	37%	39%	36%	33%	44%
					c
Find people that are like me/ that share my interests	931	373	485	486	411
	35%	40%	32%	34%	37%
		b			
Follow celebrities or influencers	839	341	448	413	388
	32%	37%	29%	29%	35%
		b			c
Discuss/ debate things with people I know in real life	523	218	266	248	256
	20%	23%	17%	17%	23%
		b			c
Support causes or organisations by sharing or commenting on posts	512	221	263	254	241
	19%	24%	17%	18%	22%
		b			c
Sign petitions	492	227	248	238	242
	18%	24%	16%	17%	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.

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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	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	2903	1069	1648	1890	875
Effective Weighted Sample	1851	684	1046	1211	624
Total	2662	930	1540	1437	1109
Follow journalists or particular news outlets	488	199	268	246	220
	18%	21%	17%	17%	20%
		b			
Discuss/ debate things with people I do not know in real life	434	194	211	211	208
	16%	21%	14%	15%	19%
		b			c
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	370	151	200	153	207
	14%	16%	13%	11%	19%
					c
ANY OF THESE	2332	848	1316	1217	1008
	88%	91%	85%	85%	91%
		b			c
None of these	296	69	212	204	86
	11%	7%	14%	14%	8%
			a	d	
Don't know	33	13	12	17	15
	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d

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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	2903	1069	1648	1890	875
Effective Weighted Sample	1851	684	1046	1211	624
Total	2662	930	1540	1437	1109
<b>SUMMARY</b>					
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2059 77%	735 79%	1189 77%	1071 75%	902 81% c
ANY SUPPORTING CAUSES/ PETITIONS	752 28%	330 36% b	386 25%	374 26%	351 32% c
ANY DISCUSSING/ DEBATING	736 28%	307 33% b	371 24%	352 25%	356 32% 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

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
YouTube	2268	396	452	440	401	337	241	2268	1163	1081	641	675	498	434	1316	932	2268
	81%	92%	90%	88%	78%	79%	56%	81%	86%	76%	83%	83%	82%	75%	83%	78%	81%
		defg	defg	defg	f	f		f	i		m	mo	m		mo		m
Facebook	1985	272	365	406	405	281	257	1985	900	1070	526	575	441	426	1101	868	1985
	71%	63%	73%	81%	79%	66%	60%	71%	67%	75%	68%	71%	72%	73%	69%	73%	71%
			aef	abefg	aefg			af		h						j	
Instagram	1569	380	401	321	264	144	59	1569	658	891	453	463	371	268	916	640	1569
	56%	89%	80%	64%	51%	34%	14%	56%	49%	63%	58%	57%	61%	46%	58%	54%	56%
		bcdefg	cdefg	defg	ef	f		ef		h	m	m	mo		m	m	m
TikTok	1166	360	314	214	183	73	22	1166	539	612	328	325	280	219	653	499	1166
	42%	84%	63%	43%	36%	17%	5%	42%	40%	43%	42%	40%	46%	38%	41%	42%	42%
		bcdefg	cdefg	def	ef	f		def					m				
Twitter	927	210	181	178	185	108	64	927	500	414	302	290	178	151	592	329	927
	33%	49%	36%	36%	36%	25%	15%	33%	37%	29%	39%	36%	29%	26%	37%	28%	33%
		bcdefg	ef	ef	ef	f		ef	i		lmop	lmo			lmop		mo
Snapchat	867	351	234	131	109	33	8	867	369	487	222	223	250	159	445	409	867
	31%	82%	47%	26%	21%	8%	2%	31%	27%	34%	29%	27%	41%	27%	28%	34%	31%
		bcdefg	cdefg	ef	ef	f		def		h			jkmnop			jkmn	
Pinterest	571	140	103	113	98	73	44	571	187	374	190	159	128	89	349	217	571
	20%	33%	21%	23%	19%	17%	10%	20%	14%	26%	24%	20%	21%	15%	22%	18%	20%
		bcdefg	f	f	f	f		f		h	mop		m		mo		m
LinkedIn	485	66	96	96	100	78	50	485	283	199	202	158	82	40	360	122	485
	17%	15%	19%	19%	19%	18%	12%	17%	21%	14%	26%	19%	13%	7%	23%	10%	17%
			f	f	f	f		f	i		klmop	lmo	m		lmop	m	mo
Twitch	353	148	99	54	41	6	4	353	256	87	100	95	94	58	196	151	353
	13%	34%	20%	11%	8%	2%	1%	13%	19%	6%	13%	12%	15%	10%	12%	13%	13%
		bcdefg	cdefg	ef	ef			def	i			m					
Reddit	317	111	76	55	46	24	5	317	205	104	99	89	76	51	188	126	317
	11%	26%	15%	11%	9%	6%	1%	11%	15%	7%	13%	11%	12%	9%	12%	11%	11%
		bcdefg	defg	ef	f	f		ef	i		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

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
BeReal	135	94	30	7	2	*	2	135	51	77	48	45	30	10	93	40	135
	5%	22%	6%	1%	*%	*%	*%	5%	4%	5%	6%	6%	5%	2%	6%	3%	5%
		bcdefg	cdef	e				cdef			mo	mo	m		mo		m
Vimeo	126	19	30	31	15	21	10	126	83	42	44	39	29	14	83	43	126
	4%	5%	6%	6%	3%	5%	2%	4%	6%	3%	6%	5%	5%	2%	5%	4%	4%
			f	df					i		m	m			m		m
Dailymotion	106	24	24	24	13	16	5	106	73	31	33	33	21	20	66	40	106
	4%	6%	5%	5%	3%	4%	1%	4%	5%	2%	4%	4%	3%	3%	4%	3%	4%
		f	f	f		f		f	i								
Tumblr	89	35	30	10	8	2	4	89	47	39	24	15	35	13	39	48	89
	3%	8%	6%	2%	2%	*%	1%	3%	3%	3%	3%	2%	6%	2%	2%	4%	3%
		cdefg	cdefg					ef					jkmpn			k	
OnlyFans	65	13	28	13	6	2	3	65	53	11	27	11	14	11	38	25	65
	2%	3%	6%	3%	1%	*%	1%	2%	4%	1%	3%	1%	2%	2%	2%	2%	2%
		ef	cdefg	ef				ef	i		k						
Yubo	57	24	18	8	3	*	4	57	32	24	25	10	14	8	35	22	57
	2%	5%	4%	2%	1%	*%	1%	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%
		cdefg	def	e				e			k						
BitChute	39	1	17	11	5	1	3	39	33	6	11	8	14	6	19	20	39
	1%	*%	3%	2%	1%	*%	1%	1%	2%	*%	1%	1%	2%	1%	1%	2%	1%
			adefg	ae					i								
YouNow	35	4	14	11	3	-	3	35	19	15	8	15	8	3	23	11	35
	1%	1%	3%	2%	1%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
			defg	e								m					
ANY OF THESE	2657	425	494	499	493	401	346	2657	1286	1348	735	781	581	539	1516	1120	2657
	95%	99%	99%	100%	96%	93%	81%	95%	95%	95%	95%	96%	95%	93%	96%	94%	95%
		defg	defg	defg	f	f		f				mo			m		m
NONE OF THESE	143	4	6	1	21	28	82	143	68	75	41	29	29	43	70	72	143
	5%	1%	1%	*%	4%	7%	19%	5%	5%	5%	5%	4%	5%	7%	4%	6%	5%
					abc	abc	abcdeg	abc						knp		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 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
YouTube	2268	1889	204	113	62	2268	1974	294	287	1981	376	1038	850	2268	444	934	543
	81%	81%	84%	83%	82%	81%	82%	72%	77%	82%	59%	84%	94%	81%	83%	80%	84%
							g					jm	jkm	j			o
Facebook	1985	1646	180	101	58	1985	1678	307	271	1714	360	880	737	1985	407	847	453
	71%	70%	74%	74%	76%	71%	70%	76%	72%	71%	57%	71%	81%	71%	76%	72%	70%
												j	jkm	j			
Instagram	1569	1316	134	72	46	1569	1375	194	218	1351	233	684	649	1569	315	609	362
	56%	56%	55%	52%	61%	56%	57%	48%	58%	56%	37%	55%	72%	56%	59%	52%	56%
							g					j	jkm	j	o		
TikTok	1166	990	89	54	34	1166	1030	136	167	999	159	515	492	1166	284	416	245
	42%	42%	37%	39%	45%	42%	43%	33%	45%	41%	25%	42%	54%	42%	53%	36%	38%
							g					j	jkm	j	op		
Twitter	927	750	96	48	33	927	796	131	70	857	80	383	462	927	155	385	254
	33%	32%	40%	35%	43%	33%	33%	32%	19%	35%	13%	31%	51%	33%	29%	33%	39%
			a		ae					h		j	jkm	j			no
Snapchat	867	726	79	34	28	867	777	90	138	729	129	379	353	867	223	300	163
	31%	31%	32%	25%	37%	31%	32%	22%	37%	30%	20%	31%	39%	31%	42%	26%	25%
					c		g		i			j	jkm	j	op		
Pinterest	571	474	49	32	16	571	482	89	50	521	57	228	285	571	119	247	121
	20%	20%	20%	23%	21%	20%	20%	22%	13%	21%	9%	18%	31%	20%	22%	21%	19%
										h		j	jkm	j			
LinkedIn	485	401	45	23	16	485	416	69	25	460	35	176	273	485	50	183	192
	17%	17%	18%	17%	21%	17%	17%	17%	7%	19%	6%	14%	30%	17%	9%	16%	30%
										h		j	jkm	jk		n	no
Twitch	353	293	40	12	8	353	316	37	27	326	32	168	153	353	86	134	61
	13%	12%	16%	9%	11%	13%	13%	9%	7%	13%	5%	14%	17%	13%	16%	11%	9%
			c							h		j	jm	j	op		
Reddit	317	247	45	14	12	317	286	31	16	301	16	119	182	317	66	131	83
	11%	11%	18%	10%	16%	11%	12%	8%	4%	12%	3%	10%	20%	11%	12%	11%	13%
			ace		ace		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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
BeReal	135	120	7	4	3	135	127	8	15	120	17	49	69	135	30	40	31
	5%	5%	3%	3%	4%	5%	5%	2%	4%	5%	3%	4%	8%	5%	6%	3%	5%
Vimeo	126	106	11	7	3	126	115	11	4	122	3	49	73	126	20	55	30
	4%	5%	4%	5%	3%	4%	5%	3%	1%	5%	1%	4%	8%	4%	4%	5%	5%
Dailymotion	106	93	7	4	2	106	99	7	8	98	6	35	65	106	24	50	18
	4%	4%	3%	3%	3%	4%	4%	2%	2%	4%	1%	3%	7%	4%	4%	4%	3%
Tumblr	89	76	6	5	2	89	86	3	5	84	7	31	51	89	21	36	15
	3%	3%	3%	3%	2%	3%	4%	1%	1%	3%	1%	3%	6%	3%	4%	3%	2%
OnlyFans	65	57	5	2	1	65	62	3	4	61	3	28	34	65	9	28	15
	2%	2%	2%	2%	2%	2%	3%	1%	1%	2%	*	2%	4%	2%	2%	2%	2%
Yubo	57	52	2	1	1	57	51	6	9	48	10	24	24	57	10	24	10
	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
BitChute	39	35	3	*	-	39	38	*	2	37	2	20	17	39	8	21	5
	1%	1%	1%	*%	-%	1%	2%	*%	*%	2%	*%	2%	2%	1%	2%	2%	1%
YouNow	35	31	1	2	*	35	33	2	2	33	7	14	13	35	5	18	4
	1%	1%	*%	2%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	1%
ANY OF THESE	2657	2213	238	132	74	2657	2279	377	358	2298	542	1197	904	2657	515	1102	613
	95%	94%	98%	96%	97%	95%	95%	93%	96%	95%	85%	97%	100%	95%	97%	94%	95%
NONE OF THESE	143	130	6	5	2	143	115	29	16	127	94	35	3	143	18	68	31
	5%	6%	2%	4%	3%	5%	5%	7%	4%	5%	15%	3%	*%	5%	3%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
YouTube	2268 81%	803 82%	1312 81%	1204 77%	968 86%
					c
Facebook	1985 71%	710 73%	1150 71%	1030 66%	890 79%
					c
Instagram	1569 56%	582 60%	864 53%	722 46%	758 67%
		b			c
TikTok	1166 42%	468 48%	597 37%	502 32%	591 52%
		b			c
Twitter	927 33%	345 35%	540 33%	464 30%	423 38%
					c
Snapchat	867 31%	376 39%	410 25%	363 23%	440 39%
		b			c
Pinterest	571 20%	236 24%	295 18%	281 18%	267 24%
		b			c
LinkedIn	485 17%	137 14%	323 20%	260 17%	213 19%
			a		
Twitch	353 13%	164 17%	167 10%	168 11%	155 14%
		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.

**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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Reddit	317	144	158	169	132
	11%	15%	10%	11%	12%
		b			
BeReal	135	77	51	76	43
	5%	8%	3%	5%	4%
		b			
Vimeo	126	58	62	62	59
	4%	6%	4%	4%	5%
		b			
Dailymotion	106	51	47	60	45
	4%	5%	3%	4%	4%
		b			
Tumblr	89	52	30	48	32
	3%	5%	2%	3%	3%
		b			
OnlyFans	65	34	24	36	24
	2%	3%	1%	2%	2%
		b			
Yubo	57	35	17	24	27
	2%	4%	1%	2%	2%
		b			
BitChute	39	21	13	21	15
	1%	2%	1%	1%	1%
		b			
YouNow	35	21	8	12	18
	1%	2%	1%	1%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
ANY OF THESE	2657	928	1537	1433	1109
	95%	95%	95%	92%	99%
					c
NONE OF THESE	143	47	89	125	16
	5%	5%	5%	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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	13 *%	1 *%	6 1%	4 1%	1 *%	1 *%	1 *%	13 *%	13 1%	- -%	4 *%	2 *%	7 1%	1 *%	5 *%	7 1%	13 *%
USE MORE THAN ONE PROFILE	2 *%	- -%	- -%	- -%	- -%	- -%	2 *%	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%
DON'T KNOW HOW MANY PROFILES	3 *%	- -%	- -%	2 *%	1 *%	- -%	- -%	3 *%	2 *%	1 *%	2 *%	- -%	- -%	1 *%	2 *%	1 *%	3 *%
USE BUT DON'T HAVE A PROFILE	21 1%	1 *%	11 2%	6 1%	3 1%	- -%	- -%	21 1%	16 1%	4 *%	5 1%	6 1%	5 1%	4 1%	12 1%	9 1%	21 1%
			aefg	f					i								
DON'T USE THIS APP/ SITE	2761 99%	427 100%	483 97%	489 98%	509 99%	428 100%	426 99%	2761 99%	1321 98%	1417 100%	765 99%	803 99%	596 98%	576 99%	1568 99%	1172 98%	2761 99%
		bc			b	bc	b	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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	13	12	1	-	-	13	13	-	-	13	-	4	9	13	2	11	-
	*%	1%	*%	-%	-%	*%	1%	-%	-%	1%	-%	*%	1%	*%	*%	1%	-%
													j			p	
USE MORE THAN ONE PROFILE	2	2	-	-	-	2	2	-	-	2	-	-	2	2	-	2	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	3	3	-	-	3	-	-	3	3	2	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%	-%
USE BUT DON'T HAVE A PROFILE	21	18	3	*	-	21	20	*	2	19	2	16	3	21	5	8	5
	1%	1%	1%	*%	-%	1%	1%	*%	*%	1%	*%	1%	*%	1%	1%	1%	1%
DON'T USE THIS APP/ SITE	2761	2308	241	137	76	2761	2356	406	373	2389	634	1212	891	2761	525	1150	640
	99%	99%	99%	100%	100%	99%	98%	100%	100%	98%	100%	98%	98%	99%	98%	98%	99%
							f				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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	13 *%	8 1%	3 *%	7 *%	5 *%
USE MORE THAN ONE PROFILE	2 *%	2 *%	- -%	- -%	2 *%
DON'T KNOW HOW MANY PROFILES	3 *%	2 *%	- -%	- -%	3 *%
USE BUT DON'T HAVE A PROFILE	21 1%	9 1%	10 1%	14 1%	5 *%
DON'T USE THIS APP/ SITE	2761 99%	954 98%	1613 99%	1536 99%	1110 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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	21	2	4	4	3	5	2	21	14	7	6	5	3	7	11	10	21
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
USE MORE THAN ONE PROFILE	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1	1
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	-	-	*	-	*	*	-	-	-	*	-	*
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	84	21	20	19	10	11	2	84	59	23	27	27	18	12	54	30	84
	3%	5%	4%	4%	2%	3%	1%	3%	4%	2%	3%	3%	3%	2%	3%	2%	3%
		df	f	f	f	f		f	i								
DON'T USE THIS APP/ SITE	2694	404	476	476	501	413	424	2694	1281	1392	743	778	589	563	1521	1152	2694
	96%	94%	95%	95%	97%	96%	99%	96%	95%	98%	96%	96%	97%	97%	96%	97%	96%
							abceg			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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	21 1%	20 1%	* *%	1 *%	* *%	21 1%	20 1%	1 *%	2 1%	19 1%	2 *%	4 *%	14 2%	21 1%	4 1%	14 1%	2 *%
USE MORE THAN ONE PROFILE	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%
DON'T KNOW HOW MANY PROFILES	* *%	- -%	- -%	- -%	* *%	* *%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	84 3%	73 3%	6 3%	3 2%	2 3%	84 3%	78 3%	6 1%	5 1%	79 3%	3 1%	31 3%	49 5%	84 3%	18 3%	37 3%	16 2%
DON'T USE THIS APP/ SITE	2694 96%	2250 96%	237 97%	134 97%	73 97%	2694 96%	2295 96%	399 98%	367 98%	2327 96%	631 99%	1196 97%	843 93%	2694 96%	510 96%	1120 96%	627 97%

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

All interviewing conducted using an online panel. Any break column with 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	21 1%	13 1%	5 *%	10 1%	11 1%
USE MORE THAN ONE PROFILE	1 *%	- -%	1 *%	1 *%	- -%
DON'T KNOW HOW MANY PROFILES	* *%	- -%	- -%	- -%	* *%
USE BUT DON'T HAVE A PROFILE	84 3%	37 4%	41 3%	49 3%	34 3%
DON'T USE THIS APP/ SITE	2694 96%	924 95%	1579 97%	1498 96%	1080 96%

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	1615	212	263	342	340	244	214	1615	719	885	406	473	370	351	879	721	1615
	58%	49%	53%	68%	66%	57%	50%	58%	53%	62%	52%	58%	61%	60%	55%	61%	58%
				abefg	abefg			af		h			j	j	jn	j	
USE MORE THAN ONE PROFILE	154	20	35	35	47	9	9	154	67	84	45	37	37	35	82	72	154
	6%	5%	7%	7%	9%	2%	2%	6%	5%	6%	6%	5%	6%	6%	5%	6%	6%
			ef	ef	aefg			ef									
DON'T KNOW HOW MANY PROFILES	9	4	3	-	1	*	*	9	3	5	3	-	-	5	3	5	9
	*%	1%	1%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%	1%	*%	*%	*%
														kn			
USE BUT DON'T HAVE A PROFILE	207	36	64	29	17	28	34	207	111	96	72	65	34	34	137	69	207
	7%	9%	13%	6%	3%	7%	8%	7%	8%	7%	9%	8%	6%	6%	9%	6%	7%
		d	cdefg		d	d	d				lmo				o		
DON'T USE THIS APP/ SITE	815	157	135	94	110	147	171	815	453	353	251	235	169	156	486	324	815
	29%	37%	27%	19%	21%	34%	40%	29%	33%	25%	32%	29%	28%	27%	31%	27%	29%
		bcdg	c			bcd	bcdg	cd	i		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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	1615	1333	150	85	47	1615	1367	248	227	1388	280	709	621	1615	330	686	384
	58%	57%	61%	62%	62%	58%	57%	61%	61%	57%	44%	58%	68%	58%	62%	59%	60%
												j	jkm	j			
USE MORE THAN ONE PROFILE	154	125	17	9	3	154	114	40	17	137	15	70	69	154	41	67	31
	6%	5%	7%	6%	4%	6%	5%	10%	5%	6%	2%	6%	8%	6%	8%	6%	5%
								f				j	jm	j			
DON'T KNOW HOW MANY PROFILES	9	7	-	1	1	9	8	*	3	6	4	1	4	9	6	1	-
	*%	*%	-%	*%	1%	*%	*%	*%	1%	*%	1%	*%	*%	*%	1%	*%	-%
															op		
USE BUT DON'T HAVE A PROFILE	207	181	13	7	6	207	189	18	24	183	61	100	43	207	30	94	38
	7%	8%	5%	5%	8%	7%	8%	5%	7%	8%	10%	8%	5%	7%	6%	8%	6%
							g				l	l	l	l			
DON'T USE THIS APP/ SITE	815	697	64	36	18	815	716	99	103	711	276	352	170	815	126	323	191
	29%	30%	26%	26%	24%	29%	30%	24%	28%	29%	43%	29%	19%	29%	24%	28%	30%
											klm	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	1615	554	968	848	725
	58%	57%	60%	54%	64%
					c
USE MORE THAN ONE PROFILE	154	73	72	61	88
	6%	7%	4%	4%	8%
		b			c
DON'T KNOW HOW MANY PROFILES	9	1	3	4	5
	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	207	82	107	117	73
	7%	8%	7%	8%	6%
DON'T USE THIS APP/ SITE	815	265	477	528	235
	29%	27%	29%	34%	21%
				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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	1000	193	242	226	189	110	40	1000	401	590	281	286	248	178	567	427	1000
	36%	45%	48%	45%	37%	26%	9%	36%	30%	41%	36%	35%	41%	31%	36%	36%	36%
		defg	defg	defg	ef	f		ef		h			m		m	m	m
USE MORE THAN ONE PROFILE	311	129	91	51	32	5	3	311	111	192	88	106	62	51	194	113	311
	11%	30%	18%	10%	6%	1%	1%	11%	8%	13%	11%	13%	10%	9%	12%	10%	11%
		bcdefg	cdefg	ef	ef			def		h		mo			m		
DON'T KNOW HOW MANY PROFILES	8	-	5	2	1	-	-	8	2	6	2	4	1	1	6	2	8
	*%	-%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	250	58	63	42	42	29	15	250	144	104	82	67	60	38	149	98	250
	9%	14%	13%	8%	8%	7%	4%	9%	11%	7%	11%	8%	10%	7%	9%	8%	9%
		cdefg	efg	f	f			f	i		m						
DON'T USE THIS APP/ SITE	1231	48	99	179	251	285	369	1231	696	532	323	348	238	314	671	552	1231
	44%	11%	20%	36%	49%	66%	86%	44%	51%	37%	42%	43%	39%	54%	42%	46%	44%
			a	ab	abc	abcdg	abcdeg	abc	i					ijklnop		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

	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	1000	834	93	45	28	1000	873	127	145	856	141	450	407	1000	196	393	239
	36%	36%	38%	33%	37%	36%	36%	31%	39%	35%	22%	37%	45%	36%	37%	34%	37%
												j	jkm	j			
USE MORE THAN ONE PROFILE	311	268	26	11	7	311	274	37	44	266	25	126	160	311	63	119	80
	11%	11%	11%	8%	9%	11%	11%	9%	12%	11%	4%	10%	18%	11%	12%	10%	12%
												j	jkm	j			
DON'T KNOW HOW MANY PROFILES	8	7	-	-	1	8	8	-	1	7	-	3	5	8	-	2	-
	*%	*%	-%	-%	1%	*%	*%	-%	*%	*%	-%	*%	1%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	250	207	16	16	12	250	220	30	28	222	67	105	77	250	56	95	43
	9%	9%	6%	12%	15%	9%	9%	7%	8%	9%	11%	9%	9%	9%	10%	8%	7%
					abe												
DON'T USE THIS APP/ SITE	1231	1027	110	65	29	1231	1019	212	157	1075	404	548	258	1231	218	562	283
	44%	44%	45%	48%	39%	44%	43%	52%	42%	44%	63%	45%	28%	44%	41%	48%	44%
								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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	1000	355	574	450	502
	36%	36%	35%	29%	45%
					c
USE MORE THAN ONE PROFILE	311	132	161	149	147
	11%	14%	10%	10%	13%
		b			c
DON'T KNOW HOW MANY PROFILES	8	4	2	5	2
	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	250	92	127	119	106
	9%	9%	8%	8%	9%
DON'T USE THIS APP/ SITE	1231	393	762	835	368
	44%	40%	47%	54%	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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	379	46	78	73	79	66	37	379	214	164	159	133	56	28	292	83	379
	14%	11%	16%	15%	15%	15%	9%	14%	16%	12%	21%	16%	9%	5%	18%	7%	14%
			f	f	f	f		f	i		lmop	lmo	m		lmop		lmo
USE MORE THAN ONE PROFILE	14	2	*	3	6	2	1	14	7	7	6	4	4	*	10	4	14
	*%	*%	*%	1%	1%	*%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	-	-	2	1	-	-	2	2	1	2	1	-	-	2	-	2
	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	89	18	17	18	14	11	11	89	60	27	35	20	22	12	55	34	89
	3%	4%	3%	4%	3%	3%	3%	3%	4%	2%	4%	3%	4%	2%	3%	3%	3%
									i		m						
DON'T USE THIS APP/ SITE	2315	363	404	404	415	350	379	2315	1070	1224	574	653	528	542	1227	1071	2315
	83%	85%	81%	81%	81%	82%	88%	83%	79%	86%	74%	81%	87%	93%	77%	90%	83%
							bcdeg			h		j	jkn	jklnop		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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	379	310	42	15	12	379	319	60	22	358	25	131	223	379	32	133	166
	14%	13%	17%	11%	15%	14%	13%	15%	6%	15%	4%	11%	25%	14%	6%	11%	26%
										h		j	jkm	jk		n	no
USE MORE THAN ONE PROFILE	14	14	-	*	-	14	9	4	-	14	2	9	3	14	2	9	2
	*%	1%	-%	*%	-%	*%	*%	1%	-%	1%	*%	1%	*%	*%	*%	1%	*%
DON'T KNOW HOW MANY PROFILES	2	2	-	-	1	2	2	-	1	2	-	1	2	2	2	1	-
	*%	*%	-%	-%	1%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	-%
					ae												
USE BUT DON'T HAVE A PROFILE	89	75	3	8	3	89	84	5	3	86	8	37	44	89	14	41	24
	3%	3%	1%	6%	5%	3%	4%	1%	1%	4%	1%	3%	5%	3%	3%	3%	4%
				b	b		g			h			jm	j			
DON'T USE THIS APP/ SITE	2315	1943	199	114	60	2315	1978	337	349	1966	601	1055	635	2315	483	987	453
	83%	83%	82%	83%	79%	83%	83%	83%	93%	81%	94%	86%	70%	83%	91%	84%	70%
									i		klm	lm		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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	379 14%	103 11%	260 16% a	208 13%	162 14%
USE MORE THAN ONE PROFILE	14 *%	3 *%	7 *%	3 *%	10 1% c
DON'T KNOW HOW MANY PROFILES	2 *%	2 *%	1 *%	- -%	2 *%
USE BUT DON'T HAVE A PROFILE	89 3%	29 3%	55 3%	49 3%	38 3%
DON'T USE THIS APP/ SITE	2315 83%	837 86% b	1303 80%	1297 83%	913 81%

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	21 1%	6 2%	8 2%	3 1%	2 *%	- -%	1 *%	21 1%	18 1%	3 *%	13 2%	1 *%	4 1%	3 *%	13 1%	7 1%	21 1%
		e	ef						i		k						
USE MORE THAN ONE PROFILE	4 *%	- -%	- -%	2 *%	- -%	- -%	2 *%	4 *%	4 *%	- -%	2 *%	- -%	2 *%	- -%	2 *%	2 *%	4 *%
DON'T KNOW HOW MANY PROFILES	* *%	* *%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%
USE BUT DON'T HAVE A PROFILE	40 1%	6 2%	20 4%	8 2%	4 1%	2 *%	- -%	40 1%	31 2%	8 1%	12 2%	10 1%	8 1%	8 1%	22 1%	16 1%	40 1%
		f	cdefg	f				f	i								
DON'T USE THIS APP/ SITE	2735 98%	415 97%	472 94%	487 97%	508 99%	427 100%	426 99%	2735 98%	1300 96%	1412 99%	750 97%	800 99%	596 98%	571 98%	1549 98%	1167 98%	2735 98%
				b	b	abcb	abcb	b		h		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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	21 1%	19 1%	1 *%	1 1%	* *%	21 1%	19 1%	1 *%	- -%	21 1%	- -%	7 1%	14 2%	21 1%	6 1%	5 *%	6 1%
USE MORE THAN ONE PROFILE	4 *%	4 *%	- -%	- -%	- -%	4 *%	4 *%	- -%	- -%	4 *%	- -%	- -%	4 *%	4 *%	2 *%	2 *%	- -%
DON'T KNOW HOW MANY PROFILES	* *%	* *%	- -%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	40 1%	34 1%	4 2%	1 1%	1 1%	40 1%	38 2%	2 *%	4 1%	36 1%	3 *%	21 2%	16 2%	40 1%	1 *%	20 2%	8 1%
DON'T USE THIS APP/ SITE	2735 98%	2287 98%	239 98%	135 98%	75 98%	2735 98%	2332 97%	403 99%	370 99%	2365 98%	634 100%	1204 98%	874 96%	2735 98%	524 98%	1143 98%	630 98%

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

All interviewing conducted using an online panel. Any break column with 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	21 1%	7 1%	9 1%	13 1%	8 1%
USE MORE THAN ONE PROFILE	4 *% b	4 *% b	- -% c	- -% c	4 *% c
DON'T KNOW HOW MANY PROFILES	* *% b	* *% b	- -% a	- -% a	- -% a
USE BUT DON'T HAVE A PROFILE	40 1%	23 2% b	14 1%	23 1%	12 1%
DON'T USE THIS APP/ SITE	2735 98%	941 97%	1603 99% a	1522 98%	1102 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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	342	106	62	59	58	34	22	342	103	231	122	90	71	55	212	126	342
	12%	25%	12%	12%	11%	8%	5%	12%	8%	16%	16%	11%	12%	9%	13%	11%	12%
		bcdefg	f	f	f			ef		h	kmop				m		
USE MORE THAN ONE PROFILE	11	2	3	4	1	-	-	11	5	5	4	5	1	1	9	2	11
	*%	1%	1%	1%	*%	-%	-%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	*	2	-	-	-	-	2	2	*	*	-	-	2	*	2	2
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	216	32	36	49	38	39	22	216	77	137	63	65	56	31	128	87	216
	8%	7%	7%	10%	7%	9%	5%	8%	6%	10%	8%	8%	9%	5%	8%	7%	8%
				f						h			m				
DON'T USE THIS APP/ SITE	2229	289	397	387	417	356	385	2229	1166	1049	587	651	482	493	1238	975	2229
	80%	67%	79%	77%	81%	83%	90%	80%	86%	74%	76%	80%	79%	85%	78%	82%	80%
			a	a	a	a	abcdeg	a	i					jinp		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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	342	280	33	17	11	342	281	60	26	316	32	130	179	342	73	144	72
	12%	12%	14%	12%	14%	12%	12%	15%	7%	13%	5%	11%	20%	12%	14%	12%	11%
										h		j	l	j			
USE MORE THAN ONE PROFILE	11	9	1	*	*	11	9	2	-	11	-	3	8	11	1	5	3
	*%	*%	1%	*%	1%	*%	*%	*%	-%	*%	-%	*%	1%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	*	1	-	*	2	2	-	-	2	-	-	2	2	1	*	-
	*%	*%	*%	-%	*%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	-%
			a														
USE BUT DON'T HAVE A PROFILE	216	184	13	14	5	216	190	27	24	192	24	94	97	216	44	98	46
	8%	8%	5%	10%	6%	8%	8%	7%	6%	8%	4%	8%	11%	8%	8%	8%	7%
												j	l	j			
DON'T USE THIS APP/ SITE	2229	1870	195	106	60	2229	1912	317	325	1904	579	1004	622	2229	414	924	524
	80%	80%	80%	77%	79%	80%	80%	78%	87%	79%	91%	82%	69%	80%	78%	79%	81%
									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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	342	152	173	163	168
	12%	16%	11%	10%	15%
		b			c
USE MORE THAN ONE PROFILE	11	7	4	6	3
	*%	1%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	*	-	*	1
	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	216	77	118	111	94
	8%	8%	7%	7%	8%
DON'T USE THIS APP/ SITE	2229	739	1332	1277	859
	80%	76%	82%	82%	76%
			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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	172	58	45	33	23	11	3	172	108	59	59	45	41	25	104	65	172
	6%	13%	9%	7%	4%	3%	1%	6%	8%	4%	8%	6%	7%	4%	7%	5%	6%
		cdefg	def	ef	f	f		ef	i		m						
USE MORE THAN ONE PROFILE	23	12	2	3	3	-	2	23	15	8	8	5	9	1	12	10	23
	1%	3%	*%	1%	1%	-%	*%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%
		bcdefg											m				
DON'T KNOW HOW MANY PROFILES	5	-	5	-	-	-	-	5	5	-	2	3	-	-	5	-	5
	*%	-%	1%	-%	-%	-%	-%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%
			cg						i								
USE BUT DON'T HAVE A PROFILE	117	41	24	18	20	13	1	117	77	37	30	36	25	25	66	50	117
	4%	10%	5%	4%	4%	3%	*%	4%	6%	3%	4%	4%	4%	4%	4%	4%	4%
		bcdefg	f	f	f	f		f	i								
DON'T USE THIS APP/ SITE	2483	317	424	445	469	405	423	2483	1148	1319	677	722	534	531	1399	1066	2483
	89%	74%	85%	89%	91%	94%	99%	89%	85%	93%	87%	89%	88%	91%	88%	89%	89%
			a	a	ab	abcg	abcddeg	ab		h				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.

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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	172	127	30	8	7	172	153	19	7	165	5	60	107	172	33	72	49
	6%	5%	12%	6%	9%	6%	6%	5%	2%	7%	1%	5%	12%	6%	6%	6%	8%
			ace		a					h		j	jkm	j			
USE MORE THAN ONE PROFILE	23	19	3	2	-	23	20	3	-	23	2	11	10	23	7	9	2
	1%	1%	1%	1%	-%	1%	1%	1%	-%	1%	*%	1%	1%	1%	1%	1%	*%
DON'T KNOW HOW MANY PROFILES	5	5	-	-	-	5	5	-	-	5	2	3	-	5	-	2	3
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	117	96	12	4	5	117	108	9	8	109	7	46	65	117	27	47	29
	4%	4%	5%	3%	7%	4%	5%	2%	2%	4%	1%	4%	7%	4%	5%	4%	5%
					ace							j	jkm	j			
DON'T USE THIS APP/ SITE	2483	2097	199	124	64	2483	2108	376	359	2124	620	1113	725	2483	467	1040	561
	89%	89%	82%	90%	84%	89%	88%	92%	96%	88%	97%	90%	80%	89%	88%	89%	87%
		bd		bd		bd		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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	172 6%	74 8%	88 5%	93 6%	74 7%
USE MORE THAN ONE PROFILE	23 1%	12 1%	10 1%	11 1%	10 1%
DON'T KNOW HOW MANY PROFILES	5 *%	2 *%	3 *%	3 *%	2 *%
USE BUT DON'T HAVE A PROFILE	117 4%	55 6%	57 4%	62 4%	46 4%
DON'T USE THIS APP/ SITE	2483 89%	831 85%	1468 90%	1389 89%	993 88%
		b	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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	616	270	151	91	76	24	4	616	231	376	141	159	191	115	300	306	616
	22%	63%	30%	18%	15%	6%	1%	22%	17%	26%	18%	20%	31%	20%	19%	26%	22%
		bcdefg	cdefg	ef	ef	f		def		h			jkmnop			jkmnop	n
USE MORE THAN ONE PROFILE	61	33	17	5	4	2	-	61	38	21	26	14	13	6	41	19	61
	2%	8%	3%	1%	1%	*%	-%	2%	3%	1%	3%	2%	2%	1%	3%	2%	2%
		bcdefg	cdef	f				ef	i		mo				m		
DON'T KNOW HOW MANY PROFILES	6	1	3	2	-	-	*	6	5	1	2	3	*	*	5	1	6
	*%	*%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	184	48	62	33	30	7	4	184	95	88	53	46	45	38	98	83	184
	7%	11%	12%	7%	6%	2%	1%	7%	7%	6%	7%	6%	7%	7%	6%	7%	7%
		cdefg	cdefg	ef	ef			ef									
DON'T USE THIS APP/ SITE	1933	77	266	369	405	395	420	1933	984	936	554	588	360	423	1142	783	1933
	69%	18%	53%	74%	79%	92%	98%	69%	73%	66%	71%	73%	59%	73%	72%	66%	69%
			a	ab	abg	abcdg	abcdeg	ab	i		lo	lo		lo	lo	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

	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	616	512	62	22	20	616	550	66	103	513	86	266	261	616	162	214	114
	22%	22%	25%	16%	26%	22%	23%	16%	27%	21%	14%	22%	29%	22%	30%	18%	18%
		c	c		c	c	g		i			j	jkm	j	op		
USE MORE THAN ONE PROFILE	61	56	3	1	*	61	56	5	9	52	8	28	25	61	7	26	13
	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	3%	2%	1%	2%	2%
DON'T KNOW HOW MANY PROFILES	6	6	-	-	-	6	6	-	-	6	1	4	2	6	5	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	1%	-%	-%
															op		
USE BUT DON'T HAVE A PROFILE	184	152	14	11	8	184	165	19	27	157	35	81	65	184	49	59	36
	7%	6%	6%	8%	10%	7%	7%	5%	7%	6%	5%	7%	7%	7%	9%	5%	6%
					ae										op		
DON'T USE THIS APP/ SITE	1933	1617	165	103	48	1933	1617	316	236	1697	507	853	555	1933	310	871	482
	69%	69%	68%	75%	63%	69%	68%	78%	63%	70%	80%	69%	61%	69%	58%	74%	75%
				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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	616 22%	256 26%	305 19%	264 17%	313 28%
		b			c
USE MORE THAN ONE PROFILE	61 2%	41 4%	18 1%	24 2%	29 3%
		b			
DON'T KNOW HOW MANY PROFILES	6 *%	3 *%	3 *%	* *%	5 *%
					c
USE BUT DON'T HAVE A PROFILE	184 7%	77 8%	85 5%	74 5%	94 8%
		b			c
DON'T USE THIS APP/ SITE	1933 69%	599 61%	1216 75%	1194 77%	686 61%
			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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	656	202	182	134	92	38	8	656	274	376	170	186	172	120	356	292	656
	23%	47%	36%	27%	18%	9%	2%	23%	20%	26%	22%	23%	28%	21%	22%	24%	23%
		bcdefg	cdefg	def	ef	f	def			h			jmnop				
USE MORE THAN ONE PROFILE	135	83	28	8	12	2	2	135	64	65	58	27	28	21	86	48	135
	5%	19%	6%	2%	2%	*%	*%	5%	5%	5%	8%	3%	5%	4%	5%	4%	5%
		bcdefg	cdef		ef		cdef				kmop						
DON'T KNOW HOW MANY PROFILES	4	*	3	-	1	-	-	4	-	4	-	3	-	1	3	1	4
	*%	*%	1%	-%	*%	-%	-%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	371	75	100	72	77	34	12	371	202	167	100	108	81	77	208	158	371
	13%	17%	20%	14%	15%	8%	3%	13%	15%	12%	13%	13%	13%	13%	13%	13%	13%
		ef	efg	ef	ef	f	ef		i								
DON'T USE THIS APP/ SITE	1634	68	186	286	332	355	406	1634	814	811	448	486	330	363	934	693	1634
	58%	16%	37%	57%	64%	83%	95%	58%	60%	57%	58%	60%	54%	62%	59%	58%	58%
			a	ab	abcg	abcdg	abcdeg	ab						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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	656	553	55	27	21	656	579	77	93	563	74	281	301	656	149	239	160
	23%	24%	22%	20%	28%	23%	24%	19%	25%	23%	12%	23%	33%	23%	28%	20%	25%
					c							j	jkm	j	o		
USE MORE THAN ONE PROFILE	135	123	7	4	1	135	128	8	17	118	17	62	56	135	33	50	21
	5%	5%	3%	3%	2%	5%	5%	2%	5%	5%	3%	5%	6%	5%	6%	4%	3%
		d				d	g						j		p		
DON'T KNOW HOW MANY PROFILES	4	4	-	-	-	4	3	1	-	4	1	*	3	4	-	-	-
	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	371	310	28	22	11	371	321	50	57	314	67	172	132	371	102	127	65
	13%	13%	11%	16%	15%	13%	13%	12%	15%	13%	11%	14%	15%	13%	19%	11%	10%
														op			
DON'T USE THIS APP/ SITE	1634	1353	155	84	42	1634	1363	270	207	1427	477	717	416	1634	249	755	399
	58%	58%	63%	61%	55%	58%	57%	67%	55%	59%	75%	58%	46%	58%	47%	64%	62%
							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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	656 23%	244 25%	359 22%	295 19%	336 30%
					c
USE MORE THAN ONE PROFILE	135 5%	81 8%	46 3%	58 4%	59 5%
		b			
DON'T KNOW HOW MANY PROFILES	4 *%	3 *%	- -%	4 *%	- -%
USE BUT DON'T HAVE A PROFILE	371 13%	141 14%	192 12%	145 9%	196 17%
					c
DON'T USE THIS APP/ SITE	1634 58%	507 52%	1030 63%	1056 68%	535 48%
			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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	41	16	13	5	2	1	3	41	19	22	14	7	12	6	21	18	41
	1%	4%	3%	1%	*%	*%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%
		cdefg	def														
USE MORE THAN ONE PROFILE	11	5	3	-	3	-	-	11	4	5	3	3	2	4	5	6	11
	*%	1%	1%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		cef															
USE BUT DON'T HAVE A PROFILE	37	13	14	5	3	*	1	37	24	12	8	5	21	3	13	24	37
	1%	3%	3%	1%	1%	*%	*%	1%	2%	1%	1%	1%	3%	1%	1%	2%	1%
		cdefg	defg										jkmnp			kmn	
DON'T USE THIS APP/ SITE	2711	394	470	490	506	427	425	2711	1307	1384	752	796	575	570	1548	1144	2711
	97%	92%	94%	98%	98%	100%	99%	97%	97%	97%	97%	98%	97%	98%	98%	96%	97%
				ab	ab	abg	abg	ab			l	lo	ab	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.

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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	41 1%	35 1%	5 2%	1 1%	1 1%	41 1%	40 2%	2 *%	3 1%	39 2%	* *%	11 1%	30 3%	41 1%	8 2%	21 2%	9 1%
													jkm	j			
USE MORE THAN ONE PROFILE	11 *%	10 *%	1 *%	- -%	1 1%	11 *%	10 *%	1 *%	2 *%	9 *%	3 *%	5 *%	4 *%	11 *%	3 1%	1 *%	3 *%
USE BUT DON'T HAVE A PROFILE	37 1%	32 1%	1 *%	3 2%	* *%	37 1%	36 1%	1 *%	* *%	36 1%	4 1%	15 1%	17 2%	37 1%	9 2%	15 1%	3 *%
DON'T USE THIS APP/ SITE	2711 97%	2267 97%	237 97%	133 97%	74 98%	2711 97%	2308 96%	403 99%	370 99%	2341 97%	630 99%	1201 97%	856 94%	2711 97%	512 96%	1134 97%	630 98%
								f			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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	41 1%	26 3%	13 1%	26 2%	15 1%
USE MORE THAN ONE PROFILE	11 *%	7 1%	3 *%	6 *%	3 *%
USE BUT DON'T HAVE A PROFILE	37 1%	19 2%	15 1%	16 1%	14 1%
DON'T USE THIS APP/ SITE	2711 97%	923 95%	1596 98%	1509 97%	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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	163	78	35	25	21	4	1	163	129	29	40	51	46	26	91	72	163
	6%	18%	7%	5%	4%	1%	*%	6%	10%	2%	5%	6%	8%	4%	6%	6%	6%
		bcdefg	ef	ef	ef			ef	i				m				
USE MORE THAN ONE PROFILE	21	6	9	1	3	-	2	21	15	6	5	4	9	4	8	13	21
	1%	1%	2%	*%	1%	-%	*%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
		ce	ce														
USE BUT DON'T HAVE A PROFILE	169	63	55	28	18	3	1	169	112	52	56	41	38	28	97	67	169
	6%	15%	11%	6%	3%	1%	*%	6%	8%	4%	7%	5%	6%	5%	6%	6%	6%
		cdefg	cdefg	ef	ef			ef	i								
DON'T USE THIS APP/ SITE	2447	281	401	446	473	422	425	2447	1097	1336	676	715	516	524	1391	1041	2447
	87%	66%	80%	89%	92%	98%	99%	87%	81%	94%	87%	88%	85%	90%	88%	87%	87%
		a	ab	abg	abcdg	abcdg	abcdg	ab		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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	163 6%	129 5%	23 9% ace	6 4%	6 7%	163 6%	145 6%	18 4%	8 2%	155 6% h	8 1%	78 6% j	77 8% jm	163 6% j	35 6%	64 5%	32 5%
USE MORE THAN ONE PROFILE	21 1%	21 1%	- -%	- -%	- -%	21 1%	20 1%	1 *% *	1 *% *	21 1%	2 *% *	11 1%	8 1%	21 1%	9 2% p	7 1%	- -%
USE BUT DON'T HAVE A PROFILE	169 6%	143 6%	17 7%	6 4%	3 4%	169 6%	151 6%	18 4%	18 5%	151 6%	21 3%	79 6% j	68 8% j	169 6% j	43 8% p	64 5%	29 4%
DON'T USE THIS APP/ SITE	2447 87%	2050 88%	204 84%	125 91% b	67 89%	2447 87%	2078 87%	369 91%	347 93% i	2100 87%	605 95% klm	1064 86%	754 83%	2447 87% l	447 84%	1037 89% n	584 91% 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	163 6%	74 8%	79 5%	81 5%	68 6%
USE MORE THAN ONE PROFILE	21 1%	12 1%	9 1%	12 1%	8 1%
USE BUT DON'T HAVE A PROFILE	169 6%	79 8%	79 5%	76 5%	78 7%
DON'T USE THIS APP/ SITE	2447 87%	811 83%	1459 90%	1389 89%	971 86%

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	646	128	118	147	134	77	43	646	350	288	206	190	129	118	396	247	646
	23%	30%	24%	29%	26%	18%	10%	23%	26%	20%	27%	23%	21%	20%	25%	21%	23%
		efg	f	efg	ef	f	ef	ef	i		mo				mo		
USE MORE THAN ONE PROFILE	91	41	15	7	20	5	3	91	48	39	30	34	16	8	64	24	91
	3%	10%	3%	1%	4%	1%	1%	3%	4%	3%	4%	4%	3%	1%	4%	2%	3%
		bcdefg	f		cef			ef			mo	mo			mo		m
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	-	*	3	2	1	2	1	-	*	3	*	3
	*%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	187	38	49	24	32	27	18	187	100	87	63	66	33	25	129	58	187
	7%	9%	10%	5%	6%	6%	4%	7%	7%	6%	8%	8%	5%	4%	8%	5%	7%
		cf	cfg								mo	mo			mo		m
DON'T USE THIS APP/ SITE	1873	219	319	322	329	320	364	1873	853	1009	474	521	432	431	995	863	1873
	67%	51%	64%	64%	64%	75%	85%	67%	63%	71%	61%	64%	71%	74%	63%	72%	67%
			a	a	a	abcdg	abcdeg	a		h			jkn	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.

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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	646	517	75	30	25	646	548	99	50	596	44	269	332	646	104	275	191
	23%	22%	31%	22%	32%	23%	23%	24%	13%	25%	7%	22%	37%	23%	19%	23%	30%
			ace		ace					h		j	jkm	j			no
USE MORE THAN ONE PROFILE	91	77	8	5	1	91	80	11	4	87	5	34	52	91	14	40	19
	3%	3%	3%	4%	1%	3%	3%	3%	1%	4%	1%	3%	6%	3%	3%	3%	3%
										h		j	jkm	j			
DON'T KNOW HOW MANY PROFILES	3	3	-	-	*	3	3	-	-	3	2	*	*	3	-	-	1
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	187	153	14	13	7	187	166	21	16	171	29	80	77	187	38	71	44
	7%	7%	6%	9%	9%	7%	7%	5%	4%	7%	5%	6%	9%	7%	7%	6%	7%
													j				
DON'T USE THIS APP/ SITE	1873	1593	147	90	43	1873	1598	276	304	1569	556	848	446	1873	378	785	391
	67%	68%	60%	65%	57%	67%	67%	68%	81%	65%	87%	69%	49%	67%	71%	67%	61%
		bd				d			i		klm	l		l	p	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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	646 23%	227 23%	394 24%	315 20%	310 28%
					c
USE MORE THAN ONE PROFILE	91 3%	44 4%	45 3%	53 3%	33 3%
		b			
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	2 *%	* *%
USE BUT DON'T HAVE A PROFILE	187 7%	72 7%	101 6%	94 6%	81 7%
DON'T USE THIS APP/ SITE	1873 67%	630 65%	1086 67%	1093 70%	702 62%
				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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	22	4	1	6	3	4	4	22	15	7	5	8	7	2	13	9	22
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
USE MORE THAN ONE PROFILE	*	-	-	*	-	-	-	*	*	-	*	-	-	-	*	-	*
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
DON'T KNOW HOW MANY PROFILES	*	-	*	-	-	-	-	*	-	*	-	-	-	*	-	*	*
	*%	-%	*%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	103	16	29	24	12	17	5	103	68	35	38	31	22	12	70	34	103
	4%	4%	6%	5%	2%	4%	1%	4%	5%	2%	5%	4%	4%	2%	4%	3%	4%
		f	df	f	f	f		f	i		mo				m		
DON'T USE THIS APP/ SITE	2674	409	470	469	499	408	419	2674	1270	1381	733	771	581	568	1504	1149	2674
	96%	95%	94%	94%	97%	95%	98%	96%	94%	97%	94%	95%	95%	98%	95%	96%	96%
				c			bc			h				jknp			

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

All interviewing conducted using an online panel. Any break column with 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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	22 1%	20 1%	1 *%	- -%	1 1%	22 1%	20 1%	1 *%	- -%	22 1%	- -%	6 *%	16 2%	22 1%	2 *%	12 1%	5 1%
													jkm				
USE MORE THAN ONE PROFILE	* *0%	- -%	- -%	* *0%	- -%	* *0%	* *0%	- -%	- -%	* *0%	- -%	- -%	* *0%	* *0%	- -%	- -%	* *0%
				a													
DON'T KNOW HOW MANY PROFILES	* *0%	- -%	- -%	- -%	* 1%	* *0%	- -%	* *0%	- -%	* *0%	- -%	- -%	* *0%	* *0%	- -%	* *0%	- -%
					ae												
USE BUT DON'T HAVE A PROFILE	103 4%	85 4%	10 4%	6 5%	2 2%	103 4%	94 4%	9 2%	4 1%	100 4%	3 1%	44 4%	56 6%	103 4%	18 3%	42 4%	25 4%
										h		j	jkm	j			
DON'T USE THIS APP/ SITE	2674 96%	2237 95%	233 96%	131 95%	73 97%	2674 96%	2279 95%	395 97%	371 99%	2303 95%	633 99%	1183 96%	834 92%	2674 96%	513 96%	1116 95%	614 95%
									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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	22 1%	13 1%	9 1%	10 1%	11 1%
USE MORE THAN ONE PROFILE	* *%	- -%	* *%	- -%	* *%
DON'T KNOW HOW MANY PROFILES	* *%	- -%	- -%	- -%	* *%
USE BUT DON'T HAVE A PROFILE	103 4%	46 5%	52 3%	52 3%	47 4%
DON'T USE THIS APP/ SITE	2674 96%	917 94%	1564 96% a	1495 96%	1066 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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	4	-	3	1	-	-	-	4	1	3	2	2	-	-	4	-	4
	*%	-%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
USE MORE THAN ONE PROFILE	3	-	-	-	1	-	2	3	2	1	-	-	2	1	-	3	3
	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	28	4	12	10	2	-	1	28	16	11	6	13	7	2	19	8	28
	1%	1%	2%	2%	*%	-%	*%	1%	1%	1%	1%	2%	1%	*%	1%	1%	1%
			defg	ef								m					
DON'T USE THIS APP/ SITE	2765	425	486	489	511	429	426	2765	1334	1408	768	795	602	579	1564	1181	2765
	99%	99%	97%	98%	99%	100%	99%	99%	99%	99%	99%	98%	99%	99%	99%	99%	99%
					b	bc	b	b						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.

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 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	4 *%	4 *%	- -%	1 *%	- -%	4 *%	4 *%	1 *%	- -%	4 *%	- -%	3 *%	1 *%	4 *%	1 *%	4 *%	- -%
USE MORE THAN ONE PROFILE	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	- -%	- -%	3 *%	3 *%	- -%	2 *%	- -%
USE BUT DON'T HAVE A PROFILE	28 1%	24 1%	1 *%	2 1%	* *%	28 1%	26 1%	1 *%	2 1%	26 1%	7 1%	12 1%	9 1%	28 1%	5 1%	12 1%	4 1%
DON'T USE THIS APP/ SITE	2765 99%	2312 99%	243 100%	135 98%	75 100%	2765 99%	2361 99%	404 100%	373 99%	2393 99%	629 99%	1218 99%	894 99%	2765 99%	528 99%	1153 98%	640 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	4 *%	1 *%	3 *%	- -%	4 *%
					c
USE MORE THAN ONE PROFILE	3 *%	2 *%	- -%	- -%	3 *%
USE BUT DON'T HAVE A PROFILE	28 1%	18 2%	6 *%	12 1%	10 1%
		b			
DON'T USE THIS APP/ SITE	2765 99%	954 98%	1618 99%	1545 99%	1108 98%
			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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	884	192	221	195	141	101	36	884	501	374	249	263	208	152	513	360	884
	32%	45%	44%	39%	27%	23%	8%	32%	37%	26%	32%	32%	34%	26%	32%	30%	32%
		defg	defg	defg	f	f		ef	i		m	m	m		m		m
USE MORE THAN ONE PROFILE	152	74	33	21	15	3	5	152	101	47	63	39	28	20	102	48	152
	5%	17%	7%	4%	3%	1%	1%	5%	7%	3%	8%	5%	5%	3%	6%	4%	5%
		bcdefg	def	ef	e			ef	i		klmop				mo		
DON'T KNOW HOW MANY PROFILES	12	2	4	3	2	1	*	12	3	9	3	6	1	1	9	2	12
	*%	*%	1%	1%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	1220	128	194	221	244	233	200	1220	559	651	326	366	261	261	692	522	1220
	44%	30%	39%	44%	47%	54%	47%	44%	41%	46%	42%	45%	43%	45%	44%	44%	44%
			a	a	ab	abcg	ab	a									
DON'T USE THIS APP/ SITE	532	32	48	60	113	92	187	532	190	342	136	135	111	148	271	260	532
	19%	8%	10%	12%	22%	21%	44%	19%	14%	24%	17%	17%	18%	25%	17%	22%	19%
				abc	abc	abcdeg	abc			h				ijklnp		kn	

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

All interviewing conducted using an online panel. Any break column with 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	884	732	85	42	25	884	772	112	97	787	98	378	408	884	181	347	223
	32%	31%	35%	30%	33%	32%	32%	27%	26%	32%	15%	31%	45%	32%	34%	30%	35%
										h		j	jkm	j			
USE MORE THAN ONE PROFILE	152	134	12	4	2	152	137	15	7	145	18	73	62	152	42	53	22
	5%	6%	5%	3%	3%	5%	6%	4%	2%	6%	3%	6%	7%	5%	8%	4%	3%
		d								h		j	j	j	op		
DON'T KNOW HOW MANY PROFILES	12	10	-	1	*	12	12	-	*	11	1	4	7	12	1	2	3
	*%	*%	-%	*%	1%	*%	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	1220	1012	107	67	35	1220	1052	168	182	1038	259	584	373	1220	219	533	295
	44%	43%	44%	49%	46%	44%	44%	41%	49%	43%	41%	47%	41%	44%	41%	46%	46%
												jl					
DON'T USE THIS APP/ SITE	532	454	40	24	14	532	420	112	88	445	260	193	58	532	89	237	102
	19%	19%	16%	17%	18%	19%	18%	28%	23%	18%	41%	16%	6%	19%	17%	20%	16%
								f			klm	l		kl		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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	884 32%	333 34%	479 29%	441 28%	411 36%
		b			c
USE MORE THAN ONE PROFILE	152 5%	71 7%	71 4%	72 5%	60 5%
		b			
DON'T KNOW HOW MANY PROFILES	12 *%	6 1%	4 *%	5 *%	6 1%
USE BUT DON'T HAVE A PROFILE	1220 44%	392 40%	758 47%	685 44%	491 44%
			a		
DON'T USE THIS APP/ SITE	532 19%	172 18%	315 19%	353 23%	158 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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041	
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931	
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800	
USE ONE PROFILE	18	15	2	2	-	-	-	18	9	9	7	4	5	3	11	7	18	
	1%	3%	*%	*%	-%	-%	-%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	
		bcdefg																
USE MORE THAN ONE PROFILE	9	1	6	-	-	-	2	9	9	-	7	-	2	-	7	2	9	
	*%	*%	1%	-%	-%	-%	*%	*%	1%	-%	1%	-%	*%	-%	*%	*%	*%	
			cg						i		kmo							
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	1	-	-	1	-	-	1	-	1	
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%	
USE BUT DON'T HAVE A PROFILE	30	7	11	6	3	*	3	30	14	15	11	5	7	6	16	13	30	
	1%	2%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
		e		e														
DON'T USE THIS APP/ SITE	2743	405	482	492	511	428	424	2743	1322	1399	751	801	596	574	1552	1170	2743	
	98%	95%	96%	98%	99%	100%	99%	98%	98%	98%	97%	99%	98%	99%	98%	98%	98%	
			a		ab	ab	ab	a				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.

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 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	18 1%	15 1%	2 1%	* *%	* 1%	18 1%	15 1%	3 1%	6 2%	12 *%	1 *%	9 1%	8 1%	18 1%	5 1%	6 *%	2 *%
USE MORE THAN ONE PROFILE	9 *%	9 *%	- -%	- -%	- -%	9 *%	9 *%	- -%	- -%	9 *%	1 *%	5 *%	3 *%	9 *%	3 1%	3 *%	3 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	30 1%	28 1%	- -%	1 1%	1 1%	30 1%	27 1%	3 1%	3 1%	27 1%	7 1%	10 1%	13 1%	30 1%	2 *%	15 1%	5 1%
DON'T USE THIS APP/ SITE	2743 98%	2291 98%	242 99%	136 99%	74 98%	2743 98%	2343 98%	400 98%	366 98%	2377 98%	627 98%	1208 98%	884 97%	2743 98%	523 98%	1147 98%	635 98%

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

All interviewing conducted using an online panel. Any break column with 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	18 1%	9 1%	8 1%	9 1%	9 1%
USE MORE THAN ONE PROFILE	9 *%	9 1%	- -%	5 *%	4 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	30 1%	17 2%	9 1%	10 1%	15 1%
DON'T USE THIS APP/ SITE	2743 98%	940 96%	1609 99%	1533 98%	1098 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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USE ONE PROFILE	88	69	12	4	2	*	-	88	27	57	35	27	20	5	63	25	88
	3%	16%	2%	1%	*%	*%	-%	3%	2%	4%	5%	3%	3%	1%	4%	2%	3%
		bcdefg	def					cdef		h	mo	m	m		mo		m
USE MORE THAN ONE PROFILE	11	1	6	2	-	-	2	11	11	-	2	3	2	4	5	6	11
	*%	*%	1%	*%	-%	-%	*%	*%	1%	-%	*%	*%	*%	1%	*%	*%	*%
			dg						i								
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	-	-	*	-	*	-	-	-	*	-	*	*
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	37	24	12	1	-	-	-	37	14	20	11	15	8	1	26	9	37
	1%	6%	2%	*%	-%	-%	-%	1%	1%	1%	1%	2%	1%	*%	2%	1%	1%
		bcdefg	cdef					def			m	m	m		m		m
DON'T USE THIS APP/ SITE	2665	335	470	493	512	428	427	2665	1302	1346	728	766	580	572	1494	1152	2665
	95%	78%	94%	99%	100%	100%	100%	95%	96%	95%	94%	94%	95%	98%	94%	97%	95%
			a	abg	abg	abcg	abg	a						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.

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 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USE ONE PROFILE	88 3%	79 3%	5 2%	3 2%	1 2%	88 3%	81 3%	7 2%	10 3%	78 3%	5 1%	35 3%	47 5%	88 3%	17 3%	25 2%	22 3%
												j	lkm	j			
USE MORE THAN ONE PROFILE	11 *%	9 *%	1 *%	- -%	* *%	11 *%	11 *%	- -%	- -%	11 *%	2 *%	4 *%	4 *%	11 *%	2 *%	3 *%	3 *%
DON'T KNOW HOW MANY PROFILES	* *%	* *%	- -%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	37 1%	32 1%	1 *%	2 1%	2 2%	37 1%	35 1%	2 *%	5 1%	32 1%	10 2%	9 1%	17 2%	37 1%	10 2%	12 1%	6 1%
													k				
DON'T USE THIS APP/ SITE	2665 95%	2223 95%	237 97%	133 97%	73 96%	2665 95%	2267 95%	398 98%	360 96%	2305 95%	619 97%	1183 96%	838 92%	2665 95%	504 94%	1131 97%	614 95%
								f			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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USE ONE PROFILE	88 3%	44 5%	41 2%	51 3%	27 2%
USE MORE THAN ONE PROFILE	11 *%	7 1%	3 *%	3 *%	5 *%
DON'T KNOW HOW MANY PROFILES	* *%	* *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	37 1%	25 3%	8 *%	21 1%	11 1%
DON'T USE THIS APP/ SITE	2665 95%	898 92%	1575 97%	1481 95%	1083 96%

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
INSTAGRAM	311	129	91	51	32	5	3	311	111	192	88	106	62	51	194	113	311
	11%	30%	18%	10%	6%	1%	1%	11%	8%	13%	11%	13%	10%	9%	12%	10%	11%
		bcdefg	cdefg	ef	ef			def		h		mo			m		
FACEBOOK	154	20	35	35	47	9	9	154	67	84	45	37	37	35	82	72	154
	6%	5%	7%	7%	9%	2%	2%	6%	5%	6%	6%	5%	6%	6%	5%	6%	6%
			ef	ef	aefg			ef									
YOUTUBE	152	74	33	21	15	3	5	152	101	47	63	39	28	20	102	48	152
	5%	17%	7%	4%	3%	1%	1%	5%	7%	3%	8%	5%	5%	3%	6%	4%	5%
		bcdefg	def	ef	e			ef	i		klmop				mo		
TIKTOK	135	83	28	8	12	2	2	135	64	65	58	27	28	21	86	48	135
	5%	19%	6%	2%	2%	*%	*%	5%	5%	5%	8%	3%	5%	4%	5%	4%	5%
		bcdefg	cdef		ef			cdef									
TWITTER	91	41	15	7	20	5	3	91	48	39	30	34	16	8	64	24	91
	3%	10%	3%	1%	4%	1%	1%	3%	4%	3%	4%	4%	3%	1%	4%	2%	3%
		bcdefg	f		cef			ef			mo	mo			mo		m
SNAPCHAT	61	33	17	5	4	2	-	61	38	21	26	14	13	6	41	19	61
	2%	8%	3%	1%	1%	*%	-%	2%	3%	1%	3%	2%	2%	1%	3%	2%	2%
		bcdefg	cdef	f				ef	i		mo				m		
REDDIT	23	12	2	3	3	-	2	23	15	8	8	5	9	1	12	10	23
	1%	3%	*%	1%	1%	-%	*%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%
		bcdefg										m					
TWITCH	21	6	9	1	3	-	2	21	15	6	5	4	9	4	8	13	21
	1%	1%	2%	*%	1%	-%	*%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
		ce	ce														
LINKEDIN	14	2	*	3	6	2	1	14	7	7	6	4	4	*	10	4	14
	*%	*%	*%	1%	1%	*%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	*%
TUMBLR	11	5	3	-	3	-	-	11	4	5	3	3	2	4	5	6	11
	*%	1%	1%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		cef															

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

All interviewing conducted using an online panel. Any break column with 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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
PINTEREST	11	2	3	4	1	-	-	11	5	5	4	5	1	1	9	2	11
	*%	1%	1%	1%	*%	-%	-%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%
BEREAL	11	1	6	2	-	-	2	11	11	-	2	3	2	4	5	6	11
	*%	*%	1%	*%	-%	-%	*%	*%	1%	-%	*%	*%	*%	1%	*%	*%	*%
			dg						i								
YUBO	9	1	6	-	-	-	2	9	9	-	7	-	2	-	7	2	9
	*%	*%	1%	-%	-%	-%	*%	*%	1%	-%	1%	-%	*%	-%	*%	*%	*%
			cg						i		kmo						
ONLYFANS	4	-	-	2	-	-	2	4	4	-	2	-	2	-	2	2	4
	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%
YOUNOW	3	-	-	-	1	-	2	3	2	1	-	-	2	1	-	3	3
	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%
BITCHUTE	2	-	-	-	-	-	2	2	2	-	-	-	2	-	-	2	2
	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%
DAILYMOTION	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1	1
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
VIMEO	*	-	-	*	-	-	-	*	*	-	*	-	-	-	*	-	*
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
ANY OF THESE	619	227	170	99	85	23	16	619	301	305	197	180	137	100	378	237	619
	22%	53%	34%	20%	16%	5%	4%	22%	22%	21%	25%	22%	22%	17%	24%	20%	22%
		bcdefg	cdefg	ef	ef			def			mo	m	m		mo		m
NONE OF THESE	2181	202	330	401	429	405	412	2181	1052	1118	579	630	473	482	1209	955	2181
	78%	47%	66%	80%	84%	95%	96%	78%	78%	79%	75%	78%	78%	83%	76%	80%	78%
			a	ab	abg	abcdg	abcdg	ab						jklnp		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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
INSTAGRAM	311	268	26	11	7	311	274	37	44	266	25	126	160	311	63	119	80
	11%	11%	11%	8%	9%	11%	11%	9%	12%	11%	4%	10%	18%	11%	12%	10%	12%
												j	lkm	j			
FACEBOOK	154	125	17	9	3	154	114	40	17	137	15	70	69	154	41	67	31
	6%	5%	7%	6%	4%	6%	5%	10%	5%	6%	2%	6%	8%	6%	8%	6%	5%
								f				j	jm	j			
YOUTUBE	152	134	12	4	2	152	137	15	7	145	18	73	62	152	42	53	22
	5%	6%	5%	3%	3%	5%	6%	4%	2%	6%	3%	6%	7%	5%	8%	4%	3%
		d								h		j	j	j	op		
TIKTOK	135	123	7	4	1	135	128	8	17	118	17	62	56	135	33	50	21
	5%	5%	3%	3%	2%	5%	5%	2%	5%	5%	3%	5%	6%	5%	6%	4%	3%
		d				d	g						j		p		
TWITTER	91	77	8	5	1	91	80	11	4	87	5	34	52	91	14	40	19
	3%	3%	3%	4%	1%	3%	3%	3%	1%	4%	1%	3%	6%	3%	3%	3%	3%
										h		j	lkm	j			
SNAPCHAT	61	56	3	1	*	61	56	5	9	52	8	28	25	61	7	26	13
	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	3%	2%	1%	2%	2%
REDDIT	23	19	3	2	-	23	20	3	-	23	2	11	10	23	7	9	2
	1%	1%	1%	1%	-%	1%	1%	1%	-%	1%	*%	1%	1%	1%	1%	1%	*%
TWITCH	21	21	-	-	-	21	20	1	1	21	2	11	8	21	9	7	-
	1%	1%	-%	-%	-%	1%	1%	*%	*%	1%	*%	1%	1%	1%	2%	1%	-%
															p		
LINKEDIN	14	14	-	*	-	14	9	4	-	14	2	9	3	14	2	9	2
	*%	1%	-%	*%	-%	*%	*%	1%	-%	1%	*%	1%	*%	*%	*%	1%	*%
TUMBLR	11	10	1	-	1	11	10	1	2	9	3	5	4	11	3	1	3
	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
PINTEREST	11	9	1	*	*	11	9	2	-	11	-	3	8	11	1	5	3
	*%	*%	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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
BEREAL	11 *%	9 *%	1 *%	- -%	* *%	11 *%	11 *%	- -%	- -%	11 *%	2 *%	4 *%	4 *%	11 *%	2 *%	3 *%	3 *%
YUBO	9 *%	9 *%	- -%	- -%	- -%	9 *%	9 *%	- -%	- -%	9 *%	1 *%	5 *%	3 *%	9 *%	3 1%	3 *%	3 *%
ONLYFANS	4 *%	4 *%	- -%	- -%	- -%	4 *%	4 *%	- -%	- -%	4 *%	- -%	- -%	4 *%	4 *%	2 *%	2 *%	- -%
YOUNOW	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	- -%	- -%	3 *%	3 *%	- -%	2 *%	- -%
BITCHUTE	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%	- -%	2 *%	- -%
DAILYMOTION	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%
VIMEO	* *%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%
ANY OF THESE	619 22%	537 23%	47 19%	24 18%	11 15%	619 22%	539 23%	80 20%	78 21%	541 22%	69 11%	279 23%	271 30%	619 22%	141 27%	236 20%	128 20%
NONE OF THESE	2181 78%	1806 77%	197 81%	113 82%	64 85%	2181 78%	1855 77%	326 80%	296 79%	1884 78%	567 89%	952 77%	637 70%	2181 78%	392 73%	934 80%	516 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
INSTAGRAM	311	132	161	149	147
	11%	14%	10%	10%	13%
		b			c
FACEBOOK	154	73	72	61	88
	6%	7%	4%	4%	8%
		b			c
YOUTUBE	152	71	71	72	60
	5%	7%	4%	5%	5%
		b			
TIKTOK	135	81	46	58	59
	5%	8%	3%	4%	5%
		b			
TWITTER	91	44	45	53	33
	3%	4%	3%	3%	3%
		b			
SNAPCHAT	61	41	18	24	29
	2%	4%	1%	2%	3%
		b			
REDDIT	23	12	10	11	10
	1%	1%	1%	1%	1%
TWITCH	21	12	9	12	8
	1%	1%	1%	1%	1%
LINKEDIN	14	3	7	3	10
	*%	*%	*%	*%	1%
					c
TUMBLR	11	7	3	6	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
PINTEREST	11 *%	7 1%	4 *%	6 *%	3 *%
BEREAL	11 *%	7 1%	3 *%	3 *%	5 *%
YUBO	9 *%	9 1%	- -%	5 *%	4 *%
ONLYFANS	4 *%	4 *%	- -%	- -%	4 *%
YOUNOW	3 *%	2 *%	- -%	- -%	3 *%
BITCHUTE	2 *%	2 *%	- -%	- -%	2 *%
DAILYMOTION	1 *%	- -%	1 *%	1 *%	- -%
VIMEO	* *%	- -%	* *%	- -%	* *%
ANY OF THESE	619 22%	286 29%	290 18%	279 18%	293 26%
NONE OF THESE	2181 78%	689 71%	1336 82%	1278 82%	832 74%

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	607	213	152	116	73	29	24	607	267	327	176	163	126	139	339	265	607
Effective Weighted Sample	393	139	99	78	48	22	17	393	178	208	111	110	90	89	220	175	393
Total	619	227	170	99	85	23	16	619	301	305	197	180	137	100	378	237	619
INSTAGRAM	311	129	91	51	**	**	**	311	111	192	88	106	62	51	194	113	311
	50%	57%	53%	52%	**	**	**	50%	37%	63%	45%	59%	46%	51%	51%	48%	50%
FACEBOOK	154	20	35	35	**	**	**	154	67	84	45	37	37	35	82	72	154
	25%	9%	21%	35%	**	**	**	25%	22%	28%	23%	21%	27%	35%	22%	30%	25%
			a	ab				a		h		j		knp		n	
YOUTUBE	152	74	33	21	**	**	**	152	101	47	63	39	28	20	102	48	152
	25%	33%	20%	22%	**	**	**	25%	33%	16%	32%	22%	20%	20%	27%	20%	25%
		b							i		o						
TIKTOK	135	83	28	8	**	**	**	135	64	65	58	27	28	21	86	48	135
	22%	37%	17%	8%	**	**	**	22%	21%	21%	30%	15%	20%	21%	23%	20%	22%
		bcg		c				c			k						
TWITTER	91	41	15	7	**	**	**	91	48	39	30	34	16	8	64	24	91
	15%	18%	9%	7%	**	**	**	15%	16%	13%	15%	19%	12%	8%	17%	10%	15%
		bc										mo			m		
SNAPCHAT	61	33	17	5	**	**	**	61	38	21	26	14	13	6	41	19	61
	10%	14%	10%	5%	**	**	**	10%	12%	7%	13%	8%	10%	6%	11%	8%	10%
		c															
REDDIT	23	12	2	3	**	**	**	23	15	8	8	5	9	1	12	10	23
	4%	5%	1%	3%	**	**	**	4%	5%	3%	4%	3%	7%	1%	3%	4%	4%
													m				
TWITCH	21	6	9	1	**	**	**	21	15	6	5	4	9	4	8	13	21
	3%	3%	5%	1%	**	**	**	3%	5%	2%	2%	2%	7%	4%	2%	5%	3%
LINKEDIN	14	2	*	3	**	**	**	14	7	7	6	4	4	*	10	4	14
	2%	1%	*%	3%	**	**	**	2%	2%	2%	3%	2%	3%	*%	3%	2%	2%
TUMBLR	11	5	3	-	**	**	**	11	4	5	3	3	2	4	5	6	11
	2%	2%	2%	-%	**	**	**	2%	1%	2%	1%	2%	2%	4%	1%	2%	2%
PINTEREST	11	2	3	4	**	**	**	11	5	5	4	5	1	1	9	2	11
	2%	1%	2%	4%	**	**	**	2%	2%	2%	2%	3%	1%	1%	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.

**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	607	213	152	116	73	29	24	607	267	327	176	163	126	139	339	265	607
Effective Weighted Sample	393	139	99	78	48	22	17	393	178	208	111	110	90	89	220	175	393
Total	619	227	170	99	85	23	16	619	301	305	197	180	137	100	378	237	619
BEREAL	11 2%	1 *%	6 4%	2 2%	** **	** **	** **	11 2%	11 4%	- -%	2 1%	3 2%	2 1%	4 4%	5 1%	6 2%	11 2%
YUBO	9 1%	1 1%	6 3%	- -%	** **	** **	** **	9 1%	9 3%	- -%	7 4%	- -%	2 1%	- -%	7 2%	2 1%	9 1%
ONLYFANS	4 1%	- -%	- -%	2 2%	** **	** **	** **	4 1%	4 1%	- -%	2 1%	- -%	2 1%	- -%	2 1%	2 1%	4 1%
YOUNOW	3 1%	- -%	- -%	- -%	** **	** **	** **	3 1%	2 1%	1 *%	- -%	- -%	2 1%	1 1%	- -%	3 1%	3 1%
BITCHUTE	2 *%	- -%	- -%	- -%	** **	** **	** **	2 *%	2 1%	- -%	- -%	- -%	2 1%	- -%	- -%	2 1%	2 *%
DAILYMOTION	1 *%	1 *%	- -%	- -%	** **	** **	** **	1 *%	- -%	1 *%	- -%	- -%	- -%	1 1%	- -%	1 *%	1 *%
VIMEO	* *%	- -%	- -%	* *%	** **	** **	** **	* *%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%
ANY OF THESE	619 100%	227 100%	170 100%	99 100%	** **	** **	** **	619 100%	301 100%	305 100%	197 100%	180 100%	137 100%	100 100%	378 100%	237 100%	619 100%

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					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	607	440	62	58	47	607	526	81	69	538	63	270	274	607	118	229	134	
Effective Weighted Sample	393	315	47	46	41	393	345	48	43	352	46	165	184	393	79	147	86	
Total	619	537	47	24	11	619	539	80	78	541	69	279	271	619	141	236	128	
INSTAGRAM	311	268	**	**	**	311	274	**	**	266	**	126	160	311	63	119	80	
	50%	50%	**	**	**	50%	51%	**	**	49%	**	45%	59%	50%	44%	51%	62%	
												km					n	
FACEBOOK	154	125	**	**	**	154	114	**	**	137	**	70	69	154	41	67	31	
	25%	23%	**	**	**	25%	21%	**	**	25%	**	25%	26%	25%	29%	28%	24%	
YOUTUBE	152	134	**	**	**	152	137	**	**	145	**	73	62	152	42	53	22	
	25%	25%	**	**	**	25%	25%	**	**	27%	**	26%	23%	25%	30%	22%	17%	
TIKTOK	135	123	**	**	**	135	128	**	**	118	**	62	56	135	33	50	21	
	22%	23%	**	**	**	22%	24%	**	**	22%	**	22%	21%	22%	23%	21%	16%	
TWITTER	91	77	**	**	**	91	80	**	**	87	**	34	52	91	14	40	19	
	15%	14%	**	**	**	15%	15%	**	**	16%	**	12%	19%	15%	10%	17%	15%	
SNAPCHAT	61	56	**	**	**	61	56	**	**	52	**	28	25	61	7	26	13	
	10%	10%	**	**	**	10%	10%	**	**	10%	**	10%	9%	10%	5%	11%	10%	
REDDIT	23	19	**	**	**	23	20	**	**	23	**	11	10	23	7	9	2	
	4%	3%	**	**	**	4%	4%	**	**	4%	**	4%	4%	4%	5%	4%	1%	
TWITCH	21	21	**	**	**	21	20	**	**	21	**	11	8	21	9	7	-	
	3%	4%	**	**	**	3%	4%	**	**	4%	**	4%	3%	3%	6%	3%	-%	
															p			
LINKEDIN	14	14	**	**	**	14	9	**	**	14	**	9	3	14	2	9	2	
	2%	3%	**	**	**	2%	2%	**	**	3%	**	3%	1%	2%	1%	4%	1%	
TUMBLR	11	10	**	**	**	11	10	**	**	9	**	5	4	11	3	1	3	
	2%	2%	**	**	**	2%	2%	**	**	2%	**	2%	1%	2%	2%	%	2%	
PINTEREST	11	9	**	**	**	11	9	**	**	11	**	3	8	11	1	5	3	
	2%	2%	**	**	**	2%	2%	**	**	2%	**	1%	3%	2%	1%	2%	2%	
BEREAL	11	9	**	**	**	11	11	**	**	11	**	4	4	11	2	3	3	
	2%	2%	**	**	**	2%	2%	**	**	2%	**	1%	2%	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.

**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 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	607	440	62	58	47	607	526	81	69	538	63	270	274	607	118	229	134
Effective Weighted Sample	393	315	47	46	41	393	345	48	43	352	46	165	184	393	79	147	86
Total	619	537	47	24	11	619	539	80	78	541	69	279	271	619	141	236	128
YUBO	9 1%	9 2%	** **	** **	** **	9 1%	9 2%	** **	** **	9 2%	** **	5 2%	3 1%	9 1%	3 2%	3 1%	3 2%
ONLYFANS	4 1%	4 1%	** **	** **	** **	4 1%	4 1%	** **	** **	4 1%	** **	- -%	4 1%	4 1%	2 1%	2 1%	- -%
YOUNOW	3 1%	3 1%	** **	** **	** **	3 1%	3 1%	** **	** **	3 1%	** **	- -%	3 1%	3 1%	- -%	2 1%	- -%
BITCHUTE	2 *0%	2 *0%	** **	** **	** **	2 *0%	2 *0%	** **	** **	2 *0%	** **	- -%	2 1%	2 *0%	- -%	2 1%	- -%
DAILYMOTION	1 *0%	1 *0%	** **	** **	** **	1 *0%	1 *0%	** **	** **	1 *0%	** **	- -%	1 *0%	1 *0%	1 *0%	- -%	- -%
VIMEO	* *0%	- -%	** **	** **	** **	* *0%	* *0%	** **	** **	* *0%	** **	- -%	* *0%	* *0%	- -%	- -%	* *0%
ANY OF THESE	619 100%	537 100%	** **	** **	** **	619 100%	539 100%	** **	** **	541 100%	** **	279 100%	271 100%	619 100%	141 100%	236 100%	128 100%

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	607	282	282	340	215
Effective Weighted Sample	393	185	181	219	155
Total	619	286	290	279	293
INSTAGRAM	311	132	161	149	147
	50%	46%	56%	53%	50%
FACEBOOK	154	73	72	61	88
	25%	25%	25%	22%	30%
YOUTUBE	152	71	71	72	60
	25%	25%	24%	26%	20%
TIKTOK	135	81	46	58	59
	22%	28%	16%	21%	20%
TWITTER	91	44	45	53	33
	15%	15%	15%	19%	11%
SNAPCHAT	61	41	18	24	29
	10%	14%	6%	9%	10%
REDDIT	23	12	10	11	10
	4%	4%	4%	4%	3%
TWITCH	21	12	9	12	8
	3%	4%	3%	4%	3%
LINKEDIN	14	3	7	3	10
	2%	1%	3%	1%	3%
TUMBLR	11	7	3	6	3
	2%	3%	1%	2%	1%
PINTEREST	11	7	4	6	3
	2%	2%	1%	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.

**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	607	282	282	340	215
Effective Weighted Sample	393	185	181	219	155
Total	619	286	290	279	293
BEREAL	11 2%	7 3%	3 1%	3 1%	5 2%
YUBO	9 1%	9 3%	- -%	5 2%	4 1%
ONLYFANS	4 1%	4 1%	- -%	- -%	4 1%
YOUNOW	3 1%	2 1%	- -%	- -%	3 1%
BITCHUTE	2 *%	2 1%	- -%	- -%	2 1%
DAILYMOTION	1 *%	- -%	1 *%	1 *%	- -%
VIMEO	* *%	- -%	* *%	- -%	* *%
ANY OF THESE	619 100%	286 100%	290 100%	279 100%	293 100%

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	31	2	10	12	4	1	2	31	27	4	9	6	9	7	15	16	31
Effective Weighted Sample	23	2	8	9	4	1	2	23	19	3	6	4	7	5	11	12	23
Total	39	1	17	11	5	1	3	39	33	6	11	8	14	6	19	20	39
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.

**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 ~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	31	27	3	1	-	31	30	1	1	30	1	16	14	31	6	16	5
Effective Weighted Sample	23	20	3	1	-	23	22	1	1	22	1	11	11	23	4	12	3
Total	39	35	3	*	-	39	38	*	2	37	2	20	17	39	8	21	5
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.

**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	31	16	11	19	10
Effective Weighted Sample	23	12	8	12	9
Total	39	21	13	21	15
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.

**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	107	23	24	27	14	12	7	107	65	39	29	29	17	32	58	49	107
Effective Weighted Sample	66	13	15	16	8	9	4	66	42	23	20	18	11	20	38	28	66
Total	106	24	24	24	13	16	5	106	73	31	33	33	21	20	66	40	106
USE ONE PROFILE	21	**	**	**	**	**	**	21	**	**	**	**	**	**	**	**	21
	20%	**	**	**	**	**	**	20%	**	**	**	**	**	**	**	**	20%
USE MORE THAN ONE PROFILE	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	1%
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**	*
	*0%	**	**	**	**	**	**	*0%	**	**	**	**	**	**	**	**	*0%
USE BUT DON'T HAVE A PROFILE	84	**	**	**	**	**	**	84	**	**	**	**	**	**	**	**	84
	79%	**	**	**	**	**	**	79%	**	**	**	**	**	**	**	**	79%

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

All interviewing conducted using an online panel. Any break column with 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	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	107	74	10	12	11	107	93	14	7	100	3	39	65	107	24	47	20	
Effective Weighted Sample	66	53	8	11	10	66	59	12	4	62	3	22	42	66	16	30	13	
Total	106	93	7	4	2	106	99	7	8	98	6	35	65	106	24	50	18	
USE ONE PROFILE	21	**	**	**	**	21	**	**	**	19	**	**	**	21	**	**	**	
	20%	**	**	**	**	20%	**	**	**	19%	**	**	**	20%	**	**	**	
USE MORE THAN ONE PROFILE	1	**	**	**	**	1	**	**	**	1	**	**	**	1	**	**	**	
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	1%	**	**	**	
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	*	**	**	**	*	**	**	**	*	**	**	**	
	*%	**	**	**	**	*%	**	**	**	*%	**	**	**	*%	**	**	**	
USE BUT DON'T HAVE A PROFILE	84	**	**	**	**	84	**	**	**	79	**	**	**	84	**	**	**	
	79%	**	**	**	**	79%	**	**	**	80%	**	**	**	79%	**	**	**	

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

All interviewing conducted using an online panel. Any break column with 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	107	51	46	71	34
Effective Weighted Sample	66	30	28	41	25
Total	106	51	47	60	45
USE ONE PROFILE	21	**	**	**	**
	20%	**	**	**	**
USE MORE THAN ONE PROFILE	1	**	**	**	**
	1%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**
	*%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	84	**	**	**	**
	79%	**	**	**	**

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	2232	269	384	470	388	341	380	2232	941	1273	541	581	470	626	1122	1096	2232
Effective Weighted Sample	1442	175	245	325	258	220	246	1442	631	802	354	388	319	396	742	704	1442
Total	1985	272	365	406	405	281	257	1985	900	1070	526	575	441	426	1101	868	1985
USE ONE PROFILE	1615	212	263	342	340	244	214	1615	719	885	406	473	370	351	879	721	1615
	81%	78%	72%	84%	84%	87%	83%	81%	80%	83%	77%	82%	84%	82%	80%	83%	81%
			b	b	ab	b	b				j	j	j		j	j	
USE MORE THAN ONE PROFILE	154	20	35	35	47	9	9	154	67	84	45	37	37	35	82	72	154
	8%	7%	10%	9%	12%	3%	3%	8%	7%	8%	9%	6%	8%	8%	7%	8%	8%
			ef	ef	efg			ef									
DON'T KNOW HOW MANY PROFILES	9	4	3	-	1	*	*	9	3	5	3	-	-	5	3	5	9
	*%	1%	1%	-%	*%	*%	*%	*%	*%	*%	1%	-%	-%	1%	*%	1%	*%
		c												klm			
USE BUT DON'T HAVE A PROFILE	207	36	64	29	17	28	34	207	111	96	72	65	34	34	137	69	207
	10%	13%	17%	7%	4%	10%	13%	10%	12%	9%	14%	11%	8%	8%	12%	8%	10%
		cd	cdeg		d	cd	d		i		lmo				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.

**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	2232	1548	224	227	233	2232	1875	357	283	1949	404	1016	804	2232	434	968	521
Effective Weighted Sample	1442	1107	159	162	184	1442	1215	228	170	1277	253	637	549	1442	267	627	354
Total	1985	1646	180	101	58	1985	1678	307	271	1714	360	880	737	1985	407	847	453
USE ONE PROFILE	1615	1333	150	85	47	1615	1367	248	227	1388	280	709	621	1615	330	686	384
	81%	81%	83%	84%	82%	81%	81%	81%	84%	81%	78%	81%	84%	81%	81%	81%	85%
USE MORE THAN ONE PROFILE	154	125	17	9	3	154	114	40	17	137	15	70	69	154	41	67	31
	8%	8%	9%	9%	6%	8%	7%	13%	6%	8%	4%	8%	9%	8%	10%	8%	7%
DON'T KNOW HOW MANY PROFILES	9	7	-	1	1	9	8	*	3	6	4	1	4	9	6	1	-
	*%	*%	-%	1%	1%	*%	*%	*%	1%	*%	1%	*%	1%	*%	1%	*%	-%
USE BUT DON'T HAVE A PROFILE	207	181	13	7	6	207	189	18	24	183	61	100	43	207	30	94	38
	10%	11%	7%	7%	11%	10%	11%	6%	9%	11%	17%	11%	6%	10%	7%	11%	8%

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

All interviewing conducted using an online panel. Any break column with 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	2232	840	1255	1421	726
Effective Weighted Sample	1442	531	820	918	526
Total	1985	710	1150	1030	890
USE ONE PROFILE	1615	554	968	848	725
	81%	78%	84%	82%	81%
			a		
USE MORE THAN ONE PROFILE	154	73	72	61	88
	8%	10%	6%	6%	10%
		b			c
DON'T KNOW HOW MANY PROFILES	9	1	3	4	5
	*%	*%	*%	*%	1%
USE BUT DON'T HAVE A PROFILE	207	82	107	117	73
	10%	12%	9%	11%	8%

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	1639	370	393	373	236	170	97	1639	643	975	434	442	362	388	876	750	1639
Effective Weighted Sample	1064	239	252	260	162	111	60	1064	425	627	286	296	247	244	582	480	1064
Total	1569	380	401	321	264	144	59	1569	658	891	453	463	371	268	916	640	1569
USE ONE PROFILE	1000	193	242	226	189	110	**	1000	401	590	281	286	248	178	567	427	1000
	64%	51%	60%	70%	72%	77%	**	64%	61%	66%	62%	62%	67%	66%	62%	67%	64%
		a	abg	ab	abg			a									
USE MORE THAN ONE PROFILE	311	129	91	51	32	5	**	311	111	192	88	106	62	51	194	113	311
	20%	34%	23%	16%	12%	3%	**	20%	17%	22%	19%	23%	17%	19%	21%	18%	20%
		bcdeg	de	e	e			de									
DON'T KNOW HOW MANY PROFILES	8	-	5	2	1	-	**	8	2	6	2	4	1	1	6	2	8
	*%	-%	1%	1%	*%	-%	**	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	250	58	63	42	42	29	**	250	144	104	82	67	60	38	149	98	250
	16%	15%	16%	13%	16%	20%	**	16%	22%	12%	18%	15%	16%	14%	16%	15%	16%
									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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1639	1132	161	162	184	1639	1430	209	206	1433	216	719	702	1639	307	642	393
Effective Weighted Sample	1064	825	118	117	138	1064	935	129	124	945	141	450	478	1064	195	420	262
Total	1569	1316	134	72	46	1569	1375	194	218	1351	233	684	649	1569	315	609	362
USE ONE PROFILE	1000	834	93	45	28	1000	873	127	145	856	141	450	407	1000	196	393	239
	64%	63%	69%	63%	60%	64%	64%	65%	66%	63%	60%	66%	63%	64%	62%	64%	66%
USE MORE THAN ONE PROFILE	311	268	26	11	7	311	274	37	44	266	25	126	160	311	63	119	80
	20%	20%	19%	15%	14%	20%	20%	19%	20%	20%	11%	18%	25%	20%	20%	20%	22%
												j	l	j			
DON'T KNOW HOW MANY PROFILES	8	7	-	-	1	8	8	-	1	7	-	3	5	8	-	2	-
	*%	1%	-%	-%	1%	*%	1%	-%	*%	1%	-%	*%	1%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	250	207	16	16	12	250	220	30	28	222	67	105	77	250	56	95	43
	16%	16%	12%	23%	25%	16%	16%	16%	13%	16%	29%	15%	12%	16%	18%	16%	12%
				b	abe						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.

**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	1639	632	899	930	606
Effective Weighted Sample	1064	405	587	587	440
Total	1569	582	864	722	758
USE ONE PROFILE	1000	355	574	450	502
	64%	61%	66%	62%	66%
USE MORE THAN ONE PROFILE	311	132	161	149	147
	20%	23%	19%	21%	19%
DON'T KNOW HOW MANY PROFILES	8	4	2	5	2
	*%	1%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	250	92	127	119	106
	16%	16%	15%	17%	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						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	507	66	112	104	86	77	62	507	271	234	206	160	77	61	366	138	507
Effective Weighted Sample	330	43	73	73	60	45	40	330	179	152	132	108	52	40	239	89	330
Total	485	66	96	96	100	78	50	485	283	199	202	158	82	40	360	122	485
USE ONE PROFILE	379	**	78	73	**	**	**	379	214	164	159	133	**	**	292	83	379
	78%	**	82%	76%	**	**	**	78%	76%	83%	79%	84%	**	**	81%	68%	78%
												o			o		
USE MORE THAN ONE PROFILE	14	**	*	3	**	**	**	14	7	7	6	4	**	**	10	4	14
	3%	**	*%	3%	**	**	**	3%	2%	4%	3%	2%	**	**	3%	4%	3%
DON'T KNOW HOW MANY PROFILES	2	**	-	2	**	**	**	2	2	1	2	1	**	**	2	-	2
	1%	**	-%	2%	**	**	**	1%	1%	*%	1%	*%	**	**	1%	-%	1%
USE BUT DON'T HAVE A PROFILE	89	**	17	18	**	**	**	89	60	27	35	20	**	**	55	34	89
	18%	**	18%	19%	**	**	**	18%	21%	14%	17%	13%	**	**	15%	28%	18%

knp

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

All interviewing conducted using an online panel. Any break column with 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					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	507	341	59	47	60	507	432	75	29	478	32	179	296	507	52	186	207	
Effective Weighted Sample	330	248	45	33	49	330	287	43	19	311	20	110	203	330	32	127	132	
Total	485	401	45	23	16	485	416	69	25	460	35	176	273	485	50	183	192	
USE ONE PROFILE	379	310	**	**	**	379	319	**	**	358	**	131	223	379	**	133	166	
	78%	77%	**	**	**	78%	77%	**	**	78%	**	74%	82%	78%	**	73%	86%	
USE MORE THAN ONE PROFILE	14	14	**	**	**	14	9	**	**	14	**	9	3	14	**	9	2	
	3%	3%	**	**	**	3%	2%	**	**	3%	**	5%	1%	3%	**	5%	1%	
DON'T KNOW HOW MANY PROFILES	2	2	**	**	**	2	2	**	**	2	**	1	2	2	**	1	-	
	1%	*%	**	**	**	1%	1%	**	**	*%	**	*%	1%	1%	**	*%	-%	
USE BUT DON'T HAVE A PROFILE	89	75	**	**	**	89	84	**	**	86	**	37	44	89	**	41	24	
	18%	19%	**	**	**	18%	20%	**	**	19%	**	21%	16%	18%	**	22%	13%	

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

All interviewing conducted using an online panel. Any break column with 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	507	143	339	327	164
Effective Weighted Sample	330	94	217	210	119
Total	485	137	323	260	213
USE ONE PROFILE	379	103	260	208	162
	78%	75%	80%	80%	76%
USE MORE THAN ONE PROFILE	14	3	7	3	10
	3%	2%	2%	1%	5%
					c
DON'T KNOW HOW MANY PROFILES	2	2	1	-	2
	1%	1%	*%	-%	1%
USE BUT DON'T HAVE A PROFILE	89	29	55	49	38
	18%	21%	17%	19%	18%

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	60	14	23	14	6	1	2	60	50	10	27	8	11	12	35	23	60
Effective Weighted Sample	43	8	17	11	6	1	2	43	37	6	22	5	8	8	26	16	43
Total	65	13	28	13	6	2	3	65	53	11	27	11	14	11	38	25	65
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.

**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	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	60	46	5	5	4	60	56	4	2	58	2	23	35	60	7	25	15
Effective Weighted Sample	43	35	5	4	4	43	41	3	2	42	1	17	25	43	6	19	11
Total	65	57	5	2	1	65	62	3	4	61	3	28	34	65	9	28	15
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.

**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	60	33	21	36	19
Effective Weighted Sample	43	22	16	25	16
Total	65	34	24	36	24
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.

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

Base : All respondents who use Pinterest 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	600	138	95	132	85	84	66	600	169	422	184	159	116	136	343	252	600
Effective Weighted Sample	386	93	63	88	53	56	41	386	113	269	123	102	81	85	225	159	386
Total	571	140	103	113	98	73	44	571	187	374	190	159	128	89	349	217	571
USE ONE PROFILE	342	106	**	59	**	**	**	342	103	231	122	90	71	55	212	126	342
	60%	75%	**	53%	**	**	**	60%	55%	62%	64%	56%	55%	62%	61%	58%	60%
		cg															
USE MORE THAN ONE PROFILE	11	2	**	4	**	**	**	11	5	5	4	5	1	1	9	2	11
	2%	2%	**	4%	**	**	**	2%	3%	1%	2%	3%	1%	1%	3%	1%	2%
DON'T KNOW HOW MANY PROFILES	2	*	**	-	**	**	**	2	2	*	*	-	-	2	*	2	2
	*%	*%	**	-%	**	**	**	*%	1%	*%	*%	-%	-%	2%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	216	32	**	49	**	**	**	216	77	137	63	65	56	31	128	87	216
	38%	23%	**	44%	**	**	**	38%	41%	37%	33%	41%	44%	35%	37%	40%	38%
				a				a									

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

All interviewing conducted using an online panel. Any break column with 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	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	600	413	61	63	63	600	508	92	59	541	51	240	308	600	114	259	134	
Effective Weighted Sample	386	296	43	41	44	386	333	53	34	351	30	150	208	386	74	161	92	
Total	571	474	49	32	16	571	482	89	50	521	57	228	285	571	119	247	121	
USE ONE PROFILE	342	280	**	**	**	342	281	**	**	316	**	130	179	342	73	144	72	
	60%	59%	**	**	**	60%	58%	**	**	61%	**	57%	63%	60%	61%	58%	60%	
USE MORE THAN ONE PROFILE	11	9	**	**	**	11	9	**	**	11	**	3	8	11	1	5	3	
	2%	2%	**	**	**	2%	2%	**	**	2%	**	1%	3%	2%	1%	2%	2%	
DON'T KNOW HOW MANY PROFILES	2	*	**	**	**	2	2	**	**	2	**	-	2	2	1	*	-	
	*%	*%	**	**	**	*%	*%	**	**	*%	**	-%	1%	*%	1%	*%	-%	
USE BUT DON'T HAVE A PROFILE	216	184	**	**	**	216	190	**	**	192	**	94	97	216	44	98	46	
	38%	39%	**	**	**	38%	39%	**	**	37%	**	41%	34%	38%	37%	40%	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.

**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	600	248	316	366	209
Effective Weighted Sample	386	163	199	239	148
Total	571	236	295	281	267
USE ONE PROFILE	342	152	173	163	168
	60%	64%	59%	58%	63%
USE MORE THAN ONE PROFILE	11	7	4	6	3
	2%	3%	1%	2%	1%
DON'T KNOW HOW MANY PROFILES	2	*	-	*	1
	*%	*%	-%	*%	1%
USE BUT DON'T HAVE A PROFILE	216	77	118	111	94
	38%	33%	40%	39%	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.

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	344	114	78	80	42	23	7	344	212	122	98	90	73	80	188	153	344
Effective Weighted Sample	234	77	51	54	33	17	5	234	144	85	69	64	53	51	133	101	234
Total	317	111	76	55	46	24	5	317	205	104	99	89	76	51	188	126	317
USE ONE PROFILE	172	58	**	**	**	**	**	172	108	59	**	**	**	**	104	65	172
	54%	52%	**	**	**	**	**	54%	53%	57%	**	**	**	**	55%	52%	54%
USE MORE THAN ONE PROFILE	23	12	**	**	**	**	**	23	15	8	**	**	**	**	12	10	23
	7%	11%	**	**	**	**	**	7%	7%	8%	**	**	**	**	7%	8%	7%
DON'T KNOW HOW MANY PROFILES	5	-	**	**	**	**	**	5	5	-	**	**	**	**	5	-	5
	2%	-%	**	**	**	**	**	2%	3%	-%	**	**	**	**	3%	-%	2%
USE BUT DON'T HAVE A PROFILE	117	41	**	**	**	**	**	117	77	37	**	**	**	**	66	50	117
	37%	37%	**	**	**	**	**	37%	37%	36%	**	**	**	**	35%	40%	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	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	344	214	56	31	43	344	308	36	16	328	21	131	192	344	66	136	86
Effective Weighted Sample	234	164	46	19	32	234	212	22	11	223	13	86	135	234	46	92	63
Total	317	247	45	14	12	317	286	31	16	301	16	119	182	317	66	131	83
USE ONE PROFILE	172	127	**	**	**	172	153	**	**	165	**	60	107	172	**	72	**
	54%	51%	**	**	**	54%	53%	**	**	55%	**	50%	59%	54%	**	55%	**
USE MORE THAN ONE PROFILE	23	19	**	**	**	23	20	**	**	23	**	11	10	23	**	9	**
	7%	8%	**	**	**	7%	7%	**	**	8%	**	9%	6%	7%	**	7%	**
DON'T KNOW HOW MANY PROFILES	5	5	**	**	**	5	5	**	**	5	**	3	-	5	**	2	**
	2%	2%	**	**	**	2%	2%	**	**	2%	**	2%	-%	2%	**	2%	**
USE BUT DON'T HAVE A PROFILE	117	96	**	**	**	117	108	**	**	109	**	46	65	117	**	47	**
	37%	39%	**	**	**	37%	38%	**	**	36%	**	38%	35%	37%	**	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	344	161	169	213	109
Effective Weighted Sample	234	105	119	139	84
Total	317	144	158	169	132
USE ONE PROFILE	172	74	88	93	74
	54%	52%	56%	55%	56%
USE MORE THAN ONE PROFILE	23	12	10	11	10
	7%	9%	7%	7%	7%
DON'T KNOW HOW MANY PROFILES	5	2	3	3	2
	2%	2%	2%	2%	2%
USE BUT DON'T HAVE A PROFILE	117	55	57	62	46
	37%	38%	36%	37%	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.

**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							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	878	343	238	161	86	35	15	878	350	514	201	207	243	217	408	460	878
Effective Weighted Sample	564	218	150	115	61	22	8	564	232	323	135	136	159	138	270	291	564
Total	867	351	234	131	109	33	8	867	369	487	222	223	250	159	445	409	867
USE ONE PROFILE	616	270	151	91	**	**	**	616	231	376	141	159	191	115	300	306	616
	71%	77%	65%	69%	**	**	**	71%	63%	77%	63%	72%	76%	72%	68%	75%	71%
		b								h			j			j	
USE MORE THAN ONE PROFILE	61	33	17	5	**	**	**	61	38	21	26	14	13	6	41	19	61
	7%	9%	7%	4%	**	**	**	7%	10%	4%	12%	6%	5%	4%	9%	5%	7%
									i		lmo				mo		
DON'T KNOW HOW MANY PROFILES	6	1	3	2	**	**	**	6	5	1	2	3	*	*	5	1	6
	1%	*%	1%	1%	**	**	**	1%	1%	*%	1%	2%	*%	*%	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	184	48	62	33	**	**	**	184	95	88	53	46	45	38	98	83	184
	21%	14%	27%	25%	**	**	**	21%	26%	18%	24%	21%	18%	24%	22%	20%	21%
			a	a				a	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	878	594	95	77	112	878	775	103	126	752	112	388	376	878	203	303	171
Effective Weighted Sample	564	434	71	57	87	564	499	66	71	500	73	239	257	564	131	200	111
Total	867	726	79	34	28	867	777	90	138	729	129	379	353	867	223	300	163
USE ONE PROFILE	616	512	**	**	20	616	550	66	103	513	86	266	261	616	162	214	114
	71%	71%	**	**	71%	71%	71%	73%	74%	70%	67%	70%	74%	71%	73%	71%	70%
USE MORE THAN ONE PROFILE	61	56	**	**	*	61	56	5	9	52	8	28	25	61	7	26	13
	7%	8%	**	**	1%	7%	7%	6%	6%	7%	6%	7%	7%	7%	3%	9%	8%
		d				d										n	
DON'T KNOW HOW MANY PROFILES	6	6	**	**	-	6	6	-	-	6	1	4	2	6	5	-	-
	1%	1%	**	**	-%	1%	1%	-%	-%	1%	*%	1%	1%	1%	2%	-%	-%
															o		
USE BUT DON'T HAVE A PROFILE	184	152	**	**	8	184	165	19	27	157	35	81	65	184	49	59	36
	21%	21%	**	**	27%	21%	21%	21%	19%	22%	27%	21%	18%	21%	22%	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.

**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	878	389	415	449	347
Effective Weighted Sample	564	247	267	276	251
Total	867	376	410	363	440
USE ONE PROFILE	616	256	305	264	313
	71%	68%	74%	73%	71%
USE MORE THAN ONE PROFILE	61	41	18	24	29
	7%	11%	4%	7%	6%
DON'T KNOW HOW MANY PROFILES	6	3	3	*	5
	1%	1%	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	184	77	85	74	94
	21%	20%	21%	20%	21%

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	1184	346	293	264	161	80	40	1184	501	666	281	302	276	313	583	589	1184
Effective Weighted Sample	770	225	191	189	113	47	23	770	332	431	190	203	189	199	393	380	770
Total	1166	360	314	214	183	73	22	1166	539	612	328	325	280	219	653	499	1166
USE ONE PROFILE	656	202	182	134	92	**	**	656	274	376	170	186	172	120	356	292	656
	56%	56%	58%	62%	50%	**	**	56%	51%	61%	52%	57%	61%	55%	55%	58%	56%
			d							h							
USE MORE THAN ONE PROFILE	135	83	28	8	12	**	**	135	64	65	58	27	28	21	86	48	135
	12%	23%	9%	4%	7%	**	**	12%	12%	11%	18%	8%	10%	9%	13%	10%	12%
		bcdg	c					c			klmop						
DON'T KNOW HOW MANY PROFILES	4	*	3	-	1	**	**	4	-	4	-	3	-	1	3	1	4
	*%	*%	1%	-%	1%	**	**	*%	-%	1%	-%	1%	-%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	371	75	100	72	77	**	**	371	202	167	100	108	81	77	208	158	371
	32%	21%	32%	34%	42%	**	**	32%	37%	27%	30%	33%	29%	35%	32%	32%	32%
			a	a	ag			a	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.

**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	1184	827	109	112	136	1184	1044	140	161	1023	150	534	500	1184	262	429	250
Effective Weighted Sample	770	605	78	81	105	770	677	93	94	680	97	325	352	770	174	284	163
Total	1166	990	89	54	34	1166	1030	136	167	999	159	515	492	1166	284	416	245
USE ONE PROFILE	656	553	55	27	21	656	579	77	93	563	74	281	301	656	149	239	160
	56%	56%	61%	51%	62%	56%	56%	57%	56%	56%	47%	54%	61%	56%	53%	57%	65%
													j				n
USE MORE THAN ONE PROFILE	135	123	7	4	1	135	128	8	17	118	17	62	56	135	33	50	21
	12%	12%	8%	7%	4%	12%	12%	6%	10%	12%	11%	12%	11%	12%	12%	12%	8%
		d				d											
DON'T KNOW HOW MANY PROFILES	4	4	-	-	-	4	3	1	-	4	1	*	3	4	-	-	-
	*%	*%	-%	-%	-%	*%	*%	1%	-%	*%	1%	*%	1%	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	371	310	28	22	11	371	321	50	57	314	67	172	132	371	102	127	65
	32%	31%	31%	42%	34%	32%	31%	37%	34%	31%	42%	33%	27%	32%	36%	31%	26%
											lm						

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

All interviewing conducted using an online panel. Any break column with 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	1184	494	593	620	473
Effective Weighted Sample	770	318	388	390	341
Total	1166	468	597	502	591
USE ONE PROFILE	656	244	359	295	336
	56%	52%	60%	59%	57%
			a		
USE MORE THAN ONE PROFILE	135	81	46	58	59
	12%	17%	8%	12%	10%
		b			
DON'T KNOW HOW MANY PROFILES	4	3	-	4	-
	*%	1%	-%	1%	-%
USE BUT DON'T HAVE A PROFILE	371	141	192	145	196
	32%	30%	32%	29%	33%

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	88	34	24	13	8	4	5	88	44	40	26	15	26	20	41	46	88
Effective Weighted Sample	60	23	18	10	6	3	3	60	30	28	20	10	19	14	29	30	60
Total	89	35	30	10	8	2	4	89	47	39	24	15	35	13	39	48	89
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.

**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	88	63	8	11	6	88	81	7	5	83	7	31	50	88	20	31	15
Effective Weighted Sample	60	47	7	9	5	60	56	6	3	57	4	20	36	60	14	22	10
Total	89	76	6	5	2	89	86	3	5	84	7	31	51	89	21	36	15
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.

**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	88	50	32	54	24
Effective Weighted Sample	60	34	22	34	19
Total	89	52	30	48	32
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.

**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	338	135	96	66	28	7	6	338	241	85	84	88	82	80	172	162	338
Effective Weighted Sample	226	90	62	49	21	5	3	226	164	54	60	59	61	47	119	107	226
Total	353	148	99	54	41	6	4	353	256	87	100	95	94	58	196	151	353
USE ONE PROFILE	163	78	**	**	**	**	**	163	129	**	**	**	**	**	91	72	163
	46%	53%	**	**	**	**	**	46%	50%	**	**	**	**	**	46%	48%	46%
USE MORE THAN ONE PROFILE	21	6	**	**	**	**	**	21	15	**	**	**	**	**	8	13	21
	6%	4%	**	**	**	**	**	6%	6%	**	**	**	**	**	4%	9%	6%
USE BUT DON'T HAVE A PROFILE	169	63	**	**	**	**	**	169	112	**	**	**	**	**	97	67	169
	48%	43%	**	**	**	**	**	48%	44%	**	**	**	**	**	49%	44%	48%

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



All interviewing conducted using an online panel. Any break column with 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	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	338	228	44	31	35	338	302	36	20	318	27	156	155	338	71	127	59
Effective Weighted Sample	226	171	37	27	31	226	205	21	13	215	18	100	110	226	50	84	44
Total	353	293	40	12	8	353	316	37	27	326	32	168	153	353	86	134	61
USE ONE PROFILE	163	129	**	**	**	163	145	**	**	155	**	78	77	163	**	64	**
	46%	44%	**	**	**	46%	46%	**	**	47%	**	46%	50%	46%	**	47%	**
USE MORE THAN ONE PROFILE	21	21	**	**	**	21	20	**	**	21	**	11	8	21	**	7	**
	6%	7%	**	**	**	6%	6%	**	**	6%	**	6%	5%	6%	**	5%	**
USE BUT DON'T HAVE A PROFILE	169	143	**	**	**	169	151	**	**	151	**	79	68	169	**	64	**
	48%	49%	**	**	**	48%	48%	**	**	46%	**	47%	45%	48%	**	47%	**

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

All interviewing conducted using an online panel. Any break column with 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	338	163	154	190	116
Effective Weighted Sample	226	107	104	116	90
Total	353	164	167	168	155
USE ONE PROFILE	163	74	79	81	68
	46%	45%	47%	48%	44%
USE MORE THAN ONE PROFILE	21	12	9	12	8
	6%	7%	5%	7%	5%
USE BUT DON'T HAVE A PROFILE	169	79	79	76	78
	48%	48%	48%	45%	50%

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	1026	214	187	217	171	135	102	1026	511	499	310	298	190	221	608	411	1026
Effective Weighted Sample	667	142	118	146	114	91	80	667	339	321	200	202	129	139	402	264	667
Total	927	210	181	178	185	108	64	927	500	414	302	290	178	151	592	329	927
USE ONE PROFILE	646	128	118	147	134	77	43	646	350	288	206	190	129	118	396	247	646
	70%	61%	65%	83%	72%	71%	67%	70%	70%	70%	68%	66%	72%	78%	67%	75%	70%
				abdefg				a					jknp		kn		
USE MORE THAN ONE PROFILE	91	41	15	7	20	5	3	91	48	39	30	34	16	8	64	24	91
	10%	20%	8%	4%	11%	5%	5%	10%	10%	9%	10%	12%	9%	5%	11%	7%	10%
		bcefg			c			c				m					
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	-	*	3	2	1	2	1	-	*	3	*	3
	*%	1%	-%	-%	-%	-%	1%	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	187	38	49	24	32	27	18	187	100	87	63	66	33	25	129	58	187
	20%	18%	27%	13%	17%	25%	28%	20%	20%	21%	21%	23%	19%	16%	22%	18%	20%
			c		c		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.

**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	1026	671	123	103	129	1026	882	144	73	953	89	436	499	1026	161	414	289
Effective Weighted Sample	667	491	93	73	100	667	584	85	41	628	52	270	345	667	103	266	199
Total	927	750	96	48	33	927	796	131	70	857	80	383	462	927	155	385	254
USE ONE PROFILE	646	517	75	30	25	646	548	99	**	596	**	269	332	646	104	275	191
	70%	69%	77%	63%	75%	70%	69%	76%	**	70%	**	70%	72%	70%	67%	71%	75%
			c														
USE MORE THAN ONE PROFILE	91	77	8	5	1	91	80	11	**	87	**	34	52	91	14	40	19
	10%	10%	8%	10%	2%	10%	10%	8%	**	10%	**	9%	11%	10%	9%	10%	8%
		d		d		d											
DON'T KNOW HOW MANY PROFILES	3	3	-	-	*	3	3	-	**	3	**	*	*	3	-	-	1
	*%	*%	-%	-%	1%	*%	*%	-%	**	*%	**	*%	*%	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	187	153	14	13	7	187	166	21	**	171	**	80	77	187	38	71	44
	20%	20%	14%	27%	22%	20%	21%	16%	**	20%	**	21%	17%	20%	24%	18%	17%

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

All interviewing conducted using an online panel. Any break column with 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	1026	397	582	625	347
Effective Weighted Sample	667	260	374	410	248
Total	927	345	540	464	423
USE ONE PROFILE	646	227	394	315	310
	70%	66%	73%	68%	73%
USE MORE THAN ONE PROFILE	91	44	45	53	33
	10%	13%	8%	11%	8%
DON'T KNOW HOW MANY PROFILES	3	3	-	2	*
	*%	1%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	187	72	101	94	81
	20%	21%	19%	20%	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.

**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	125	16	26	32	18	20	13	125	81	42	40	39	24	22	79	46	125
Effective Weighted Sample	85	11	18	21	13	15	10	85	57	27	29	25	19	15	53	32	85
Total	126	19	30	31	15	21	10	126	83	42	44	39	29	14	83	43	126
USE ONE PROFILE	22	**	**	**	**	**	**	22	**	**	**	**	**	**	**	**	22
	17%	**	**	**	**	**	**	17%	**	**	**	**	**	**	**	**	17%
USE MORE THAN ONE PROFILE	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**	*
	*%	**	**	**	**	**	**	*%	**	**	**	**	**	**	**	**	*%
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**	*
	*%	**	**	**	**	**	**	*%	**	**	**	**	**	**	**	**	*%
USE BUT DON'T HAVE A PROFILE	103	**	**	**	**	**	**	103	**	**	**	**	**	**	**	**	103
	82%	**	**	**	**	**	**	82%	**	**	**	**	**	**	**	**	82%

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

All interviewing conducted using an online panel. Any break column with 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	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	125	89	14	12	10	125	111	14	3	122	2	44	79	125	17	57	32	
Effective Weighted Sample	85	67	10	7	9	85	76	9	2	84	2	30	55	85	12	41	23	
Total	126	106	11	7	3	126	115	11	4	122	3	49	73	126	20	55	30	
USE ONE PROFILE	22	**	**	**	**	22	20	**	**	22	**	**	**	22	**	**	**	
	17%	**	**	**	**	17%	18%	**	**	18%	**	**	**	17%	**	**	**	
USE MORE THAN ONE PROFILE	*	**	**	**	**	*	*	**	**	*	**	**	**	*	**	**	**	
	*%	**	**	**	**	*%	*%	**	**	*%	**	**	**	*%	**	**	**	
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	*	-	**	**	*	**	**	**	*	**	**	**	
	*%	**	**	**	**	*%	-%	**	**	*%	**	**	**	*%	**	**	**	
USE BUT DON'T HAVE A PROFILE	103	**	**	**	**	103	94	**	**	100	**	**	**	103	**	**	**	
	82%	**	**	**	**	82%	82%	**	**	82%	**	**	**	82%	**	**	**	

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

All interviewing conducted using an online panel. Any break column with 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	125	57	61	79	41
Effective Weighted Sample	85	38	43	52	33
Total	126	58	62	62	59
USE ONE PROFILE	22	**	**	**	**
	17%	**	**	**	**
USE MORE THAN ONE PROFILE	*	**	**	**	**
	*%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**
	*%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	103	**	**	**	**
	82%	**	**	**	**

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							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	29	5	11	9	2	-	2	29	17	10	9	11	7	2	20	9	29
Effective Weighted Sample	22	2	8	8	2	-	2	22	13	9	7	8	5	2	14	7	22
Total	35	4	14	11	3	-	3	35	19	15	8	15	8	3	23	11	35
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.

**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	29	21	1	5	2	29	27	2	2	27	4	12	13	29	5	13	4
Effective Weighted Sample	22	18	1	5	2	22	20	2	1	21	4	8	10	22	4	11	2
Total	35	31	1	2	*	35	33	2	2	33	7	14	13	35	5	18	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.

**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	29	17	7	12	13
Effective Weighted Sample	22	13	5	8	11
Total	35	21	8	12	18
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.

**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	2456	395	445	503	389	379	345	2456	1182	1247	640	650	519	630	1290	1149	2456
Effective Weighted Sample	1585	255	290	338	265	236	222	1585	772	800	418	440	348	393	858	729	1585
Total	2268	396	452	440	401	337	241	2268	1163	1081	641	675	498	434	1316	932	2268
USE ONE PROFILE	884	192	221	195	141	101	36	884	501	374	249	263	208	152	513	360	884
	39%	48%	49%	44%	35%	30%	15%	39%	43%	35%	39%	39%	42%	35%	39%	39%	39%
		defg	defg	def	f	f		ef	i								
USE MORE THAN ONE PROFILE	152	74	33	21	15	3	5	152	101	47	63	39	28	20	102	48	152
	7%	19%	7%	5%	4%	1%	2%	7%	9%	4%	10%	6%	6%	5%	8%	5%	7%
		bcdefg	ef	e	e			ef	i		klmop				mo		
DON'T KNOW HOW MANY PROFILES	12	2	4	3	2	1	*	12	3	9	3	6	1	1	9	2	12
	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	*%	1%	*%	*%	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	1220	128	194	221	244	233	200	1220	559	651	326	366	261	261	692	522	1220
	54%	32%	43%	50%	61%	69%	83%	54%	48%	60%	51%	54%	52%	60%	53%	56%	54%
			a	a	abcg	abcg	abcdeg	ab		h				jlnp			

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

All interviewing conducted using an online panel. Any break column with 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	2456	1698	255	253	250	2456	2110	346	289	2167	392	1148	913	2456	459	1026	589
Effective Weighted Sample	1585	1219	184	176	196	1585	1367	219	173	1418	245	720	621	1585	290	671	387
Total	2268	1889	204	113	62	2268	1974	294	287	1981	376	1038	850	2268	444	934	543
USE ONE PROFILE	884	732	85	42	25	884	772	112	97	787	98	378	408	884	181	347	223
	39%	39%	42%	37%	40%	39%	39%	38%	34%	40%	26%	36%	48%	39%	41%	37%	41%
												j	l	j			
USE MORE THAN ONE PROFILE	152	134	12	4	2	152	137	15	7	145	18	73	62	152	42	53	22
	7%	7%	6%	4%	3%	7%	7%	5%	3%	7%	5%	7%	7%	7%	9%	6%	4%
		d								h					op		
DON'T KNOW HOW MANY PROFILES	12	10	-	1	*	12	12	-	*	11	1	4	7	12	1	2	3
	1%	1%	-%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	1220	1012	107	67	35	1220	1052	168	182	1038	259	584	373	1220	219	533	295
	54%	54%	52%	59%	56%	54%	53%	57%	64%	52%	69%	56%	44%	54%	49%	57%	54%
									i		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.

**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	2456	922	1383	1569	768
Effective Weighted Sample	1585	587	896	1013	554
Total	2268	803	1312	1204	968
USE ONE PROFILE	884	333	479	441	411
	39%	42%	37%	37%	42%
					c
USE MORE THAN ONE PROFILE	152	71	71	72	60
	7%	9%	5%	6%	6%
		b			
DON'T KNOW HOW MANY PROFILES	12	6	4	5	6
	1%	1%	*%	*%	1%
USE BUT DON'T HAVE A PROFILE	1220	392	758	685	491
	54%	49%	58%	57%	51%
			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	52	26	12	8	2	1	3	52	28	21	19	11	12	9	30	21	52
Effective Weighted Sample	36	16	9	7	2	1	3	36	19	15	14	8	8	6	21	14	36
Total	57	24	18	8	3	*	4	57	32	24	25	10	14	8	35	22	57
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	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	52	39	3	3	7	52	45	7	7	45	8	23	21	52	8	18	8
Effective Weighted Sample	36	31	3	3	6	36	32	4	5	30	6	14	16	36	5	14	7
Total	57	52	2	1	1	57	51	6	9	48	10	24	24	57	10	24	10
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	52	32	16	27	17
Effective Weighted Sample	36	21	13	16	15
Total	57	35	17	24	27
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							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	128	90	26	9	1	1	1	128	44	78	44	41	25	17	85	42	128
Effective Weighted Sample	88	61	19	6	1	1	1	88	31	53	31	29	18	10	60	27	88
Total	135	94	30	7	2	*	2	135	51	77	48	45	30	10	93	40	135
USE ONE PROFILE	88	**	**	**	**	**	**	88	**	**	**	**	**	**	**	**	88
	65%	**	**	**	**	**	**	65%	**	**	**	**	**	**	**	**	65%
USE MORE THAN ONE PROFILE	11	**	**	**	**	**	**	11	**	**	**	**	**	**	**	**	11
	8%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	**	8%
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**	*
	*0%	**	**	**	**	**	**	*0%	**	**	**	**	**	**	**	**	*0%
USE BUT DON'T HAVE A PROFILE	37	**	**	**	**	**	**	37	**	**	**	**	**	**	**	**	37
	27%	**	**	**	**	**	**	27%	**	**	**	**	**	**	**	**	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.

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	128	92	11	10	15	128	120	8	13	115	13	45	70	128	25	36	31	
Effective Weighted Sample	88	73	10	8	14	88	82	6	8	80	9	31	48	88	18	25	23	
Total	135	120	7	4	3	135	127	8	15	120	17	49	69	135	30	40	31	
USE ONE PROFILE	88	**	**	**	**	88	81	**	**	78	**	**	**	88	**	**	**	
	65%	**	**	**	**	65%	64%	**	**	65%	**	**	**	65%	**	**	**	
USE MORE THAN ONE PROFILE	11	**	**	**	**	11	11	**	**	11	**	**	**	11	**	**	**	
	8%	**	**	**	**	8%	8%	**	**	9%	**	**	**	8%	**	**	**	
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	*	*	**	**	*	**	**	**	*	**	**	**	
	*%	**	**	**	**	*%	*%	**	**	*%	**	**	**	*%	**	**	**	
USE BUT DON'T HAVE A PROFILE	37	**	**	**	**	37	35	**	**	32	**	**	**	37	**	**	**	
	27%	**	**	**	**	27%	28%	**	**	26%	**	**	**	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.

**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	128	67	53	77	32
Effective Weighted Sample	88	46	38	51	25
Total	135	77	51	76	43
USE ONE PROFILE	88	**	**	**	**
	65%	**	**	**	**
USE MORE THAN ONE PROFILE	11	**	**	**	**
	8%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**
	*%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	37	**	**	**	**
	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.

**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	607	213	152	116	73	29	24	607	267	327	176	163	126	139	339	265	607
Effective Weighted Sample	393	139	99	78	48	22	17	393	178	208	111	110	90	89	220	175	393
Total	619	227	170	99	85	23	16	619	301	305	197	180	137	100	378	237	619
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	216	73	57	41	**	**	**	216	98	112	72	64	46	34	136	79	216
	35%	32%	34%	41%	**	**	**	35%	33%	37%	37%	35%	33%	33%	36%	33%	35%
I have separate account(s) for business purposes/ for promoting my business	212	62	65	44	**	**	**	212	112	93	92	59	34	25	151	59	212
	34%	27%	38%	44%	**	**	**	34%	37%	30%	47%	33%	25%	25%	40%	25%	34%
			a								klmop				lmo		o
I have different accounts for sharing/ posting my own content and for following other people	177	73	60	20	**	**	**	177	90	83	68	48	32	26	116	58	177
	29%	32%	35%	20%	**	**	**	29%	30%	27%	34%	26%	23%	26%	31%	24%	29%
			c														
I have one account for my closest friends and another for my wider circle of friends	129	67	28	12	**	**	**	129	64	60	45	36	29	17	82	46	129
	21%	30%	17%	12%	**	**	**	21%	21%	20%	23%	20%	21%	17%	22%	19%	21%
		bcg															
I have more than one but I no longer use them all	118	52	30	15	**	**	**	118	62	51	37	33	26	20	70	46	118
	19%	23%	18%	15%	**	**	**	19%	21%	17%	19%	18%	19%	20%	19%	19%	19%
I have an account for my parents/ family to see	83	53	13	7	**	**	**	83	42	34	34	16	21	11	50	32	83
	13%	23%	7%	7%	**	**	**	13%	14%	11%	17%	9%	15%	11%	13%	13%	13%
		bcg															

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

All interviewing conducted using an online panel. Any break column with 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	607	213	152	116	73	29	24	607	267	327	176	163	126	139	339	265	607
Effective Weighted Sample	393	139	99	78	48	22	17	393	178	208	111	110	90	89	220	175	393
Total	619	227	170	99	85	23	16	619	301	305	197	180	137	100	378	237	619
I have a 'real' or authentic account and another that is my curated or photoshopped one	83 13%	33 15%	23 14%	11 11%	** **	** **	** **	83 13%	44 15%	33 11%	38 19%	13 7%	22 16%	10 10%	51 13%	32 13%	83 13%
Some other reason	19 3%	4 2%	4 2%	3 3%	** **	** **	** **	19 3%	10 3%	9 3%	2 1%	7 4%	3 2%	7 7%	9 2%	10 4%	19 3%
Don't know	17 3%	5 2%	2 1%	3 3%	** **	** **	** **	17 3%	13 4%	4 1%	- -%	5 3%	6 4%	7 7%	5 1%	12 5%	17 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	
Significance Level: 95%																		
Unweighted total	607	440	62	58	47	607	526	81	69	538	63	270	274	607	118	229	134	
Effective Weighted Sample	393	315	47	46	41	393	345	48	43	352	46	165	184	393	79	147	86	
Total	619	537	47	24	11	619	539	80	78	541	69	279	271	619	141	236	128	
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	216 35%	185 34%	** **	** **	** **	216 35%	191 35%	** **	** **	191 35%	** **	92 33%	111 41%	216 35%	60 42%	78 33%	52 40%	
I have separate account(s) for business purposes/ for promoting my business	212 34%	186 35%	** **	** **	** **	212 34%	182 34%	** **	** **	193 36%	** **	87 31%	109 40%	212 34%	43 30%	91 39%	55 43%	
I have different accounts for sharing/ posting my own content and for following other people	177 29%	154 29%	** **	** **	** **	177 29%	166 31%	** **	** **	158 29%	** **	86 31%	86 32%	177 29%	40 28%	75 32%	31 24%	
I have one account for my closest friends and another for my wider circle of friends	129 21%	113 21%	** **	** **	** **	129 21%	110 20%	** **	** **	110 20%	** **	48 17%	68 25%	129 21%	34 24%	39 16%	24 19%	
I have more than one but I no longer use them all	118 19%	102 19%	** **	** **	** **	118 19%	101 19%	** **	** **	106 19%	** **	48 17%	53 19%	118 19%	36 26%	34 14%	17 13%	
I have an account for my parents/ family to see	83 13%	71 13%	** **	** **	** **	83 13%	77 14%	** **	** **	77 14%	** **	35 13%	41 15%	83 13%	19 13%	35 15%	10 8%	

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

All interviewing conducted using an online panel. Any break column with 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	607	440	62	58	47	607	526	81	69	538	63	270	274	607	118	229	134
Effective Weighted Sample	393	315	47	46	41	393	345	48	43	352	46	165	184	393	79	147	86
Total	619	537	47	24	11	619	539	80	78	541	69	279	271	619	141	236	128
I have a 'real' or authentic account and another that is my curated or photoshopped one	83 13%	74 14%	**	**	**	83 13%	76 14%	**	**	74 14%	**	27 9%	43 16%	83 13%	25 17%	25 11%	13 10%
Some other reason	19 3%	18 3%	**	**	**	19 3%	14 3%	**	**	17 3%	**	7 2%	11 4%	19 3%	6 4%	9 4%	4 3%
Don't know	17 3%	16 3%	**	**	**	17 3%	13 2%	**	**	15 3%	**	6 2%	6 2%	17 3%	3 2%	7 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.

**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	607	282	282	340	215
Effective Weighted Sample	393	185	181	219	155
Total	619	286	290	279	293
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	216 35%	97 34%	101 35%	102 37%	108 37%
I have separate account(s) for business purposes/ for promoting my business	212 34%	90 31%	108 37%	84 30%	115 39%
I have different accounts for sharing/ posting my own content and for following other people	177 29%	96 34%	68 23%	85 31%	81 28%
I have one account for my closest friends and another for my wider circle of friends	129 21%	80 28%	45 15%	59 21%	57 19%
I have more than one but I no longer use them all	118 19%	68 24%	47 16%	41 15%	65 22%

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	607	282	282	340	215
Effective Weighted Sample	393	185	181	219	155
Total	619	286	290	279	293
I have an account for my parents/ family to see	83	56	20	37	39
	13%	19%	7%	13%	13%
		b			
I have a 'real' or authentic account and another that is my curated or photoshopped one	83	57	21	34	33
	13%	20%	7%	12%	11%
		b			
Some other reason	19	12	7	11	8
	3%	4%	2%	4%	3%
Don't know	17	6	10	7	9
	3%	2%	3%	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2674	425	496	496	500	404	353	2674	1286	1365	741	783	595	535	1524	1130	2674
	95%	99%	99%	99%	97%	94%	82%	95%	95%	96%	95%	97%	98%	92%	96%	95%	95%
		efg	defg	efg	f	f		f			m	m	mo		m	m	m
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2521	425	494	492	469	366	277	2521	1243	1255	704	743	554	500	1447	1054	2521
	90%	99%	99%	98%	91%	85%	65%	90%	92%	88%	91%	92%	91%	86%	91%	88%	90%
		defg	defg	defg	ef	f		ef	i		m	m	m		mo		m
USES SOCIAL MEDIA APPS OR SITES	2502	422	479	471	472	359	299	2502	1194	1286	698	736	548	499	1434	1048	2502
	89%	98%	96%	94%	92%	84%	70%	89%	88%	90%	90%	91%	90%	86%	90%	88%	89%
		cdefg	defg	efg	ef	f		ef			m	m			m		m
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1783	377	420	378	315	195	98	1783	911	855	508	505	408	344	1014	752	1783
	64%	88%	84%	76%	61%	45%	23%	64%	67%	60%	66%	62%	67%	59%	64%	63%	64%
		cdefg	cdefg	defg	ef	f		ef	i		m		m				
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
	98%	99%	100%	100%	100%	98%	89%	98%	97%	98%	97%	98%	99%	96%	98%	98%	98%
		f	efg	efg	efg	f		f				m	m				m
USES NONE OF THESE	62	4	-	1	2	9	47	62	36	26	20	13	6	22	33	28	62
	2%	1%	-%	*%	*%	2%	11%	2%	3%	2%	3%	2%	1%	4%	2%	2%	2%
					bcd	abcd	bcdeg	bcd						klp			
USES ALL FOUR TYPES OF APPS/ SITES	1717	375	409	366	303	179	84	1717	869	832	498	482	392	328	980	720	1717
	61%	88%	82%	73%	59%	42%	20%	61%	64%	58%	64%	60%	64%	56%	62%	60%	61%
		cdefg	cdefg	defg	ef	f		ef	i		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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2674	2232	236	133	73	2674	2291	383	365	2308	562	1199	902	2674	513	1110	620
	95%	95%	97%	97%	96%	95%	96%	94%	98%	95%	88%	97%	99%	95%	96%	95%	96%
												jm	jkm	j			
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2521	2096	226	127	72	2521	2176	345	339	2182	458	1161	897	2521	489	1041	588
	90%	89%	93%	92%	95%	90%	91%	85%	91%	90%	72%	94%	99%	90%	92%	89%	91%
					ae		g					jm	jkm	j			
USES SOCIAL MEDIA APPS OR SITES	2502	2082	227	123	70	2502	2145	358	335	2167	491	1110	888	2502	490	1040	574
	89%	89%	93%	90%	92%	89%	90%	88%	89%	89%	77%	90%	98%	89%	92%	89%	89%
												j	jkm	j			
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1783	1490	158	86	49	1783	1567	216	249	1534	221	796	766	1783	378	711	393
	64%	64%	65%	63%	65%	64%	65%	53%	67%	63%	35%	65%	84%	64%	71%	61%	61%
							g					j	jkm	j	op		
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
	98%	98%	99%	98%	99%	98%	98%	97%	99%	98%	94%	99%	100%	98%	99%	98%	98%
												j	jkm	j			
USES NONE OF THESE	62	57	3	2	1	62	51	11	4	58	37	16	-	62	7	29	13
	2%	2%	1%	2%	1%	2%	2%	3%	1%	2%	6%	1%	-%	2%	1%	2%	2%
											klm	l		l			
USES ALL FOUR TYPES OF APPS/ SITES	1717	1434	153	83	47	1717	1508	209	235	1482	207	756	754	1717	366	684	380
	61%	61%	63%	60%	62%	61%	63%	51%	63%	61%	33%	61%	83%	61%	69%	58%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2674 95%	937 96%	1547 95%	1443 93%	1113 99%
					c
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2521 90%	890 91%	1447 89%	1326 85%	1082 96%
					c
USES SOCIAL MEDIA APPS OR SITES	2502 89%	886 91%	1437 88%	1314 84%	1079 96%
					c
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1783 64%	683 70%	956 59%	845 54%	845 75%
		b			c
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2738 98%	954 98%	1587 98%	1500 96%	1121 100%
					c
USES NONE OF THESE	62 2%	21 2%	39 2%	57 4%	5 *%
				d	
USES ALL FOUR TYPES OF APPS/ SITES	1717 61%	660 68%	922 57%	794 51%	835 74%
		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 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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
YouTube	2268	396	452	440	401	337	241	2268	1163	1081	641	675	498	434	1316	932	2268
	81%	92%	90%	88%	78%	79%	56%	81%	86%	76%	83%	83%	82%	75%	83%	78%	81%
		defg	defg	defg	f	f		f	i		m	mo	m		mo		m
WhatsApp	2253	348	439	453	421	335	258	2253	1056	1176	637	666	508	426	1303	934	2253
	80%	81%	88%	91%	82%	78%	60%	80%	78%	83%	82%	82%	83%	73%	82%	78%	80%
		f	defg	defg	f	f		f		h	m	m	mo		mo	m	m
Facebook	2070	285	398	416	416	287	268	2070	949	1106	555	589	463	445	1145	909	2070
	74%	66%	80%	83%	81%	67%	63%	74%	70%	78%	72%	73%	76%	77%	72%	76%	74%
			aefg	aefg	aefg			aef		h						n	
Instagram	1590	382	409	323	268	147	61	1590	667	904	458	471	375	273	930	648	1590
	57%	89%	82%	65%	52%	34%	14%	57%	49%	64%	59%	58%	61%	47%	59%	54%	57%
		bcdefg	cdefg	defg	ef	f		ef		h	m	m	mo		m	m	m
TikTok	1166	360	314	214	183	73	22	1166	539	612	328	325	280	219	653	499	1166
	42%	84%	63%	43%	36%	17%	5%	42%	40%	43%	42%	40%	46%	38%	41%	42%	42%
		bcdefg	cdefg	def	ef	f		def					m				
Snapchat	945	365	259	151	118	43	10	945	412	521	248	238	267	179	486	446	945
	34%	85%	52%	30%	23%	10%	2%	34%	30%	37%	32%	29%	44%	31%	31%	37%	34%
		bcdefg	cdefg	def	ef	f		def		h			jkmnop			jkmn	
Twitter	927	210	181	178	185	108	64	927	500	414	302	290	178	151	592	329	927
	33%	49%	36%	36%	36%	25%	15%	33%	37%	29%	39%	36%	29%	26%	37%	28%	33%
		bcdefg	ef	ef	ef	f		ef	i		lmop	lmo			lmop		mo
FaceTime	918	237	200	162	148	102	70	918	355	552	282	266	211	148	548	359	918
	33%	55%	40%	32%	29%	24%	16%	33%	26%	39%	36%	33%	35%	25%	35%	30%	33%
		bcdefg	cdefg	ef	f	f		ef		h	mo	m	m		mo		m
Microsoft Teams	724	142	146	165	158	83	31	724	382	339	277	277	108	56	554	163	724
	26%	33%	29%	33%	31%	19%	7%	26%	28%	24%	36%	34%	18%	10%	35%	14%	26%
		efg	ef	efg	ef	f		ef	i		lmop	lmop	m		lmop	m	lmo
Zoom	625	91	124	117	122	90	81	625	315	305	246	219	93	59	465	152	625
	22%	21%	25%	23%	24%	21%	19%	22%	23%	21%	32%	27%	15%	10%	29%	13%	22%
											lmop	lmop	m		lmop		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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
iMessage (by Apple)	595	162	140	109	105	53	27	595	222	362	190	176	123	100	366	223	595
	21%	38%	28%	22%	20%	12%	6%	21%	16%	25%	25%	22%	20%	17%	23%	19%	21%
		bcdefg	defg	ef	ef	f		ef		h	mo				mo		m
Pinterest	571	140	103	113	98	73	44	571	187	374	190	159	128	89	349	217	571
	20%	33%	21%	23%	19%	17%	10%	20%	14%	26%	24%	20%	21%	15%	22%	18%	20%
		bcdefg	f	f	f	f		f		h	mop		m		mo		m
LinkedIn	485	66	96	96	100	78	50	485	283	199	202	158	82	40	360	122	485
	17%	15%	19%	19%	19%	18%	12%	17%	21%	14%	26%	19%	13%	7%	23%	10%	17%
			f	f	f	f		f	i		klmop	lmo	m		lmop	m	mo
Skype	386	47	75	71	74	62	57	386	228	153	138	122	78	47	259	124	386
	14%	11%	15%	14%	14%	14%	13%	14%	17%	11%	18%	15%	13%	8%	16%	10%	14%
									i		lmop	mo	m		mo		mo
Twitch	353	148	99	54	41	6	4	353	256	87	100	95	94	58	196	151	353
	13%	34%	20%	11%	8%	2%	1%	13%	19%	6%	13%	12%	15%	10%	12%	13%	13%
		bcdefg	cdefg	ef	ef			def			i		m				
Reddit	317	111	76	55	46	24	5	317	205	104	99	89	76	51	188	126	317
	11%	26%	15%	11%	9%	6%	1%	11%	15%	7%	13%	11%	12%	9%	12%	11%	11%
		bcdefg	defg	ef	f	f		ef			i		m				
Discord	249	114	67	38	17	8	5	249	179	64	83	65	66	31	148	97	249
	9%	27%	13%	8%	3%	2%	1%	9%	13%	4%	11%	8%	11%	5%	9%	8%	9%
		bcdefg	cdefg	def				def			i		m		m		m
Google Chat/ Google Meet/ Google Duo	248	58	63	46	47	22	12	248	142	104	97	61	65	23	159	88	248
	9%	13%	13%	9%	9%	5%	3%	9%	11%	7%	13%	8%	11%	4%	10%	7%	9%
		efg	efg	ef	ef			ef			i		kmop	m	mo	m	m
Telegram	231	44	64	50	40	22	11	231	142	86	93	62	49	27	154	76	231
	8%	10%	13%	10%	8%	5%	3%	8%	10%	6%	12%	8%	8%	5%	10%	6%	8%
		ef	defg	ef	f			f			i		kmop	m	m		m
BeReal	135	94	30	7	2	*	2	135	51	77	48	45	30	10	93	40	135
	5%	22%	6%	1%	*%	*%	*%	5%	4%	5%	6%	6%	5%	2%	6%	3%	5%
		bcdefg	cdef	e				cdef			mo	mo	m		mo		m

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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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Vimeo	126 4%	19 5%	30 6%	31 6%	15 3%	21 5%	10 2%	126 4%	83 6%	42 3%	44 6%	39 5%	29 5%	14 2%	83 5%	43 4%	126 4%
Dailymotion	106 4%	24 6%	24 5%	24 5%	13 3%	16 4%	5 1%	106 4%	73 5%	31 2%	33 4%	33 4%	21 3%	20 3%	66 4%	40 3%	106 4%
Tumblr	89 3%	35 8%	30 6%	10 2%	8 2%	2 *	4 1%	89 3%	47 3%	39 3%	24 3%	15 2%	35 6%	13 2%	39 2%	48 4%	89 3%
Viber	88 3%	18 4%	29 6%	16 3%	10 2%	7 2%	8 2%	88 3%	51 4%	34 2%	23 3%	25 3%	28 5%	9 2%	48 3%	37 3%	88 3%
WeChat	79 3%	16 4%	18 4%	17 3%	14 3%	8 2%	5 1%	79 3%	43 3%	33 2%	31 4%	20 2%	22 4%	6 1%	51 3%	28 2%	79 3%
OnlyFans	65 2%	13 3%	28 6%	13 3%	6 1%	2 *	3 1%	65 2%	53 4%	11 1%	27 3%	11 1%	14 2%	11 2%	38 2%	25 2%	65 2%
Yubo	57 2%	24 5%	18 4%	8 2%	3 1%	* *	4 1%	57 2%	32 2%	24 2%	25 3%	10 1%	14 2%	8 1%	35 2%	22 2%	57 2%
Slack	56 2%	4 1%	20 4%	17 3%	9 2%	1 *	4 1%	56 2%	36 3%	20 1%	21 3%	20 2%	11 2%	4 1%	41 3%	15 1%	56 2%
Signal	55 2%	1 *	15 3%	19 4%	8 2%	7 2%	6 1%	55 2%	40 3%	15 1%	23 3%	17 2%	11 2%	5 1%	39 2%	16 1%	55 2%
Kik	54 2%	9 2%	15 3%	9 2%	10 2%	7 2%	4 1%	54 2%	35 3%	16 1%	14 2%	10 1%	18 3%	11 2%	24 2%	30 2%	54 2%

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
BitChute	39 1%	1 *% ade	17 3% defg	11 2% ae	5 1%	1 *% e	3 1%	39 1%	33 2% i	6 *% i	11 1%	8 1%	14 2%	6 1%	19 1%	20 2%	39 1%
YouNow	35 1%	4 1%	14 3% defg	11 2% e	3 1%	- -% e	3 1%	35 1%	19 1%	15 1%	8 1%	15 2% m	8 1%	3 1%	23 1%	11 1%	35 1%
Clubhouse	30 1%	7 2% e	4 1%	6 1%	10 2% e	* *% e	2 *% e	30 1%	15 1%	12 1%	14 2% mo	10 1% m	5 1%	1 *% m	24 2% mo	6 *% m	30 1%
Other sites/ apps used	3 *% e	- -% e	- -% e	* *% e	- -% e	* *% e	2 *% e	3 *% e	2 *% e	1 *% e	1 *% e	1 *% e	- -% e	1 *% e	2 *% e	1 *% e	3 *% e
ANY OF THESE	2738 98%	425 99% f	500 100% efg	499 100% efg	513 100% efg	420 98% f	381 89% f	2738 98% f	1318 97% f	1397 98% f	756 97% f	797 98% m	604 99% m	560 96% m	1554 98% m	1164 98% m	2738 98% m
NONE OF THESE	62 2%	4 1%	- -% e	1 *% e	2 *% e	9 2% bcd	47 11% abcdeg	62 2% bcd	36 3%	26 2%	20 3%	13 2%	6 1%	22 4% klp	33 2%	28 2%	62 2%
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean score	6.4	9.3 bcdefg	8.0 cdefg	6.9 defg	6.0 ef	4.7 f	3.2 f	6.4 ef	6.5	6.3	7.1 klmop	6.5 mo	6.6 mo	5.1	6.8 mop	5.9 m	6.4 mo
Standard deviation	3.95	3.84	3.75	3.68	3.30	2.86	3.07	3.95	4.21	3.63	4.15	3.76	4.25	3.24	3.97	3.85	3.95
Standard error	.07	.19	.17	.15	.15	.13	.13	.07	.11	.09	.15	.13	.17	.11	.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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
YouTube	2268	1889	204	113	62	2268	1974	294	287	1981	376	1038	850	2268	444	934	543
	81%	81%	84%	83%	82%	81%	82%	72%	77%	82%	59%	84%	94%	81%	83%	80%	84%
							g					jm	jkm	j			o
WhatsApp	2253	1902	181	104	66	2253	1932	321	309	1944	413	1003	830	2253	423	927	557
	80%	81%	74%	75%	88%	80%	81%	79%	83%	80%	65%	81%	91%	80%	79%	79%	86%
		bc			abce	b						j	jkm	j			no
Facebook	2070	1718	188	104	60	2070	1758	312	280	1790	388	922	752	2070	419	880	471
	74%	73%	77%	76%	79%	74%	73%	77%	75%	74%	61%	75%	83%	74%	79%	75%	73%
												j	jkm	j			
Instagram	1590	1332	136	74	48	1590	1394	197	225	1366	237	696	654	1590	320	621	364
	57%	57%	56%	54%	63%	57%	58%	48%	60%	56%	37%	57%	72%	57%	60%	53%	56%
					c		g					j	jkm	j	o		
TikTok	1166	990	89	54	34	1166	1030	136	167	999	159	515	492	1166	284	416	245
	42%	42%	37%	39%	45%	42%	43%	33%	45%	41%	25%	42%	54%	42%	53%	36%	38%
							g					j	jkm	j	op		
Snapchat	945	791	85	41	29	945	844	102	160	785	145	421	374	945	243	322	180
	34%	34%	35%	30%	39%	34%	35%	25%	43%	32%	23%	34%	41%	34%	46%	28%	28%
					c		g		i			j	jkm	j	op		
Twitter	927	750	96	48	33	927	796	131	70	857	80	383	462	927	155	385	254
	33%	32%	40%	35%	43%	33%	33%	32%	19%	35%	13%	31%	51%	33%	29%	33%	39%
			a		ae					h		j	jkm	j			no
FaceTime	918	781	71	45	21	918	793	125	107	811	117	391	408	918	189	351	220
	33%	33%	29%	33%	28%	33%	33%	31%	28%	33%	18%	32%	45%	33%	35%	30%	34%
												j	jkm	j			
Microsoft Teams	724	599	75	32	18	724	626	98	43	681	72	258	393	724	96	280	253
	26%	26%	31%	23%	24%	26%	26%	24%	11%	28%	11%	21%	43%	26%	18%	24%	39%
										h		j	jkm	jk		n	no
Zoom	625	512	71	22	20	625	554	71	27	598	40	241	343	625	101	264	176
	22%	22%	29%	16%	26%	22%	23%	18%	7%	25%	6%	20%	38%	22%	19%	23%	27%
			ace		c	c	g			h		j	jkm	j			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	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
iMessage (by Apple)	595	495	59	30	11	595	516	79	63	532	50	264	281	595	130	223	162
	21%	21%	24%	22%	15%	21%	22%	19%	17%	22%	8%	21%	31%	21%	24%	19%	25%
		d	d	d	d	d						j	jkm	j	o	o	o
Pinterest	571	474	49	32	16	571	482	89	50	521	57	228	285	571	119	247	121
	20%	20%	20%	23%	21%	20%	20%	22%	13%	21%	9%	18%	31%	20%	22%	21%	19%
										h		j	jkm	j			
LinkedIn	485	401	45	23	16	485	416	69	25	460	35	176	273	485	50	183	192
	17%	17%	18%	17%	21%	17%	17%	17%	7%	19%	6%	14%	30%	17%	9%	16%	30%
										h		j	jkm	jk		n	no
Skype	386	327	38	12	9	386	334	52	10	375	27	146	211	386	62	177	98
	14%	14%	16%	9%	12%	14%	14%	13%	3%	15%	4%	12%	23%	14%	12%	15%	15%
		c	c		c	c				h		j	jkm	j			
Twitch	353	293	40	12	8	353	316	37	27	326	32	168	153	353	86	134	61
	13%	12%	16%	9%	11%	13%	13%	9%	7%	13%	5%	14%	17%	13%	16%	11%	9%
			c							h		j	jm	j	op		
Reddit	317	247	45	14	12	317	286	31	16	301	16	119	182	317	66	131	83
	11%	11%	18%	10%	16%	11%	12%	8%	4%	12%	3%	10%	20%	11%	12%	11%	13%
			ace		ace		g			h		j	jkm	j			
Discord	249	206	25	11	7	249	225	24	18	232	18	115	117	249	60	92	55
	9%	9%	10%	8%	9%	9%	9%	6%	5%	10%	3%	9%	13%	9%	11%	8%	8%
										h		j	jkm	j			
Google Chat/ Google Meet/ Google Duo	248	226	16	4	2	248	223	25	27	221	16	101	131	248	44	97	62
	9%	10%	7%	3%	3%	9%	9%	6%	7%	9%	2%	8%	14%	9%	8%	8%	10%
		cd				cd						j	jkm	j			
Telegram	231	189	25	12	5	231	198	33	17	214	17	87	126	231	41	100	58
	8%	8%	10%	9%	7%	8%	8%	8%	5%	9%	3%	7%	14%	8%	8%	9%	9%
										h		j	jkm	j			

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

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Base : All respondents

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		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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
BeReal	135	120	7	4	3	135	127	8	15	120	17	49	69	135	30	40	31
	5%	5%	3%	3%	4%	5%	5%	2%	4%	5%	3%	4%	8%	5%	6%	3%	5%
Vimeo	126	106	11	7	3	126	115	11	4	122	3	49	73	126	20	55	30
	4%	5%	4%	5%	3%	4%	5%	3%	1%	5%	1%	4%	8%	4%	4%	5%	5%
Dailymotion	106	93	7	4	2	106	99	7	8	98	6	35	65	106	24	50	18
	4%	4%	3%	3%	3%	4%	4%	2%	2%	4%	1%	3%	7%	4%	4%	4%	3%
Tumblr	89	76	6	5	2	89	86	3	5	84	7	31	51	89	21	36	15
	3%	3%	3%	3%	2%	3%	4%	1%	1%	3%	1%	3%	6%	3%	4%	3%	2%
Viber	88	80	3	3	1	88	80	8	16	72	10	33	44	88	22	27	23
	3%	3%	1%	2%	1%	3%	3%	2%	4%	3%	2%	3%	5%	3%	4%	2%	4%
WeChat	79	70	3	5	1	79	70	8	3	76	7	32	40	79	10	47	9
	3%	3%	1%	4%	1%	3%	3%	2%	1%	3%	1%	3%	4%	3%	2%	4%	1%
OnlyFans	65	57	5	2	1	65	62	3	4	61	3	28	34	65	9	28	15
	2%	2%	2%	2%	2%	2%	3%	1%	1%	2%	*	2%	4%	2%	2%	2%	2%
Yubo	57	52	2	1	1	57	51	6	9	48	10	24	24	57	10	24	10
	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
Slack	56	47	5	2	2	56	53	3	*	56	4	18	34	56	5	22	25
	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	1%	1%	4%	2%	1%	2%	4%
Signal	55	50	3	2	1	55	44	11	4	52	5	25	25	55	3	24	13
	2%	2%	1%	1%	2%	2%	2%	3%	1%	2%	1%	2%	3%	2%	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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Kik	54 2%	41 2%	6 2%	5 3%	2 2%	54 2%	49 2%	5 1%	1 *%	52 2%	1 *%	25 2%	28 3%	54 2%	22 4%	20 2%	6 1%
BitChute	39 1%	35 1%	3 1%	* *%	- -%	39 1%	38 2%	* *%	2 *%	37 2%	2 *%	20 2%	17 2%	39 1%	8 2%	21 2%	5 1%
YouNow	35 1%	31 1%	1 *%	2 2%	* *%	35 1%	33 1%	2 *%	2 1%	33 1%	7 1%	14 1%	13 1%	35 1%	5 1%	18 2%	4 1%
Clubhouse	30 1%	28 1%	1 *%	- -%	1 1%	30 1%	21 1%	9 2%	3 1%	27 1%	1 *%	14 1%	14 2%	30 1%	4 1%	17 1%	5 1%
Other sites/ apps used	3 *%	2 *%	* *%	* *%	- -%	3 *%	2 *%	* *%	- -%	3 *%	2 *%	* *%	- -%	3 *%	- -%	2 *%	* *%
ANY OF THESE	2738 98%	2286 98%	241 99%	135 98%	75 99%	2738 98%	2343 98%	395 97%	370 99%	2367 98%	599 94%	1215 99%	907 100%	2738 98%	526 99%	1142 98%	632 98%
NONE OF THESE	62 2%	57 2%	3 1%	2 2%	1 1%	62 2%	51 2%	11 3%	4 1%	58 2%	37 6%	16 1%	- -%	62 2%	7 1%	29 2%	13 2%
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean score	6.4	6.4	6.6	6.0	6.6	6.4	6.5 g	5.7	5.3	6.6 h	3.7	6.2 j	8.6 jkm	6.4 j	6.6 o	6.1 o	6.8 o
Standard deviation	3.95	4.01	3.61	3.61	3.57	3.95	4.04	3.28	3.09	4.04	2.55	3.51	4.02	3.95	3.87	4.09	3.81
Standard error	.07	.09	.21	.21	.20	.07	.08	.15	.16	.08	.10	.09	.13	.07	.17	.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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
YouTube	2268 81%	803 82%	1312 81%	1204 77%	968 86%
					c
WhatsApp	2253 80%	767 79%	1335 82%	1174 75%	994 88%
					c
Facebook	2070 74%	742 76%	1193 73%	1070 69%	927 82%
					c
Instagram	1590 57%	592 61%	874 54%	732 47%	766 68%
		b			c
TikTok	1166 42%	468 48%	597 37%	502 32%	591 52%
		b			c
Snapchat	945 34%	400 41%	453 28%	390 25%	484 43%
		b			c
Twitter	927 33%	345 35%	540 33%	464 30%	423 38%
					c
FaceTime	918 33%	324 33%	535 33%	425 27%	448 40%
					c
Microsoft Teams	724 26%	233 24%	451 28%	322 21%	375 33%
					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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Zoom	625 22%	226 23%	368 23%	336 22%	267 24%
iMessage (by Apple)	595 21%	216 22%	343 21%	289 19%	289 26% c
Pinterest	571 20%	236 24% b	295 18%	281 18%	267 24% c
LinkedIn	485 17%	137 14%	323 20% a	260 17%	213 19%
Skype	386 14%	154 16%	205 13%	216 14%	152 14%
Twitch	353 13%	164 17% b	167 10%	168 11%	155 14%
Reddit	317 11%	144 15% b	158 10%	169 11%	132 12%
Discord	249 9%	122 13% b	113 7%	117 8%	110 10%
Google Chat/ Google Meet/ Google Duo	248 9%	107 11% b	130 8%	116 7%	117 10% c
Telegram	231 8%	96 10%	130 8%	103 7%	118 10% 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
BeReal	135 5%	77 8%	51 3%	76 5%	43 4%
Vimeo	126 4%	58 6%	62 4%	62 4%	59 5%
Dailymotion	106 4%	51 5%	47 3%	60 4%	45 4%
Tumblr	89 3%	52 5%	30 2%	48 3%	32 3%
Viber	88 3%	27 3%	56 3%	42 3%	40 4%
WeChat	79 3%	33 3%	41 3%	29 2%	46 4%
OnlyFans	65 2%	34 3%	24 1%	36 2%	24 2%
Yubo	57 2%	35 4%	17 1%	24 2%	27 2%
Slack	56 2%	26 3%	29 2%	18 1%	35 3%
Signal	55 2%	17 2%	33 2%	30 2%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Kik	54 2%	28 3%	17 1%	25 2%	26 2%
BitChute	39 1%	21 2%	13 1%	21 1%	15 1%
YouNow	35 1%	21 2%	8 1%	12 1%	18 2%
Clubhouse	30 1%	13 1%	16 1%	7 *%	23 2%
Other sites/ apps used	3 *%	2 *%	1 *%	3 *%	- -%
ANY OF THESE	2738 98%	954 98%	1587 98%	1500 96%	1121 100%
NONE OF THESE	62 2%	21 2%	39 2%	57 4%	5 *%
Base for stats	2800	975	1626	1557	1126
Mean score	6.4	6.9	6.1	5.7	7.3
Standard deviation	3.95	4.31	3.73	3.93	3.78
Standard error	.07	.13	.09	.09	.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 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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
Strongly disagree	128 5%	31 7%	24 5%	14 3%	14 3%	19 4%	26 7%	128 5%	69 5%	57 4%	53 7%	21 3%	25 4%	28 5%	74 5%	53 5%	128 5%
		cd					cd				kp			k	k		k
Slightly disagree	207 8%	36 8%	38 8%	29 6%	36 7%	28 7%	41 11%	207 8%	117 9%	89 6%	70 9%	49 6%	44 7%	44 8%	119 8%	88 8%	207 8%
							cg			i							
Neither agree nor disagree	498 18%	53 13%	84 17%	76 15%	94 18%	84 20%	106 28%	498 18%	218 17%	275 20%	130 17%	154 19%	106 18%	107 19%	284 18%	213 18%	498 18%
						a	abcdeg	a									
Slightly agree	992 36%	124 29%	175 35%	220 44%	189 37%	164 39%	120 31%	992 36%	473 36%	512 37%	245 32%	313 39%	221 37%	201 36%	559 36%	423 36%	992 36%
				abfg	a	af	a					j					
Strongly agree	860 31%	170 40%	177 35%	157 31%	173 34%	118 28%	65 17%	860 31%	405 31%	449 32%	244 32%	245 31%	198 33%	164 29%	489 31%	362 31%	860 31%
		cefg	f	f	f	f	f	f									
Don't know	53 2%	10 2%	2 *%	3 1%	7 1%	8 2%	24 6%	53 2%	37 3%	15 1%	14 2%	14 2%	9 2%	15 3%	28 2%	25 2%	53 2%
		bc					abcdeg	b		i							
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	335 12%	67 16%	62 12%	43 9%	50 10%	46 11%	67 18%	335 12%	186 14%	146 10%	123 16%	70 9%	69 11%	72 13%	194 12%	141 12%	335 12%
		cd					cdeg	c		i	klno			k	k		k
TOTAL AGREE	1852 68%	294 69%	352 70%	377 76%	362 71%	282 67%	184 48%	1852 68%	878 67%	960 69%	489 65%	559 70%	419 69%	365 65%	1048 67%	785 67%	1852 68%
		f	f	efg	f	f	f	f									
TOTAL NEITHER/ DON'T KNOW	550 20%	64 15%	86 17%	79 16%	101 20%	92 22%	129 34%	550 20%	254 19%	291 21%	144 19%	168 21%	115 19%	123 22%	312 20%	238 20%	550 20%
						ac	abcdeg	a									

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

All interviewing conducted using an online panel. Any break column with 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	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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
Strongly disagree	128 5%	114 5%	6 2%	6 4%	3 4%	128 5%	105 4%	23 6%	23 6%	105 4%	40 7%	57 5%	28 3%	128 5%	25 5%	51 5%	28 4%
Slightly disagree	207 8%	170 7%	21 9%	8 6%	8 11%	207 8%	178 8%	30 8%	18 5%	189 8%	53 9%	98 8%	57 6%	207 8%	42 8%	68 6%	60 9%
Neither agree nor disagree	498 18%	427 19%	29 12%	29 21%	14 18%	498 18%	426 18%	72 18%	73 20%	424 18%	185 31%	190 16%	114 13%	498 18%	87 17%	200 18%	99 16%
Slightly agree	992 36%	820 36%	98 41%	47 35%	26 35%	992 36%	844 36%	148 37%	146 39%	846 36%	187 31%	458 38%	345 38%	992 36%	186 35%	431 38%	241 38%
Strongly agree	860 31%	713 31%	83 34%	42 31%	23 30%	860 31%	744 32%	116 29%	102 28%	758 32%	111 19%	390 32%	359 40%	860 31%	177 34%	362 32%	194 31%
Don't know	53 2%	43 2%	5 2%	4 3%	1 1%	53 2%	47 2%	6 2%	8 2%	45 2%	24 4%	22 2%	5 1%	53 2%	10 2%	29 3%	10 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	335 12%	284 12%	26 11%	14 10%	11 15%	335 12%	282 12%	53 13%	41 11%	294 12%	92 15%	155 13%	85 9%	335 12%	67 13%	119 10%	88 14%
TOTAL AGREE	1852 68%	1533 67%	181 75%	89 66%	49 66%	1852 68%	1588 68%	264 67%	248 67%	1604 68%	297 50%	848 70%	704 78%	1852 68%	362 69%	793 69%	435 69%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p																	

All interviewing conducted using an online panel. Any break column with 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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
TOTAL NEITHER/ DON'T KNOW	550	470	34	33	15	550	472	78	81	470	209	213	119	550	97	229	109
	20%	21%	14%	24%	20%	20%	20%	20%	22%	20%	35%	18%	13%	20%	18%	20%	17%
		b		b		b					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.

**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 a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
Strongly disagree	128 5%	65 7%	56 4%	74 5%	44 4%
Slightly disagree	207 8%	81 9%	106 7%	117 8%	73 7%
Neither agree nor disagree	498 18%	184 19%	257 16%	305 20%	169 15%
Slightly agree	992 36%	317 33%	617 39%	528 35%	430 38%
Strongly agree	860 31%	286 30%	529 33%	439 29%	390 35%
Don't know	53 2%	21 2%	22 1%	37 2%	13 1%
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	335 12%	146 15%	162 10%	191 13%	118 11%
TOTAL AGREE	1852 68%	604 63%	1146 72%	967 64%	820 73%

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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
TOTAL NEITHER/ DON'T KNOW	550	205	279	342	182
	20%	21%	18%	23%	16%
		b		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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
Strongly disagree	308	26	23	37	73	61	88	308	183	124	84	99	64	60	183	124	308
	11%	6%	5%	7%	14%	14%	23%	11%	14%	9%	11%	12%	11%	11%	12%	11%	11%
					abc	abc	abcdeg	abc	i								
Slightly disagree	367	55	63	67	83	54	45	367	167	195	90	119	76	80	210	156	367
	13%	13%	13%	13%	16%	13%	12%	13%	13%	14%	12%	15%	13%	14%	13%	13%	13%
Neither agree nor disagree	661	73	113	132	123	122	98	661	335	321	186	177	142	151	364	293	661
	24%	17%	23%	27%	24%	29%	26%	24%	25%	23%	25%	22%	24%	27%	23%	25%	24%
				a	a	a	a	a									
Slightly agree	776	147	166	161	136	101	65	776	344	428	219	224	189	140	443	329	776
	28%	35%	33%	32%	26%	24%	17%	28%	26%	31%	29%	28%	31%	25%	29%	28%	28%
		defg	ef	ef	f	f		f		h			m				
Strongly agree	524	111	130	97	87	63	35	524	238	279	151	147	115	104	297	219	524
	19%	26%	26%	20%	17%	15%	9%	19%	18%	20%	20%	18%	19%	19%	19%	19%	19%
		cdefg	cdefg	f	f	f		f									
Don't know	101	12	5	4	12	19	49	101	50	50	26	31	18	24	57	43	101
	4%	3%	1%	1%	2%	5%	13%	4%	4%	4%	3%	4%	3%	4%	4%	4%	4%
						bc	abcdeg	bc									
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	675	81	86	104	156	115	133	675	350	319	174	218	140	141	392	281	675
	25%	19%	17%	21%	30%	27%	35%	25%	27%	23%	23%	27%	23%	25%	25%	24%	25%
					abcg	abc	abcdeg	ab									
TOTAL AGREE	1300	259	296	259	223	163	100	1300	582	707	369	371	304	244	741	548	1300
	47%	61%	59%	52%	43%	39%	26%	47%	44%	51%	49%	47%	50%	44%	48%	47%	47%
		cdefg	cdefg	def	f	f		ef		h			m				
TOTAL NEITHER/ DON'T KNOW	763	85	118	137	135	141	148	763	386	371	212	208	160	175	421	335	763
	28%	20%	24%	27%	26%	34%	39%	28%	29%	27%	28%	26%	27%	31%	27%	29%	28%
				a		abdg	abcdg	a									

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

All interviewing conducted using an online panel. Any break column with 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	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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
Strongly disagree	308 11%	252 11%	31 13%	17 13%	7 10%	308 11%	262 11%	46 12%	28 8%	280 12%	79 13%	139 11%	88 10%	308 11%	57 11%	139 12%	72 11%
Slightly disagree	367 13%	312 14%	30 12%	14 10%	11 15%	367 13%	309 13%	58 15%	49 13%	318 13%	72 12%	189 16%	106 12%	367 13%	83 16%	157 14%	76 12%
Neither agree nor disagree	661 24%	558 24%	53 22%	32 24%	18 24%	661 24%	572 24%	89 23%	109 29%	553 23%	169 28%	299 25%	186 21%	661 24%	129 25%	253 22%	156 25%
Slightly agree	776 28%	645 28%	71 29%	35 26%	25 33%	776 28%	669 29%	106 27%	98 27%	677 29%	154 26%	307 25%	311 34%	776 28%	139 26%	320 28%	196 31%
Strongly agree	524 19%	434 19%	49 20%	29 22%	12 15%	524 19%	450 19%	75 19%	79 21%	445 19%	80 13%	241 20%	202 22%	524 19%	106 20%	226 20%	110 17%
Don't know	101 4%	84 4%	7 3%	7 5%	3 4%	101 4%	80 3%	21 5%	7 2%	95 4%	44 7%	39 3%	14 2%	101 4%	12 2%	46 4%	22 3%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	675 25%	564 25%	61 25%	31 23%	18 24%	675 25%	571 24%	104 26%	77 21%	598 25%	151 25%	328 27%	194 21%	675 25%	140 27%	296 26%	148 23%
TOTAL AGREE	1300 47%	1079 47%	120 50%	64 48%	36 48%	1300 47%	1119 48%	181 46%	178 48%	1122 47%	234 39%	549 45%	513 57%	1300 47%	245 47%	546 48%	306 48%

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



All interviewing conducted using an online panel. Any break column with 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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
TOTAL NEITHER/ DON'T KNOW	763	643	60	40	20	763	652	111	115	648	214	339	201	763	141	299	178
	28%	28%	25%	29%	27%	28%	28%	28%	31%	27%	36%	28%	22%	28%	27%	26%	28%
											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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
Strongly disagree	308 11%	99 10%	196 12%	207 14% d	95 8%
Slightly disagree	367 13%	132 14%	213 13%	198 13%	154 14%
Neither agree nor disagree	661 24%	210 22%	387 24%	370 25%	261 23%
Slightly agree	776 28%	277 29%	446 28%	384 26%	354 32% c
Strongly agree	524 19%	208 22% b	282 18%	261 17%	242 22% c
Don't know	101 4%	29 3%	63 4%	81 5% d	15 1%
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	675 25%	231 24%	409 26%	405 27% d	249 22%
TOTAL AGREE	1300 47%	484 51% b	728 46%	645 43%	596 53% 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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
TOTAL NEITHER/ DON'T KNOW	763	239	450	451	276
	28%	25%	28%	30%	25%
				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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
Strongly disagree	146 5%	27 6%	24 5%	21 4%	15 3%	23 6%	35 9%	146 5%	81 6%	64 5%	39 5%	41 5%	41 7%	25 5%	80 5%	66 6%	146 5%
							bcdg										
Slightly disagree	141 5%	28 7%	28 6%	24 5%	25 5%	17 4%	18 5%	141 5%	81 6%	57 4%	51 7%	46 6%	24 4%	19 3%	98 6%	43 4%	141 5%
									i		mo				mo		
Neither agree nor disagree	318 12%	58 14%	55 11%	62 12%	55 11%	46 11%	42 11%	318 12%	170 13%	146 10%	96 13%	85 11%	66 11%	68 12%	182 12%	135 12%	318 12%
Slightly agree	904 33%	111 26%	166 33%	181 36%	165 32%	138 33%	143 38%	904 33%	475 36%	423 30%	248 33%	266 33%	205 34%	182 32%	514 33%	387 33%	904 33%
				a			a		i								
Strongly agree	1214 44%	194 46%	226 45%	210 42%	249 48%	194 46%	142 37%	1214 44%	505 38%	699 50%	321 42%	358 45%	264 44%	260 46%	679 44%	523 45%	1214 44%
				f	f	f	f			h							
Don't know	14 1%	6 1%	- -%	2 *%	4 1%	1 *%	1 *%	14 1%	6 *%	8 1%	1 *%	* *%	4 1%	7 1%	2 *%	10 1%	14 1%
				b									jkn		kn		
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	287 10%	56 13%	53 11%	45 9%	40 8%	40 10%	53 14%	287 10%	162 12%	121 9%	90 12%	87 11%	65 11%	44 8%	177 11%	109 9%	287 10%
							cd		i		m				m		
TOTAL AGREE	2118 77%	305 72%	392 78%	390 78%	414 81%	333 79%	285 75%	2118 77%	980 74%	1122 80%	569 75%	624 78%	469 78%	441 79%	1193 77%	910 78%	2118 77%
					a	a		a		h							
TOTAL NEITHER/ DON'T KNOW	332 12%	64 15%	55 11%	64 13%	59 12%	47 11%	43 11%	332 12%	176 13%	154 11%	97 13%	86 11%	70 12%	75 13%	183 12%	145 12%	332 12%

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

All interviewing conducted using an online panel. Any break column with 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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
Strongly disagree	146 5%	124 5%	12 5%	7 5%	4 6%	146 5%	129 5%	18 5%	21 6%	125 5%	56 9% klm	48 4%	41 4%	146 5%	41 8% o	51 5%	40 6%
Slightly disagree	141 5%	116 5%	17 7% c	4 3%	5 6%	141 5%	117 5%	23 6%	20 5%	121 5%	31 5%	73 6%	37 4%	141 5%	16 3%	53 5%	33 5%
Neither agree nor disagree	318 12%	280 12% b	17 7%	13 10%	7 9%	318 12% b	276 12%	42 11%	56 15%	262 11%	106 18% klm	131 11%	80 9%	318 12% l	63 12%	117 10%	58 9%
Slightly agree	904 33%	760 33%	72 30%	45 33%	28 37%	904 33%	775 33%	130 33%	122 33%	782 33%	204 34%	424 35% l	269 30%	904 33%	165 31%	389 34%	217 34%
Strongly agree	1214 44%	994 43%	123 51% a	65 48%	32 42%	1214 44%	1035 44%	180 45%	149 40%	1065 45%	193 32%	536 44% j	480 53% jkm	1214 44% j	240 46%	528 46%	280 44%
Don't know	14 1%	13 1%	* *% a	1 1%	* *% a	14 1%	11 *% a	3 1%	2 1%	12 1%	10 2% klm	3 *% a	1 *% a	14 1%	* *% a	2 *% a	3 *% a
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	287 10%	240 10%	28 12%	10 7%	9 12%	287 10%	246 11%	41 10%	41 11%	246 10%	87 15% klm	120 10%	78 9%	287 10%	58 11%	105 9%	73 12%
TOTAL AGREE	2118 77%	1754 77%	195 81%	111 82%	59 79%	2118 77%	1809 77%	309 78%	271 73%	1847 78%	397 66%	961 79% j	748 82% jm	2118 77% j	405 77%	918 80%	497 79%

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

All interviewing conducted using an online panel. Any break column with 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	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
TOTAL NEITHER/ DON'T KNOW	332	293	17	14	7	332	287	45	58	274	115	134	81	332	63	119	61
	12%	13%	7%	11%	9%	12%	12%	11%	16%	12%	19%	11%	9%	12%	12%	10%	10%
		b				b					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.

**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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
Strongly disagree	146 5%	50 5%	89 6%	96 6%	45 4%
				d	
Slightly disagree	141 5%	57 6%	69 4%	71 5%	56 5%
Neither agree nor disagree	318 12%	122 13%	155 10%	196 13%	98 9%
		b		d	
Slightly agree	904 33%	256 27%	589 37%	484 32%	390 35%
			a		
Strongly agree	1214 44%	464 49%	685 43%	644 43%	529 47%
		b			
Don't know	14 1%	6 1%	1 *%	9 1%	3 *%
		b			
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	287 10%	107 11%	157 10%	167 11%	101 9%
TOTAL AGREE	2118 77%	719 75%	1274 80%	1128 75%	918 82%
			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.

**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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
TOTAL NEITHER/ DON'T KNOW	332	128	156	205	101
	12%	13%	10%	14%	9%
		b		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.

**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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
Strongly disagree	128 5%	20 5%	26 5%	13 3%	20 4%	18 4%	31 8%	128 5%	65 5%	61 4%	54 7%	21 3%	30 5%	21 4%	75 5%	52 4%	128 5%
							cdeg				kmop				k		k
Slightly disagree	234 9%	53 13%	52 10%	37 7%	38 7%	30 7%	23 6%	234 9%	117 9%	110 8%	73 10%	57 7%	60 10%	43 8%	130 8%	103 9%	234 9%
		cdefg	f														
Neither agree nor disagree	885 32%	126 30%	132 26%	158 32%	168 33%	159 38%	141 37%	885 32%	394 30%	488 35%	216 29%	257 32%	204 34%	201 36%	474 30%	405 35%	885 32%
						ab	b			h				jn		jn	
Slightly agree	955 35%	120 28%	175 35%	195 39%	195 38%	137 33%	133 35%	955 35%	465 35%	481 34%	263 35%	313 39%	190 32%	187 33%	575 37%	377 32%	955 35%
				a	a		a					lo			lo		
Strongly agree	475 17%	89 21%	110 22%	90 18%	82 16%	69 16%	35 9%	475 17%	248 19%	224 16%	144 19%	133 17%	107 18%	88 16%	276 18%	194 17%	475 17%
		f	fg	f	f	f	f										
Don't know	62 2%	16 4%	4 1%	7 1%	10 2%	6 1%	19 5%	62 2%	28 2%	33 2%	6 1%	17 2%	13 2%	19 3%	23 1%	32 3%	62 2%
		b					bcdeg							jn		j	j
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	361 13%	73 17%	78 16%	50 10%	58 11%	48 11%	54 14%	361 13%	182 14%	171 12%	127 17%	78 10%	90 15%	65 12%	205 13%	155 13%	361 13%
		cde	c								kmp		k				k
TOTAL AGREE	1430 52%	209 49%	285 57%	284 57%	277 54%	206 49%	168 44%	1430 52%	713 54%	705 50%	407 54%	445 56%	297 49%	275 49%	852 55%	571 49%	1430 52%
			f	ef	f		f					lmo			mo		
TOTAL NEITHER/ DON'T KNOW	947 35%	142 33%	137 27%	165 33%	178 35%	165 39%	159 42%	947 35%	422 32%	521 37%	223 29%	274 34%	217 36%	221 39%	497 32%	438 38%	947 35%
				b	b	ab	bcg	b		h			j	jnp		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.

**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	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
Strongly disagree	128 5%	113 5%	6 3%	5 4%	3 4%	128 5%	107 5%	20 5%	20 5%	108 5%	38 6%	51 4%	34 4%	128 5%	34 6%	51 4%	26 4%
Slightly disagree	234 9%	198 9%	16 7%	13 10%	7 9%	234 9%	209 9%	25 6%	28 8%	205 9%	46 8%	113 9%	75 8%	234 9%	52 10%	87 8%	53 8%
Neither agree nor disagree	885 32%	745 33%	64 27%	49 36%	27 36%	885 32%	746 32%	139 35%	150 40%	735 31%	254 42%	390 32%	237 26%	885 32%	160 30%	366 32%	172 27%
Slightly agree	955 35%	771 34%	111 46%	46 34%	27 36%	955 35%	814 35%	141 36%	118 32%	837 35%	175 29%	422 35%	350 39%	955 35%	167 32%	409 36%	257 41%
Strongly agree	475 17%	401 18%	42 18%	20 14%	12 16%	475 17%	409 17%	66 17%	41 11%	434 18%	52 9%	220 18%	203 22%	475 17%	105 20%	212 19%	107 17%
Don't know	62 2%	58 3%	1 *%	2 2%	* *%	62 2%	57 2%	5 1%	14 4%	48 2%	34 6%	18 1%	8 1%	62 2%	7 1%	17 2%	16 3%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	361 13%	311 14%	23 9%	19 14%	9 12%	361 13%	316 13%	45 11%	48 13%	313 13%	83 14%	165 14%	109 12%	361 13%	86 16%	137 12%	79 13%
TOTAL AGREE	1430 52%	1173 51%	153 63%	66 49%	38 51%	1430 52%	1223 52%	207 52%	159 43%	1271 54%	227 38%	642 53%	553 61%	1430 52%	272 52%	621 54%	364 58%
TOTAL NEITHER/ DON'T KNOW	947 35%	803 35%	66 27%	51 38%	27 37%	947 35%	803 34%	143 36%	163 44%	783 33%	288 48%	409 34%	245 27%	947 35%	168 32%	383 34%	188 30%

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

All interviewing conducted using an online panel. Any break column with 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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
Strongly disagree	128 5%	58 6%	66 4%	73 5%	49 4%
Slightly disagree	234 9%	94 10%	120 8%	114 8%	105 9%
Neither agree nor disagree	885 32%	290 30%	513 32%	510 34%	339 30%
Slightly agree	955 35%	317 33%	593 37%	510 34%	404 36%
Strongly agree	475 17%	176 18%	260 16%	251 17%	207 18%
Don't know	62 2%	19 2%	35 2%	42 3%	16 1%
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	361 13%	152 16%	186 12%	187 12%	154 14%
		b			
TOTAL AGREE	1430 52%	493 52%	853 54%	761 51%	611 55%
TOTAL NEITHER/ DON'T KNOW	947 35%	309 32%	548 35%	552 37%	356 32%
				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.

**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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
Strongly disagree	202	32	30	25	35	26	53	202	107	93	64	56	42	39	119	81	202
	7%	8%	6%	5%	7%	6%	14%	7%	8%	7%	8%	7%	7%	7%	8%	7%	7%
							abcdeg										
Slightly disagree	438	101	111	90	63	42	30	438	194	243	111	157	95	68	267	163	438
	16%	24%	22%	18%	12%	10%	8%	16%	15%	17%	15%	20%	16%	12%	17%	14%	16%
		defg	defg	def				ef				jmop			m		m
Neither agree nor disagree	1094	126	167	197	207	209	189	1094	513	570	296	309	246	241	606	487	1094
	40%	30%	33%	39%	40%	50%	50%	40%	39%	41%	39%	39%	41%	43%	39%	42%	40%
				a	a	abcdg	abcdg	ab									
Slightly agree	663	105	112	134	138	103	71	663	322	335	189	196	141	132	385	273	663
	24%	25%	22%	27%	27%	25%	19%	24%	24%	24%	25%	25%	23%	24%	25%	23%	24%
				f	f			f									
Strongly agree	294	54	72	50	60	34	25	294	159	133	83	72	69	69	155	137	294
	11%	13%	14%	10%	12%	8%	7%	11%	12%	9%	11%	9%	11%	12%	10%	12%	11%
		f	ef		f			f									
Don't know	46	7	8	3	10	6	13	46	23	23	13	8	11	12	21	23	46
	2%	2%	2%	1%	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%
							c										
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	641	134	141	116	99	68	84	641	300	336	175	212	136	107	387	244	641
	23%	31%	28%	23%	19%	16%	22%	23%	23%	24%	23%	27%	23%	19%	25%	21%	23%
		cdefg	de	e				e				mo			mo		m
TOTAL AGREE	957	158	184	184	198	137	96	957	482	468	272	267	210	201	540	410	957
	35%	37%	37%	37%	39%	33%	25%	35%	37%	34%	36%	34%	35%	36%	35%	35%	35%
		f	f	f	f	f		f									
TOTAL NEITHER/ DON'T KNOW	1140	133	175	200	217	215	201	1140	536	593	310	318	258	252	627	510	1140
	42%	31%	35%	40%	42%	51%	53%	42%	41%	42%	41%	40%	43%	45%	40%	44%	42%
				a	a	abcdg	abcdg	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.

**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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
Strongly disagree	202 7%	168 7%	19 8%	11 8%	5 7%	202 7%	173 7%	30 8%	23 6%	179 8%	69 11% klm	71 6%	58 6%	202 7%	35 7%	86 8%	51 8%
Slightly disagree	438 16%	367 16%	38 16%	20 15%	12 17%	438 16%	386 16%	52 13%	53 14%	385 16%	56 9%	188 15% j	193 21% jkm	438 16% j	95 18%	167 15%	102 16%
Neither agree nor disagree	1094 40%	912 40%	94 39%	55 41%	33 43%	1094 40%	928 40%	166 42%	174 47% i	920 39%	282 47% klm	482 40%	324 36%	1094 40%	194 37%	459 40%	258 41%
Slightly agree	663 24%	540 24%	69 29%	34 25%	19 25%	663 24%	568 24%	94 24%	81 22%	582 25%	120 20%	326 27% j	213 23%	663 24%	119 23%	277 24%	171 27%
Strongly agree	294 11%	262 11% d	17 7%	10 7%	5 6%	294 11% d	248 11%	46 12%	29 8%	265 11%	48 8%	134 11%	113 12% j	294 11%	77 15% p	131 12% p	43 7%
Don't know	46 2%	37 2%	3 1%	5 3%	1 2%	46 2%	39 2%	7 2%	9 3%	37 2%	24 4% klm	14 1%	7 1%	46 2%	5 1%	21 2%	6 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	641 23%	535 23%	57 24%	31 23%	17 23%	641 23%	559 24%	82 21%	76 21%	564 24%	125 21%	260 21%	251 28% jkm	641 23%	130 25%	253 22%	153 24%
TOTAL AGREE	957 35%	803 35%	86 36%	44 33%	24 32%	957 35%	817 35%	140 36%	110 30%	847 36%	168 28%	459 38% j	326 36% j	957 35% j	197 37%	408 36%	214 34%

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

All interviewing conducted using an online panel. Any break column with 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	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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
TOTAL NEITHER/ DON'T KNOW	1140	949	97	60	34	1140	967	173	184	956	306	496	331	1140	199	480	265
	42%	42%	40%	44%	45%	42%	41%	44%	50%	40%	51%	41%	36%	42%	38%	42%	42%
									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.

**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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
Strongly disagree	202 7%	75 8%	121 8%	126 8%	66 6%
Slightly disagree	438 16%	155 16%	253 16%	239 16%	187 17%
Neither agree nor disagree	1094 40%	350 37%	664 42%	628 42%	426 38%
Slightly agree	663 24%	226 24%	391 25%	332 22%	299 27%
Strongly agree	294 11%	134 14%	139 9%	141 9%	136 12%
Don't know	46 2%	15 2%	19 1%	34 2%	6 1%
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	641 23%	230 24%	374 24%	365 24%	254 23%
TOTAL AGREE	957 35%	361 38%	530 33%	473 32%	435 39%
TOTAL NEITHER/ DON'T KNOW	1140 42%	364 38%	683 43%	662 44%	432 39%

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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
Strongly disagree	221 8%	22 5%	21 4%	33 7%	35 7%	43 10%	68 18%	221 8%	110 8%	109 8%	73 10%	63 8%	35 6%	45 8%	137 9%	80 7%	221 8%
Slightly disagree	432 16%	76 18%	100 20%	74 15%	68 13%	52 12%	62 16%	432 16%	183 14%	247 18%	109 14%	160 20%	85 14%	78 14%	269 17%	162 14%	432 16%
Neither agree nor disagree	1168 43%	145 34%	153 31%	215 43%	249 49%	214 51%	193 51%	1168 43%	552 42%	607 43%	303 40%	339 43%	257 43%	260 46%	642 41%	517 44%	1168 43%
Slightly agree	598 22%	103 24%	143 29%	124 25%	113 22%	79 19%	36 9%	598 22%	309 23%	279 20%	187 25%	169 21%	152 25%	89 16%	356 23%	241 21%	598 22%
Strongly agree	291 11%	77 18%	80 16%	50 10%	43 8%	27 6%	14 4%	291 11%	155 12%	136 10%	81 11%	62 8%	65 11%	79 14%	143 9%	144 12%	291 11%
Don't know	28 1%	2 *	4 1%	3 1%	6 1%	4 1%	8 2%	28 1%	8 1%	19 1%	3 *	4 *	10 2%	11 2%	7 *	20 2%	28 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	653 24%	98 23%	120 24%	107 21%	102 20%	95 23%	130 34%	653 24%	293 22%	356 25%	182 24%	223 28%	120 20%	123 22%	405 26%	243 21%	653 24%
TOTAL AGREE	889 32%	180 42%	223 45%	175 35%	156 30%	106 25%	50 13%	889 32%	464 35%	415 30%	268 35%	231 29%	217 36%	167 30%	500 32%	384 33%	889 32%
TOTAL NEITHER/ DON'T KNOW	1196 44%	146 34%	157 31%	218 44%	255 50%	218 52%	201 53%	1196 44%	561 43%	626 45%	306 40%	343 43%	267 44%	270 48%	649 42%	537 46%	1196 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.

**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 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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
Strongly disagree	221 8%	190 8%	14 6%	9 7%	8 10%	221 8%	185 8%	36 9%	26 7%	194 8%	70 12%	91 7%	56 6%	221 8%	40 8%	78 7%	65 10%
Slightly disagree	432 16%	352 15%	41 17%	28 21%	12 15%	432 16%	365 16%	67 17%	65 18%	367 15%	76 13%	195 16%	160 18%	432 16%	85 16%	186 16%	96 15%
Neither agree nor disagree	1168 43%	957 42%	115 48%	61 45%	36 48%	1168 43%	993 42%	175 44%	165 44%	1004 42%	298 50%	513 42%	349 39%	1168 43%	198 38%	479 42%	291 46%
Slightly agree	598 22%	512 22%	47 19%	24 18%	14 19%	598 22%	519 22%	78 20%	80 22%	517 22%	101 17%	279 23%	218 24%	598 22%	117 22%	267 23%	128 20%
Strongly agree	291 11%	254 11%	21 9%	10 8%	5 7%	291 11%	255 11%	36 9%	24 7%	267 11%	43 7%	129 11%	120 13%	291 11%	83 16%	119 10%	46 7%
Don't know	28 1%	21 1%	3 1%	3 2%	* *%	28 1%	25 1%	2 1%	9 3%	18 1%	11 2%	10 1%	4 *%	28 1%	3 1%	13 1%	5 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	653 24%	542 24%	55 23%	37 27%	19 26%	653 24%	550 23%	103 26%	92 25%	561 24%	146 24%	285 23%	216 24%	653 24%	125 24%	264 23%	161 26%
TOTAL AGREE	889 32%	766 34%	68 28%	35 26%	20 26%	889 32%	774 33%	115 29%	105 28%	785 33%	144 24%	408 34%	338 37%	889 32%	200 38%	385 34%	175 28%
		cd				cd					j	jm	j	p	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.

**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 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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
TOTAL NEITHER/ DON'T KNOW	1196	978	118	63	36	1196	1018	178	174	1022	309	522	354	1196	201	492	296
	44%	43%	49%	47%	48%	44%	43%	45%	47%	43%	52%	43%	39%	44%	38%	43%	47%
											klm			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.

**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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
Strongly disagree	221 8%	73 8%	139 9%	161 11% d	58 5%
Slightly disagree	432 16%	163 17%	246 16%	232 15%	188 17%
Neither agree nor disagree	1168 43%	387 41%	688 43%	668 45%	447 40%
Slightly agree	598 22%	206 22%	353 22%	287 19%	284 25% c
Strongly agree	291 11%	115 12%	150 9%	130 9%	142 13% c
Don't know	28 1%	10 1%	11 1%	22 1% d	3 *%
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	653 24%	236 25%	385 24%	393 26% d	246 22%
TOTAL AGREE	889 32%	321 34%	503 32%	417 28%	425 38% 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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
TOTAL NEITHER/ DON'T KNOW	1196	397	699	690	450
	44%	42%	44%	46%	40%
				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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
I often see views that I disagree with	586	104	102	119	130	83	49	586	311	266	190	159	121	110	349	232	586
	21%	24%	20%	24%	25%	20%	13%	21%	24%	19%	25%	20%	20%	20%	22%	20%	21%
		f	f	f	f	f		f	i		mo						
I sometimes see views that I disagree with	1582	259	311	296	279	234	203	1582	737	833	423	495	355	299	918	655	1582
	58%	61%	62%	59%	54%	56%	53%	58%	56%	60%	56%	62%	59%	53%	59%	56%	58%
			df									jmo			m		
I rarely see views that I disagree with	381	50	63	57	66	70	75	381	199	180	102	104	88	88	206	175	381
	14%	12%	13%	11%	13%	17%	20%	14%	15%	13%	13%	13%	15%	16%	13%	15%	14%
							abcdg										
Don't know	189	12	24	27	38	33	54	189	71	117	42	39	40	63	81	102	189
	7%	3%	5%	5%	7%	8%	14%	7%	5%	8%	6%	5%	7%	11%	5%	9%	7%
				a	a	abcdg	a			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.

**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	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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
I often see views that I disagree with	586 21%	483 21%	54 23%	30 22%	19 25%	586 21%	500 21%	86 22%	68 18%	519 22%	80 13%	246 20%	259 29%	586 21%	122 23%	238 21%	154 24%
I sometimes see views that I disagree with	1582 58%	1311 57%	145 60%	83 61%	43 58%	1582 58%	1354 58%	228 58%	219 59%	1363 58%	306 51%	716 59%	555 61%	1582 58%	309 59%	664 58%	357 57%
I rarely see views that I disagree with	381 14%	325 14%	34 14%	14 10%	9 12%	381 14%	327 14%	54 14%	52 14%	329 14%	122 20%	181 15%	75 8%	381 14%	69 13%	164 14%	80 13%
Don't know	189 7%	168 7%	8 3%	8 6%	4 5%	189 7%	162 7%	27 7%	32 9%	157 7%	91 15%	72 6%	18 2%	189 7%	26 5%	76 7%	40 6%

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

All interviewing conducted using an online panel. Any break column with 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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
I often see views that I disagree with	586 21%	230 24%	321 20%	279 19%	284 25% c
I sometimes see views that I disagree with	1582 58%	542 57%	934 59%	860 57%	660 59%
I rarely see views that I disagree with	381 14%	135 14%	219 14%	223 15%	136 12%
Don't know	189 7%	47 5%	113 7%	138 9%	40 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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
All of the time	223	61	54	40	39	20	9	223	109	113	54	66	65	35	119	100	223
	8%	14%	11%	8%	8%	5%	2%	8%	8%	8%	7%	8%	11%	6%	8%	9%	8%
		cdefg	ef	f	f		ef					m					
Most of the time	584	136	184	107	76	41	40	584	293	280	169	147	130	130	317	260	584
	21%	32%	37%	21%	15%	10%	11%	21%	22%	20%	22%	18%	22%	23%	20%	22%	21%
		cdefg	cdefg	def			def										
Sometimes	1714	215	247	340	363	305	243	1714	803	898	473	517	372	344	990	716	1714
	63%	51%	49%	68%	71%	73%	64%	63%	61%	64%	63%	65%	62%	61%	64%	62%	63%
				abg	abfg	abfg	ab	ab									
EVER	2521	412	486	487	478	366	293	2521	1206	1291	696	730	567	510	1426	1076	2521
	92%	97%	97%	97%	93%	87%	77%	92%	92%	92%	92%	92%	94%	91%	92%	92%	92%
		defg	defg	defg	ef	f	ef										
Never	85	5	11	8	15	21	26	85	50	36	19	30	22	15	49	37	85
	3%	1%	2%	2%	3%	5%	7%	3%	4%	3%	3%	4%	4%	3%	3%	3%	3%
					ac	abcdg											
Don't know	132	8	3	5	20	33	63	132	62	70	41	38	15	35	79	51	132
	5%	2%	1%	1%	4%	8%	16%	5%	5%	5%	5%	5%	3%	6%	5%	4%	5%
					bc	abcdg	abcdeg	abc			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.

**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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
All of the time	223	196	12	10	4	223	201	22	28	195	41	87	93	223	57	77	55
	8%	9%	5%	7%	6%	8%	9%	5%	8%	8%	7%	7%	10%	8%	11%	7%	9%
													k		o		
Most of the time	584	491	47	28	18	584	501	83	94	490	105	280	196	584	138	206	127
	21%	21%	19%	21%	24%	21%	21%	21%	25%	21%	18%	23%	22%	21%	26%	18%	20%
												j			op		
Sometimes	1714	1415	165	86	48	1714	1451	263	231	1483	364	760	582	1714	307	756	398
	63%	62%	68%	64%	64%	63%	62%	67%	62%	63%	61%	63%	64%	63%	58%	66%	63%
															n		
EVER	2521	2103	224	124	70	2521	2153	368	352	2168	511	1127	872	2521	502	1039	581
	92%	92%	93%	92%	93%	92%	92%	93%	95%	92%	85%	93%	96%	92%	96%	91%	92%
												j	jkm	j	op		
Never	85	72	8	4	2	85	77	9	8	78	33	32	20	85	3	42	18
	3%	3%	3%	3%	2%	3%	3%	2%	2%	3%	6%	3%	2%	3%	1%	4%	3%
											klm				n	n	
Don't know	132	112	9	7	3	132	113	18	10	122	55	56	16	132	20	61	33
	5%	5%	4%	5%	4%	5%	5%	5%	3%	5%	9%	5%	2%	5%	4%	5%	5%
											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.

**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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
All of the time	223 8%	91 9%	115 7%	104 7%	112 10% c
Most of the time	584 21%	235 25% b	287 18%	288 19%	257 23%
Sometimes	1714 63%	568 59%	1047 66% a	956 64%	695 62%
EVER	2521 92%	894 94%	1449 91%	1347 90%	1064 95% c
Never	85 3%	22 2%	58 4%	59 4% d	23 2%
Don't know	132 5%	39 4%	80 5%	94 6% d	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.

**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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
Yes - all or most of the time	450	78	92	65	81	67	68	450	240	208	155	132	90	69	287	159	450
	16%	18%	18%	13%	16%	16%	18%	16%	18%	15%	20%	17%	15%	12%	18%	14%	16%
											lmop				mo		m
Yes - sometimes	1228	177	245	251	243	176	135	1228	575	648	342	376	267	239	718	505	1228
	45%	42%	49%	50%	47%	42%	35%	45%	44%	46%	45%	47%	44%	43%	46%	43%	45%
			f	aefg	f			f									
Yes - but not very often/ rarely	543	112	88	106	108	68	62	543	270	259	129	151	135	120	280	255	543
	20%	26%	18%	21%	21%	16%	16%	20%	21%	19%	17%	19%	22%	21%	18%	22%	20%
		befg										j			jn		
No - I don't tend to think about whether it is true or accurate	222	37	41	51	36	36	21	222	104	118	42	64	66	49	107	115	222
	8%	9%	8%	10%	7%	9%	5%	8%	8%	8%	6%	8%	11%	9%	7%	10%	8%
				f									jn		jn		
I don't see news stories or articles on these types of apps or sites	190	9	8	12	28	57	76	190	91	98	67	54	26	43	121	69	190
	7%	2%	2%	2%	5%	14%	20%	7%	7%	7%	9%	7%	4%	8%	8%	6%	7%
				abc	abcdg	abcdg	abcdg	abc			lo			l	l		l
Don't know	104	12	26	14	17	15	19	104	37	65	22	19	20	40	41	60	104
	4%	3%	5%	3%	3%	4%	5%	4%	3%	5%	3%	2%	3%	7%	3%	5%	4%
										h				jklnp		jkn	
<b>SUMMARY CODES</b>																	
TOTAL - AT LEAST SOMETIMES	1679	255	337	316	324	243	203	1679	815	856	496	509	356	308	1005	665	1679
	61%	60%	67%	63%	63%	58%	53%	61%	62%	61%	66%	64%	59%	55%	65%	57%	61%
			efg	f	f			f			lmo	mo			lmo		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.

**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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
TOTAL - EVER	2221	366	425	422	432	311	265	2221	1085	1116	626	659	491	428	1285	919	2221
	81%	86%	85%	84%	84%	74%	69%	81%	82%	80%	83%	83%	81%	76%	83%	79%	81%
		efg	ef	ef	ef		ef				m	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.

**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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
Yes - all or most of the time	450 16%	370 16%	43 18%	22 17%	16 21%	450 16%	381 16%	69 18%	44 12%	406 17%	70 12%	212 17%	167 18%	450 16%	73 14%	199 17%	113 18%
Yes - sometimes	1228 45%	1013 44%	122 51%	62 46%	31 41%	1228 45%	1058 45%	171 43%	170 46%	1059 45%	180 30%	542 45%	504 55%	1228 45%	262 50%	500 44%	304 48%
Yes - but not very often/ rarely	543 20%	457 20%	42 17%	28 21%	17 22%	543 20%	465 20%	78 20%	86 23%	457 19%	124 21%	260 21%	158 17%	543 20%	114 22%	212 19%	109 17%
No - I don't tend to think about whether it is true or accurate	222 8%	190 8%	17 7%	8 6%	6 9%	222 8%	192 8%	31 8%	39 11%	183 8%	78 13%	90 7%	55 6%	222 8%	41 8%	96 8%	46 7%
I don't see news stories or articles on these types of apps or sites	190 7%	168 7%	10 4%	10 7%	3 3%	190 7%	155 7%	35 9%	10 3%	180 8%	97 16%	75 6%	14 2%	190 7%	23 4%	96 8%	42 7%
Don't know	104 4%	89 4%	7 3%	5 3%	3 4%	104 4%	92 4%	11 3%	21 6%	83 3%	50 8%	37 3%	10 1%	104 4%	13 2%	38 3%	18 3%
<b>SUMMARY CODES</b>																	
TOTAL - AT LEAST SOMETIMES	1679 61%	1382 60%	165 69%	85 63%	46 62%	1679 61%	1439 61%	240 61%	214 58%	1465 62%	250 42%	754 62%	671 74%	1679 61%	335 64%	699 61%	416 66%
			ae									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.

**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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
TOTAL - EVER	2221	1839	207	113	63	2221	1904	318	300	1922	374	1014	829	2221	450	911	525
	81%	80%	86%	83%	84%	81%	81%	80%	81%	81%	62%	83%	91%	81%	86%	80%	83%
												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.

**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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
Yes - all or most of the time	450 16%	171 18%	258 16%	264 18%	169 15%
Yes - sometimes	1228 45%	412 43%	737 46%	621 41%	566 50% c
Yes - but not very often/ rarely	543 20%	211 22% b	286 18%	287 19%	222 20%
No - I don't tend to think about whether it is true or accurate	222 8%	76 8%	131 8%	126 8%	85 8%
I don't see news stories or articles on these types of apps or sites	190 7%	53 6%	130 8% a	149 10% d	40 4%
Don't know	104 4%	31 3%	45 3%	53 4%	39 4%
<b>SUMMARY CODES</b>					
TOTAL - AT LEAST SOMETIMES	1679 61%	583 61%	995 63%	885 59%	735 66% 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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
TOTAL - EVER	2221	794	1281	1172	956
	81%	83%	81%	78%	85%
					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						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	2463	364	429	491	413	367	399	2463	1118	1322	648	651	511	638	1299	1149	2463
Effective Weighted Sample	1568	234	270	330	277	230	262	1568	726	831	415	433	340	400	847	723	1568
Total	2221	366	425	422	432	311	265	2221	1085	1116	626	659	491	428	1285	919	2221
Look at the comments/ what people have said about it	967	171	191	185	190	132	97	967	419	536	265	288	216	191	553	407	967
	44%	47%	45%	44%	44%	42%	37%	44%	39%	48%	42%	44%	44%	44%	43%	44%	44%
		f						f		h							
Check to see if the same information appears anywhere else	950	160	171	190	185	136	109	950	458	477	295	275	196	177	570	373	950
	43%	44%	40%	45%	43%	44%	41%	43%	42%	43%	47%	42%	40%	41%	44%	41%	43%
											lo						
Think about how likely it is for the story to be true	940	123	184	174	182	145	132	940	466	469	277	282	203	169	558	372	940
	42%	33%	43%	41%	42%	47%	50%	42%	43%	42%	44%	43%	41%	40%	43%	40%	42%
			a		a	a	acg	a									
Check if it was by a trustworthy organisation	937	141	181	189	185	120	122	937	468	461	278	294	196	164	573	359	937
	42%	38%	43%	45%	43%	39%	46%	42%	43%	41%	44%	45%	40%	38%	45%	39%	42%
															mo		
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	785	129	165	138	138	106	109	785	366	410	260	239	160	121	500	281	785
	35%	35%	39%	33%	32%	34%	41%	35%	34%	37%	42%	36%	33%	28%	39%	31%	35%
							cd				lmop	mo			lmo		mo
Think about whether I trust the person who shared it	760	106	152	149	163	100	91	760	379	375	243	222	156	135	465	291	760
	34%	29%	36%	35%	38%	32%	34%	34%	35%	34%	39%	34%	32%	32%	36%	32%	34%
					a						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.

**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	2463	364	429	491	413	367	399	2463	1118	1322	648	651	511	638	1299	1149	2463
Effective Weighted Sample	1568	234	270	330	277	230	262	1568	726	831	415	433	340	400	847	723	1568
Total	2221	366	425	422	432	311	265	2221	1085	1116	626	659	491	428	1285	919	2221
Check if the story/ article was by an organisation I had heard of	665	106	143	131	121	87	77	665	351	308	233	196	135	96	429	231	665
	30%	29%	34%	31%	28%	28%	29%	30%	32%	28%	37%	30%	28%	22%	33%	25%	30%
									i		klmop	m			mo		mo
Check to see if it is by someone who witnessed it	358	82	79	66	60	41	29	358	200	148	127	94	74	60	221	133	358
	16%	22%	19%	16%	14%	13%	11%	16%	18%	13%	20%	14%	15%	14%	17%	15%	16%
		cdefg	f					f	i		kmop						
Use a fact checking website/ app like Full Fact	347	73	74	65	62	45	28	347	193	149	125	100	57	60	225	117	347
	16%	20%	18%	15%	14%	14%	11%	16%	18%	13%	20%	15%	12%	14%	18%	13%	16%
		f	f					f	i		lmop				lo		
Some other check	32	5	8	4	3	9	3	32	18	13	8	14	1	9	22	10	32
	1%	1%	2%	1%	1%	3%	1%	1%	2%	1%	1%	2%	*	2%	2%	1%	1%
												l		l	l		
ANY OF THESE CHECKS MADE	2025	342	399	391	399	270	224	2025	999	1007	599	585	453	376	1184	829	2025
	91%	93%	94%	93%	92%	87%	85%	91%	92%	90%	96%	89%	92%	88%	92%	90%	91%
		ef	ef	ef	ef			ef			klmnop		m		km		m
None of these / I wouldn't tend to check the information in the article to see if it was true	147	13	16	20	26	35	36	147	60	85	22	53	30	42	75	72	147
	7%	4%	4%	5%	6%	11%	14%	7%	6%	8%	3%	8%	6%	10%	6%	8%	7%
					abcdg		abcdg				j			jnp		j	j
Don't know	50	11	10	11	8	6	5	50	26	24	5	21	8	11	26	19	50
	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	1%	3%	2%	3%	2%	2%	2%
												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	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	2463	1688	263	257	255	2463	2092	371	300	2163	411	1155	893	2463	459	1039	600
Effective Weighted Sample	1568	1194	188	185	196	1568	1336	232	179	1396	253	714	600	1568	285	672	392
Total	2221	1839	207	113	63	2221	1904	318	300	1922	374	1014	829	2221	450	911	525
Look at the comments/ what people have said about it	967	794	102	46	25	967	819	149	124	843	101	402	461	967	188	407	234
	44%	43%	49%	41%	40%	44%	43%	47%	41%	44%	27%	40%	56%	44%	42%	45%	45%
												j	lkm	j			
Check to see if the same information appears anywhere else	950	782	100	41	27	950	824	126	101	849	107	393	450	950	187	394	247
	43%	42%	48%	37%	43%	43%	43%	40%	34%	44%	28%	39%	54%	43%	42%	43%	47%
			c							h		j	lkm	j			
Think about how likely it is for the story to be true	940	749	120	44	27	940	786	154	94	845	110	402	427	940	171	421	247
	42%	41%	58%	39%	43%	42%	41%	48%	31%	44%	29%	40%	52%	42%	38%	46%	47%
			acde					f		h		j	lkm	j		n	n
Check if it was by a trustworthy organisation	937	740	111	56	30	937	788	149	78	859	87	383	467	937	168	411	261
	42%	40%	54%	50%	47%	42%	41%	47%	26%	45%	23%	38%	56%	42%	37%	45%	50%
			ae	a						h		j	lkm	jk		n	n
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	785	640	85	36	23	785	665	120	75	710	70	318	397	785	131	333	222
	35%	35%	41%	32%	37%	35%	35%	38%	25%	37%	19%	31%	48%	35%	29%	37%	42%
										h		j	lkm	j		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.

**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
Significance Level: 95%																	
Unweighted total	2463	1688	263	257	255	2463	2092	371	300	2163	411	1155	893	2463	459	1039	600
Effective Weighted Sample	1568	1194	188	185	196	1568	1336	232	179	1396	253	714	600	1568	285	672	392
Total	2221	1839	207	113	63	2221	1904	318	300	1922	374	1014	829	2221	450	911	525
Think about whether I trust the person who shared it	760	620	78	42	20	760	643	117	67	693	84	311	365	760	130	323	207
	34%	34%	38%	38%	32%	34%	34%	37%	22%	36%	23%	31%	44%	34%	29%	35%	39%
										h		j	jkm	j		n	n
Check if the story/ article was by an organisation I had heard of	665	538	67	37	24	665	561	104	57	608	58	266	342	665	126	273	182
	30%	29%	32%	33%	38%	30%	29%	33%	19%	32%	15%	26%	41%	30%	28%	30%	35%
					ae					h		j	jkm	j			
Check to see if it is by someone who witnessed it	358	301	27	19	11	358	305	53	40	318	23	134	201	358	92	150	65
	16%	16%	13%	17%	18%	16%	16%	17%	13%	17%	6%	13%	24%	16%	20%	16%	12%
												j	jkm	j	p		
Use a fact checking website/ app like Full Fact	347	286	32	21	8	347	304	43	37	310	30	133	185	347	81	149	69
	16%	16%	16%	19%	13%	16%	16%	13%	12%	16%	8%	13%	22%	16%	18%	16%	13%
												j	jkm	j			
Some other check	32	26	2	4	1	32	29	3	6	26	2	19	11	32	9	10	6
	1%	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
ANY OF THESE CHECKS MADE	2025	1676	191	98	59	2025	1732	293	260	1765	305	913	802	2025	410	835	494
	91%	91%	92%	87%	94%	91%	91%	92%	87%	92%	82%	90%	97%	91%	91%	92%	94%
					c					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	2463	1688	263	257	255	2463	2092	371	300	2163	411	1155	893	2463	459	1039	600
Effective Weighted Sample	1568	1194	188	185	196	1568	1336	232	179	1396	253	714	600	1568	285	672	392
Total	2221	1839	207	113	63	2221	1904	318	300	1922	374	1014	829	2221	450	911	525
None of these / I wouldn't tend to check the information in the article to see if it was true	147	120	13	11	3	147	126	21	29	118	52	76	19	147	31	61	25
	7%	7%	6%	9%	5%	7%	7%	6%	10%	6%	14% klm	7% l	2% l	7% l	7%	7%	5%
Don't know	50	43	3	4	1	50	46	4	11	39	17	26	7	50	9	15	7
	2%	2%	1%	3%	1%	2%	2%	1%	4%	2%	5% lm	3% l	1% l	2% l	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.

**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	2463	919	1403	1591	762
Effective Weighted Sample	1568	583	894	1018	547
Total	2221	794	1281	1172	956
Look at the comments/ what people have said about it	967 44%	352 44%	551 43%	525 45%	418 44%
Check to see if the same information appears anywhere else	950 43%	359 45%	558 44%	523 45%	400 42%
Think about how likely it is for the story to be true	940 42%	337 42%	566 44%	551 47% d	373 39%
Check if it was by a trustworthy organisation	937 42%	334 42%	561 44%	522 45%	394 41%
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	785 35%	292 37%	452 35%	426 36%	337 35%
Think about whether I trust the person who shared it	760 34%	288 36%	441 34%	412 35%	328 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	2463	919	1403	1591	762
Effective Weighted Sample	1568	583	894	1018	547
Total	2221	794	1281	1172	956
Check if the story/ article was by an organisation I had heard of	665 30%	246 31%	406 32%	366 31%	287 30%
Check to see if it is by someone who witnessed it	358 16%	160 20%	183 14%	181 15%	165 17%
Use a fact checking website/ app like Full Fact	347 16%	167 21%	171 13%	155 13%	176 18%
Some other check	32 1%	21 3%	9 1%	16 1%	14 1%
ANY OF THESE CHECKS MADE	2025 91%	740 93%	1168 91%	1052 90%	892 93%
None of these / I wouldn't tend to check the information in the article to see if it was true	147 7%	43 5%	85 7%	92 8%	46 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.

**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	2463	919	1403	1591	762
Effective Weighted Sample	1568	583	894	1018	547
Total	2221	794	1281	1172	956
Don't know	50	11	28	27	18
	2%	1%	2%	2%	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	2978	416	495	570	483	473	541	2978	1350	1601	763	780	615	802	1543	1417	2978
Effective Weighted Sample	1896	269	320	381	320	296	337	1896	880	1001	494	516	410	490	1011	886	1896
Total	2738	425	500	499	513	420	381	2738	1318	1397	756	797	604	560	1554	1164	2738
Yes	1231	262	277	240	221	138	93	1231	698	520	405	346	272	196	752	468	1231
	45%	62%	55%	48%	43%	33%	24%	45%	53%	37%	54%	43%	45%	35%	48%	40%	45%
		cdefg	defg	ef	ef	f	ef	ef	i		klmop	m	m		mo		mo
No	915	111	134	137	174	177	182	915	400	508	233	264	199	215	497	414	915
	33%	26%	27%	27%	34%	42%	48%	33%	30%	36%	31%	33%	33%	38%	32%	36%	33%
					ab	abcdg	abcdg	abc		h				jnp			
Don't know	593	52	90	123	118	104	106	593	219	369	118	187	133	149	305	282	593
	22%	12%	18%	25%	23%	25%	28%	22%	17%	26%	16%	23%	22%	27%	20%	24%	22%
				ab	a	ab	abg	a		h		j	j	jnp		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.

**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	2978	2077	301	300	300	2978	2528	450	368	2610	624	1369	972	2978	541	1274	696
Effective Weighted Sample	1896	1464	214	210	234	1896	1622	275	220	1683	382	855	656	1896	335	817	459
Total	2738	2286	241	135	75	2738	2343	395	370	2367	599	1215	907	2738	526	1142	632
Yes	1231	1032	111	54	34	1231	1076	155	145	1086	145	524	561	1231	265	496	294
	45%	45%	46%	40%	45%	45%	46%	39%	39%	46%	24%	43%	62%	45%	50%	43%	47%
							g					j	jkm	j	o		
No	915	763	83	48	21	915	793	122	121	794	275	445	193	915	169	388	214
	33%	33%	34%	35%	28%	33%	34%	31%	33%	34%	46%	37%	21%	33%	32%	34%	34%
											klm	l	l	l			
Don't know	593	492	47	34	20	593	474	119	104	488	179	247	153	593	92	258	123
	22%	22%	20%	25%	27%	22%	20%	30%	28%	21%	30%	20%	17%	22%	18%	23%	20%
							f		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.

**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	2978	1094	1694	1956	882
Effective Weighted Sample	1896	699	1072	1247	629
Total	2738	954	1587	1500	1121
Yes	1231 45%	500 52% b	650 41%	595 40%	575 51% c
No	915 33%	274 29%	580 37% a	573 38% d	309 28%
Don't know	593 22%	181 19%	357 22%	332 22%	237 21%

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	1291	249	276	269	199	157	141	1291	679	598	382	325	278	297	707	575	1291
Effective Weighted Sample	825	162	172	177	136	96	101	825	443	377	247	219	184	189	467	361	825
Total	1231	262	277	240	221	138	93	1231	698	520	405	346	272	196	752	468	1231
I reported it to the site/ app	374	80	92	76	78	27	21	374	203	165	132	93	93	51	225	144	374
	30%	31%	33%	32%	35%	19%	22%	30%	29%	32%	33%	27%	34%	26%	30%	31%	30%
			e	e	ef			e									
I commented on it to say it was incorrect/ misleading	338	63	82	68	65	38	22	338	228	105	132	87	72	45	219	116	338
	27%	24%	30%	28%	29%	28%	24%	27%	33%	20%	33%	25%	26%	23%	29%	25%	27%
									i		mo						
I shared it online and said it was incorrect/ misleading	180	50	41	35	27	14	13	180	133	45	74	50	41	15	124	56	180
	15%	19%	15%	15%	12%	10%	14%	15%	19%	9%	18%	14%	15%	8%	16%	12%	15%
		e							i		mo	m	m		m		m
I did something else	9	1	3	1	*	3	1	9	3	5	3	4	*	1	6	1	9
	1%	1%	1%	*%	*%	2%	1%	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%
TOTAL - TOOK SOME ACTION	705	158	173	138	131	65	40	705	426	270	259	181	164	95	440	259	705
	57%	60%	62%	58%	59%	47%	43%	57%	61%	52%	64%	52%	60%	49%	59%	55%	57%
		ef	ef	f	f			f	i		kmo		m		m		m
I didn't do anything/ I ignored it	511	98	99	100	88	73	54	511	266	240	144	159	104	100	303	203	511
	41%	38%	36%	42%	40%	53%	57%	41%	38%	46%	35%	46%	38%	51%	40%	43%	41%
						abcdg	abcdg			h		j		lnp		j	
Don't know	15	5	5	2	2	-	-	15	5	9	2	7	5	1	9	6	15
	1%	2%	2%	1%	1%	-%	-%	1%	1%	2%	1%	2%	2%	*%	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.

**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	1291	890	139	123	139	1291	1116	175	146	1145	160	546	584	1291	252	530	310
Effective Weighted Sample	825	636	103	91	106	825	720	105	87	740	107	332	388	825	161	342	199
Total	1231	1032	111	54	34	1231	1076	155	145	1086	145	524	561	1231	265	496	294
I reported it to the site/ app	374	311	33	22	8	374	332	43	51	324	37	134	203	374	91	165	72
	30%	30%	29%	42%	23%	30%	31%	28%	35%	30%	26%	26%	36%	30%	34%	33%	25%
				ade									jkm		p	p	
I commented on it to say it was incorrect/ misleading	338	292	21	17	8	338	292	46	28	310	30	137	170	338	77	136	84
	27%	28%	19%	31%	24%	27%	27%	29%	19%	29%	21%	26%	30%	27%	29%	27%	29%
I shared it online and said it was incorrect/ misleading	180	164	8	5	2	180	166	14	14	166	18	88	74	180	38	80	37
	15%	16%	8%	9%	7%	15%	15%	9%	10%	15%	12%	17%	13%	15%	14%	16%	13%
		bd			d												
I did something else	9	7	1	1	-	9	8	1	2	7	2	4	3	9	-	4	2
	1%	1%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	-%	1%	1%
TOTAL - TOOK SOME ACTION	705	600	56	34	15	705	623	82	87	619	81	302	322	705	161	305	149
	57%	58%	51%	63%	44%	57%	58%	53%	60%	57%	56%	58%	57%	57%	61%	61%	51%
		d	d	d	d	d										p	
I didn't do anything/ I ignored it	511	417	55	20	19	511	438	73	54	457	55	217	239	511	99	191	142
	41%	40%	49%	37%	56%	41%	41%	47%	37%	42%	38%	41%	43%	41%	37%	39%	48%
					ace												no
Don't know	15	15	-	-	-	15	15	-	4	10	10	5	*	15	5	-	3
	1%	1%	-%	-%	-%	1%	1%	-%	3%	1%	7%	1%	*%	1%	2%	-%	1%
											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.

**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	1291	536	678	781	439
Effective Weighted Sample	825	341	431	507	313
Total	1231	500	650	595	575
I reported it to the site/ app	374	186	162	155	199
	30%	37%	25%	26%	35%
		b			c
I commented on it to say it was incorrect/ misleading	338	148	171	155	163
	27%	30%	26%	26%	28%
I shared it online and said it was incorrect/ misleading	180	96	70	76	94
	15%	19%	11%	13%	16%
		b			
I did something else	9	2	7	7	*
	1%	*%	1%	1%	*%
TOTAL - TOOK SOME ACTION	705	322	332	308	353
	57%	64%	51%	52%	61%
		b			c
I didn't do anything/ I ignored it	511	174	312	279	216
	41%	35%	48%	47%	37%
		a		d	
Don't know	15	3	6	8	6
	1%	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Follow an online 'how to' tutorial to create or do something of your own	961	208	193	179	175	115	90	961	431	515	301	281	203	167	582	370	961
	34%	49%	39%	36%	34%	27%	21%	34%	32%	36%	39%	35%	33%	29%	37%	31%	34%
		bcdefg	ef	ef	f			ef		h	mo	m		mo		m	
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	868	130	193	158	147	137	104	868	388	472	258	264	179	164	521	343	868
	31%	30%	39%	32%	29%	32%	24%	31%	29%	33%	33%	33%	29%	28%	33%	29%	31%
		cdefg	adfg	f	f	f		f		h							
Add filters to or edit photos	639	167	160	128	92	61	31	639	228	403	187	167	162	117	354	279	639
	23%	39%	32%	26%	18%	14%	7%	23%	17%	28%	24%	21%	27%	20%	22%	23%	23%
		cdefg	defg	def	f	f		ef		h			km				
Create an online scrapbook of ideas, on sites like Pinterest	312	95	87	57	40	16	16	312	103	205	110	76	71	53	186	124	312
	11%	22%	17%	11%	8%	4%	4%	11%	8%	14%	14%	9%	12%	9%	12%	10%	11%
		cdefg	cdefg	ef	ef			ef		h	kmo						
Make a meme or gif	309	95	86	62	42	15	9	309	180	125	106	80	64	54	186	117	309
	11%	22%	17%	12%	8%	3%	2%	11%	13%	9%	14%	10%	10%	9%	12%	10%	11%
		cdefg	defg	ef	ef			ef	i		mo						
Create an online photo book or calendar	295	57	70	70	56	22	20	295	125	165	106	71	69	49	177	118	295
	11%	13%	14%	14%	11%	5%	5%	11%	9%	12%	14%	9%	11%	8%	11%	10%	11%
		ef	ef	ef	ef			ef			kmop						
Make or edit music online (such as editing/ cutting or mixing tracks)	249	74	71	46	41	12	5	249	157	87	81	72	61	30	152	91	249
	9%	17%	14%	9%	8%	3%	1%	9%	12%	6%	10%	9%	10%	5%	10%	8%	9%
		cdefg	cdefg	ef	ef			ef	i		m	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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Write blogs or articles	187	42	49	34	25	16	20	187	110	73	84	39	35	27	122	62	187
	7%	10%	10%	7%	5%	4%	5%	7%	8%	5%	11%	5%	6%	5%	8%	5%	7%
		def	defg						i		klmnop				kmo		
Make or modify a website/ app or game	170	47	45	41	27	5	6	170	108	60	78	40	33	17	118	50	170
	6%	11%	9%	8%	5%	1%	1%	6%	8%	4%	10%	5%	5%	3%	7%	4%	6%
		defg	ef	ef	ef			ef	i		klmop		m		mo		mo
Make a podcast	98	28	30	21	9	5	4	98	68	25	33	22	22	17	55	39	98
	3%	7%	6%	4%	2%	1%	1%	3%	5%	2%	4%	3%	4%	3%	3%	3%	3%
		defg	defg	ef				ef	i								
ANY OF THESE	1825	360	410	348	312	221	173	1825	872	931	563	515	405	328	1078	733	1825
	65%	84%	82%	70%	61%	52%	40%	65%	64%	65%	73%	63%	66%	56%	68%	62%	65%
		cdefg	cdefg	def	ef	f		ef			klmnop	m	m		mo		m
None of these	940	65	74	146	198	203	254	940	459	479	209	289	197	239	498	436	940
	34%	15%	15%	29%	38%	47%	59%	34%	34%	34%	27%	36%	32%	41%	31%	37%	34%
				ab	abc	abcdg	abcdeg	ab				j		jlnp		jn	j
Don't know	36	4	15	6	5	5	2	36	22	13	4	7	7	15	11	22	36
	1%	1%	3%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%
			dfg											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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Follow an online 'how to' tutorial to create or do something of your own	961 34%	788 34%	107 44% acde	40 29%	26 35%	961 34%	829 35%	132 33%	86 23%	876 36% h	91 14%	422 34% j	449 49% jkm	961 34% j	203 38%	403 34%	237 37%
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	868 31%	720 31%	90 37% d	40 29%	19 25%	868 31% d	752 31%	116 29%	81 22%	788 32% h	70 11%	374 30% j	422 47% jkm	868 31% j	177 33%	377 32%	218 34%
Add filters to or edit photos	639 23%	528 23%	63 26%	31 23%	16 22%	639 23%	553 23%	87 21%	65 17%	574 24% h	40 6%	254 21% j	346 38% jkm	639 23% j	133 25%	261 22%	149 23%
Create an online scrapbook of ideas, on sites like Pinterest	312 11%	252 11%	34 14%	19 14%	6 8%	312 11%	278 12%	34 8%	32 8%	280 12%	28 4%	120 10% j	161 18% jkm	312 11% j	60 11%	131 11%	73 11%
Make a meme or gif	309 11%	265 11%	26 11%	12 9%	6 8%	309 11%	289 12% g	19 5%	20 5%	289 12% h	19 3%	117 9% j	173 19% jkm	309 11% j	84 16% op	115 10%	69 11%
Create an online photo book or calendar	295 11%	244 10%	30 12%	12 9%	8 11%	295 11%	266 11% g	29 7%	20 5%	275 11% h	22 3%	90 7% j	181 20% jkm	295 11% jk	60 11%	124 11%	84 13%

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

All interviewing conducted using an online panel. Any break column with 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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Make or edit music online (such as editing/ cutting or mixing tracks)	249	220	14	9	5	249	228	20	29	220	17	109	122	249	49	102	57
	9%	9%	6%	6%	7%	9%	10%	5%	8%	9%	3%	9%	13%	9%	9%	9%	9%
							g					j	jkm	j			
Write blogs or articles	187	158	17	8	4	187	167	20	8	179	14	58	115	187	42	86	42
	7%	7%	7%	6%	5%	7%	7%	5%	2%	7%	2%	5%	13%	7%	8%	7%	7%
										h		j	jkm	jk			
Make or modify a website/ app or game	170	146	14	7	2	170	164	6	14	156	16	76	78	170	28	70	48
	6%	6%	6%	5%	3%	6%	7%	2%	4%	6%	2%	6%	9%	6%	5%	6%	7%
							g					j	jm	j			
Make a podcast	98	87	4	6	1	98	90	8	6	92	9	34	55	98	28	40	16
	3%	4%	2%	4%	2%	3%	4%	2%	2%	4%	1%	3%	6%	3%	5%	3%	3%
													jkm	j	p		
ANY OF THESE	1825	1521	174	86	44	1825	1582	243	200	1624	229	835	755	1825	385	746	430
	65%	65%	71%	63%	58%	65%	66%	60%	53%	67%	36%	68%	83%	65%	72%	64%	67%
			d			d	g			h		j	jkm	j	o		
None of these	940	793	67	50	30	940	777	163	165	775	389	383	149	940	145	414	211
	34%	34%	28%	36%	40%	34%	32%	40%	44%	32%	61%	31%	16%	34%	27%	35%	33%
					be			f	i		klm	l		l		n	
Don't know	36	30	3	2	1	36	35	1	9	26	18	14	4	36	4	10	5
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	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.

**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
		a	b	c	d
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Follow an online 'how to' tutorial to create or do something of your own	961	390	530	506	425
	34%	40%	33%	33%	38%
		b			c
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	868	342	487	453	395
	31%	35%	30%	29%	35%
		b			c
Add filters to or edit photos	639	266	336	314	302
	23%	27%	21%	20%	27%
		b			c
Create an online scrapbook of ideas, on sites like Pinterest	312	156	132	136	161
	11%	16%	8%	9%	14%
		b			c
Make a meme or gif	309	145	137	149	140
	11%	15%	8%	10%	12%
		b			
Create an online photo book or calendar	295	132	142	115	173
	11%	14%	9%	7%	15%
		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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Make or edit music online (such as editing/ cutting or mixing tracks)	249 9%	110 11% b	113 7%	100 6%	126 11% c
Write blogs or articles	187 7%	102 10% b	74 5%	95 6%	85 8%
Make or modify a website/ app or game	170 6%	95 10% b	60 4%	78 5%	80 7%
Make a podcast	98 3%	50 5% b	41 3%	33 2%	55 5% c
ANY OF THESE	1825 65%	730 75% b	980 60%	920 59%	823 73% c
None of these	940 34%	237 24%	634 39% a	617 40% d	295 26%
Don't know	36 1%	9 1%	12 1%	20 1%	7 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	2741	414	492	561	448	420	406	2741	1260	1454	709	721	572	721	1430	1293	2741
Effective Weighted Sample	1762	268	317	376	303	262	264	1762	826	923	459	486	382	453	945	820	1762
Total	2517	422	494	492	469	365	275	2517	1240	1254	703	742	552	499	1445	1051	2517
I spend too much time doing this	646 26%	216 51%	181 37%	118 24%	75 16%	39 11%	17 6%	646 26%	282 23%	357 28%	193 27%	199 27%	135 25%	106 21%	393 27%	241 23%	646 26%
		bcdefg	cdefg	def	f		def			h	m	m			mo		m
I am comfortable with the amount of time I spend doing this	1762 70%	184 44%	283 57%	364 74%	384 82%	311 85%	235 85%	1762 70%	899 73%	847 68%	483 69%	520 70%	388 70%	364 73%	1003 69%	753 72%	1762 70%
			a	ab	abcg	abcg	abcg	ab		i							
I would like to spend more time doing this	68 3%	16 4%	20 4%	8 2%	7 1%	6 2%	12 4%	68 3%	37 3%	31 2%	19 3%	16 2%	23 4%	11 2%	34 2%	34 3%	68 3%
							d										
Don't know	41 2%	6 1%	10 2%	1 *%	3 1%	9 3%	12 4%	41 2%	21 2%	19 2%	9 1%	7 1%	5 1%	19 4%	16 1%	23 2%	41 2%
			c			c	acdg	c						jklnp			

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

All interviewing conducted using an online panel. Any break column with 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	2741	1893	280	281	287	2741	2342	399	341	2400	482	1292	962	2741	507	1152	646
Effective Weighted Sample	1762	1353	200	195	223	1762	1512	250	206	1562	303	808	651	1762	319	747	422
Total	2517	2092	226	127	72	2517	2172	345	339	2177	457	1160	894	2517	488	1040	587
I spend too much time doing this	646 26%	536 26%	55 25%	32 25%	23 32%	646 26%	568 26%	77 22%	97 28%	549 25%	81 18%	275 24%	290 32%	646 26%	151 31%	218 21%	162 28%
I am comfortable with the amount of time I spend doing this	1762 70%	1467 70%	159 70%	90 71%	45 63%	1762 70%	1509 69%	253 73%	230 68%	1532 70%	346 76%	833 72%	579 65%	1762 70%	324 66%	766 74%	411 70%
I would like to spend more time doing this	68 3%	57 3%	6 3%	3 2%	2 3%	68 3%	60 3%	8 2%	7 2%	61 3%	15 3%	34 3%	19 2%	68 3%	6 1%	40 4%	8 1%
Don't know	41 2%	32 2%	6 2%	2 1%	2 2%	41 2%	35 2%	6 2%	5 2%	36 2%	15 3%	19 2%	6 1%	41 2%	7 1%	15 1%	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.

**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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	2741	1013	1550	1750	857
Effective Weighted Sample	1762	648	996	1135	614
Total	2517	889	1444	1322	1082
I spend too much time doing this	646 26%	291 33%	313 22%	326 25%	293 27%
		b			
I am comfortable with the amount of time I spend doing this	1762 70%	555 62%	1087 75%	925 70%	763 71%
			a		
I would like to spend more time doing this	68 3%	32 4%	24 2%	46 3%	17 2%
		b		d	
Don't know	41 2%	11 1%	20 1%	26 2%	9 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	2718	411	481	543	444	412	427	2718	1206	1487	697	713	565	726	1410	1291	2718
Effective Weighted Sample	1735	267	309	366	296	256	265	1735	789	933	452	473	377	452	925	814	1735
Total	2502	422	479	471	472	359	299	2502	1194	1286	698	736	548	499	1434	1048	2502
I spend too much time doing this	742 30%	217 51%	205 43%	129 27%	117 25%	48 13%	26 9%	742 30%	281 24%	453 35%	211 30%	215 29%	174 32%	130 26%	426 30%	305 29%	742 30%
		bcdefg	cdefg	ef	ef			ef		h							
I am comfortable with the amount of time I spend doing this	1665 67%	191 45%	253 53%	324 69%	336 71%	305 85%	256 86%	1665 67%	863 72%	790 61%	463 66%	497 67%	354 65%	346 69%	959 67%	700 67%	1665 67%
				ab	ab	abcdg	abcdg	ab	i								
I would like to spend more time doing this	67 3%	11 3%	17 4%	14 3%	13 3%	4 1%	7 2%	67 3%	39 3%	27 2%	23 3%	15 2%	14 3%	15 3%	38 3%	29 3%	67 3%
Don't know	28 1%	4 1%	4 1%	4 1%	5 1%	2 *	9 3%	28 1%	11 1%	17 1%	2 *	10 1%	7 1%	8 2%	12 1%	14 1%	28 1%
							beg							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.

**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	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	2718	1889	278	271	280	2718	2313	405	336	2382	514	1242	952	2718	504	1149	635
Effective Weighted Sample	1735	1336	198	187	218	1735	1487	247	200	1541	315	774	643	1735	312	740	419
Total	2502	2082	227	123	70	2502	2145	358	335	2167	491	1110	888	2502	490	1040	574
I spend too much time doing this	742 30%	613 29%	70 31%	35 29%	24 34%	742 30%	631 29%	111 31%	124 37%	618 28%	104 21%	321 29%	314 35%	742 30%	176 36%	262 25%	179 31%
I am comfortable with the amount of time I spend doing this	1665 67%	1387 67%	148 65%	86 70%	44 63%	1665 67%	1430 67%	235 66%	196 58%	1469 68%	365 74%	740 67%	551 62%	1665 67%	297 61%	738 71%	386 67%
I would like to spend more time doing this	67 3%	59 3%	6 2%	1 1%	1 2%	67 3%	56 3%	11 3%	5 2%	62 3%	16 3%	34 3%	16 2%	67 3%	12 3%	32 3%	6 1%
Don't know	28 1%	24 1%	3 1%	1 1%	* 1%	28 1%	27 1%	1 *%	10 3%	19 1%	6 1%	15 1%	7 1%	28 1%	4 1%	9 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.

**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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	2718	1012	1531	1734	853
Effective Weighted Sample	1735	644	976	1105	610
Total	2502	886	1437	1314	1079
I spend too much time doing this	742 30%	309 35%	384 27%	353 27%	352 33%
		b			c
I am comfortable with the amount of time I spend doing this	1665 67%	531 60%	1017 71%	914 70%	691 64%
			a	d	
I would like to spend more time doing this	67 3%	40 4%	22 2%	32 2%	28 3%
		b			
Don't know	28 1%	6 1%	13 1%	16 1%	7 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.

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	2157	378	423	456	347	286	267	2157	1034	1097	538	550	475	578	1088	1053	2157
Effective Weighted Sample	1389	247	276	312	230	179	169	1389	679	696	353	370	322	363	723	671	1389
Total	2055	392	443	389	380	261	190	2055	1049	985	567	594	477	400	1161	877	2055
I spend too much time doing this	306 15%	77 20%	63 14%	61 16%	53 14%	25 9%	28 15%	306 15%	163 16%	139 14%	78 14%	84 14%	88 18%	50 13%	162 14%	138 16%	306 15%
		e						e					m				
I am comfortable with the amount of time I spend doing this	1513 74%	252 64%	319 72%	292 75%	289 76%	218 83%	144 76%	1513 74%	772 74%	730 74%	423 75%	443 74%	333 70%	305 76%	865 75%	637 73%	1513 74%
				a	a	abcg	a	a									
I would like to spend more time doing this	183 9%	57 14%	47 11%	29 8%	31 8%	13 5%	6 3%	183 9%	93 9%	82 8%	52 9%	53 9%	43 9%	35 9%	104 9%	78 9%	183 9%
		cdefg	ef		f			f									
Don't know	53 3%	6 2%	15 3%	7 2%	7 2%	6 2%	12 6%	53 3%	20 2%	33 3%	15 3%	15 2%	14 3%	9 2%	29 3%	23 3%	53 3%
							acd										

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

All interviewing conducted using an online panel. Any break column with 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	2157	1523	213	204	217	2157	1856	301	254	1903	344	991	817	2157	443	899	473
Effective Weighted Sample	1389	1086	154	146	168	1389	1203	186	151	1241	215	619	555	1389	281	586	313
Total	2055	1734	172	94	55	2055	1786	269	258	1797	343	922	785	2055	449	834	456
I spend too much time doing this	306 15%	260 15%	25 14%	14 15%	8 15%	306 15%	273 15%	33 12%	34 13%	272 15%	53 16%	112 12%	138 18%	306 15%	74 16%	121 15%	66 14%
I am comfortable with the amount of time I spend doing this	1513 74%	1276 74%	125 73%	72 76%	40 73%	1513 74%	1306 73%	207 77%	192 75%	1321 73%	246 72%	701 76%	564 72%	1513 74%	324 72%	625 75%	341 75%
I would like to spend more time doing this	183 9%	154 9%	18 10%	6 6%	5 9%	183 9%	164 9%	19 7%	25 10%	158 9%	33 10%	83 9%	67 8%	183 9%	45 10%	68 8%	37 8%
Don't know	53 3%	45 3%	4 3%	2 3%	2 3%	53 3%	43 2%	10 4%	7 3%	47 3%	11 3%	26 3%	16 2%	53 3%	6 1%	20 2%	12 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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2157	877	1142	1309	736
Effective Weighted Sample	1389	563	734	838	528
Total	2055	793	1115	1013	946
I spend too much time doing this	306 15%	148 19%	128 11%	168 17%	125 13%
		b			
I am comfortable with the amount of time I spend doing this	1513 74%	534 67%	879 79%	727 72%	713 75%
			a		
I would like to spend more time doing this	183 9%	91 12%	81 7%	85 8%	91 10%
		b			
Don't know	53 3%	19 2%	27 2%	33 3%	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
I spend too much time doing this	418 15%	107 25%	103 21%	66 13%	59 12%	40 9%	43 10%	418 15%	191 14%	223 16%	111 14%	119 15%	104 17%	82 14%	229 14%	186 16%	418 15%
		cdefg	cdefg				ef										
I am comfortable with the amount of time I spend doing this	2141 76%	268 63%	335 67%	394 79%	408 79%	369 86%	365 85%	2141 76%	1045 77%	1080 76%	619 80%	634 78%	438 72%	438 75%	1254 79%	876 74%	2141 76%
				ab	ab	abcdg	abcdg	ab			lo	lo			lo		l
I would like to spend more time doing this	174 6%	38 9%	49 10%	32 6%	36 7%	11 3%	7 2%	174 6%	92 7%	79 6%	40 5%	50 6%	45 7%	34 6%	89 6%	79 7%	174 6%
		ef	efg	ef	ef			ef									
Don't know	67 2%	14 3%	12 2%	8 2%	11 2%	8 2%	14 3%	67 2%	26 2%	41 3%	6 1%	8 1%	22 4%	29 5%	14 1%	51 4%	67 2%
													jkn	jkn	jkn	jkn	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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
I spend too much time doing this	418 15%	353 15%	30 12%	22 16%	13 17%	418 15%	359 15%	59 15%	50 13%	368 15%	72 11%	185 15%	160 18%	418 15%	88 17%	188 16%	79 12%
I am comfortable with the amount of time I spend doing this	2141 76%	1786 76%	192 79%	106 77%	58 77%	2141 76%	1818 76%	323 79%	265 71%	1876 77%	512 80%	933 76%	682 75%	2141 76%	393 74%	899 77%	518 80%
I would like to spend more time doing this	174 6%	146 6%	16 7%	8 5%	4 5%	174 6%	154 6%	20 5%	40 11%	134 6%	27 4%	83 7%	64 7%	174 6%	42 8%	60 5%	40 6%
Don't know	67 2%	58 2%	6 2%	2 1%	1 2%	67 2%	63 3%	5 1%	19 5%	48 2%	26 4%	31 3%	1 *%	67 2%	11 2%	23 2%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
I spend too much time doing this	418 15%	202 21% b	184 11%	226 15%	175 16%
I am comfortable with the amount of time I spend doing this	2141 76%	674 69%	1325 81% a	1220 78%	842 75%
I would like to spend more time doing this	174 6%	70 7%	94 6%	74 5%	84 7% c
Don't know	67 2%	29 3% b	23 1%	37 2%	24 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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Look up health symptoms	1280	165	208	239	265	222	181	1280	535	730	346	389	281	255	735	536	1280
	46%	39%	42%	48%	52%	52%	42%	46%	40%	51%	45%	48%	46%	44%	46%	45%	46%
		a	b	abf	abf	abf	a		h								
Relax	999	188	227	211	193	117	63	999	504	486	290	266	234	196	555	430	999
	36%	44%	45%	42%	38%	27%	15%	36%	37%	34%	37%	33%	38%	34%	35%	36%	36%
		efg	defg	efg	ef	f		ef									
Healthy eating/ nutrition	926	153	202	187	164	124	94	926	380	535	296	260	214	148	556	362	926
	33%	36%	40%	37%	32%	29%	22%	33%	28%	38%	38%	32%	35%	25%	35%	30%	33%
		f	defg	ef	f	f		f		h	kmop	m	m		mo	m	m
Improve your mood/ feel happy	729	172	180	144	128	84	22	729	347	374	219	192	167	146	411	313	729
	26%	40%	36%	29%	25%	20%	5%	26%	26%	26%	28%	24%	27%	25%	26%	26%	26%
		cdefg	cdefg	ef	f	f		ef									
Follow a fitness programme/ health tracker	668	119	181	148	112	65	44	668	262	400	232	211	126	93	443	219	668
	24%	28%	36%	30%	22%	15%	10%	24%	19%	28%	30%	26%	21%	16%	28%	18%	24%
		ef	adefg	defg	ef			ef		h	lmop	mo			lmop		mo
Sleep	620	153	163	122	113	47	21	620	282	333	164	169	139	135	332	274	620
	22%	36%	33%	24%	22%	11%	5%	22%	21%	23%	21%	21%	23%	23%	21%	23%	22%
		cdefg	cdefg	ef	ef	f		ef									
Get support when feeling unhappy/ anxious/ worried	537	144	145	108	80	44	15	537	209	316	154	135	129	109	289	239	537
	19%	34%	29%	22%	16%	10%	4%	19%	15%	22%	20%	17%	21%	19%	18%	20%	19%
		cdefg	cdefg	def	f	f		ef		h							
Meditate	443	94	127	91	74	43	14	443	196	242	132	135	106	64	267	170	443
	16%	22%	25%	18%	14%	10%	3%	16%	14%	17%	17%	17%	17%	11%	17%	14%	16%
		defg	cdefg	ef	f	f		ef			m	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Feel energised	340	86	99	74	57	19	5	340	165	172	133	87	68	48	220	117	340
	12%	20%	20%	15%	11%	4%	1%	12%	12%	12%	17%	11%	11%	8%	14%	10%	12%
		defg	defg	ef	ef	f		ef			klmop				mo		m
ANY OF THESE	2221	380	449	415	421	317	239	2221	1052	1147	638	653	491	420	1291	911	2221
	79%	89%	90%	83%	82%	74%	56%	79%	78%	81%	82%	81%	80%	72%	81%	76%	79%
		cdefg	cdefg	ef	ef	f		ef			mo	m	m		mo		m
None of these	537	34	44	78	86	110	184	537	289	246	135	151	105	146	286	251	537
	19%	8%	9%	16%	17%	26%	43%	19%	21%	17%	17%	19%	17%	25%	18%	21%	19%
				ab	ab	abcdg	abcdeg	ab	i					jklnp			
Don't know	42	15	7	7	6	2	6	42	12	30	3	6	14	16	9	31	42
	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	3%	1%
		eg								h			jkn	jknp		jknp	n
Base for stats	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mean number of type of app/ site/ online service used (out of 9)	2.3	3.0	3.1	2.6	2.3	1.8	1.1	2.3	2.1	2.5	2.5	2.3	2.4	2.1	2.4	2.2	2.3
		cdefg	cdefg	defg	ef	f		ef		h	kmop	m	m		mo	m	m
Standard deviation	2.07	2.16	2.18	2.11	1.96	1.73	1.36	2.07	1.89	2.19	2.10	1.98	2.11	2.03	2.04	2.08	2.07
Standard error	.04	.11	.10	.09	.09	.08	.06	.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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Look up health symptoms	1280	1046	137	59	38	1280	1072	208	145	1135	174	568	534	1280	241	575	309
	46%	45%	56%	43%	50%	46%	45%	51%	39%	47%	27%	46%	59%	46%	45%	49%	48%
			ace					f		h		j	jkm	j			
Relax	999	833	89	45	32	999	871	128	137	862	121	405	470	999	216	413	215
	36%	36%	37%	33%	42%	36%	36%	32%	37%	36%	19%	33%	52%	36%	41%	35%	33%
					c							j	jkm	j	p		
Healthy eating/ nutrition	926	759	101	37	28	926	799	127	95	831	94	416	412	926	162	397	243
	33%	32%	42%	27%	37%	33%	33%	31%	25%	34%	15%	34%	45%	33%	30%	34%	38%
			ace		c					h		j	jkm	j			n
Improve your mood/ feel happy	729	600	73	36	20	729	625	104	76	653	56	305	368	729	167	291	167
	26%	26%	30%	26%	27%	26%	26%	26%	20%	27%	9%	25%	41%	26%	31%	25%	26%
										h		j	jkm	j	o		
Follow a fitness programme/ health tracker	668	524	81	38	25	668	580	88	64	603	51	288	327	668	109	289	197
	24%	22%	33%	27%	33%	24%	24%	22%	17%	25%	8%	23%	36%	24%	20%	25%	31%
			ae		ae					h		j	jkm	j			no
Sleep	620	524	50	29	18	620	546	74	77	543	70	256	291	620	131	237	135
	22%	22%	20%	21%	24%	22%	23%	18%	21%	22%	11%	21%	32%	22%	25%	20%	21%
												j	jkm	j			
Get support when feeling unhappy/ anxious/ worried	537	434	60	30	13	537	467	70	62	474	43	222	271	537	139	213	110
	19%	19%	25%	22%	17%	19%	19%	17%	17%	20%	7%	18%	30%	19%	26%	18%	17%
			ad									j	jkm	j	op		
Meditate	443	360	50	20	13	443	382	60	38	404	42	173	228	443	85	179	97
	16%	15%	20%	14%	18%	16%	16%	15%	10%	17%	7%	14%	25%	16%	16%	15%	15%
										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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Feel energised	340	289	33	9	9	340	306	34	29	311	30	144	165	340	72	125	93
	12%	12%	13%	7%	13%	12%	13%	8%	8%	13%	5%	12%	18%	12%	13%	11%	14%
		c	c		c	c	g			h		j	jkm	j			o
ANY OF THESE	2221	1854	194	108	64	2221	1899	322	282	1939	381	1007	826	2221	450	934	503
	79%	79%	80%	79%	84%	79%	79%	79%	75%	80%	60%	82%	91%	79%	84%	80%	78%
												j	jkm	j	p		
None of these	537	450	47	29	11	537	454	83	81	456	235	214	75	537	80	220	140
	19%	19%	19%	21%	15%	19%	19%	21%	22%	19%	37%	17%	8%	19%	15%	19%	22%
											klm	l		l			n
Don't know	42	39	2	*	1	42	41	1	12	30	20	11	6	42	3	17	2
	1%	2%	1%	*%	1%	1%	2%	*%	3%	1%	3%	1%	1%	1%	1%	1%	*%
									i		klm						
Base for stats	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mean number of type of app/ site/ online service used (out of 9)	2.3	2.3	2.8	2.2	2.6	2.3	2.4	2.2	1.9	2.4	1.1	2.3	3.4	2.3	2.5	2.3	2.4
			ace		ace				h			j	jkm	j			
Standard deviation	2.07	2.03	2.39	1.94	2.20	2.07	2.08	2.00	1.90	2.08	1.26	1.84	2.27	2.07	2.00	2.07	2.13
Standard error	.04	.04	.14	.11	.13	.04	.04	.09	.10	.04	.05	.05	.07	.04	.09	.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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Look up health symptoms	1280 46%	512 53%	708 44%	710 46%	537 48%
Relax	999 36%	388 40%	541 33%	474 30%	490 44%
Healthy eating/ nutrition	926 33%	337 35%	545 34%	484 31%	419 37%
Improve your mood/ feel happy	729 26%	313 32%	377 23%	377 24%	328 29%
Follow a fitness programme/ health tracker	668 24%	221 23%	401 25%	334 21%	316 28%
Sleep	620 22%	270 28%	309 19%	311 20%	279 25%
Get support when feeling unhappy/ anxious/ worried	537 19%	287 29%	219 13%	260 17%	250 22%
Meditate	443 16%	197 20%	222 14%	224 14%	193 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Feel energised	340 12%	144 15%	176 11%	153 10%	170 15%
		b			c
ANY OF THESE	2221 79%	839 86%	1243 76%	1158 74%	968 86%
		b			c
None of these	537 19%	128 13%	367 23%	384 25%	140 12%
			a	d	
Don't know	42 1%	7 1%	17 1%	16 1%	18 2%
Base for stats	2800	975	1626	1557	1126
Mean number of type of app/ site/ online service used (out of 9)	2.3	2.7 b	2.2	2.1	2.7 c
Standard deviation	2.07	2.17	2.00	2.07	2.05
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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Disable notifications on devices or use 'Do not Disturb' settings	775	189	181	145	138	76	47	775	373	392	239	246	151	131	485	283	775
	28%	44%	36%	29%	27%	18%	11%	28%	28%	28%	31%	30%	25%	23%	31%	24%	28%
		cdefg	cdefg	ef	ef	f		ef			lmo	mo			lmo		mo
Taken a deliberate break from any social media apps	696	169	170	127	137	61	33	696	345	340	198	209	166	115	407	280	696
	25%	39%	34%	25%	27%	14%	8%	25%	26%	24%	26%	26%	27%	20%	26%	24%	25%
		cdefg	cdefg	ef	ef	f		ef			m	m	m		m		m
Set aside time for yourself when you are not online	692	97	144	124	108	117	102	692	305	385	202	207	151	129	409	280	692
	25%	23%	29%	25%	21%	27%	24%	25%	22%	27%	26%	26%	25%	22%	26%	24%	25%
			d							h							
Deleted apps because you spend too much time on them	620	140	160	114	113	52	40	620	268	346	199	171	126	118	370	244	620
	22%	33%	32%	23%	22%	12%	9%	22%	20%	24%	26%	21%	21%	20%	23%	20%	22%
		cdefg	cdefg	ef	ef			ef		h	mo						
Chosen not to take devices such as phones or tablets to bed with you	587	84	90	74	105	102	132	587	296	282	203	159	123	100	363	222	587
	21%	19%	18%	15%	20%	24%	31%	21%	22%	20%	26%	20%	20%	17%	23%	19%	21%
					c		abcdeg	c			klmop				mo		
Deleted apps because they are bad for your mental health/ self-esteem	370	98	109	72	49	26	16	370	178	187	111	125	70	61	235	131	370
	13%	23%	22%	14%	10%	6%	4%	13%	13%	13%	14%	15%	11%	11%	15%	11%	13%
		cdefg	cdefg	ef	f			ef				mo			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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Taken a deliberate break from any other apps	339	71	83	67	53	36	30	339	173	159	103	101	81	50	203	131	339
	12%	17%	17%	13%	10%	8%	7%	12%	13%	11%	13%	12%	13%	9%	13%	11%	12%
		defg	defg	ef				f			m	m	m		m		m
Used an app to help reduce your 'screen time' / time spent using devices	279	85	98	47	41	4	4	279	147	128	97	80	59	37	177	96	279
	10%	20%	20%	9%	8%	1%	1%	10%	11%	9%	13%	10%	10%	6%	11%	8%	10%
		cdefg	cdefg	ef	ef			ef			mo	m			mo		m
ANY OF THESE	1959	370	407	358	352	255	217	1959	971	971	599	558	437	354	1157	791	1959
	70%	86%	81%	72%	68%	60%	51%	70%	72%	68%	77%	69%	72%	61%	73%	66%	70%
		cdefg	cdefg	ef	ef	f		ef			kmop	m	m		mo	m	m
None of these	790	48	83	130	156	169	204	790	360	425	169	246	159	212	414	370	790
	28%	11%	17%	26%	30%	39%	48%	28%	27%	30%	22%	30%	26%	36%	26%	31%	28%
			ab	ab	abcdg	abcdg	ab					j		jklmnop		jn	j
Don't know	51	11	9	12	7	4	7	51	23	27	9	7	14	17	16	31	51
	2%	3%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	3%	1%	3%	2%
													kn		kn		
<b>SUMMARY</b>																	
TAKING A BREAK FROM ANY APP	853	193	212	164	155	80	48	853	432	410	255	248	204	138	503	342	853
	30%	45%	42%	33%	30%	19%	11%	30%	32%	29%	33%	31%	33%	24%	32%	29%	30%
		cdefg	cdefg	ef	ef	f		ef			m	m	m		m	m	m
DELETING ANY APPS	813	184	216	152	142	68	51	813	379	424	257	238	164	147	494	311	813
	29%	43%	43%	30%	28%	16%	12%	29%	28%	30%	33%	29%	27%	25%	31%	26%	29%
		cdefg	cdefg	ef	ef			ef			lmo				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.

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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Disable notifications on devices or use 'Do not Disturb' settings	775	629	83	40	23	775	671	104	59	716	71	329	375	775	164	315	179
	28%	27%	34%	29%	30%	28%	28%	26%	16%	30%	11%	27%	41%	28%	31%	27%	28%
			a							h		j	lkm	j			
Taken a deliberate break from any social media apps	696	576	63	41	17	696	602	94	89	608	68	291	338	696	156	275	144
	25%	25%	26%	30%	23%	25%	25%	23%	24%	25%	11%	24%	37%	25%	29%	23%	22%
												j	lkm	j	op		
Set aside time for yourself when you are not online	692	573	69	33	18	692	607	85	65	628	94	277	314	692	127	302	176
	25%	24%	28%	24%	24%	25%	25%	21%	17%	26%	15%	23%	35%	25%	24%	26%	27%
										h		j	lkm	j			
Deleted apps because you spend too much time on them	620	508	64	32	17	620	545	75	84	536	65	262	291	620	136	231	148
	22%	22%	26%	23%	22%	22%	23%	18%	22%	22%	10%	21%	32%	22%	25%	20%	23%
												j	lkm	j	o		
Chosen not to take devices such as phones or tablets to bed with you	587	480	66	28	13	587	498	90	50	537	107	256	224	587	122	267	122
	21%	20%	27%	21%	17%	21%	21%	22%	13%	22%	17%	21%	25%	21%	23%	23%	19%
			ade							h			jm				
Deleted apps because they are bad for your mental health/ self-esteem	370	310	26	23	11	370	328	42	25	345	30	150	190	370	82	142	84
	13%	13%	11%	17%	15%	13%	14%	10%	7%	14%	5%	12%	21%	13%	15%	12%	13%
										h		j	lkm	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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Taken a deliberate break from any other apps	339 12%	281 12%	33 13%	16 12%	9 12%	339 12%	305 13%	34 8%	39 10%	300 12%	36 6%	140 11%	162 18%	339 12%	62 12%	142 12%	82 13%
Used an app to help reduce your 'screen time'/ time spent using devices	279 10%	237 10%	23 10%	11 8%	7 9%	279 10%	248 10%	31 8%	32 9%	247 10%	34 5%	107 9%	138 15%	279 10%	73 14%	102 9%	54 8%
ANY OF THESE	1959 70%	1635 70%	179 73%	94 69%	51 68%	1959 70%	1686 70%	273 67%	243 65%	1717 71%	326 51%	882 72%	743 82%	1959 70%	412 77%	804 69%	439 68%
None of these	790 28%	663 28%	64 26%	40 29%	22 29%	790 28%	661 28%	129 32%	123 33%	667 27%	274 43%	338 27%	162 18%	790 28%	112 21%	350 30%	202 31%
Don't know	51 2%	45 2%	1 *%	3 2%	2 3%	51 2%	46 2%	4 1%	8 2%	43 2%	37 6%	12 1%	2 *%	51 2%	9 2%	17 1%	3 1%
<b>SUMMARY</b>																	
TAKING A BREAK FROM ANY APP	853 30%	708 30%	79 33%	45 32%	21 28%	853 30%	748 31%	105 26%	107 29%	746 31%	94 15%	371 30%	386 43%	853 30%	185 35%	340 29%	182 28%
DELETING ANY APPS	813 29%	676 29%	70 29%	45 32%	22 30%	813 29%	714 30%	99 24%	96 26%	717 30%	92 14%	352 29%	366 40%	813 29%	180 34%	309 26%	191 30%

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

All interviewing conducted using an online panel. Any break column with 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Disable notifications on devices or use 'Do not Disturb' settings	775 28%	336 34%	398 24%	399 26%	351 31%
		b			c
Taken a deliberate break from any social media apps	696 25%	313 32%	337 21%	335 21%	322 29%
		b			c
Set aside time for yourself when you are not online	692 25%	254 26%	411 25%	403 26%	272 24%
Deleted apps because you spend too much time on them	620 22%	272 28%	308 19%	302 19%	288 26%
		b			c
Chosen not to take devices such as phones or tablets to bed with you	587 21%	218 22%	342 21%	359 23%	208 18%
				d	
Deleted apps because they are bad for your mental health/ self-esteem	370 13%	191 20%	160 10%	172 11%	180 16%
		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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Taken a deliberate break from any other apps	339	151	167	169	154
	12%	15%	10%	11%	14%
		b			
Used an app to help reduce your 'screen time'/ time spent using devices	279	130	125	139	119
	10%	13%	8%	9%	11%
		b			
ANY OF THESE	1959	762	1076	1037	831
	70%	78%	66%	67%	74%
		b			c
None of these	790	198	531	498	274
	28%	20%	33%	32%	24%
			a	d	
Don't know	51	15	19	22	20
	2%	2%	1%	1%	2%
<b>SUMMARY</b>					
TAKING A BREAK FROM ANY APP	853	368	427	407	398
	30%	38%	26%	26%	35%
		b			c
DELETING ANY APPS	813	366	395	382	388
	29%	38%	24%	25%	34%
		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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
1	360 13%	30 7%	38 8%	31 6%	64 13%	78 18%	119 28%	360 13%	192 14%	163 11%	80 10%	115 14%	43 7%	121 21%	195 12%	164 14%	360 13%
					abc	abcdg	abcdeg	abc				l		ijklnop	l	l	l
2	781 28%	64 15%	107 21%	75 15%	115 22%	173 40%	247 58%	781 28%	388 29%	392 28%	232 30%	252 31%	138 23%	155 27%	484 31%	293 25%	781 28%
			ac		ac	abcdg	abcdeg	abcd			lo	lo			lo		l
3	652 23%	108 25%	163 33%	130 26%	116 23%	94 22%	41 10%	652 23%	308 23%	340 24%	187 24%	173 21%	162 27%	127 22%	361 23%	289 24%	652 23%
		f	defg	f	f	f	10%	f									
4	592 21%	91 21%	103 21%	178 36%	135 26%	66 15%	18 4%	592 21%	266 20%	323 23%	168 22%	162 20%	151 25%	106 18%	330 21%	257 22%	592 21%
		f	f	abdefg	efg	f	4%	ef					m				
5-6	285 10%	91 21%	52 10%	63 13%	64 12%	15 3%	1 *	285 10%	143 11%	134 9%	80 10%	73 9%	85 14%	41 7%	153 10%	126 11%	285 10%
		bcdefg	ef	ef	ef	f	*	ef					kmnp			m	m
7-9	41 1%	18 4%	12 2%	9 2%	2 *	- -%	- -%	41 1%	14 1%	28 2%	12 2%	12 2%	7 1%	8 1%	25 2%	15 1%	41 1%
		defg	def	ef				ef									
10 or more	5 *%	5 1%	- -%	- -%	- -%	- -%	- -%	5 *%	- -%	5 *%	3 *%	1 *%	- -%	- -%	5 *%	- -%	5 *%
		cfg															
Prefer not to say	84 3%	22 5%	25 5%	15 3%	18 4%	2 1%	2 *%	84 3%	43 3%	38 3%	13 2%	21 3%	23 4%	24 4%	34 2%	47 4%	84 3%
		ef	ef	ef	ef			ef					j	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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
1	360 13%	296 13%	35 14%	21 15%	9 12%	360 13%	322 13%	39 10%	30 8%	331 14%	109 17%	178 14%	71 8%	360 13%	74 14%	160 14%	94 15%
2	781 28%	627 27%	96 40%	39 28%	20 26%	781 28%	655 27%	126 31%	74 20%	707 29%	202 32%	339 27%	228 25%	781 28%	61 11%	394 34%	232 36%
3	652 23%	552 24%	50 20%	33 24%	17 22%	652 23%	552 23%	100 25%	114 30%	538 22%	144 23%	282 23%	223 25%	652 23%	65 12%	360 31%	127 20%
4	592 21%	508 22%	40 16%	27 20%	17 22%	592 21%	497 21%	94 23%	82 22%	509 21%	100 16%	249 20%	239 26%	592 21%	145 27%	235 20%	135 21%
5-6	285 10%	249 11%	15 6%	11 8%	9 12%	285 10%	248 10%	36 9%	43 12%	241 10%	34 5%	132 11%	115 13%	285 10%	163 30%	23 2%	49 8%
7-9	41 1%	32 1%	4 2%	4 3%	1 2%	41 1%	38 2%	3 1%	6 2%	35 1%	6 1%	16 1%	20 2%	41 1%	23 4%	- -%	8 1%
10 or more	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	3 1%	1 *%	3 *%	1 *%	- -%	5 *%	1 *%	- -%	- -%
Prefer not to say	84 3%	75 3%	4 2%	2 2%	2 3%	84 3%	77 3%	7 2%	21 6%	63 3%	37 6%	35 3%	12 1%	84 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
1	360 13%	139 14%	202 12%	360 23% d	- -%
2	781 28%	275 28%	467 29%	670 43% d	107 10%
3	652 23%	213 22%	383 24%	275 18%	365 32% c
4	592 21%	187 19%	361 22%	158 10%	428 38% c
5-6	285 10%	107 11%	158 10%	82 5%	196 17% c
7-9	41 1%	16 2%	24 1%	10 1%	29 3% c
10 or more	5 *%	- -%	1 *%	1 *%	- -%
Prefer not to say	84 3%	38 4%	30 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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Yes	1149	132	275	363	273	95	12	1149	503	635	348	294	292	211	642	503	1149
	41%	31%	55%	73%	53%	22%	3%	41%	37%	45%	45%	36%	48%	36%	40%	42%	41%
		ef	aefg	abdefg	aefg	f		aef		h	km		kmnp			km	k
No	1557	268	199	123	222	331	415	1557	805	744	413	494	294	344	907	639	1557
	56%	62%	40%	25%	43%	77%	97%	56%	59%	52%	53%	61%	48%	59%	57%	54%	56%
		bcdg	c		c	abcdg	abcdg	bcd	i		jlop		lo	l			l
Prefer not to say	93	29	26	15	19	3	2	93	46	45	15	23	24	27	38	51	93
	3%	7%	5%	3%	4%	1%	*%	3%	3%	3%	2%	3%	4%	5%	2%	4%	3%
		cefg	ef	ef	ef			ef					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.

**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 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Yes	1149 41%	974 42%	94 39%	52 38%	30 39%	1149 41%	982 41%	167 41%	196 52% i	953 39%	167 26%	482 39% j	491 54% jkm	1149 41% j	289 54% op	477 41%	244 38%
No	1557 56%	1287 55%	144 59%	83 60%	43 57%	1557 56%	1326 55%	232 57%	153 41% h	1404 58% h	432 68% klm	709 58% l	401 44% l	1557 56% l	244 46%	694 59% n	401 62% n
Prefer not to say	93 3%	83 4%	6 2%	3 2%	3 4%	93 3%	86 4%	8 2%	25 7% i	68 3%	38 6% klm	41 3% l	15 2%	93 3% 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Yes	1149 41%	369 38%	692 43% a	- -%	1126 100% c
No	1557 56%	562 58%	902 55%	1557 100% d	- -%
Prefer not to say	93 3%	43 4% b	32 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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
None/ no children aged under 18 living at home	1557	268	199	123	222	331	415	1557	805	744	413	494	294	344	907	639	1557
	56%	62%	40%	25%	43%	77%	97%	56%	59%	52%	53%	61%	48%	59%	57%	54%	56%
		bcdg	c		c	abcdg	abcdeg	bcd	i			jlop		lo	l		l
1	567	76	151	141	132	57	9	567	240	324	168	142	141	116	310	257	567
	20%	18%	30%	28%	26%	13%	2%	20%	18%	23%	22%	17%	23%	20%	20%	22%	20%
		f	aefg	aefg	aefg	f		ef		h			k				
2	417	42	81	163	102	25	3	417	192	218	129	111	109	65	241	174	417
	15%	10%	16%	33%	20%	6%	1%	15%	14%	15%	17%	14%	18%	11%	15%	15%	15%
		f	aef	abdefg	aefg	f		aef			m		m		m		m
3	109	3	22	45	32	8	-	109	51	57	33	27	25	24	60	49	109
	4%	1%	4%	9%	6%	2%	-%	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%
			af	abefg	aef	f		af									
4	24	2	13	7	4	-	-	24	9	15	4	9	8	3	13	11	24
	1%	*%	3%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			aefg	ef													
5 or more	20	3	5	6	2	4	-	20	3	16	8	2	7	3	10	9	20
	1%	1%	1%	1%	*%	1%	-%	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%
				f						h							
Prefer not to say	106	35	29	16	20	4	2	106	54	48	20	26	26	27	46	53	106
	4%	8%	6%	3%	4%	1%	*%	4%	4%	3%	3%	3%	4%	5%	3%	4%	4%
		cdefg	ef	ef	ef			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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
None/ no children aged under 18 living at home	1557	1287	144	83	43	1557	1326	232	153	1404	432	709	401	1557	244	694	401
	56%	55%	59%	60%	57%	56%	55%	57%	41%	58%	68%	58%	44%	56%	46%	59%	62%
										h	klm	l		l		n	n
1	567	469	59	26	13	567	492	75	100	467	95	233	235	567	100	295	107
	20%	20%	24%	19%	18%	20%	21%	18%	27%	19%	15%	19%	26%	20%	19%	25%	17%
									i				jkm	j		np	
2	417	360	23	22	11	417	344	72	70	347	48	190	176	417	108	158	105
	15%	15%	10%	16%	15%	15%	14%	18%	19%	14%	7%	15%	19%	15%	20%	13%	16%
		b				b						j	jkm	j	o		
3	109	96	6	4	3	109	97	12	15	94	10	36	60	109	55	24	25
	4%	4%	2%	3%	4%	4%	4%	3%	4%	4%	2%	3%	7%	4%	10%	2%	4%
													jkm	j	op		
4	24	22	2	*	1	24	23	2	4	20	3	8	13	24	19	-	3
	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	4%	-%	1%
														op			o
5 or more	20	16	2	*	1	20	15	5	5	14	6	8	5	20	6	-	3
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%
														o			
Prefer not to say	106	93	7	3	3	106	97	9	27	79	42	47	16	106	-	-	-
	4%	4%	3%	2%	4%	4%	4%	2%	7%	3%	7%	4%	2%	4%	-%	-%	-%
									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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
None/ no children aged under 18 living at home	1557 56%	562 58%	902 55%	1557 100%	- -%
1	567 20%	183 19%	343 21%	- -%	566 50%
2	417 15%	124 13%	257 16%	- -%	409 36%
3	109 4%	36 4%	70 4%	- -%	109 10%
4	24 1%	13 1%	9 1%	- -%	24 2%
5 or more	20 1%	6 1%	10 1%	- -%	16 1%
Prefer not to say	106 4%	52 5%	35 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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
None/ no children aged under 18 living at home	1557	268	199	123	222	331	415	1557	805	744	413	494	294	344	907	639	1557
	56%	62%	40%	25%	43%	77%	97%	56%	59%	52%	53%	61%	48%	59%	57%	54%	56%
		bcdg	c		c	abcdg	abcdeg	bcd	i			jlop		lo	l		l
Under 1 year old	83	22	32	28	2	-	-	83	28	56	29	15	20	17	44	37	83
	3%	5%	6%	6%	*%	-%	-%	3%	2%	4%	4%	2%	3%	3%	3%	3%	3%
		def	defg	defg				def		h							
1-4 years old	301	43	141	87	25	4	1	301	108	191	82	85	86	46	167	132	301
	11%	10%	28%	17%	5%	1%	*%	11%	8%	13%	11%	10%	14%	8%	11%	11%	11%
		def	acdefg	adefg	ef			def		h			m				
5-7 years old	272	18	94	100	51	8	1	272	124	145	92	59	65	56	151	121	272
	10%	4%	19%	20%	10%	2%	*%	10%	9%	10%	12%	7%	11%	10%	10%	10%	10%
		f	adefg	adefg	aef	f		aef			k						
8-11 years old	368	13	77	165	95	15	2	368	171	194	117	100	90	61	217	151	368
	13%	3%	15%	33%	18%	4%	1%	13%	13%	14%	15%	12%	15%	11%	14%	13%	13%
		f	aef	abdefg	aefg	f		aef			m						
12-15 years old	384	25	37	147	125	43	6	384	174	206	111	100	105	67	212	172	384
	14%	6%	7%	29%	24%	10%	1%	14%	13%	14%	14%	12%	17%	11%	13%	14%	14%
		f	f	abefg	abefg	f		abf					km				
16-17 years old	210	20	4	45	88	49	5	210	96	114	55	63	49	43	118	92	210
	8%	5%	1%	9%	17%	11%	1%	8%	7%	8%	7%	8%	8%	7%	7%	8%	8%
		bf		abf	abcefg	abfg		bf									
Prefer not to say	117	44	29	18	20	4	2	117	59	53	24	27	33	27	50	60	117
	4%	10%	6%	4%	4%	1%	*%	4%	4%	4%	3%	3%	5%	5%	3%	5%	4%
		bcdefg	ef	ef	ef			ef					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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
None/ no children aged under 18 living at home	1557	1287	144	83	43	1557	1326	232	153	1404	432	709	401	1557	244	694	401
	56%	55%	59%	60%	57%	56%	55%	57%	41%	58%	68%	58%	44%	56%	46%	59%	62%
										h	klm	l	l		n	n	
Under 1 year old	83	70	7	3	3	83	71	12	14	69	10	32	41	83	22	37	18
	3%	3%	3%	2%	4%	3%	3%	3%	4%	3%	2%	3%	5%	3%	4%	3%	3%
													jk				
1-4 years old	301	262	19	10	9	301	256	45	55	246	32	150	118	301	89	110	66
	11%	11%	8%	8%	13%	11%	11%	11%	15%	10%	5%	12%	13%	11%	17%	9%	10%
									i			j	j	j	op		
5-7 years old	272	228	22	16	6	272	227	45	41	231	33	117	122	272	86	91	59
	10%	10%	9%	11%	8%	10%	9%	11%	11%	10%	5%	10%	13%	10%	16%	8%	9%
												j	jkm	j	op		
8-11 years old	368	323	19	17	10	368	312	56	60	309	47	150	171	368	120	134	71
	13%	14%	8%	12%	13%	13%	13%	14%	16%	13%	7%	12%	19%	13%	23%	11%	11%
		b				b						j	jkm	j	op		
12-15 years old	384	320	38	15	11	384	325	59	62	321	34	147	194	384	113	145	88
	14%	14%	16%	11%	14%	14%	14%	15%	17%	13%	5%	12%	21%	14%	21%	12%	14%
												j	jkm	j	op		
16-17 years old	210	170	19	16	5	210	183	28	29	181	47	76	85	210	48	87	53
	8%	7%	8%	12%	6%	8%	8%	7%	8%	7%	7%	6%	9%	8%	9%	7%	8%
				ade									k				
Prefer not to say	117	104	7	3	3	117	109	9	30	87	47	52	18	117	1	5	-
	4%	4%	3%	2%	4%	4%	5%	2%	8%	4%	7%	4%	2%	4%	0%	0%	0%
									i		klm	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
None/ no children aged under 18 living at home	1557 56%	562 58%	902 55%	1557 100%	- -%
Under 1 year old	83 3%	39 4%	39 2%	- -%	83 7%
1-4 years old	301 11%	94 10%	180 11%	- -%	301 27%
5-7 years old	272 10%	93 10%	165 10%	- -%	272 24%
8-11 years old	368 13%	111 11%	230 14%	- -%	368 33%
12-15 years old	384 14%	111 11%	251 15%	- -%	384 34%
16-17 years old	210 8%	68 7%	126 8%	- -%	210 19%
Prefer not to say	117 4%	54 6%	36 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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2522 90%	347 81%	430 86%	459 92%	470 91%	401 94%	415 97%	2522 90%	1216 90%	1289 91%	712 92%	738 91%	543 89%	514 88%	1450 91%	1056 89%	2522 90%
				ab	ab	ab	abcdeg	ab							o		
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	946 34%	207 48%	191 38%	161 32%	179 35%	118 28%	89 21%	946 34%	442 33%	490 34%	281 36%	272 34%	219 36%	169 29%	553 35%	388 33%	946 34%
		bcdefg	ef	f	ef	f		ef			m		m		m		m
ACCESS TO THE INTERNET AT HOME	2747 98%	412 96%	491 98%	495 99%	503 98%	422 98%	424 99%	2747 98%	1328 98%	1397 98%	768 99%	795 98%	604 99%	561 96%	1563 99%	1165 98%	2747 98%
				a			a	a			m		m		m		m
Neither – Do not connect to the internet at home	15 1%	4 1%	1 *	3 1%	4 1%	2 *	2 *	15 1%	12 1%	3 *	1 *	2 *	2 *	9 2%	3 *	12 1%	15 1%
														jknp		n	
Don't know	38 1%	13 3%	8 2%	2 *	7 1%	5 1%	2 1%	38 1%	14 1%	23 2%	7 1%	13 2%	3 1%	12 2%	20 1%	15 1%	38 1%
		cfg															

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

All interviewing conducted using an online panel. Any break column with 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2522	2099	229	124	70	2522	2142	380	312	2210	534	1115	853	2522	463	1091	604
	90%	90%	94%	91%	92%	90%	89%	94%	83%	91%	84%	91%	94%	90%	87%	93%	94%
			a					f		h		j	l	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	946	807	81	37	21	946	822	123	112	833	150	384	411	946	205	378	224
	34%	34%	33%	27%	27%	34%	34%	30%	30%	34%	24%	31%	45%	34%	39%	32%	35%
		cd				d						j	l	j	o		
ACCESS TO THE INTERNET AT HOME	2747	2297	242	135	74	2747	2344	402	357	2389	598	1225	904	2747	527	1165	637
	98%	98%	99%	98%	98%	98%	98%	99%	95%	99%	94%	99%	100%	98%	99%	100%	99%
										h		jm	jm	j			
Neither – Do not connect to the internet at home	15	12	2	1	1	15	14	2	8	8	6	2	2	15	3	3	2
	1%	*%	1%	1%	1%	1%	1%	*%	2%	*%	1%	*%	*%	1%	*%	*%	*%
									i								
Don't know	38	35	*	1	1	38	36	2	9	29	32	4	2	38	3	2	6
	1%	1%	*%	1%	2%	1%	1%	1%	2%	1%	5%	*%	*%	1%	1%	*%	1%
											klm			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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2522 90%	835 86%	1532 94% a	1420 91%	1040 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	946 34%	397 41% b	492 30%	484 31%	406 36% c
ACCESS TO THE INTERNET AT HOME	2747 98%	953 98%	1611 99% a	1528 98%	1120 100% c
Neither – Do not connect to the internet at home	15 1%	6 1%	7 *% a	11 1%	3 *% c
Don’t know	38 1%	15 2% b	9 1%	19 1%	2 *% 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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
I have no formal qualifications (and I am not still studying)	124	9	9	15	21	16	54	124	58	67	16	19	23	67	34	90	124
	4%	2%	2%	3%	4%	4%	13%	4%	4%	5%	2%	2%	4%	12%	2%	8%	4%
							abcdeg	b						ijklnop		ijklnp	jkn
Entry level qualification such as ESOL, ELC or Skills for Life	30	5	13	4	3	2	2	30	20	10	4	4	12	10	8	22	30
	1%	1%	3%	1%	1%	1%	*%	1%	2%	1%	1%	*%	2%	2%	1%	2%	1%
			defg										jkn	n		jkn	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	284	37	48	45	75	45	32	284	153	131	34	62	69	118	96	186	284
	10%	9%	10%	9%	15%	11%	8%	10%	11%	9%	4%	8%	11%	20%	6%	16%	10%
					acfg							j	jn	ijklnop		ijklnp	jn
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	491	69	57	82	91	115	77	491	209	279	69	120	150	149	189	300	491
	18%	16%	11%	16%	18%	27%	18%	18%	15%	20%	9%	15%	25%	26%	12%	25%	18%
					b	abcdfg	b	b		h		j	jknp	jknp		jknp	jn
Level 1-2 vocational qualification or intermediate apprenticeship	155	24	25	31	28	23	24	155	73	80	21	34	65	36	55	100	155
	6%	6%	5%	6%	5%	5%	6%	6%	5%	6%	3%	4%	11%	6%	3%	8%	6%
													jkmp	jn		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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	373 13%	79 19%	70 14%	68 14%	50 10%	52 12%	52 12%	373 13%	166 12%	203 14%	99 13%	129 16%	82 13%	59 10%	228 14%	141 12%	373 13%
		defg										mo			m		
Level 3 vocational qualification or advanced apprenticeship	168 6%	19 4%	30 6%	39 8%	36 7%	20 5%	24 6%	168 6%	66 5%	101 7%	32 4%	46 6%	57 9%	31 5%	78 5%	89 7%	168 6%
										h			jkmp			jn	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	208 7%	25 6%	28 6%	43 9%	50 10%	31 7%	32 7%	208 7%	103 8%	100 7%	61 8%	86 11%	32 5%	27 5%	147 9%	59 5%	208 7%
											mo	lmop			lmo		mo
Level 4-5 vocational qualification or higher apprenticeship	95 3%	14 3%	14 3%	20 4%	8 2%	17 4%	23 5%	95 3%	54 4%	38 3%	28 4%	30 4%	28 5%	10 2%	58 4%	38 3%	95 3%
							d					m	m		m		m
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	527 19%	62 14%	125 25%	99 20%	109 21%	68 16%	65 15%	527 19%	268 20%	255 18%	228 29%	197 24%	67 11%	32 5%	425 27%	99 8%	527 19%
			aefg		af						lmop	lmop	m		lmop	m	lmo
Level 6 vocational qualification or degree apprenticeship	29 1%	4 1%	7 1%	2 *	5 1%	4 1%	7 2%	29 1%	16 1%	13 1%	17 2%	4 1%	3 1%	4 1%	22 1%	8 1%	29 1%
											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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
University higher degree (e.g. Masters, PhD or equivalent)	250	39	67	46	31	34	33	250	126	124	161	60	16	13	221	29	250
	9%	9%	13%	9%	6%	8%	8%	9%	9%	9%	21%	7%	3%	2%	14%	2%	9%
			defg								klmnop	lmo		klmop		lmo	
Still studying/ still at school	21	20	-	*	-	-	-	21	15	5	2	14	1	4	16	5	21
	1%	5%	-%	*%	-%	-%	-%	1%	1%	*%	*%	2%	*%	1%	1%	*%	1%
		bcdefg										jlop					
Don't know	15	6	2	-	5	1	*	15	8	7	1	-	1	13	1	14	15
	1%	1%	*%	-%	1%	*%	*%	1%	1%	*%	*%	-%	*%	2%	*%	1%	1%
		c			c									jklnp		jkln	
Prefer not to say	30	17	4	4	1	2	3	30	18	12	3	6	4	9	9	13	30
	1%	4%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%
		bcdefg															

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

All interviewing conducted using an online panel. Any break column with 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
I have no formal qualifications (and I am not still studying)	124 4%	101 4%	14 6%	7 5%	3 3%	124 4%	106 4%	18 5%	26 7%	98 4%	64 10% klm	44 4% l	10 1% l	124 4% l	31 6% p	50 4% p	6 1%
Entry level qualification such as ESOL, ELC or Skills for Life	30 1%	27 1%	2 1%	1 *%	1 1%	30 1%	29 1%	2 *%	2 1%	28 1%	9 1%	13 1%	8 1%	30 1%	13 2% op	8 1%	1 *%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	284 10%	244 10%	22 9%	11 8%	7 9%	284 10%	238 10%	46 11%	43 11%	241 10%	90 14% klm	122 10%	69 8%	284 10%	84 16% op	124 11% p	29 4%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	491 18%	433 18% bd	23 9%	25 18% b	10 13%	491 18% b	403 17%	87 22%	81 22%	410 17%	140 22% lm	238 19% l	105 12%	491 18% l	107 20% p	242 21% p	75 12%
Level 1-2 vocational qualification or intermediate apprenticeship	155 6%	140 6% b	5 2%	7 5%	3 5%	155 6% b	133 6%	23 6%	29 8%	126 5%	42 7%	70 6%	43 5%	155 6%	42 8% p	65 6%	23 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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	373	301	38	21	13	373	335	37	50	323	79	167	126	373	54	166	108
	13%	13%	16%	15%	17%	13%	14%	9%	13%	13%	12%	14%	14%	13%	10%	14%	17%
							g										n
Level 3 vocational qualification or advanced apprenticeship	168	150	9	6	2	168	141	26	16	151	31	83	54	168	35	77	25
	6%	6%	4%	4%	3%	6%	6%	6%	4%	6%	5%	7%	6%	6%	7%	7%	4%
																	p
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	208	157	35	11	5	208	162	46	36	172	28	100	75	208	43	81	40
	7%	7%	14%	8%	7%	7%	7%	11%	10%	7%	4%	8%	8%	7%	8%	7%	6%
			acde					f				j	j	j			
Level 4-5 vocational qualification or higher apprenticeship	95	86	5	3	2	95	85	10	9	86	24	51	21	95	18	52	20
	3%	4%	2%	2%	2%	3%	4%	3%	2%	4%	4%	4%	2%	3%	3%	4%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	527	424	54	30	19	527	448	79	50	477	62	210	255	527	70	199	194
	19%	18%	22%	22%	25%	19%	19%	19%	13%	20%	10%	17%	28%	19%	13%	17%	30%
					ae					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.

**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 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Level 6 vocational qualification or degree apprenticeship	29 1%	25 1%	2 1%	2 2%	* 1%	29 1%	27 1%	3 1%	2 1%	27 1%	8 1%	15 1%	7 1%	29 1%	4 1%	9 1%	15 2% o
University higher degree (e.g. Masters, PhD or equivalent)	250 9%	200 9%	32 13% ae	10 8%	8 10%	250 9%	228 10% g	22 5%	11 3%	239 10% h	26 4%	95 8% j	129 14% jkm	250 9% j	26 5%	88 7%	106 16% no
Still studying/ still at school	21 1%	17 1%	1 *%	2 1%	1 2%	21 1%	20 1%	1 *%	3 1%	18 1%	7 1% l	12 1% l	1 *%	21 1%	5 1%	6 *%	1 *%
Don't know	15 1%	12 1%	1 *%	1 1%	1 1%	15 1%	15 1%	* *%	6 1% i	9 *%	11 2% klm	3 *%	* *%	15 1%	1 *%	4 *%	- -%
Prefer not to say	30 1%	25 1%	2 1%	2 2%	1 1%	30 1%	24 1%	6 1%	10 3% i	20 1%	15 2% klm	10 1%	3 *%	30 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
I have no formal qualifications (and I am not still studying)	124 4%	55 6% b	59 4%	95 6% d	29 3%
Entry level qualification such as ESOL, ELC or Skills for Life	30 1%	11 1%	16 1%	20 1%	5 *%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	284 10%	102 10%	143 9%	139 9%	125 11%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	491 18%	179 18%	278 17%	289 19%	185 16%
Level 1-2 vocational qualification or intermediate apprenticeship	155 6%	64 7%	80 5%	82 5%	66 6%

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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	373 13%	119 12%	231 14%	215 14%	149 13%
Level 3 vocational qualification or advanced apprenticeship	168 6%	59 6%	100 6%	80 5%	81 7%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	208 7%	78 8%	120 7%	114 7%	84 7%
Level 4-5 vocational qualification or higher apprenticeship	95 3%	31 3%	58 4%	47 3%	45 4%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	527 19%	157 16%	345 21%	283 18%	226 20%
Level 6 vocational qualification or degree apprenticeship	29 1%	19 2%	10 1%	14 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
University higher degree (e.g. Masters, PhD or equivalent)	250 9%	77 8%	163 10%	140 9%	106 9%
Still studying/ still at school	21 1%	11 1%	9 1%	12 1%	6 1%
Don't know	15 1%	7 1%	3 *%	12 1% d	1 *%
Prefer not to say	30 1%	8 1%	11 1%	15 1%	6 *%

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Very confident	2012	242	327	323	384	357	379	2012	951	1050	588	598	426	390	1186	816	2012
	72%	56%	65%	65%	75%	83%	88%	72%	70%	74%	76%	74%	70%	67%	75%	68%	72%
			a	a	abc	abcdg	abcdg	abc			lmo	mo			mo		m
Fairly confident	589	126	111	144	105	63	40	589	305	277	151	168	137	127	319	264	589
	21%	29%	22%	29%	20%	15%	9%	21%	23%	19%	19%	21%	22%	22%	20%	22%	21%
		bdefg	ef	bdefg	f	f		ef									
Neither confident nor not confident	128	32	39	25	21	4	7	128	58	69	25	30	34	39	55	73	128
	5%	7%	8%	5%	4%	1%	2%	5%	4%	5%	3%	4%	6%	7%	3%	6%	5%
		efg	defg	ef	ef			ef						jkn		jn	
Not very confident	47	15	16	7	5	3	1	47	28	19	7	11	10	15	18	25	47
	2%	4%	3%	1%	1%	1%	*%	2%	2%	1%	1%	1%	2%	3%	1%	2%	2%
		defg	def					f						jn			
Not at all confident	15	12	-	1	-	1	1	15	8	3	4	2	2	6	5	8	15
	1%	3%	-%	*%	-%	*%	*%	1%	1%	*%	*%	*%	*%	1%	*%	1%	1%
		bcdefg															
Don't know	2	2	-	-	-	-	1	2	2	1	1	1	-	1	1	1	2
	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Prefer not to say	8	1	7	-	-	-	-	8	3	4	2	1	*	4	3	5	8
	*%	*%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
			cdefg														
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2600	367	437	467	489	421	419	2600	1255	1327	738	766	563	518	1504	1080	2600
	93%	86%	87%	93%	95%	98%	98%	93%	93%	93%	95%	94%	92%	89%	95%	91%	93%
				ab	ab	abcdg	abcdg	ab			mo	mo			mop		mo
TOTAL NOT CONFIDENT	62	27	16	8	5	4	2	62	36	22	11	13	13	21	24	33	62
	2%	6%	3%	2%	1%	1%	*%	2%	3%	2%	1%	2%	2%	4%	1%	3%	2%
		cdefg	def					f						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	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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
TOTAL NEITHER/ DON'T KNOW	130	33	39	25	21	4	7	130	59	70	25	31	34	40	56	74	130
	5%	8%	8%	5%	4%	1%	2%	5%	4%	5%	3%	4%	6%	7%	4%	6%	5%
		efg	defg	ef	e			ef						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.

**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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Very confident	2012	1655	192	109	55	2012	1709	303	228	1784	417	880	697	2012	343	890	517
	72%	71%	ae	ae	73%	72%	71%	74%	61%	74%	66%	71%	77%	72%	64%	76%	80%
										h		j	jkm	j		n	n
Fairly confident	589	509	45	19	16	589	504	84	92	497	132	271	180	589	150	216	113
	21%	22%	18%	14%	22%	21%	21%	21%	24%	20%	21%	22%	20%	21%	28%	18%	18%
		c			c	c									op		
Neither confident nor not confident	128	114	4	6	3	128	114	14	33	95	48	56	22	128	24	52	7
	5%	5%	2%	5%	4%	5%	5%	3%	9%	4%	8%	5%	2%	5%	5%	4%	1%
		b							i		klm	l		l	p	p	
Not very confident	47	43	-	2	1	47	43	4	17	30	24	17	5	47	10	9	7
	2%	2%	-%	2%	2%	2%	2%	1%	4%	1%	4%	1%	1%	2%	2%	1%	1%
		b			b				i		klm			l			
Not at all confident	15	13	2	-	*	15	15	*	4	12	10	3	2	15	2	2	*
	1%	1%	1%	-%	*%	1%	1%	*%	1%	*%	2%	*%	*%	1%	*%	*%	*%
											klm						
Don't know	2	2	-	-	-	2	2	-	-	2	2	1	-	2	*	1	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%
Prefer not to say	8	6	1	1	*	8	7	1	3	5	2	4	2	8	3	-	-
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	-%	-%
															o		
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2600	2164	237	128	71	2600	2213	387	319	2281	549	1151	876	2600	494	1106	631
	93%	92%	ae	93%	94%	93%	92%	95%	85%	94%	86%	93%	97%	93%	93%	95%	98%
										h		j	jkm	j		no	
TOTAL NOT CONFIDENT	62	56	2	2	1	62	58	4	20	42	35	19	7	62	12	11	7
	2%	2%	1%	2%	2%	2%	2%	1%	5%	2%	5%	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
TOTAL NEITHER/ DON'T KNOW	130	117	4	6	3	130	116	14	33	98	50	57	22	130	25	53	7
	5%	5%	2%	5%	4%	5%	5%	3%	9%	4%	8%	5%	2%	5%	5%	5%	1%
		b				b			i		klm	l		l	p	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
		a	b	c	d
Significance Level: 95%					
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Very confident	2012	644	1256	1189	778
	72%	66%	77%	76%	69%
			a	d	
Fairly confident	589	232	306	283	275
	21%	24%	19%	18%	24%
		b			c
Neither confident nor not confident	128	61	45	58	48
	5%	6%	3%	4%	4%
		b			
Not very confident	47	27	17	23	17
	2%	3%	1%	1%	1%
		b			
Not at all confident	15	9	2	2	5
	1%	1%	*%	*%	*%
		b			
Don't know	2	1	*	2	-
	*%	*%	*%	*%	-%
Prefer not to say	8	1	*	-	3
	*%	*%	*%	-%	*%
<b>SUMMARY CODES</b>					
TOTAL CONFIDENT	2600	876	1562	1473	1053
	93%	90%	96%	95%	94%
			a		
TOTAL NOT CONFIDENT	62	36	19	25	21
	2%	4%	1%	2%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
TOTAL NEITHER/ DON'T KNOW	130	62	45	60	48
	5%	6%	3%	4%	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.

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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Yes – (English is first/ main language)	2640	390	461	474	481	414	420	2640	1277	1342	736	767	571	549	1503	1120	2640
	94%	91%	92%	95%	93%	97%	98%	94%	94%	94%	95%	95%	94%	94%	95%	94%	94%
						ab	abcdg	a									
No	153	37	35	25	34	15	8	153	73	77	41	41	39	29	81	67	153
	5%	9%	7%	5%	7%	3%	2%	5%	5%	5%	5%	5%	6%	5%	5%	6%	5%
		efg	f	f	f			f									
Prefer not to say	8	2	5	1	-	-	-	8	4	4	-	2	*	5	2	5	8
	*%	*%	1%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%
														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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Yes – (English is first/ main language)	2640	2204	231	131	73	2640	2249	391	343	2297	600	1164	850	2640	500	1119	608
	94%	94%	95%	96%	97%	94%	94%	96%	92%	95%	94%	95%	94%	94%	94%	96%	94%
No	153	133	12	5	2	153	140	13	31	121	35	63	54	153	32	51	35
	5%	6%	5%	4%	3%	5%	6%	3%	8%	5%	6%	5%	6%	5%	6%	4%	5%
									i								
Prefer not to say	8	6	1	*	-	8	6	2	*	7	*	4	3	8	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Yes – (English is first/ main language)	2640	935	1528	1481	1059
	94%	96%	94%	95%	94%
No	153	38	97	74	64
	5%	4%	6%	5%	6%
Prefer not to say	8	2	1	2	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Being bought on mortgage	835	107	148	229	201	115	35	835	401	427	276	275	196	87	552	283	835
	30%	25%	30%	46%	39%	27%	8%	30%	30%	30%	36%	34%	32%	15%	35%	24%	30%
		f	f	abefg	abefg	f		f			mop	mo	mo		mop	m	mo
Owned outright by the household	783	81	56	59	94	184	309	783	412	370	303	230	130	120	533	250	783
	28%	19%	11%	12%	18%	43%	72%	28%	30%	26%	39%	28%	21%	21%	34%	21%	28%
		bc			bc	abcdg	abcdg	abcd	i		klmnop	lmo			klmop		lmo
Rented from Local Authority/ Housing Association/ Trust	507	68	116	95	107	73	48	507	207	288	75	91	130	208	165	338	507
	18%	16%	23%	19%	21%	17%	11%	18%	15%	20%	10%	11%	21%	36%	10%	28%	18%
			afg	f	f	f		f		h			jkn	jklnop		jklnp	jkn
Rented from private landlord	536	101	149	105	101	48	32	536	274	258	108	178	132	113	285	245	536
	19%	24%	30%	21%	20%	11%	8%	19%	20%	18%	14%	22%	22%	19%	18%	21%	19%
		ef	cdefg	ef	ef			ef				j	j	j	j	j	j
Something else	49	17	15	5	4	4	4	49	11	38	4	18	7	20	22	27	49
	2%	4%	3%	1%	1%	1%	1%	2%	1%	3%	1%	2%	1%	3%	1%	2%	2%
		cdefg	d							h		j		jlnp		j	j
Don't know	46	36	9	1	-	-	-	46	29	17	6	8	9	21	15	30	46
	2%	8%	2%	*%	-%	-%	-%	2%	2%	1%	1%	1%	1%	4%	1%	3%	2%
		bcdefg	cdef					cdef						jklnp		jn	
Prefer not to say	44	19	6	5	8	5	*	44	18	25	4	10	6	13	15	19	44
	2%	4%	1%	1%	1%	1%	*%	2%	1%	2%	1%	1%	1%	2%	1%	2%	2%
		bcdefg	f		f			f						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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Being bought on mortgage	835	684	80	45	26	835	708	127	117	717	133	365	331	835	99	314	297
	30%	29%	33%	32%	35%	30%	30%	31%	31%	30%	21%	30%	37%	30%	19%	27%	46%
												j	jkm	j	n	no	
Owned outright by the household	783	641	70	47	24	783	639	144	54	729	228	353	194	783	107	378	203
	28%	27%	29%	34%	32%	28%	27%	36%	14%	30%	36%	29%	21%	28%	20%	32%	31%
				ae				f	h		klm	l	l		n	n	
Rented from Local Authority/ Housing Association/ Trust	507	431	51	17	8	507	444	64	96	411	134	230	137	507	196	215	34
	18%	18%	21%	12%	10%	18%	19%	16%	26%	17%	21%	19%	15%	18%	37%	18%	5%
		cd	cd			cd			i		l			op	p		
Rented from private landlord	536	464	35	23	14	536	483	53	72	464	88	233	213	536	111	237	101
	19%	20%	14%	17%	18%	19%	20%	13%	19%	19%	14%	19%	23%	19%	21%	20%	16%
							g					j	jkm	j	p		
Something else	49	43	2	2	2	49	41	8	9	40	10	21	18	49	10	19	9
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
Don't know	46	42	2	2	1	46	40	7	12	35	28	14	2	46	8	3	1
	2%	2%	1%	1%	1%	2%	2%	2%	3%	1%	4%	1%	*	2%	1%	*	*
											klm	l		l	op		
Prefer not to say	44	38	3	1	1	44	40	4	15	29	16	15	13	44	3	5	1
	2%	2%	1%	1%	2%	2%	2%	1%	4%	1%	2%	1%	1%	2%	1%	*	*
									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.

**C8. Which one of these options applies to your home? (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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Being bought on mortgage	835 30%	227 23%	549 34% a	353 23%	455 40% c
Owned outright by the household	783 28%	247 25%	498 31% a	597 38% d	168 15%
Rented from Local Authority/ Housing Association/ Trust	507 18%	251 26% b	227 14%	242 16%	245 22% c
Rented from private landlord	536 19%	197 20%	300 18%	279 18%	236 21%
Something else	49 2%	26 3%	23 1%	37 2% d	11 1%
Don't know	46 2%	18 2% b	11 1%	29 2% d	4 *%
Prefer not to say	44 2%	8 1%	19 1%	21 1%	7 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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Your mental health? Anxiety, depression, or trauma-related conditions, for example	408 15%	117 27%	89 18%	69 14%	68 13%	46 11%	19 4%	408 15%	155 11%	240 17%	96 12%	93 11%	86 14%	128 22%	189 12%	214 18%	408 15%
		bcdefg	ef	f	f	f		f		h				ijklnp		jknp	n
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	264 9%	35 8%	33 7%	30 6%	42 8%	47 11%	76 18%	264 9%	150 11%	113 8%	63 8%	70 9%	56 9%	72 12%	133 8%	128 11%	264 9%
						c	abcdeg	c	i					jkn			
Eyesight? Poor vision, colour blindness, partial sight, or are blind	207 7%	72 17%	44 9%	21 4%	26 5%	24 6%	20 5%	207 7%	88 7%	116 8%	65 8%	50 6%	50 8%	41 7%	115 7%	91 8%	207 7%
		bcdefg	cf					c									
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	204 7%	34 8%	28 6%	26 5%	33 6%	38 9%	45 10%	204 7%	86 6%	114 8%	42 5%	57 7%	37 6%	61 10%	100 6%	98 8%	204 7%
							bcg							jlnp			
Breathing? Breathlessness or chest pains	167 6%	26 6%	25 5%	20 4%	28 6%	29 7%	40 9%	167 6%	88 6%	77 5%	38 5%	42 5%	32 5%	55 10%	79 5%	87 7%	167 6%
							bcg							ijklnp		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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	153 5%	49 12%	37 7%	15 3%	29 6%	18 4%	5 1%	153 5%	79 6%	69 5%	41 5%	30 4%	32 5%	49 8%	71 4%	81 7%	153 5%
		cdefg	cf		f	f		cf						knp		kn	
Hearing? Poor hearing, partial hearing, or are deaf	142 5%	29 7%	13 3%	18 4%	15 3%	16 4%	51 12%	142 5%	83 6%	58 4%	44 6%	33 4%	30 5%	33 6%	77 5%	63 5%	142 5%
		bd					abcdeg		i								
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	110 4%	16 4%	28 6%	13 3%	19 4%	17 4%	17 4%	110 4%	65 5%	45 3%	34 4%	18 2%	33 5%	25 4%	52 3%	58 5%	110 4%
			c										k			k	
Social/ behavioural? Conditions associated with this such as autism, Asperger's, etc.	94 3%	39 9%	30 6%	13 3%	6 1%	4 1%	2 1%	94 3%	58 4%	31 2%	33 4%	19 2%	19 3%	23 4%	52 3%	42 4%	94 3%
		cdefg	cdefg	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Difficulty with speech? e.g. due to stroke, stutter or stammer	29	8	9	7	1	1	3	29	18	9	7	6	9	7	14	15	29
	1%	2%	2%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		d	d														
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	975	221	185	135	166	115	153	975	461	496	257	256	198	255	513	453	975
	35%	52%	37%	27%	32%	27%	36%	35%	34%	35%	33%	32%	32%	44%	32%	38%	35%
		bcdefg	ce				ce	ce						ijklnop		kn	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1626	158	268	324	324	289	263	1626	789	832	483	510	358	270	994	627	1626
	58%	37%	54%	65%	63%	68%	61%	58%	58%	58%	62%	63%	59%	46%	63%	53%	58%
		a	abg	ab	abg	ab	ab	a			mo	mop	mo		mop	m	mo
Don't know	99	28	28	22	13	6	1	99	63	36	20	15	30	31	35	61	99
	4%	7%	6%	4%	3%	1%	*%	4%	5%	3%	3%	2%	5%	5%	2%	5%	4%
		defg	def	ef	f			f	i				kn	jkn		jknp	kn
Prefer not to say	99	21	18	19	12	18	12	99	41	58	16	29	25	26	46	50	99
	4%	5%	4%	4%	2%	4%	3%	4%	3%	4%	2%	4%	4%	4%	3%	4%	4%
														j		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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Your mental health? Anxiety, depression, or trauma-related conditions, for example	408 15%	325 14%	45 19%	24 18%	13 17%	408 15%	347 14%	61 15%	61 16%	347 14%	51 8%	169 14% j	181 20% jkm	408 15% j	129 24% op	166 14% p	46 7%
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	264 9%	218 9%	23 9%	16 12%	7 10%	264 9%	231 10%	34 8%	28 7%	236 10%	83 13% klm	115 9%	66 7%	264 9%	51 10%	123 11% p	42 7%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	207 7%	175 7%	16 6%	9 6%	7 9%	207 7%	187 8%	20 5%	29 8%	178 7%	26 4%	97 8% j	77 9% j	207 7% j	65 12% op	69 6% p	34 5%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	204 7%	178 8%	14 6%	7 5%	4 5%	204 7%	177 7%	27 7%	25 7%	179 7%	43 7%	85 7%	73 8%	204 7%	49 9% p	94 8% p	26 4%
Breathing? Breathlessness or chest pains	167 6%	138 6%	15 6%	10 7%	3 5%	167 6%	147 6%	20 5%	23 6%	144 6%	51 8% l	69 6%	44 5%	167 6%	35 7% p	83 7% p	20 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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	153 5%	134 6%	7 3%	8 6%	4 6%	153 5%	134 6%	20 5%	25 7%	129 5%	24 4%	70 6%	54 6%	153 5%	50 9% op	60 5% p	16 2%
Hearing? Poor hearing, partial hearing, or are deaf	142 5%	111 5%	16 7%	8 6%	6 8% ae	142 5%	125 5%	17 4%	9 3%	132 5%	41 6%	49 4%	51 6%	142 5%	22 4%	77 7% p	22 3%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	110 4%	90 4%	7 3%	7 5%	6 7% abe	110 4%	97 4%	13 3%	5 1%	105 4% h	22 4%	58 5%	30 3%	110 4%	24 4% p	64 5% p	9 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	94 3%	79 3%	8 3%	3 2%	3 4%	94 3%	82 3%	11 3%	8 2%	86 4%	11 2%	35 3%	44 5% jk	94 3%	24 4% p	33 3%	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 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Difficulty with speech? e.g. due to stroke, stutter or stammer	29 1%	25 1%	* **%	2 2%	2 2% b	29 1%	26 1%	3 1%	4 1%	26 1%	6 1%	9 1%	14 2%	29 1%	5 1%	15 1% p	1 **%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	975 35%	801 34%	93 38%	53 39%	28 37%	975 35%	837 35%	138 34%	126 34%	849 35%	207 33%	432 35%	326 36%	975 35%	247 46% op	411 35% p	144 22%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1626 58%	1365 58%	144 59%	73 53%	44 58%	1626 58%	1376 57%	250 62%	207 55%	1419 58%	364 57%	716 58%	534 59%	1626 58%	249 47%	698 60% n	474 74% no
Don't know	99 4%	90 4%	4 2%	4 3%	2 2%	99 4%	92 4%	8 2%	23 6% i	76 3%	29 5%	45 4%	25 3%	99 4%	27 5% op	30 3%	11 2%
Prefer not to say	99 4%	87 4%	3 1%	7 5% b	2 3%	99 4%	90 4%	10 2%	19 5%	81 3%	36 6% klm	39 3%	22 2%	99 4%	10 2%	31 3%	15 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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Your mental health? Anxiety, depression, or trauma-related conditions, for example	408 15%	408 42% b	- -%	220 14%	173 15%
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	264 9%	264 27% b	- -%	174 11% d	68 6%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	207 7%	207 21% b	- -%	116 7%	81 7%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	204 7%	204 21% b	- -%	139 9% d	58 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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Breathing? Breathlessness or chest pains	167	167	-	108	49
	6%	17%	-%	7%	4%
		b		d	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	153	153	-	87	60
	5%	16%	-%	6%	5%
		b			
Hearing? Poor hearing, partial hearing, or are deaf	142	142	-	101	35
	5%	15%	-%	7%	3%
		b		d	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	110	110	-	67	35
	4%	11%	-%	4%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	94 3%	94 10% b	- -%	49 3%	40 4%
Difficulty with speech? e.g. due to stroke, stutter or stammer	29 1%	29 3% b	- -%	14 1%	12 1%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	975 35%	975 100% b	- -%	562 36%	358 32%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1626 58%	- -%	1626 100% a	902 58%	688 61%
Don't know	99 4%	- -%	- -%	44 3%	45 4%
Prefer not to say	99 4%	- -%	- -%	48 3%	34 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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2230	259	347	407	416	389	412	2230	1080	1138	594	628	496	497	1221	993	2230
	80%	61%	69%	81%	81%	91%	96%	80%	80%	80%	76%	77%	81%	85%	77%	83%	80%
			a	ab	ab	abcdg	abcdeg	ab						jknp		jknp	
WHITE - Irish	39	10	7	8	7	5	2	39	26	14	12	14	7	6	26	13	39
	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
		f															
WHITE - Gypsy, Traveller or Irish Traveller	2	-	1	1	-	-	-	2	1	1	1	-	1	-	1	1	2
	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
WHITE - Any other White background	101	16	24	17	25	13	7	101	42	57	36	29	21	14	65	36	101
	4%	4%	5%	3%	5%	3%	2%	4%	3%	4%	5%	4%	3%	2%	4%	3%	4%
			f	f	f		f										
MIXED - White and Black Caribbean	26	8	6	5	7	-	*	26	7	18	3	8	7	8	11	15	26
	1%	2%	1%	1%	1%	-%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		ef	e	e	e												
MIXED - White and Asian	20	8	4	3	1	2	3	20	12	5	10	2	3	5	12	8	20
	1%	2%	1%	1%	*%	*%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
		d															
MIXED - White and Black African	18	6	6	4	2	-	-	18	12	6	9	5	3	1	14	4	18
	1%	1%	1%	1%	*%	-%	-%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%
		ef	f								m						
MIXED - Any other mixed/ multiple ethnic background	29	13	3	6	5	3	*	29	10	17	10	9	6	4	19	10	29
	1%	3%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
ASIAN AND BRITISH ASIAN - Pakistani	68 2%	31 7%	16 3%	13 3%	8 1%	- -%	1 *%	68 2%	26 2%	42 3%	12 2%	20 2%	21 4%	13 2%	32 2%	35 3%	68 2%
ASIAN AND BRITISH ASIAN - Indian	59 2%	10 2%	10 2%	17 3%	17 3%	4 1%	1 *%	59 2%	34 3%	24 2%	21 3%	23 3%	11 2%	4 1%	44 3%	15 1%	59 2%
ASIAN AND BRITISH ASIAN - Bangladeshi	28 1%	12 3%	11 2%	3 1%	- -%	- -%	2 *%	28 1%	12 1%	15 1%	8 1%	12 1%	5 1%	3 *%	20 1%	8 1%	28 1%
ASIAN AND BRITISH ASIAN - Chinese	13 *%	2 1%	2 *%	4 1%	2 *%	2 1%	1 *%	13 *%	5 *%	7 1%	4 1%	4 1%	1 *%	3 *%	9 1%	4 *%	13 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	38 1%	16 4%	11 2%	2 *%	5 1%	4 1%	- -%	38 1%	17 1%	21 1%	5 1%	23 3%	5 1%	5 1%	28 2%	10 1%	38 1%
BLACK AND BLACK BRITISH - African	74 3%	23 5%	40 8%	4 1%	6 1%	2 *%	- -%	74 3%	42 3%	31 2%	35 4%	17 2%	14 2%	8 1%	51 3%	22 2%	74 3%
BLACK AND BLACK BRITISH - Caribbean	24 1%	3 1%	9 2%	4 1%	3 1%	5 1%	- -%	24 1%	11 1%	11 1%	8 1%	6 1%	3 *%	8 1%	13 1%	10 1%	24 1%
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	5 *%	2 1%	1 *%	* *%	1 *%	- -%	* *%	5 *%	4 *%	1 *%	* *%	1 *%	2 *%	- -%	1 *%	2 *%	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
OTHER ETHNIC GROUP - Arab	10	3	2	-	3	1	-	10	4	5	6	3	1	*	8	1	10
	*%	1%	*%	-%	1%	*%	-%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%
OTHER ETHNIC GROUP - Any other ethnic background	6	3	2	*	2	-	-	6	2	4	2	1	1	2	3	3	6
	*%	1%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	12	4	-	2	6	-	-	12	5	6	-	7	1	2	7	3	12
	*%	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	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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2230	1838	216	119	58	2230	1859	371	276	1954	509	1001	700	2230	404	1002	518
	80%	78%	89%	86%	76%	80%	78%	91%	74%	81%	80%	81%	77%	80%	76%	86%	80%
			ade	ade				f		h		l			np		
WHITE - Irish	39	24	2	*	13	39	36	3	5	34	9	15	15	39	10	13	10
	1%	1%	1%	*%	18%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
					abce												
WHITE - Gypsy, Traveller or Irish Traveller	2	1	1	-	-	2	1	*	-	2	1	1	-	2	*	1	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	-%
WHITE - Any other White background	101	92	3	6	1	101	93	9	20	81	20	45	36	101	14	39	30
	4%	4%	1%	4%	2%	4%	4%	2%	5%	3%	3%	4%	4%	4%	3%	3%	5%
		b		b		b											
MIXED - White and Black Caribbean	26	24	1	1	-	26	25	1	8	18	7	10	10	26	5	9	2
	1%	1%	1%	1%	-%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	*%
MIXED - White and Asian	20	17	1	2	-	20	19	1	2	18	6	9	5	20	2	7	5
	1%	1%	*%	1%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
MIXED - White and Black African	18	16	1	1	*	18	18	*	2	17	3	5	9	18	4	6	4
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	*%	1%
MIXED - Any other mixed/ multiple ethnic background	29	28	1	-	*	29	29	*	5	24	5	6	19	29	10	5	6
	1%	1%	*%	-%	1%	1%	1%	*%	1%	1%	1%	*%	2%	1%	2%	*%	1%
													km		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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
ASIAN AND BRITISH ASIAN - Pakistani	68 2%	63 3%	3 1%	1 1%	1 1%	68 2%	65 3%	3 1%	17 5%	51 2%	25 4%	24 2%	20 2%	68 2%	25 5%	9 1%	9 1%
ASIAN AND BRITISH ASIAN - Indian	59 2%	55 2%	3 1%	1 *%	* *%	59 2%	55 2%	4 1%	5 1%	54 2%	11 2%	33 3%	15 2%	59 2%	10 2%	21 2%	16 3%
ASIAN AND BRITISH ASIAN- Bangladeshi	28 1%	25 1%	- -%	2 2%	- -%	28 1%	26 1%	2 *%	7 2%	21 1%	9 1%	11 1%	8 1%	28 1%	6 1%	12 1%	2 *%
ASIAN AND BRITISH ASIAN - Chinese	13 *%	11 *%	- -%	2 1%	- -%	13 *%	11 *%	2 *%	1 *%	11 *%	4 1%	5 *%	4 *%	13 *%	1 *%	4 *%	5 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	38 1%	37 2%	* *%	- -%	* 1%	38 1%	35 1%	3 1%	9 3%	29 1%	1 *%	20 2%	14 2%	38 1%	10 2%	12 1%	6 1%
BLACK AND BLACK BRITISH - African	74 3%	64 3%	8 3%	1 1%	1 1%	74 3%	70 3%	4 1%	10 3%	64 3%	12 2%	28 2%	33 4%	74 3%	25 5%	14 1%	23 4%
BLACK AND BLACK BRITISH - Caribbean	24 1%	23 1%	- -%	* *%	- -%	24 1%	24 1%	- -%	1 *%	22 1%	2 *%	13 1%	9 1%	24 1%	4 1%	9 1%	5 1%
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	- -%	5 *%	- -%	3 *%	1 *%	5 *%	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.

**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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
OTHER ETHNIC GROUP - Arab	10 *%	8 *%	1 *%	1 1%	- -%	10 *%	10 *%	- -%	1 *%	9 *%	3 *%	2 *%	6 1%	10 *%	1 *%	4 *%	1 *%
OTHER ETHNIC GROUP - Any other ethnic background	6 *%	2 *%	3 1%	1 1%	- -%	6 *%	5 *%	1 *%	2 1%	4 *%	2 *%	3 *%	1 *%	6 *%	1 *%	3 *%	- -%
Prefer not to say	12 *%	11 *%	* *%	- -%	* *%	12 *%	10 *%	2 *%	3 1%	8 *%	8 1%	* *%	3 *%	12 *%	* *%	- -%	- -%

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

All interviewing conducted using an online panel. Any break column with 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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2230	756	1326	1258	911
	80%	78%	82%	81%	81%
			a		
WHITE - Irish	39	21	16	25	13
	1%	2%	1%	2%	1%
WHITE - Gypsy, Traveller or Irish Traveller	2	2	-	1	-
	*%	*%	-%	*%	-%
WHITE - Any other White background	101	25	69	61	34
	4%	3%	4%	4%	3%
MIXED - White and Black Caribbean	26	13	7	11	10
	1%	1%	*%	1%	1%
		b			
MIXED - White and Asian	20	11	8	11	7
	1%	1%	1%	1%	1%
MIXED - White and Black African	18	13	5	9	5
	1%	1%	*%	1%	*%
		b			
MIXED - Any other mixed/ multiple ethnic background	29	21	8	12	15
	1%	2%	*%	1%	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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
ASIAN AND BRITISH ASIAN - Pakistani	68 2%	22 2%	40 2%	38 2%	20 2%
ASIAN AND BRITISH ASIAN - Indian	59 2%	12 1%	40 2%	30 2%	28 2%
ASIAN AND BRITISH ASIAN- Bangladeshi	28 1%	13 1%	15 1%	13 1%	13 1%
ASIAN AND BRITISH ASIAN - Chinese	13 *%	1 *%	10 1%	7 *%	4 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	38 1%	22 2%	15 1%	24 2%	12 1%
BLACK AND BLACK BRITISH - African	74 3%	28 3%	38 2%	33 2%	34 3%
BLACK AND BLACK BRITISH - Caribbean	24 1%	7 1%	14 1%	11 1%	9 1%
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	5 *%	1 *%	2 *%	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
OTHER ETHNIC GROUP - Arab	10 *%	5 *%	3 *%	3 *%	5 *%
OTHER ETHNIC GROUP - Any other ethnic background	6 *%	1 *%	4 *%	5 *%	* *%
Prefer not to say	12 *%	2 *%	5 *%	* *%	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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Universal Credit (and household has other earnings).	290	54	92	59	51	29	5	290	126	159	56	68	70	91	125	162	290
	10%	13%	18%	12%	10%	7%	1%	10%	9%	11%	7%	8%	12%	16%	8%	14%	10%
		ef	cdefg	ef	f	f		f					jn	jknp		jknp	jn
Personal Independence Payment (PIP)	184	16	21	22	49	41	35	184	87	93	38	43	29	69	81	98	184
	7%	4%	4%	4%	9%	10%	8%	7%	6%	7%	5%	5%	5%	12%	5%	8%	7%
					abc	abc	abc							jklnop		jkln	
Universal Credit (and household has no other earnings).	139	28	30	29	37	12	2	139	61	74	26	10	34	69	36	103	139
	5%	7%	6%	6%	7%	3%	*%	5%	5%	5%	3%	1%	6%	12%	2%	9%	5%
		ef	f	f	ef	f		f			k		kn	jklnp		jknp	kn
Employment and Support Allowance (ESA)	116	17	20	16	21	30	12	116	55	57	26	15	26	48	40	74	116
	4%	4%	4%	3%	4%	7%	3%	4%	4%	4%	3%	2%	4%	8%	3%	6%	4%
						cfg							k	jklnp		jknp	kn
Carer's allowance	100	16	18	14	26	16	11	100	46	53	31	11	16	41	42	57	100
	4%	4%	4%	3%	5%	4%	3%	4%	3%	4%	4%	1%	3%	7%	3%	5%	4%
											k			jklnp		kn	k
Income Support	82	25	31	11	5	6	4	82	49	33	29	15	15	24	44	38	82
	3%	6%	6%	2%	1%	1%	1%	3%	4%	2%	4%	2%	2%	4%	3%	3%	3%
		cdefg	cdefg					df						k			
Pensions Credit (Guaranteed Credit)	68	11	22	7	2	1	25	68	41	28	22	13	14	20	34	34	68
	2%	3%	4%	1%	*%	*%	6%	2%	3%	2%	3%	2%	2%	4%	2%	3%	2%
		de	cde				acdeg	de						k			
Income-based Jobseeker's Allowance	48	18	9	12	6	3	-	48	33	15	23	7	6	12	30	18	48
	2%	4%	2%	2%	1%	1%	-%	2%	2%	1%	3%	1%	1%	2%	2%	1%	2%
		defg	f	f	f			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.

**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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Pensions Credit (no Guaranteed Credit)	45	10	17	9	-	1	8	45	29	16	18	9	12	4	27	16	45
	2%	2%	3%	2%	-%	*%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%
		de	deg	de			de	d			m						
Other	60	4	1	12	14	7	22	60	33	25	15	16	10	19	31	29	60
	2%	1%	*%	2%	3%	2%	5%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
				b	b		abeg	b									
RECEIVES ANY OF THESE BENEFITS	793	124	180	135	158	99	96	793	368	413	177	163	166	278	340	445	793
	28%	29%	36%	27%	31%	23%	22%	28%	27%	29%	23%	20%	27%	48%	21%	37%	28%
			cefg		ef			f					kn	jkinop		jklnp	jkln
None of these - Do not receive any of these benefits	1786	217	268	331	338	312	320	1786	880	900	555	593	384	249	1147	633	1786
	64%	51%	54%	66%	66%	73%	75%	64%	65%	63%	71%	73%	63%	43%	72%	53%	64%
				ab	ab	abg	abcdg	ab			lmop	lmop	mo		lmop	m	mo
Don't know	112	59	25	14	2	6	5	112	64	45	31	25	30	24	55	54	112
	4%	14%	5%	3%	*%	1%	1%	4%	5%	3%	4%	3%	5%	4%	3%	5%	4%
		bcdefg	def	d				def									
Prefer not to say	109	28	27	20	16	11	8	109	42	65	14	30	29	31	44	60	109
	4%	7%	5%	4%	3%	3%	2%	4%	3%	5%	2%	4%	5%	5%	3%	5%	4%
		defg	f					f				j	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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Universal Credit (and household has other earnings).	290	253	24	8	5	290	260	29	41	248	43	131	116	290	116	122	16
	10%	11%	10%	5%	7%	10%	11%	7%	11%	10%	7%	11%	13%	10%	22%	10%	2%
		c				c						j	j	j	op	p	
Personal Independence Payment (PIP)	184	145	16	15	8	184	161	23	31	152	43	88	52	184	51	92	19
	7%	6%	7%	11%	10%	7%	7%	6%	8%	6%	7%	7%	6%	7%	10%	8%	3%
				ae	a										p	p	
Universal Credit (and household has no other earnings).	139	122	8	6	2	139	130	9	26	113	27	69	43	139	66	47	5
	5%	5%	3%	5%	3%	5%	5%	2%	7%	5%	4%	6%	5%	5%	12%	4%	1%
							g								op	p	
Employment and Support Allowance (ESA)	116	100	5	8	3	116	97	20	12	104	22	58	36	116	49	51	11
	4%	4%	2%	6%	4%	4%	4%	5%	3%	4%	3%	5%	4%	4%	9%	4%	2%
				b											op	p	
Carer's allowance	100	78	12	6	4	100	86	14	17	83	15	58	25	100	37	49	5
	4%	3%	5%	4%	5%	4%	4%	3%	5%	3%	2%	5%	3%	4%	7%	4%	1%
												jl			op	p	
Income Support	82	72	4	4	2	82	73	10	12	71	20	34	26	82	37	28	3
	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	7%	2%	*%
															op	p	
Pensions Credit (Guaranteed Credit)	68	58	5	2	3	68	60	8	19	50	25	27	17	68	20	23	13
	2%	2%	2%	2%	4%	2%	3%	2%	5%	2%	4%	2%	2%	2%	4%	2%	2%
									i		l						
Income-based Jobseeker's Allowance	48	42	4	-	1	48	41	6	8	40	8	18	21	48	17	18	3
	2%	2%	2%	-%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	3%	2%	*%
		c													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.

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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Pensions Credit (no Guaranteed Credit)	45	41	2	1	1	45	39	7	8	38	7	21	18	45	14	20	5
	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	1%
Other	60	43	12	2	3	60	48	12	4	56	12	24	24	60	13	37	5
	2%	2%	5%	2%	3%	2%	2%	3%	1%	2%	2%	2%	3%	2%	3%	3%	1%
			ae													p	
RECEIVES ANY OF THESE BENEFITS	793	665	71	36	22	793	689	104	135	658	162	377	250	793	297	333	62
	28%	28%	29%	26%	29%	28%	29%	26%	36%	27%	26%	31%	28%	28%	56%	28%	10%
									i						op	p	
None of these - Do not receive any of these benefits	1786	1483	166	91	46	1786	1506	280	198	1588	407	755	608	1786	195	790	564
	64%	63%	68%	66%	60%	64%	63%	69%	53%	65%	64%	61%	67%	64%	37%	67%	87%
								f		h			k			n	no
Don't know	112	100	4	3	4	112	103	9	21	91	31	58	19	112	25	24	14
	4%	4%	2%	2%	5%	4%	4%	2%	6%	4%	5%	5%	2%	4%	5%	2%	2%
					b						l	l		l	op		
Prefer not to say	109	95	3	7	4	109	97	13	21	89	36	42	29	109	17	24	5
	4%	4%	1%	5%	6%	4%	4%	3%	5%	4%	6%	3%	3%	4%	3%	2%	1%
		b		b	b	b									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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Universal Credit (and household has other earnings).	290 10%	157 16% b	121 7%	96 6%	180 16% c
Personal Independence Payment (PIP)	184 7%	136 14% b	43 3%	124 8% d	53 5%
Universal Credit (and household has no other earnings).	139 5%	95 10% b	36 2%	56 4%	74 7% c
Employment and Support Allowance (ESA)	116 4%	84 9% b	24 1%	77 5%	34 3%
Carer's allowance	100 4%	58 6% b	36 2%	44 3%	52 5% c
Income Support	82 3%	59 6% b	19 1%	34 2%	42 4% c
Pensions Credit (Guaranteed Credit)	68 2%	42 4% b	25 2%	38 2%	24 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Income-based Jobseeker's Allowance	48 2%	41 4%	3 *%	29 2%	14 1%
		b			
Pensions Credit (no Guaranteed Credit)	45 2%	37 4%	6 *%	17 1%	23 2%
		b			
Other	60 2%	36 4%	23 1%	27 2%	33 3%
		b			
RECEIVES ANY OF THESE BENEFITS	793 28%	489 50%	267 16%	377 24%	376 33%
		b			c
None of these - Do not receive any of these benefits	1786 64%	385 39%	1300 80%	1059 68%	691 61%
			a	d	
Don't know	112 4%	55 6%	26 2%	68 4%	30 3%
		b			
Prefer not to say	109 4%	46 5%	33 2%	53 3%	28 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.

**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 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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
Up to £199 per week / Up to £10,399 per year	228 8%	39 9%	38 8%	34 7%	40 8%	45 10%	33 8%	228 8%	91 7%	134 9% h	34 4%	35 4%	34 6%	125 21% jklmnop	69 4%	159 13% jklmp	228 8% jkn
From £200 to £299 per week / From £10,400 to £15,599 per year	258 9%	39 9%	50 10%	30 6%	48 9%	36 8%	56 13% cg	258 9% c	103 8%	154 11% h	40 5%	60 7%	57 9% j	98 17% jklmnop	101 6%	154 13% jknmp	258 9% jn
From £300 to £499 per week / From £15,600 to £25,999 per year	538 19%	68 16%	98 20%	81 16%	102 20%	75 18%	114 27% abcdeg	538 19%	268 20%	265 19%	109 14%	151 19%	138 23% jn	136 23% jnp	260 16%	274 23% jnp	538 19% j
From £500 to £699 per week / From £26,000 to £36,399 per year	492 18%	56 13%	86 17%	92 18%	94 18%	83 19% a	81 19%	492 18%	249 18%	240 17%	118 15%	170 21% jm	124 20% jm	80 14%	288 18% m	203 17%	492 18% m
From £700 to £999 per week / From £36,400 to £51,999 per year	437 16%	58 14%	79 16%	98 20% af	79 15%	70 16%	53 12%	437 16%	224 17%	210 15%	130 17% mo	164 20% mop	109 18% mo	35 6%	294 19% mop	143 12% m	437 16% mo
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	311 11%	32 7%	66 13% af	73 15% af	67 13% af	44 10%	29 7%	311 11% f	157 12%	152 11%	146 19% klmop	99 12% mo	51 8% m	15 3%	244 15% lmop	66 6% m	311 11% 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.

**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 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	3041	418	495	572	487	483	586	3041	1385	1629	776	795	624	827	1571	1451	3041
Effective Weighted Sample	1931	270	320	382	322	303	356	1931	897	1018	499	526	415	505	1024	907	1931
Total	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
£1,500 and above per week / £78,000 and above per year	147	25	22	27	33	31	9	147	94	52	109	22	15	2	130	16	147
	5%	6%	4%	5%	6%	7%	2%	5%	7%	4%	14%	3%	2%	*	8%	1%	5%
		f		f	f	f		f	i		klmnop	m	m		klmop		klmo
Don't know/ Prefer not to say	388	110	62	66	52	45	53	388	168	214	91	109	83	92	200	175	388
	14%	26%	12%	13%	10%	10%	12%	14%	12%	15%	12%	13%	14%	16%	13%	15%	14%
		bcdefg															

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

All interviewing conducted using an online panel. Any break column with 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
Up to £199 per week / Up to £10,399 per year	228 8%	192 8%	21 8%	11 8%	5 6%	228 8%	196 8%	32 8%	44 12% i	185 8%	67 11%	94 8%	65 7%	228 8%	224 42% op	- -%	- -%
From £200 to £299 per week / From £10,400 to £15,599 per year	258 9%	210 9%	21 9%	21 15% abde	7 9%	258 9%	220 9%	39 10%	36 10%	222 9%	68 11% l	128 10% l	55 6%	258 9% l	94 18% op	148 13% p	- -%
From £300 to £499 per week / From £15,600 to £25,999 per year	538 19%	453 19%	46 19%	27 19%	12 16%	538 19%	462 19%	76 19%	74 20%	464 19%	135 21% l	260 21% l	137 15%	538 19% l	131 25% p	391 33% np	- -%
From £500 to £699 per week / From £26,000 to £36,399 per year	492 18%	411 18%	47 19%	19 14%	14 19%	492 18%	414 17%	78 19%	55 15%	437 18%	89 14%	224 18%	177 19% j	492 18%	58 11%	369 31% np	53 8%
From £700 to £999 per week / From £36,400 to £51,999 per year	437 16%	357 15%	45 18%	22 16%	13 17%	437 16%	365 15%	72 18%	47 13%	390 16%	78 12%	176 14%	184 20% jkm	437 16%	26 5%	263 22% n	139 22% n
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	311 11%	260 11%	25 10%	15 11%	10 13%	311 11%	276 12%	35 9%	23 6%	288 12% h	48 8%	128 10%	134 15% jkm	311 11% j	- -%	- -%	307 48% 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	3041	2127	305	306	303	3041	2581	460	371	2670	668	1383	972	3041	549	1306	709
Effective Weighted Sample	1931	1494	217	215	237	1931	1655	276	222	1716	408	860	656	1931	341	832	467
Total	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
£1,500 and above per week / £78,000 and above per year	147 5%	117 5%	18 7%	7 5%	5 6%	147 5%	121 5%	25 6%	5 1%	141 6%	18 3%	62 5%	67 7%	147 5%	- -%	- -%	145 23%
Don't know/ Prefer not to say	388 14%	342 15%	20 8%	16 11%	11 14%	388 14%	339 14%	50 12%	90 24%	299 12%	133 21%	159 13%	89 10%	388 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
Up to £199 per week / Up to £10,399 per year	228 8%	110 11% b	101 6%	146 9%	78 7%
From £200 to £299 per week / From £10,400 to £15,599 per year	258 9%	124 13% b	124 8%	150 10%	91 8%
From £300 to £499 per week / From £15,600 to £25,999 per year	538 19%	222 23% b	279 17%	333 21% d	188 17%
From £500 to £699 per week / From £26,000 to £36,399 per year	492 18%	169 17%	289 18%	282 18%	194 17%
From £700 to £999 per week / From £36,400 to £51,999 per year	437 16%	117 12%	304 19% a	215 14%	211 19% c
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	311 11%	64 7%	239 15% a	132 9%	175 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.

**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	3041	1119	1731	2016	885
Effective Weighted Sample	1931	714	1091	1276	631
Total	2800	975	1626	1557	1126
£1,500 and above per week / £78,000 and above per year	147	31	107	81	64
	5%	3%	7% a	5%	6%
Don't know/ Prefer not to say	388	137	183	218	123
	14%	14%	11%	14%	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	2564	275	419	485	422	436	527	2564	1180	1371	674	687	522	676	1361	1198	2564
Effective Weighted Sample	1636	184	271	325	274	280	331	1636	767	863	429	460	349	418	889	755	1636
Total	2348	303	419	421	449	381	375	2348	1151	1183	670	691	508	474	1361	982	2348
Most Financially Vulnerable	533	110	108	105	111	61	38	533	230	297	81	104	143	203	185	346	533
	23%	36%	26%	25%	25%	16%	10%	23%	20%	25%	12%	15%	28%	43%	14%	35%	23%
		bcdefg	ef	ef	ef	f		ef		h			jknp	ijklnop		ijklnp	jknp
Potentially Financially Vulnerable	1171	126	192	197	209	200	247	1171	560	606	280	380	270	237	660	507	1171
	50%	42%	46%	47%	47%	52%	66%	50%	49%	51%	42%	55%	53%	50%	49%	52%	50%
					a	abcdeg		a				jn	j	j	j	j	j
Least Financially Vulnerable	645	67	120	119	128	120	91	645	361	281	309	207	95	34	516	129	645
	27%	22%	29%	28%	29%	31%	24%	27%	31%	24%	46%	30%	19%	7%	38%	13%	27%
						af			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	2564	1774	269	263	258	2564	2168	396	292	2272	525	1173	854	2564	549	1306	709
Effective Weighted Sample	1636	1253	191	185	202	1636	1397	240	172	1466	324	727	580	1636	341	832	467
Total	2348	1946	218	121	64	2348	1998	351	268	2080	479	1045	806	2348	533	1171	645
Most Financially Vulnerable	533	464	33	24	11	533	461	72	92	441	109	258	160	533	533	-	-
	23%	24%	15%	20%	18%	23%	23%	21%	34%	21%	23%	25%	20%	23%	100%	-%	-%
		b				b			i			l		op			
Potentially Financially Vulnerable	1171	960	111	66	33	1171	984	187	135	1036	265	508	385	1171	-	1171	-
	50%	49%	51%	55%	51%	50%	49%	53%	50%	50%	55%	49%	48%	50%	-%	100%	-%
											kl				np		
Least Financially Vulnerable	645	521	74	30	20	645	553	92	42	603	105	279	261	645	-	-	645
	27%	27%	34%	25%	31%	27%	28%	26%	16%	29%	22%	27%	32%	27%	-%	-%	100%
			a						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	2564	918	1528	1765	795
Effective Weighted Sample	1636	589	969	1136	566
Total	2348	802	1421	1339	1003
Most Financially Vulnerable	533	247	249	244	287
	23%	31%	18%	18%	29%
		b			c
Potentially Financially Vulnerable	1171	411	698	694	472
	50%	51%	49%	52%	47%
Least Financially Vulnerable	645	144	474	401	244
	27%	18%	33%	30%	24%
			a	d	

Columns Tested: a,b - c,d