

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 12TH OCTOBER - 10TH NOVEMBER 2022.

NATION	1
Base : All respondents	
NATION/ REGION	4
Base : All respondents	
URBANITY	10
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP	13
Base : All respondents	
RESPONDENT'S AGE	17
Base : All respondents	
RESPONDENT'S GENDER	20
Base : All respondents	
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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 who consider the truthfulness of factual information online	
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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 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 : All respondents who use social media apps or sites	
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Base : All respondents who use social media apps or sites	
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Base : All respondents who use social media apps or sites that think the example social media profile IS genuine	
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Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine	
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Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine	
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Base : All respondents who use social media apps or sites that think the example social media post IS genuine	
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Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine	
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Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine	
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Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine	
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Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine	
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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 : 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						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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
England	2545	395	463	451	463	389	385	2545	1230	1287	714	736	552	532	1450	1084	2545
	84%	85%	85%	83%	83%	84%	83%	84%	84%	83%	85%	83%	83%	84%	84%	84%	84%
Scotland	265	34	42	48	56	43	42	265	124	138	67	83	63	52	150	115	265
	9%	7%	8%	9%	10%	9%	9%	9%	8%	9%	8%	9%	9%	8%	9%	9%	9%
Wales	149	25	25	29	25	21	24	149	71	76	40	45	30	31	86	61	149
	5%	5%	5%	5%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Northern Ireland	82	11	14	15	14	13	15	82	38	44	22	24	18	17	46	35	82
	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

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

NATION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
England	2545	2545	-	-	-	2545	2208	337	379	2165	654	1067	803	2545	455	1055	645
	84%	100%	-%	-%	-%	84%	85%	79%	85%	84%	84%	84%	83%	84%	82%	85%	84%
		bcde				bcd	g										
Scotland	265	-	265	-	-	265	224	41	29	236	65	109	84	265	50	91	74
	9%	-%	100%	-%	-%	9%	9%	10%	7%	9%	8%	9%	9%	9%	9%	7%	10%
			acde			acd											
Wales	149	-	-	149	-	149	121	28	25	124	38	56	54	149	32	69	24
	5%	-%	-%	100%	-%	5%	5%	7%	6%	5%	5%	4%	6%	5%	6%	6%	3%
				abde		abd										p	
Northern Ireland	82	-	-	-	82	82	60	22	14	68	19	34	28	82	15	31	24
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	3%	3%	3%	3%	3%	2%	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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
England	2545	880	1451	1409	1038
	84%	82%	84%	83%	85%
Scotland	265	99	149	156	99
	9%	9%	9%	9%	8%
Wales	149	63	76	80	60
	5%	6%	4%	5%	5%
Northern Ireland	82	26	49	45	31
	3%	2%	3%	3%	3%

Columns Tested: a,b - c,d

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NATION/ REGION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
North East	160 5%	34 7%	29 5%	23 4%	15 3%	26 6%	31 7%	160 5%	99 7%	61 4%	51 6%	27 3%	47 7%	36 6%	77 4%	82 6%	160 5%
		d					d		i		k		kn	k		k	k
Yorkshire and Humberside	240 8%	21 5%	46 9%	41 8%	43 8%	46 10%	41 9%	240 8%	125 9%	110 7%	69 8%	74 8%	47 7%	50 8%	143 8%	97 7%	240 8%
		a				a	a	a									
North West	374 12%	57 12%	69 13%	63 12%	80 14%	66 14%	40 8%	374 12%	185 13%	188 12%	100 12%	114 13%	72 11%	87 14%	215 12%	159 12%	374 12%
					f	f		f									
West Midlands	265 9%	49 11%	67 12%	33 6%	47 8%	30 6%	38 8%	265 9%	124 8%	138 9%	72 9%	78 9%	47 7%	68 11%	149 9%	115 9%	265 9%
		c	ceg														
East Midlands	220 7%	38 8%	35 6%	46 8%	33 6%	32 7%	37 8%	220 7%	105 7%	113 7%	56 7%	78 9%	40 6%	41 7%	134 8%	81 6%	220 7%
East of England	224 7%	23 5%	24 4%	42 8%	47 8%	37 8%	52 11%	224 7%	109 7%	115 7%	59 7%	57 6%	55 8%	52 8%	116 7%	107 8%	224 7%
					b		abg	b									
South West	258 8%	43 9%	43 8%	47 9%	49 9%	47 10%	30 6%	258 8%	117 8%	141 9%	49 6%	71 8%	75 11%	63 10%	120 7%	138 11%	258 8%
													jn	jn		jn	j
South East	452 15%	45 10%	55 10%	91 17%	88 16%	80 17%	93 20%	452 15%	226 15%	218 14%	137 16%	123 14%	105 16%	85 13%	260 15%	190 15%	452 15%
				ab	ab	ab	abg	ab									
Greater London	351 12%	84 18%	93 17%	63 12%	61 11%	26 6%	23 5%	351 12%	139 10%	203 13%	120 14%	114 13%	64 10%	52 8%	235 14%	115 9%	351 12%
		cdefg	cdefg	ef	ef			ef		h	lmo	mo			lmo		mo
Scotland	265 9%	34 7%	42 8%	48 9%	56 10%	43 9%	42 9%	265 9%	124 8%	138 9%	67 8%	83 9%	63 9%	52 8%	150 9%	115 9%	265 9%

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

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NATION/ REGION

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Wales	149	25	25	29	25	21	24	149	71	76	40	45	30	31	86	61	149
	5%	5%	5%	5%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Northern Ireland	82	11	14	15	14	13	15	82	38	44	22	24	18	17	46	35	82
	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

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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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
North East	160	160	-	-	-	160	131	28	23	137	60	69	30	160	38	72	28
	5%	6%	-%	-%	-%	5%	5%	7%	5%	5%	8%	5%	3%	5%	7%	6%	4%
		bcd				bcd					lm	l		l	p		
Yorkshire and Humberside	240	240	-	-	-	240	210	30	24	216	52	104	83	240	32	106	70
	8%	9%	-%	-%	-%	8%	8%	7%	5%	8%	7%	8%	9%	8%	6%	8%	9%
		bcd				bcd											
North West	374	374	-	-	-	374	345	29	69	305	98	157	117	374	75	144	97
	12%	15%	-%	-%	-%	12%	13%	7%	15%	12%	13%	12%	12%	12%	14%	12%	13%
		bcd				bcd	g										
West Midlands	265	265	-	-	-	265	238	27	45	220	58	120	87	265	56	117	56
	9%	10%	-%	-%	-%	9%	9%	6%	10%	8%	7%	10%	9%	9%	10%	9%	7%
		bcd				bcd											
East Midlands	220	220	-	-	-	220	167	52	33	186	70	70	75	220	29	101	51
	7%	9%	-%	-%	-%	7%	6%	12%	7%	7%	9%	5%	8%	7%	5%	8%	7%
		bcd				bcd		f			k						
East of England	224	224	-	-	-	224	182	42	30	194	85	86	53	224	38	85	71
	7%	9%	-%	-%	-%	7%	7%	10%	7%	7%	11%	7%	5%	7%	7%	7%	9%
		bcd				bcd					klm						
South West	258	258	-	-	-	258	206	52	41	217	71	102	84	258	53	118	47
	8%	10%	-%	-%	-%	8%	8%	12%	9%	8%	9%	8%	9%	8%	10%	9%	6%
		bcd				bcd		f							p		
South East	452	452	-	-	-	452	380	73	66	386	91	202	150	452	71	201	114
	15%	18%	-%	-%	-%	15%	15%	17%	15%	15%	12%	16%	16%	15%	13%	16%	15%
		bcd				bcd						j					
Greater London	351	351	-	-	-	351	348	4	48	303	69	158	124	351	63	113	111
	12%	14%	-%	-%	-%	12%	13%	1%	11%	12%	9%	12%	13%	12%	11%	9%	15%
		bcd				bcd	g						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.

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Scotland	265	-	265	-	-	265	224	41	29	236	65	109	84	265	50	91	74
	9%	-%	100%	-%	-%	9%	9%	10%	7%	9%	8%	9%	9%	9%	9%	7%	10%
			acde			acd											
Wales	149	-	-	149	-	149	121	28	25	124	38	56	54	149	32	69	24
	5%	-%	-%	100%	-%	5%	5%	7%	6%	5%	5%	4%	6%	5%	6%	6%	3%
			abde			abd										p	
Northern Ireland	82	-	-	-	82	82	60	22	14	68	19	34	28	82	15	31	24
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	3%	3%	3%	3%	3%	2%	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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
North East	160 5%	63 6%	80 5%	90 5%	68 6%
Yorkshire and Humberside	240 8%	74 7%	154 9%	147 9%	89 7%
North West	374 12%	146 14%	201 12%	198 12%	160 13%
West Midlands	265 9%	110 10%	137 8%	149 9%	110 9%
East Midlands	220 7%	82 8%	116 7%	128 8%	74 6%
East of England	224 7%	54 5%	146 8% a	127 8%	88 7%
South West	258 8%	90 8%	152 9%	141 8%	104 9%
South East	452 15%	152 14%	265 15%	274 16%	171 14%
Greater London	351 12%	110 10%	201 12%	154 9%	173 14% c
Scotland	265 9%	99 9%	149 9%	156 9%	99 8%
Wales	149 5%	63 6%	76 4%	80 5%	60 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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Northern Ireland	82	26	49	45	31
	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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Urban	2613	431	507	464	465	378	368	2613	1282	1300	719	766	571	545	1485	1116	2613
	86%	93%	93%	85%	83%	81%	79%	86%	88%	84%	85%	86%	86%	86%	86%	86%	86%
		cdefg	cdefg	f				ef	i								
Rural	428	34	36	79	93	88	97	428	181	245	124	121	92	87	245	179	428
	14%	7%	7%	15%	17%	19%	21%	14%	12%	16%	15%	14%	14%	14%	14%	14%	14%
				ab	ab	abg	abcg	ab		h							

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

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

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Urban	2613	2208	224	121	60	2613	2613	-	377	2236	659	1089	838	2613	508	1044	657
	86%	87%	85%	81%	73%	86%	100%	-%	84%	86%	85%	86%	86%	86%	92%	84%	86%
		cd	d	d		d	g								op		
Rural	428	337	41	28	22	428	-	428	71	357	118	178	131	428	44	201	111
	14%	13%	15%	19%	27%	14%	-%	100%	16%	14%	15%	14%	14%	14%	8%	16%	14%
			a		abce			f							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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Urban	2613	927	1459	1420	1074
	86%	87%	85%	84%	88%
					c
Rural	428	142	266	270	153
	14%	13%	15%	16%	12%
				d	

Columns Tested: a,b - c,d

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 12TH 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
A	165	31	39	38	23	12	22	165	106	56	165	-	-	-	165	-	165
	5%	7%	7%	7%	4%	3%	5%	5%	7%	4%	20%	-%	-%	-%	10%	-%	5%
		e	e	e				e	i		klmnop				klmop		klmo
B	679	93	129	122	124	75	135	679	375	295	679	-	-	-	679	-	679
	22%	20%	24%	23%	22%	16%	29%	22%	26%	19%	80%	-%	-%	-%	39%	-%	22%
			e	e	e		acdeg	e	i		klmnop				klmop		klmo
C1	888	141	181	152	150	136	128	888	410	470	-	888	-	-	888	-	888
	29%	30%	33%	28%	27%	29%	28%	29%	28%	30%	-%	100%	-%	-%	51%	-%	29%
												jlmnop			jlmop		jlmo
C2	662	114	91	128	138	128	64	662	312	347	-	-	662	-	-	662	662
	22%	24%	17%	24%	25%	28%	14%	22%	21%	22%	-%	-%	100%	-%	-%	51%	22%
		bf		bf	bf	bfg		bf					jkmnop			jkmnp	jkmn
D	303	40	64	57	55	61	26	303	119	182	-	-	-	303	-	303	303
	10%	9%	12%	10%	10%	13%	6%	10%	8%	12%	-%	-%	-%	48%	-%	23%	10%
			f	f	f	f		f		h				jklnop		jklnp	jkln
E	329	41	39	44	62	54	90	329	134	187	-	-	-	329	-	329	329
	11%	9%	7%	8%	11%	11%	19%	11%	9%	12%	-%	-%	-%	52%	-%	25%	11%
							abcdeg	b		h				jklnop		jklnp	jkln
Don't know	16	6	-	2	7	*	1	16	7	8	-	-	-	-	-	-	16
	1%	1%	-%	*%	1%	*%	*%	1%	*%	1%	-%	-%	-%	-%	-%	-%	1%
		b			b												no
SUMMARY CODES																	
AB	843	124	169	161	147	87	156	843	481	351	843	-	-	-	843	-	843
	28%	27%	31%	30%	26%	19%	34%	28%	33%	23%	100%	-%	-%	-%	49%	-%	28%
		e	e	e	e		deg	e	i		klmnop				klmop		klmo
C1C2	1550	255	272	280	288	264	193	1550	722	817	-	888	662	-	888	662	1550
	51%	55%	50%	51%	51%	57%	41%	51%	49%	53%	-%	100%	100%	-%	51%	51%	51%
		f	f	f	f	f		f				jmnop	jmnop		jm	jm	jm
DE	632	81	103	101	118	114	116	632	253	369	-	-	-	632	-	632	632
	21%	17%	19%	19%	21%	25%	25%	21%	17%	24%	-%	-%	-%	100%	-%	49%	21%
						a	ac			h				jklnop		jklnp	jkln

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
A	165 5%	142 6%	14 5%	6 4%	3 4%	165 5%	147 6%	18 4%	22 5%	142 5%	38 5%	69 5%	57 6%	165 5%	17 3%	41 3%	93 12% no
B	679 22%	572 22%	53 20%	34 23%	19 23%	679 22%	572 22%	106 25%	61 14%	617 24% h	114 15%	296 23% j	263 27% jm	679 22% j	83 15%	242 19%	269 35% no
C1	888 29%	736 29%	83 31%	45 30%	24 29%	888 29%	766 29%	121 28%	107 24%	781 30% h	208 27%	360 28%	314 32% j	888 29%	112 20%	406 33% n	245 32% n
C2	662 22%	552 22%	63 24%	30 20%	18 21%	662 22%	571 22%	92 21%	116 26%	546 21%	184 24%	280 22%	192 20%	662 22%	110 20%	298 24% p	123 16%
D	303 10%	260 10%	25 9%	12 8%	6 7%	303 10%	258 10%	45 11%	59 13%	244 9%	90 12%	123 10%	87 9%	303 10%	90 16% op	148 12% p	24 3%
E	329 11%	272 11%	27 10%	19 13%	12 14%	329 11%	287 11%	42 10%	78 17% i	251 10%	135 17% klm	136 11% l	51 5%	329 11% l	139 25% op	110 9% p	14 2%
Don't know	16 1%	11 *%	1 *%	2 2% ae	1 2% ae	16 1%	11 *%	4 1%	4 1%	12 *%	8 1% k	3 *%	4 *%	16 1%	2 *%	1 *%	- -%
SUMMARY CODES																	
AB	843 28%	714 28%	67 25%	40 27%	22 27%	843 28%	719 28%	124 29%	83 19%	760 29% h	151 19%	365 29% j	320 33% jm	843 28% j	100 18%	283 23%	361 47% no
C1C2	1550 51%	1287 51%	146 55%	76 51%	41 50%	1550 51%	1337 51%	213 50%	223 50%	1327 51%	392 50%	640 50%	507 52%	1550 51%	222 40%	704 57% np	368 48% 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.

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
DE	632	532	52	31	17	632	545	87	137	495	225	259	138	632	228	258	38
	21%	21%	20%	21%	21%	21%	21%	20%	31%	19%	29%	20%	14%	21%	41%	21%	5%
									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 a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3041	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
A	165 5%	64 6%	92 5%	67 4%	90 7% c
B	679 22%	217 20%	416 24%	339 20%	320 26% c
C1	888 29%	279 26%	529 31% a	537 32% d	318 26%
C2	662 22%	210 20%	396 23%	345 20%	290 24%
D	303 10%	105 10%	179 10%	170 10%	122 10%
E	329 11%	189 18% b	109 6%	225 13% d	87 7%
Don't know	16 1%	6 1%	4 *%	8 *%	- -%
SUMMARY CODES					
AB	843 28%	280 26%	508 29%	406 24%	410 33% c
C1C2	1550 51%	489 46%	925 54% a	881 52%	608 50%
DE	632 21%	294 28% b	288 17%	395 23% d	209 17%

Columns Tested: a,b - c,d

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

RESPONDENT'S AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
16-24 years	465	465	-	-	-	-	-	465	191	257	124	141	114	81	265	195	465
	15%	100%	-%	-%	-%	-%	-%	15%	13%	17%	15%	16%	17%	13%	15%	15%	15%
		bcdefg						bcdef		h							
25-34 years	543	-	543	-	-	-	-	543	241	292	169	181	91	103	349	194	543
	18%	-%	100%	-%	-%	-%	-%	18%	16%	19%	20%	20%	14%	16%	20%	15%	18%
			acdefg					acdef			lo	lo			lo		l
35-44 years	543	-	-	543	-	-	-	543	255	287	161	152	128	101	313	228	543
	18%	-%	-%	100%	-%	-%	-%	18%	17%	19%	19%	17%	19%	16%	18%	18%	18%
				abdefg				abdef									
45-54 years	559	-	-	-	559	-	-	559	281	275	147	150	138	118	297	255	559
	18%	-%	-%	-%	100%	-%	-%	18%	19%	18%	17%	17%	21%	19%	17%	20%	18%
				abcefg				abcef									
55-64 years	465	-	-	-	-	465	-	465	249	216	87	136	128	114	223	242	465
	15%	-%	-%	-%	-%	100%	-%	15%	17%	14%	10%	15%	19%	18%	13%	19%	15%
					abcdfg			abcdf				j	jnp	jn		jnp	j
65+ years	465	-	-	-	-	-	465	465	246	217	156	128	64	116	284	180	465
	15%	-%	-%	-%	-%	-%	100%	15%	17%	14%	19%	14%	10%	18%	16%	14%	15%
							abcdeg	abcde			lo	l		lo	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.

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
16-24 years	465	395	34	25	11	465	431	34	78	387	139	193	129	465	125	134	72
	15%	16%	13%	17%	14%	15%	17%	8%	17%	15%	18%	15%	13%	15%	23%	11%	9%
							g				l				op		
25-34 years	543	463	42	25	14	543	507	36	86	457	94	215	234	543	119	206	146
	18%	18%	16%	17%	16%	18%	19%	8%	19%	18%	12%	17%	24%	18%	21%	17%	19%
							g					j	jkm	j	o		
35-44 years	543	451	48	29	15	543	464	79	97	446	98	205	237	543	88	211	174
	18%	18%	18%	20%	18%	18%	18%	19%	22%	17%	13%	16%	24%	18%	16%	17%	23%
													jkm	j			no
45-54 years	559	463	56	25	14	559	465	93	98	461	121	239	192	559	93	236	159
	18%	18%	21%	17%	18%	18%	18%	22%	22%	18%	16%	19%	20%	18%	17%	19%	21%
55-64 years	465	389	43	21	13	465	378	88	57	408	135	194	133	465	88	203	110
	15%	15%	16%	14%	16%	15%	14%	20%	13%	16%	17%	15%	14%	15%	16%	16%	14%
							f										
65+ years	465	385	42	24	15	465	368	97	31	434	190	220	43	465	39	256	108
	15%	15%	16%	16%	18%	15%	14%	23%	7%	17%	24%	17%	4%	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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
16-24 years	465 15%	219 20%	184 11%	273 16%	144 12%
		b		d	
25-34 years	543 18%	178 17%	311 18%	204 12%	317 26%
				c	
35-44 years	543 18%	157 15%	333 19%	150 9%	382 31%
			a		c
45-54 years	559 18%	178 17%	337 20%	231 14%	307 25%
				c	
55-64 years	465 15%	158 15%	288 17%	396 23%	60 5%
				d	
65+ years	465 15%	180 17%	271 16%	438 26%	18 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Man	1463	191	241	255	281	249	246	1463	1463	-	481	410	312	253	891	565	1463
	48%	41%	44%	47%	50%	54%	53%	48%	100%	-%	57%	46%	47%	40%	51%	44%	48%
		a	b	c	d	e	f	g	h	i	klmnop	m	m		kmo		mo
Woman	1545	257	292	287	275	216	217	1545	-	1545	351	470	347	369	821	716	1545
	51%	55%	54%	53%	49%	46%	47%	51%	-%	100%	42%	53%	52%	58%	47%	55%	51%
		ef								h		jn	j	jnp	j	jnp	j
Non-binary	26	13	9	1	*	-	2	26	-	-	10	7	*	8	17	8	26
	1%	3%	2%	*%	*%	-%	*%	1%	-%	-%	1%	1%	*%	1%	1%	1%	1%
		cdefg	cde								l			l			
Prefer to use another term (please specify - optional)	2	-	2	-	-	-	-	2	-	-	1	-	-	*	1	*	2
	*%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%
Prefer not to say	6	3	-	-	3	-	-	6	-	-	-	-	3	2	-	5	6
	*%	1%	-%	-%	*%	-%	-%	*%	-%	-%	-%	-%	*%	*%	-%	*%	*%
													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.

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Man	1463	1230	124	71	38	1463	1282	181	169	1294	382	645	424	1463	231	602	451
	48%	48%	47%	48%	46%	48%	49%	42%	38%	50%	49%	51%	44%	48%	42%	48%	59%
							g			h		l			n	no	
Woman	1545	1287	138	76	44	1545	1300	245	272	1273	383	612	532	1545	315	632	313
	51%	51%	52%	51%	53%	51%	50%	57%	61%	49%	49%	48%	55%	51%	57%	51%	41%
							f		i				k	p	p		
Non-binary	26	22	3	*	1	26	25	1	4	21	5	9	11	26	4	11	4
	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer to use another term (please specify - optional)	2	1	-	*	-	2	*	1	-	2	-	*	1	2	*	-	-
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	-%
Prefer not to say	6	5	-	1	-	6	6	-	3	3	6	-	-	6	2	-	-
	*%	*%	-%	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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Man	1463 48%	487 46%	843 49%	855 51%	547 45%
Woman	1545 51%	555 52%	881 51%	813 48%	675 55%
Non-binary	26 1%	24 2%	2 *%	19 1%	5 *%
Prefer to use another term (please specify - optional)	2 *%	2 *%	- -%	2 *%	- -%
Prefer not to say	6 *%	2 *%	- -%	2 *%	- -%

Columns Tested: a,b - c,d

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 12TH 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
In full-time employment	1415	176	346	336	326	193	38	1415	861	549	497	450	342	123	948	465	1415
	47%	38%	64%	62%	58%	41%	8%	47%	59%	36%	59%	51%	52%	19%	55%	36%	47%
		f	aefg	aefg	aefg	f		af	i		klmop	mo	mo		mop	m	mo
In part-time employment	554	102	107	103	102	97	42	554	143	405	137	153	142	119	290	260	554
	18%	22%	20%	19%	18%	21%	9%	18%	10%	26%	16%	17%	21%	19%	17%	20%	18%
		f	f	f	f	f		f		h			jn				
Unemployed	205	41	35	39	38	48	5	205	86	111	11	21	25	146	32	170	205
	7%	9%	6%	7%	7%	10%	1%	7%	6%	7%	1%	2%	4%	23%	2%	13%	7%
		f	f	f	f	fg		f					jn	jklnop		jklnp	jkln
A student	146	127	13	5	1	1	-	146	59	82	29	88	14	14	118	28	146
	5%	27%	2%	1%	*%	*%	-%	5%	4%	5%	3%	10%	2%	2%	7%	2%	5%
		bcdefg	def					cdef				jlmpop			jlmpop		lmo
Full-time responsibility for home/family	195	11	34	46	68	30	6	195	37	156	22	36	49	87	58	136	195
	6%	2%	6%	8%	12%	6%	1%	6%	3%	10%	3%	4%	7%	14%	3%	11%	6%
			af	af	abefg	af		af		h			jkn	jklnp		jknp	jknp
Retired	458	-	3	1	3	79	373	458	251	203	139	137	72	109	276	181	458
	15%	-%	*%	*%	1%	17%	80%	15%	17%	13%	17%	15%	11%	17%	16%	14%	15%
						abcd	abcddeg	abcd	i		l	l		l	l		l
Other	58	6	4	11	16	17	2	58	21	36	6	2	17	31	8	48	58
	2%	1%	1%	2%	3%	4%	*%	2%	1%	2%	1%	*%	2%	5%	*%	4%	2%
				f	bf	bfg		f					jkn	jknp		jknp	jknp
Prefer not to say	10	2	*	3	5	*	-	10	7	3	1	-	2	4	1	6	10
	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%
													n				

SUMMARY CODES

WORKING	1969	278	454	439	428	291	80	1969	1003	955	635	603	484	242	1238	726	1969
	65%	60%	84%	81%	77%	62%	17%	65%	69%	62%	75%	68%	73%	38%	72%	56%	65%
		f	adefg	aefg	aefg	f		f	i		kmop	mo	mop		mop	m	mo

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
NOT WORKING	1062	185	89	101	126	174	386	1062	453	588	208	285	177	386	492	563	1062
	35%	40%	16%	19%	23%	37%	83%	35%	31%	38%	25%	32%	27%	61%	28%	44%	35%
		bcd		b	bcd	abcdeg	bcd		h		j		ijklnop		ijklnp	jl	

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
In full-time employment	1415	1188	124	64	39	1415	1256	159	186	1229	277	588	540	1415	164	551	539
	47%	47%	47%	43%	48%	47%	48%	37%	42%	47%	36%	46%	56%	47%	30%	44%	70%
							g					j	jkm	j		n	no
In part-time employment	554	468	45	27	14	554	449	105	95	458	122	210	218	554	129	246	85
	18%	18%	17%	18%	17%	18%	17%	25%	21%	18%	16%	17%	23%	18%	23%	20%	11%
							f						jkm		p	p	
Unemployed	205	180	13	9	3	205	192	13	49	156	71	83	47	205	83	65	8
	7%	7%	5%	6%	4%	7%	7%	3%	11%	6%	9%	7%	5%	7%	15%	5%	1%
							g		i		l				op	p	
A student	146	121	13	9	3	146	134	12	22	124	45	59	41	146	46	28	19
	5%	5%	5%	6%	4%	5%	5%	3%	5%	5%	6%	5%	4%	5%	8%	2%	2%
															op		
Full-time responsibility for home/ family	195	163	17	9	6	195	161	34	51	144	57	84	52	195	67	69	20
	6%	6%	7%	6%	7%	6%	6%	8%	11%	6%	7%	7%	5%	6%	12%	6%	3%
									i						op	p	
Retired	458	372	48	24	14	458	362	95	34	423	186	207	57	458	49	253	94
	15%	15%	18%	16%	17%	15%	14%	22%	8%	16%	24%	16%	6%	15%	9%	20%	12%
							f			h	klm	l		l		np	
Other	58	46	5	6	1	58	49	8	9	48	11	32	14	58	14	34	3
	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	1%	3%	1%	2%	3%	3%	1%
				ade											p	p	*
Prefer not to say	10	7	-	2	1	10	9	1	*	10	7	3	1	10	2	1	-
	0%	0%	0%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
				a	ae						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 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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
SUMMARY CODES																	
WORKING	1969	1656	169	91	53	1969	1704	265	282	1688	400	798	758	1969	293	797	624
	65%	65%	64%	61%	65%	65%	65%	62%	63%	65%	51%	63%	78%	65%	53%	64%	81%
												j	jkm	j		n	no
NOT WORKING	1062	882	96	56	28	1062	899	162	166	896	370	466	210	1062	258	448	144
	35%	35%	36%	38%	34%	35%	34%	38%	37%	35%	48%	37%	22%	35%	47%	36%	19%
											klm	l		l	op	p	

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3041	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
In full-time employment	1415 47%	379 35%	932 54% a	667 39%	696 57% c
In part-time employment	554 18%	204 19%	303 18%	251 15%	277 23% c
Unemployed	205 7%	127 12% b	58 3%	140 8% d	51 4%
A student	146 5%	73 7% b	51 3%	99 6% d	34 3%
Full-time responsibility for home/ family	195 6%	69 6%	102 6%	56 3%	133 11% c
Retired	458 15%	174 16%	266 15%	436 26% d	15 1%
Other	58 2%	40 4% b	11 1%	37 2%	19 2%
Prefer not to say	10 *%	4 *%	2 *%	5 *%	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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
SUMMARY CODES					
WORKING	1969 65%	582 54%	1235 72% a	917 54%	974 79% c
NOT WORKING	1062 35%	483 45% b	488 28%	768 45% d	253 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.

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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3041	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
None	12 *%	4 1%	6 1%	- -%	- -%	- -%	2 *%	12 *%	2 *%	10 1%	3 *%	- -%	- -%	8 1%	3 *%	8 1%	12 *%
				c										klnp			
Up to 2 hours	79 3%	5 1%	20 4%	7 1%	17 3%	5 1%	25 5%	79 3%	34 2%	42 3%	17 2%	17 2%	13 2%	32 5%	34 2%	45 3%	79 3%
			ace				aceg							jklnp		n	
3 to 5 hours	448 15%	79 17%	80 15%	71 13%	82 15%	58 12%	79 17%	448 15%	212 14%	231 15%	115 14%	120 14%	114 17%	94 15%	235 14%	209 16%	448 15%
6 to 8 hours	303 10%	44 9%	75 14%	65 12%	35 6%	45 10%	39 8%	303 10%	124 8%	177 11%	58 7%	107 12%	71 11%	66 10%	164 9%	137 11%	303 10%
			dfg	d			d			h		j	j	j		j	j
9 to 11 hours	338 11%	59 13%	62 11%	76 14%	52 9%	44 9%	44 9%	338 11%	131 9%	201 13%	79 9%	100 11%	95 14%	60 10%	180 10%	155 12%	338 11%
				f						h			jmn				
12 to 15 hours	215 7%	26 6%	32 6%	35 6%	40 7%	35 8%	46 10%	215 7%	110 8%	104 7%	67 8%	63 7%	45 7%	41 6%	130 7%	85 7%	215 7%
							abg										
16 to 22 hours	324 11%	41 9%	40 7%	66 12%	62 11%	56 12%	60 13%	324 11%	165 11%	157 10%	96 11%	97 11%	66 10%	64 10%	193 11%	130 10%	324 11%
				b			b										
23 to 30 hours	543 18%	77 17%	96 18%	71 13%	114 20%	95 20%	90 19%	543 18%	285 19%	256 17%	168 20%	156 18%	125 19%	94 15%	324 19%	218 17%	543 18%
				c	c	c	c				m						
Over 30 hours	732 24%	123 26%	126 23%	146 27%	149 27%	114 25%	73 16%	732 24%	374 26%	346 22%	231 27%	220 25%	123 19%	156 25%	451 26%	279 22%	732 24%
		f	f	f	f	f	f				lo	l		l	lo		l
Don't know/ unsure	48 2%	7 2%	5 1%	6 1%	7 1%	14 3%	8 2%	48 2%	26 2%	22 1%	10 1%	7 1%	12 2%	17 3%	17 1%	28 2%	48 2%
														kn		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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
SUMMARY CODES																	
0 to 8 hours	842	131	181	143	134	108	144	842	372	459	193	244	198	201	437	399	842
	28%	28%	33%	26%	24%	23%	31%	28%	25%	30%	23%	27%	30%	32%	25%	31%	28%
			cdeg				de			h			j	jn		jn	j
9 to 22 hours	876	126	135	177	154	135	150	876	406	462	242	261	205	165	502	370	876
	29%	27%	25%	33%	28%	29%	32%	29%	28%	30%	29%	29%	31%	26%	29%	29%	29%
			b				b										
23+ hours	1275	201	222	217	263	209	163	1275	659	602	399	376	248	250	775	497	1275
	42%	43%	41%	40%	47%	45%	35%	42%	45%	39%	47%	42%	37%	39%	45%	38%	42%
		f			f	f		f	i		lmop				lmo		

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

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

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
None	12 *%	12 *%	- -%	- -%	- -%	12 *%	10 *%	2 *%	5 1%	7 *%	7 1%	3 *%	- -%	12 *%	3 *%	5 *%	- -%
Up to 2 hours	79 3%	60 2%	11 4%	5 3%	3 4%	79 3%	69 3%	10 2%	31 7%	48 2%	47 6%	15 1%	11 1%	79 3%	35 6%	19 2%	7 1%
3 to 5 hours	448 15%	389 15%	31 12%	18 12%	10 12%	448 15%	379 15%	69 16%	103 23%	345 13%	203 26%	170 13%	73 8%	448 15%	93 17%	177 14%	101 13%
6 to 8 hours	303 10%	254 10%	25 9%	18 12%	7 8%	303 10%	256 10%	47 11%	66 15%	237 9%	112 14%	128 10%	59 6%	303 10%	53 10%	123 10%	69 9%
9 to 11 hours	338 11%	283 11%	30 11%	16 10%	9 11%	338 11%	289 11%	49 11%	66 15%	272 10%	93 12%	141 11%	101 10%	338 11%	56 10%	142 11%	79 10%
12 to 15 hours	215 7%	180 7%	14 5%	12 8%	9 10%	215 7%	183 7%	32 7%	30 7%	185 7%	50 6%	107 8%	58 6%	215 7%	32 6%	83 7%	65 9%
16 to 22 hours	324 11%	258 10%	31 12%	20 13%	15 18%	324 11%	278 11%	46 11%	36 8%	287 11%	62 8%	142 11%	117 12%	324 11%	53 10%	140 11%	87 11%
23 to 30 hours	543 18%	460 18%	45 17%	26 17%	12 15%	543 18%	466 18%	77 18%	39 9%	504 19%	90 12%	245 19%	203 21%	543 18%	87 16%	247 20%	141 18%
Over 30 hours	732 24%	613 24%	71 27%	30 20%	18 21%	732 24%	644 25%	88 21%	63 14%	669 26%	96 12%	296 23%	339 35%	732 24%	129 23%	305 24%	210 27%
Don't know/ unsure	48 2%	36 1%	8 3%	4 3%	1 1%	48 2%	40 2%	8 2%	9 2%	39 2%	16 2%	18 1%	8 1%	48 2%	11 2%	4 *%	9 1%

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

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

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 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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
SUMMARY CODES																	
0 to 8 hours	842 28%	714 28%	66 25%	42 28%	20 24%	842 28%	714 27%	128 30%	205 46%	637 25%	368 47%	317 25%	143 15%	842 28%	184 33%	324 26%	177 23%
9 to 22 hours	876 29%	722 28%	75 28%	48 32%	32 39%	876 29%	750 29%	126 29%	132 30%	744 29%	205 26%	390 31%	275 28%	876 29%	142 26%	365 29%	231 30%
23+ hours	1275 42%	1074 42%	116 44%	56 37%	30 36%	1275 42%	1109 42%	166 39%	102 23%	1173 45%	186 24%	541 43%	542 56%	1275 42%	216 39%	552 44%	351 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
None	12 *%	5 *%	4 *%	4 *%	6 *%
Up to 2 hours	79 3%	41 4%	28 2%	45 3%	29 2%
3 to 5 hours	448 15%	161 15%	227 13%	260 15%	160 13%
6 to 8 hours	303 10%	77 7%	195 11%	175 10%	111 9%
9 to 11 hours	338 11%	102 10%	214 12%	168 10%	151 12%
12 to 15 hours	215 7%	61 6%	132 8%	122 7%	87 7%
16 to 22 hours	324 11%	108 10%	197 11%	189 11%	126 10%
23 to 30 hours	543 18%	180 17%	328 19%	302 18%	228 19%
Over 30 hours	732 24%	319 30%	382 22%	389 23%	326 27%
Don't know/ unsure	48 2%	15 1%	19 1%	36 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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
SUMMARY CODES					
0 to 8 hours	842 28%	284 27%	454 26%	484 29%	306 25%
9 to 22 hours	876 29%	270 25%	542 31%	479 28%	365 30%
23+ hours	1275 42%	499 47%	710 41%	691 41%	554 45%

Columns Tested: a,b - c,d

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

IN64. Which, if any of these things do you or someone in your household do 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Use strong passwords online or on devices used to go online	2152	277	385	363	408	361	359	2152	1020	1107	622	631	487	406	1252	893	2152
	71%	60%	71%	67%	73%	77%	77%	71%	70%	72%	74%	71%	74%	64%	72%	69%	71%
			a		a	acg	acg	a			m	m	m		m		m
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1545	271	319	304	287	204	160	1545	679	844	464	483	344	248	947	592	1545
	51%	58%	59%	56%	51%	44%	34%	51%	46%	55%	55%	54%	52%	39%	55%	46%	51%
		efg	efg	ef	f	f		ef		h	mo	mo	mo		mop	m	mo
Download the latest software updates onto devices when prompted	1523	199	260	280	289	251	245	1523	811	697	475	462	298	281	937	579	1523
	50%	43%	48%	52%	52%	54%	53%	50%	55%	45%	56%	52%	45%	44%	54%	45%	50%
				a	a	a	a	a	i		lmop	lmo			lmop		mo
Use security software such as an anti-virus or anti-spyware package	1450	143	228	235	296	264	285	1450	751	685	452	456	285	253	909	538	1450
	48%	31%	42%	43%	53%	57%	61%	48%	51%	44%	54%	51%	43%	40%	53%	42%	48%
			a	a	abc	abcg	abcdg	a	i		lmop	lmo			lmop		mo
Use email filters or software that can block unwanted or spam emails	1112	137	194	203	211	196	172	1112	574	526	378	336	194	199	713	393	1112
	37%	29%	36%	37%	38%	42%	37%	37%	39%	34%	45%	38%	29%	31%	41%	30%	37%
				a	a	a	a	a	i		klmop	lmo			lmop		lmo
Routinely back-up the information on your devices	1071	127	197	193	210	176	169	1071	513	550	335	344	203	189	678	392	1071
	35%	27%	36%	36%	38%	38%	36%	35%	35%	36%	40%	39%	31%	30%	39%	30%	35%
			a	a	a	a	a	a			lmo	lmo			lmop		mo

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

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

IN64. Which, if any of these things do you or someone in your household do 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Use a firewall	996	116	154	158	182	192	195	996	573	413	306	311	195	180	616	375	996
	33%	25%	28%	29%	33%	41%	42%	33%	39%	27%	36%	35%	29%	28%	36%	29%	33%
				a	abcdg	abcdg	a	i	lmo	mo				lmo		o	
Use a virtual private network (VPN)	745	148	161	139	127	96	75	745	403	330	244	258	135	105	502	240	745
	25%	32%	30%	26%	23%	21%	16%	25%	28%	21%	29%	29%	20%	17%	29%	19%	25%
		defg	defg	f	f		f	f	i		lmop	lmop			lmop		mo
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	237	58	61	42	24	30	23	237	140	98	104	61	40	31	165	71	237
	8%	12%	11%	8%	4%	6%	5%	8%	10%	6%	12%	7%	6%	5%	10%	5%	8%
		cdefg	defg					df	i		klmop				lmo		mo
ANY OF THESE	2860	429	523	510	515	448	436	2860	1391	1438	818	847	628	557	1666	1186	2860
	94%	92%	96%	94%	92%	96%	94%	94%	95%	93%	97%	95%	95%	88%	96%	92%	94%
			ad			ad			mop	mo	mop	mo	mo		mop	m	mo
None of these	99	18	15	18	25	9	13	99	44	55	12	21	28	38	33	66	99
	3%	4%	3%	3%	5%	2%	3%	3%	3%	4%	1%	2%	4%	6%	2%	5%	3%
													jn	jknp		jknp	jn
Don't know	82	19	5	15	18	8	16	82	28	52	12	20	6	37	32	43	82
	3%	4%	1%	3%	3%	2%	3%	3%	2%	3%	1%	2%	1%	6%	2%	3%	3%
		b			b		b			h				jklnop		jl	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.

IN64. Which, if any of these things do you or someone in your household do 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 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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Use strong passwords online or on devices used to go online	2152 71%	1789 70%	196 74%	107 71%	60 73%	2152 71%	1842 70%	311 73%	238 53%	1914 74% h	411 53%	929 73% j	806 83% jkm	2152 71% j	349 63%	909 73% n	581 76% n
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1545 51%	1282 50%	150 57%	72 48%	41 50%	1545 51%	1316 50%	229 53%	189 42%	1356 52% h	225 29%	650 51% j	666 69% jkm	1545 51% j	262 47%	609 49% n	444 58% no
Download the latest software updates onto devices when prompted	1523 50%	1287 51%	122 46%	75 50%	40 49%	1523 50%	1313 50%	210 49%	130 29%	1393 54% h	223 29%	648 51% j	650 67% jkm	1523 50% j	239 43%	664 53% n	436 57% n
Use security software such as an anti-virus or anti-spyware package	1450 48%	1217 48%	132 50%	65 44%	36 43%	1450 48%	1243 48%	207 48%	101 23%	1348 52% h	247 32%	622 49% j	576 59% jkm	1450 48% j	219 40%	607 49% n	418 54% no
Use email filters or software that can block unwanted or spam emails	1112 37%	944 37%	91 34%	53 35%	25 31%	1112 37%	952 36%	160 37%	89 20%	1023 39% h	161 21%	469 37% j	480 50% jkm	1112 37% j	172 31%	445 36% n	352 46% no
Routinely back-up the information on your devices	1071 35%	891 35%	92 35%	59 40%	29 35%	1071 35%	921 35%	150 35%	89 20%	983 38% h	136 18%	429 34% j	506 52% jkm	1071 35% j	161 29%	441 35% n	318 41% 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.

IN64. Which, if any of these things do you or someone in your household do 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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Use a firewall	996	855	66	48	27	996	857	140	53	944	185	403	404	996	147	423	293
	33%	34%	25%	32%	33%	33%	33%	33%	12%	36%	24%	32%	42%	33%	27%	34%	38%
		b			b	b				h		j	jkm	j		n	n
Use a virtual private network (VPN)	745	621	71	33	21	745	649	97	55	690	110	282	354	745	137	288	221
	25%	24%	27%	22%	25%	25%	25%	23%	12%	27%	14%	22%	37%	25%	25%	23%	29%
										h		j	jkm	j			o
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	237	210	13	10	5	237	220	18	18	219	38	104	95	237	47	91	59
	8%	8%	5%	6%	6%	8%	8%	4%	4%	8%	5%	8%	10%	8%	9%	7%	8%
							g			h		j	j	j			
ANY OF THESE	2860	2397	250	136	77	2860	2454	406	372	2489	673	1217	955	2860	506	1190	750
	94%	94%	94%	91%	94%	94%	94%	95%	83%	96%	87%	96%	99%	94%	92%	96%	98%
										h		jm	jkm	j		n	no
None of these	99	80	9	9	2	99	89	10	41	58	54	31	8	99	27	34	9
	3%	3%	3%	6%	2%	3%	3%	2%	9%	2%	7%	2%	1%	3%	5%	3%	1%
				ade						i		klm	l	l	p		
Don't know	82	68	6	4	4	82	70	12	35	47	49	19	6	82	19	21	8
	3%	3%	2%	3%	4%	3%	3%	3%	8%	2%	6%	2%	1%	3%	3%	2%	1%
										i		klm		l	p		

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

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

IN64. Which, if any of these things do you or someone in your household do 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Use strong passwords online or on devices used to go online	2152 71%	728 68%	1297 75% a	1225 73%	853 69%
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1545 51%	541 51%	897 52%	780 46%	722 59% c
Download the latest software updates onto devices when prompted	1523 50%	540 50%	911 53%	845 50%	637 52%
Use security software such as an anti-virus or anti-spyware package	1450 48%	483 45%	889 52% a	833 49%	570 46%
Use email filters or software that can block unwanted or spam emails	1112 37%	372 35%	667 39%	613 36%	469 38%
Routinely back-up the information on your devices	1071 35%	357 33%	665 39% a	585 35%	458 37%

Columns Tested: a,b - c,d

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

IN64. Which, if any of these things do you or someone in your household do 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Use a firewall	996 33%	393 37%	554 32%	578 34%	381 31%
Use a virtual private network (VPN)	745 25%	286 27%	415 24%	383 23%	326 27%
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	237 8%	106 10%	112 6%	88 5%	135 11%
ANY OF THESE	2860 94%	1019 95%	1643 95%	1590 94%	1172 95%
None of these	99 3%	27 3%	47 3%	57 3%	31 3%
Don't know	82 3%	23 2%	35 2%	44 3%	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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Delete it (VALID)	902	68	122	160	198	174	179	902	441	453	254	293	184	166	546	350	902
	30%	15%	23%	29%	35%	37%	39%	30%	30%	29%	30%	33%	28%	26%	32%	27%	30%
			a	ab	abg	abcg	abcg	ab				mo			mo		
Check the email address to see if it looks genuine (VALID)	611	110	167	128	101	58	47	611	285	315	184	210	116	99	394	215	611
	20%	24%	31%	24%	18%	13%	10%	20%	20%	20%	22%	24%	18%	16%	23%	17%	20%
		ef	acdefg	ef	f			ef			mo	lmo			lmo		mo
Ignore it/ I wouldn't do anything (VALID)	550	71	82	91	121	100	84	550	243	301	137	135	131	142	272	273	550
	18%	15%	15%	17%	22%	22%	18%	18%	17%	19%	16%	15%	20%	22%	16%	21%	18%
				ab	b									jknp		jknp	
Check if someone in the household is expecting a delivery (VALID)	407	66	45	81	63	76	75	407	185	219	124	111	93	78	235	171	407
	13%	14%	8%	15%	11%	16%	16%	13%	13%	14%	15%	13%	14%	12%	14%	13%	13%
		b		b		b	b	b									
Check elsewhere to see if it is genuine or has been reported (VALID)	402	72	88	63	69	62	46	402	212	189	107	120	88	85	227	173	402
	13%	16%	16%	12%	12%	13%	10%	13%	15%	12%	13%	13%	13%	13%	13%	13%	13%
		f	f														
Report it (VALID)	195	30	44	38	28	18	37	195	95	95	66	53	37	39	119	76	195
	6%	6%	8%	7%	5%	4%	8%	6%	6%	6%	8%	6%	6%	6%	7%	6%	6%
			e				e										
Block the sender/ block the email address/ move to junk folder (VALID)	181	24	43	26	30	25	33	181	90	86	61	48	35	38	109	72	181
	6%	5%	8%	5%	5%	5%	7%	6%	6%	6%	7%	5%	5%	6%	6%	6%	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.

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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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Know it's a scam/ phishing email (VALID)	129	17	17	21	18	37	19	129	72	56	30	39	32	27	70	59	129
	4%	4%	3%	4%	3%	8%	4%	4%	5%	4%	4%	4%	5%	4%	4%	5%	4%
						abcdfg											
Click on 'Show my options'	127	46	31	23	7	11	9	127	62	60	41	34	27	25	74	52	127
	4%	10%	6%	4%	1%	2%	2%	4%	4%	4%	5%	4%	4%	4%	4%	4%	4%
		cdefg	def	d				df									
Read it	112	22	15	11	30	15	19	112	47	65	29	28	25	31	57	55	112
	4%	5%	3%	2%	5%	3%	4%	4%	3%	4%	3%	3%	4%	5%	3%	4%	4%
		c			c												
Check if it's a scam (VALID)	80	15	17	22	9	4	12	80	34	46	17	12	21	30	29	51	80
	3%	3%	3%	4%	2%	1%	3%	3%	2%	3%	2%	1%	3%	5%	2%	4%	3%
		e	e	e										jkn		jkn	
Reschedule delivery	46	18	8	3	5	1	10	46	11	33	11	13	16	5	25	21	46
	2%	4%	1%	1%	1%	*%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%
		cdeg					e			h							
Reply to it	25	11	8	4	-	1	1	25	13	12	10	12	3	*	22	3	25
	1%	2%	2%	1%	-%	*%	*%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
		defg	df								mo	mo			mo		
Check with a friend or family member for advice on what to do (VALID)	10	1	2	-	-	1	6	10	3	7	3	3	-	4	7	4	10
	*%	*%	*%	-%	-%	*%	1%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
							cdg										
Follow the instructions (in the email)	6	-	4	1	1	-	-	6	3	3	-	5	*	*	5	1	6
	*%	-%	1%	*%	*%	-%	-%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%

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

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SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Something else	35	7	3	14	6	3	1	35	17	18	9	8	6	8	17	14	35
	1%	1%	1%	3%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				bfg													
Don't know	47	21	8	7	1	6	4	47	25	22	7	10	14	15	17	29	47
	2%	5%	1%	1%	*%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%
		bcdefg											jn		jn		
SUMMARY																	
ANY VALID FEATURES	2730	368	479	488	525	436	434	2730	1313	1389	769	808	582	559	1577	1141	2730
	90%	79%	88%	90%	94%	94%	93%	90%	90%	90%	91%	91%	88%	88%	91%	88%	90%
			a	a	abg	abg	abg	a							o		
ONLY VALID FEATURES	2663	348	468	482	512	429	423	2663	1294	1344	742	788	571	551	1529	1121	2663
	88%	75%	86%	89%	92%	92%	91%	88%	88%	87%	88%	89%	86%	87%	88%	87%	88%
			a	a	abg	abg	ab	a									
ANY INVALID FEATURES	301	92	63	42	39	28	38	301	130	164	87	83	71	59	171	130	301
	10%	20%	12%	8%	7%	6%	8%	10%	9%	11%	10%	9%	11%	9%	10%	10%	10%
		bcdefg	de					e									
ONLY INVALID FEATURES	234	71	53	35	26	21	27	234	111	118	60	63	60	51	123	110	234
	8%	15%	10%	7%	5%	5%	6%	8%	8%	8%	7%	7%	9%	8%	7%	9%	8%
		bcdefg	def					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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Delete it (VALID)	902	741	91	39	30	902	727	175	113	788	220	373	301	902	107	392	273
	30%	29%	34%	26%	37%	30%	28%	41%	25%	30%	28%	29%	31%	30%	19%	31%	36%
					ace			f								n	n
Check the email address to see if it looks genuine (VALID)	611	513	54	30	15	611	549	62	68	544	73	257	280	611	98	236	185
	20%	20%	20%	20%	18%	20%	21%	15%	15%	21%	9%	20%	29%	20%	18%	19%	24%
							g			h		j	lkm	j			no
Ignore it/ I wouldn't do anything (VALID)	550	463	38	32	17	550	464	86	102	448	158	211	177	550	121	226	124
	18%	18%	14%	22%	20%	18%	18%	20%	23%	17%	20%	17%	18%	18%	22%	18%	16%
				b					i						p		
Check if someone in the household is expecting a delivery (VALID)	407	334	35	28	10	407	357	50	59	349	94	169	143	407	65	177	105
	13%	13%	13%	19%	12%	13%	14%	12%	13%	13%	12%	13%	15%	13%	12%	14%	14%
				ae													
Check elsewhere to see if it is genuine or has been reported (VALID)	402	337	35	21	8	402	351	51	54	348	82	182	136	402	83	174	82
	13%	13%	13%	14%	10%	13%	13%	12%	12%	13%	11%	14%	14%	13%	15%	14%	11%
Report it (VALID)	195	170	12	9	4	195	169	26	18	177	23	98	73	195	28	91	58
	6%	7%	5%	6%	4%	6%	6%	6%	4%	7%	3%	8%	8%	6%	5%	7%	8%
												j	j	j			
Block the sender/ block the email address/ move to junk folder (VALID)	181	157	15	3	7	181	165	16	13	169	26	82	71	181	31	72	55
	6%	6%	6%	2%	8%	6%	6%	4%	3%	6%	3%	6%	7%	6%	6%	6%	7%
		c	c		c	c				h		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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Know it's a scam/ phishing email (VALID)	129 4%	106 4%	8 3%	8 5%	7 8% abe	129 4%	106 4%	23 5%	16 4%	113 4%	30 4%	58 5%	40 4%	129 4%	18 3%	59 5%	33 4%
Click on 'Show my options'	127 4%	112 4%	7 3%	4 3%	3 4%	127 4%	118 5%	9 2%	40 9% i	87 3%	53 7% klm	50 4%	23 2%	127 4% l	38 7% op	50 4%	22 3%
Read it	112 4%	96 4%	11 4%	3 2%	2 3%	112 4%	96 4%	17 4%	21 5%	91 4%	37 5% l	54 4% l	19 2%	112 4% l	31 6% p	39 3%	21 3%
Check if it's a scam (VALID)	80 3%	71 3%	4 2%	3 2%	1 2%	80 3%	69 3%	11 3%	14 3%	67 3%	29 4%	30 2%	22 2%	80 3%	15 3%	29 2%	17 2%
Reschedule delivery	46 2%	32 1%	10 4% ae	3 2%	1 1%	46 2%	42 2%	4 1%	11 2%	35 1%	19 2% l	24 2% l	3 *% l	46 2% l	15 3% o	11 1%	8 1%
Reply to it	25 1%	19 1%	3 1%	2 1%	1 2%	25 1%	22 1%	3 1%	- -%	25 1%	8 1%	13 1%	5 *% l	25 1% op	11 2%	9 1%	3 *%
Check with a friend or family member for advice on what to do (VALID)	10 *% ae	7 *% ae	2 1%	- -%	1 1%	10 *% ae	9 *% ae	2 *% ae	3 1%	7 *% ae	6 1%	2 *% ae	2 *% ae	10 *% ae	4 1%	4 *% ae	- -% ae
Follow the instructions (in the email)	6 *% ae	3 *% ae	- -% ae	2 1%	* 1%	6 *% ae	6 *% ae	- -% ae	- -% ae	6 *% ae	2 *% ae	3 *% ae	1 *% ae	6 *% ae	2 *% ae	2 *% ae	1 *% ae

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

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

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Something else	35	27	4	3	*	35	27	8	6	29	12	10	13	35	5	13	9
	1%	1%	2%	2%	*%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Don't know	47	43	1	3	-	47	42	5	4	43	20	18	3	47	9	21	6
	2%	2%	*%	2%	-%	2%	2%	1%	1%	2%	3%	1%	*%	2%	2%	2%	1%
		d		d							l	l		l			
SUMMARY																	
ANY VALID FEATURES	2730	2292	231	132	75	2730	2335	395	384	2346	647	1140	922	2730	467	1132	719
	90%	90%	87%	89%	91%	90%	89%	92%	86%	90%	83%	90%	95%	90%	85%	91%	94%
									h	h	j	j	jkm	j	n	n	n
ONLY VALID FEATURES	2663	2229	229	130	74	2663	2277	386	372	2291	633	1105	904	2663	446	1105	705
	88%	88%	87%	87%	90%	88%	87%	90%	83%	88%	82%	87%	93%	88%	81%	89%	92%
									h	h	j	j	jkm	j	n	n	n
ANY INVALID FEATURES	301	250	30	13	8	301	272	30	68	233	112	137	50	301	92	107	49
	10%	10%	11%	9%	10%	10%	10%	7%	15%	9%	14%	11%	5%	10%	17%	9%	6%
									i	i	lm	l		l	op		
ONLY INVALID FEATURES	234	187	29	12	7	234	214	20	56	178	98	101	32	234	71	80	35
	8%	7%	11%	8%	9%	8%	8%	5%	12%	7%	13%	8%	3%	8%	13%	6%	5%
							g		i	i	klm	l		l	op		

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

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

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Delete it (VALID)	902 30%	266 25%	575 33% a	553 33% d	327 27%
Check the email address to see if it looks genuine (VALID)	611 20%	222 21%	351 20%	292 17%	302 25% c
Ignore it/ I wouldn't do anything (VALID)	550 18%	166 16%	332 19% a	292 17%	225 18%
Check if someone in the household is expecting a delivery (VALID)	407 13%	151 14%	222 13%	246 15%	147 12%
Check elsewhere to see if it is genuine or has been reported (VALID)	402 13%	150 14%	229 13%	227 13%	163 13%
Report it (VALID)	195 6%	74 7%	115 7%	126 7%	66 5%
Block the sender/ block the email address/ move to junk folder (VALID)	181 6%	75 7%	89 5%	106 6%	69 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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Know it's a scam/ phishing email (VALID)	129 4%	43 4%	77 4%	88 5%	36 3%
Click on 'Show my options'	127 4%	56 5%	54 3%	61 4%	55 4%
Read it	112 4%	50 5%	57 3%	63 4%	48 4%
Check if it's a scam (VALID)	80 3%	33 3%	41 2%	43 3%	34 3%
Reschedule delivery	46 2%	24 2%	13 1%	17 1%	24 2%
Reply to it	25 1%	18 2%	5 *	9 1%	13 1%
Check with a friend or family member for advice on what to do (VALID)	10 *%	4 *%	6 *%	5 *%	3 *%
Follow the instructions (in the email)	6 *%	1 *%	4 *%	1 *%	4 *%

Columns Tested: a,b - c,d

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

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Something else	35 1%	17 2%	14 1%	17 1%	15 1%
Don't know	47 2%	15 1%	23 1%	19 1%	22 2%
SUMMARY					
ANY VALID FEATURES	2730 90%	932 87%	1595 92% a	1550 92% d	1085 88%
ONLY VALID FEATURES	2663 88%	901 84%	1559 90% a	1515 90% d	1052 86%
ANY INVALID FEATURES	301 10%	140 13% b	129 7%	142 8%	139 11% c
ONLY INVALID FEATURES	234 8%	110 10% b	93 5%	108 6%	107 9%

Columns Tested: a,b - c,d

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

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Delete it (VALID)	1583	156	227	291	315	293	303	1583	755	813	415	495	348	317	910	665	1583
	52%	33%	42%	54%	56%	63%	65%	52%	52%	53%	49%	56%	53%	50%	53%	51%	52%
			a	ab	ab	ab	ab	ab				j					
Check the email address to see if it looks genuine (VALID)	1459	272	323	264	246	178	175	1459	678	759	445	460	297	253	904	550	1459
	48%	58%	60%	49%	44%	38%	38%	48%	46%	49%	53%	52%	45%	40%	52%	42%	48%
		cdefg	cdefg	ef				ef			lmop	lmo			lmop		mo
Check if someone in the household is expecting a delivery (VALID)	1089	197	193	189	170	171	169	1089	498	583	318	297	254	217	615	471	1089
	36%	42%	36%	35%	31%	37%	36%	36%	34%	38%	38%	33%	38%	34%	36%	36%	36%
		dg															
Block the sender/ block the email address/ move to junk folder (VALID)	1068	124	217	193	201	173	160	1068	491	556	314	337	205	207	651	412	1068
	35%	27%	40%	35%	36%	37%	34%	35%	34%	36%	37%	38%	31%	33%	38%	32%	35%
			a	a	a	a	a	a			lo	lo			lo		
Report it (VALID)	921	137	191	187	161	127	117	921	439	466	270	277	193	178	547	371	921
	30%	30%	35%	34%	29%	27%	25%	30%	30%	30%	32%	31%	29%	28%	32%	29%	30%
			ef	ef				f									
Ignore it/ I wouldn't do anything (VALID)	876	129	158	149	171	140	129	876	369	499	216	223	210	222	439	433	876
	29%	28%	29%	28%	31%	30%	28%	29%	25%	32%	26%	25%	32%	35%	25%	33%	29%
										h			jkn	jkn		jkn	n
Check elsewhere to see if it is genuine or has been reported (VALID)	814	159	171	148	127	105	103	814	385	423	231	234	184	159	465	343	814
	27%	34%	31%	27%	23%	23%	22%	27%	26%	27%	27%	26%	28%	25%	27%	26%	27%
		defg	def														

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

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

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Click on 'Show my options'	254	81	57	41	27	23	25	254	116	133	69	69	61	54	138	115	254
	8%	17%	10%	8%	5%	5%	5%	8%	8%	9%	8%	8%	9%	9%	8%	9%	8%
		bcdefg	def					def									
Check with a friend or family member for advice on what to do (VALID)	195	61	52	34	13	11	23	195	88	105	50	54	44	46	104	89	195
	6%	13%	10%	6%	2%	2%	5%	6%	6%	7%	6%	6%	7%	7%	6%	7%	6%
		cdefg	defg	de				de									
Follow the instructions (in the email)	105	22	24	19	18	13	8	105	65	40	17	28	31	26	45	57	105
	3%	5%	5%	3%	3%	3%	2%	3%	4%	3%	2%	3%	5%	4%	3%	4%	3%
		f	f						i				jn	j		jn	
Reply to it	99	34	30	19	8	6	2	99	55	44	38	27	21	12	64	33	99
	3%	7%	6%	3%	1%	1%	*%	3%	4%	3%	4%	3%	3%	2%	4%	3%	3%
		cdefg	defg	f				f			mo				m		
Something else	17	1	1	6	1	3	7	17	7	10	6	9	1	2	15	3	17
	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
												o					
Don't know	6	2	3	-	*	1	*	6	3	3	1	-	4	1	1	5	6
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%	*%
													n				
SUMMARY																	
ANY VALID FEATURES	2978	442	530	530	554	462	460	2978	1428	1519	833	870	650	609	1703	1259	2978
	98%	95%	98%	98%	99%	99%	99%	98%	98%	98%	99%	98%	98%	96%	98%	97%	98%
					a	a	a	a			mo				m		m
ONLY VALID FEATURES	2671	357	449	483	516	432	434	2671	1276	1368	740	789	576	553	1529	1129	2671
	88%	77%	83%	89%	92%	93%	93%	88%	87%	89%	88%	89%	87%	88%	88%	87%	88%
				ab	abg	abg	abcg	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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
ANY INVALID FEATURES	364	107	91	60	42	32	31	364	184	175	103	98	83	78	201	160	364
	12%	23%	17%	11%	8%	7%	7%	12%	13%	11%	12%	11%	12%	12%	12%	12%	12%
		cdefg	cdefg	f			def										
ONLY INVALID FEATURES	57	21	11	13	4	2	5	57	32	23	9	18	9	22	27	30	57
	2%	5%	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	3%	2%	2%	2%
		defg		e									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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Delete it (VALID)	1583	1325	136	77	44	1583	1310	273	186	1397	357	666	548	1583	212	688	452
	52%	52%	51%	52%	54%	52%	50%	64%	42%	54%	46%	53%	57%	52%	38%	55%	59%
								f		h		j	jm	j		n	n
Check the email address to see if it looks genuine (VALID)	1459	1213	129	78	38	1459	1276	182	170	1289	234	619	601	1459	259	588	397
	48%	48%	49%	52%	46%	48%	49%	43%	38%	50%	30%	49%	62%	48%	47%	47%	52%
							g			h		j	jkm	j			
Check if someone in the household is expecting a delivery (VALID)	1089	920	84	56	29	1089	938	151	134	955	251	469	360	1089	202	466	246
	36%	36%	32%	38%	35%	36%	36%	35%	30%	37%	32%	37%	37%	36%	37%	37%	32%
										h						p	
Block the sender/ block the email address/ move to junk folder (VALID)	1068	892	91	49	35	1068	913	154	116	951	179	433	451	1068	171	448	295
	35%	35%	34%	33%	43%	35%	35%	36%	26%	37%	23%	34%	47%	35%	31%	36%	38%
					ace					h		j	jkm	j			n
Report it (VALID)	921	782	72	40	27	921	794	127	113	808	154	395	368	921	170	357	268
	30%	31%	27%	27%	33%	30%	30%	30%	25%	31%	20%	31%	38%	30%	31%	29%	35%
												j	jkm	j			o
Ignore it/ I wouldn't do anything (VALID)	876	726	75	49	26	876	744	132	149	727	224	345	299	876	178	349	211
	29%	29%	28%	33%	32%	29%	28%	31%	33%	28%	29%	27%	31%	29%	32%	28%	27%
Check elsewhere to see if it is genuine or has been reported (VALID)	814	690	61	42	20	814	701	113	113	700	164	355	292	814	168	326	186
	27%	27%	23%	28%	24%	27%	27%	26%	25%	27%	21%	28%	30%	27%	30%	26%	24%
												j	j	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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also 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	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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Click on 'Show my options'	254	210	24	16	4	254	237	17	60	194	83	111	59	254	84	89	45
	8%	8%	9%	11%	5%	8%	9%	4%	13%	7%	11%	9%	6%	8%	15%	7%	6%
		d		d		d	g		i		l	l			op		
Check with a friend or family member for advice on what to do (VALID)	195	162	18	7	8	195	175	20	31	164	54	87	52	195	55	70	35
	6%	6%	7%	5%	9%	6%	7%	5%	7%	6%	7%	7%	5%	6%	10%	6%	5%
					c										op		
Follow the instructions (in the email)	105	88	9	5	3	105	98	6	20	85	36	44	22	105	30	36	23
	3%	3%	4%	3%	3%	3%	4%	1%	4%	3%	5%	3%	2%	3%	5%	3%	3%
											l				o		
Reply to it	99	83	8	6	3	99	92	8	11	88	33	50	16	99	34	27	24
	3%	3%	3%	4%	3%	3%	4%	2%	2%	3%	4%	4%	2%	3%	6%	2%	3%
											l	l		l	op		
Something else	17	17	-	-	-	17	16	1	-	17	1	9	7	17	2	10	4
	1%	1%	-%	-%	-%	1%	1%	*%	-%	1%	*%	1%	1%	1%	*%	1%	*%
Don't know	6	2	3	-	*	6	6	-	1	6	4	2	-	6	*	2	1
	*%	*%	1%	-%	1%	*%	*%	-%	*%	*%	1%	*%	-%	*%	*%	*%	*%
			ae														
SUMMARY																	
ANY VALID FEATURES	2978	2500	255	143	80	2978	2553	425	434	2544	742	1249	963	2978	531	1232	758
	98%	98%	96%	96%	98%	98%	98%	99%	97%	98%	96%	99%	99%	98%	96%	99%	99%
		c				c						j	jm	j		n	n
ONLY VALID FEATURES	2671	2238	228	131	74	2671	2265	405	370	2301	655	1100	892	2671	433	1122	696
	88%	88%	86%	88%	90%	88%	87%	95%	83%	89%	84%	87%	92%	88%	78%	90%	91%
							f		h				jkm	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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
ANY INVALID FEATURES	364	304	34	19	7	364	341	23	77	287	118	165	76	364	120	121	71
	12%	12%	13%	12%	9%	12%	13%	5%	17%	11%	15%	13%	8%	12%	22%	10%	9%
							g		i		l	l		l	op		
ONLY INVALID FEATURES	57	43	6	6	2	57	54	3	13	44	31	17	6	57	21	12	9
	2%	2%	2%	4%	2%	2%	2%	1%	3%	2%	4%	1%	1%	2%	4%	1%	1%
				ae							klm			l	op		

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

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

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Delete it (VALID)	1583 52%	500 47%	983 57%	956 57%	585 48%
			a	d	
Check the email address to see if it looks genuine (VALID)	1459 48%	530 50%	835 48%	756 45%	647 53%
				c	
Check if someone in the household is expecting a delivery (VALID)	1089 36%	402 38%	607 35%	601 36%	444 36%
Block the sender/ block the email address/ move to junk folder (VALID)	1068 35%	404 38%	603 35%	626 37%	409 33%
Report it (VALID)	921 30%	327 31%	535 31%	489 29%	397 32%
Ignore it/ I wouldn't do anything (VALID)	876 29%	290 27%	508 29%	469 28%	363 30%
Check elsewhere to see if it is genuine or has been reported (VALID)	814 27%	316 30%	447 26%	430 25%	358 29%

Columns Tested: a,b - c,d

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

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Click on 'Show my options'	254	117	115	129	104
	8%	11%	7%	8%	8%
		b			
Check with a friend or family member for advice on what to do (VALID)	195	85	99	98	85
	6%	8%	6%	6%	7%
Follow the instructions (in the email)	105	34	51	52	41
	3%	3%	3%	3%	3%
Reply to it	99	58	33	32	55
	3%	5%	2%	2%	4%
		b			c
Something else	17	6	10	14	4
	1%	1%	1%	1%	*%
Don't know	6	*	4	2	4
	*%	*%	*%	*%	*%
SUMMARY					
ANY VALID FEATURES	2978	1050	1698	1661	1202
	98%	98%	98%	98%	98%
ONLY VALID FEATURES	2671	910	1559	1521	1060
	88%	85%	90%	90%	86%
			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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
ANY INVALID FEATURES	364	159	163	167	164
	12%	15%	9%	10%	13%
		b		c	
ONLY INVALID FEATURES	57	19	24	27	21
	2%	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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
CONFIDENT AND NOT ABLE	304	91	83	46	31	28	25	304	161	142	83	82	74	63	166	137	304
	10%	19%	15%	9%	5%	6%	5%	10%	11%	9%	10%	9%	11%	10%	10%	11%	10%
		cdefg	cdefg					def									
CONFIDENT AND ABLE	2293	308	400	434	445	366	339	2293	1109	1158	658	702	488	437	1360	925	2293
	75%	66%	74%	80%	80%	79%	73%	75%	76%	75%	78%	79%	74%	69%	79%	71%	75%
		a	a	abf	af	a	a	a			mo	mo			lmop		mo
NOT CONFIDENT AND NOT ABLE	67	18	11	14	12	5	7	67	27	35	20	16	13	16	36	29	67
	2%	4%	2%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		ef															
NOT CONFIDENT AND ABLE	378	49	49	48	71	66	95	378	167	209	82	88	88	117	169	204	378
	12%	10%	9%	9%	13%	14%	20%	12%	11%	14%	10%	10%	13%	18%	10%	16%	12%
						bc	abcdeg							jklnp		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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
CONFIDENT AND NOT ABLE	304	258	29	13	4	304	285	18	61	243	89	139	70	304	102	99	61
	10%	10%	11%	9%	5%	10%	11%	4%	14%	9%	11%	11%	7%	10%	18%	8%	8%
		d	d			d	g		i		l	l		l	op		
CONFIDENT AND ABLE	2293	1927	192	112	61	2293	1946	347	276	2017	477	982	824	2293	355	985	615
	75%	76%	73%	75%	75%	75%	74%	81%	62%	78%	61%	78%	85%	75%	64%	79%	80%
							f			h		j	jkm	j		n	n
NOT CONFIDENT AND NOT ABLE	67	49	9	5	4	67	62	5	17	50	32	27	6	67	18	24	11
	2%	2%	3%	4%	5%	2%	2%	1%	4%	2%	4%	2%	1%	2%	3%	2%	1%
					ae						klm	l		l			
NOT CONFIDENT AND ABLE	378	311	35	18	13	378	319	59	94	284	177	118	68	378	78	137	80
	12%	12%	13%	12%	16%	12%	12%	14%	21%	11%	23%	9%	7%	12%	14%	11%	10%
									i		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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
CONFIDENT AND NOT ABLE	304	128	143	137	140
	10%	12%	8%	8%	11%
		b			c
CONFIDENT AND ABLE	2293	755	1378	1280	949
	75%	71%	80%	76%	77%
			a		
NOT CONFIDENT AND NOT ABLE	67	31	23	32	28
	2%	3%	1%	2%	2%
		b			
NOT CONFIDENT AND ABLE	378	154	181	241	111
	12%	14%	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.

IN37A. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Yes	2337	377	425	416	409	339	371	2337	1148	1161	684	706	484	451	1390	935	2337
	77%	81%	78%	77%	73%	73%	80%	77%	78%	75%	81%	80%	73%	71%	80%	72%	77%
		de					de				lmop	lmo			lmop		mo
No	404	57	59	62	98	68	59	404	194	206	107	100	111	84	206	195	404
	13%	12%	11%	11%	18%	15%	13%	13%	13%	13%	13%	11%	17%	13%	12%	15%	13%
				bcg									kn			kn	
Don't know	300	32	59	65	52	58	35	300	121	178	52	82	67	97	134	164	300
	10%	7%	11%	12%	9%	12%	7%	10%	8%	12%	6%	9%	10%	15%	8%	13%	10%
				af		af				h			j	jklnp		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.

IN37A. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Yes	2337 77%	1969 77%	198 75%	109 73%	60 73%	2337 77%	2010 77%	327 76%	300 67%	2037 79%	498 64%	1008 80%	814 84%	2337 77%	418 76%	980 79%	614 80%
No	404 13%	330 13%	39 15%	23 15%	13 16%	404 13%	344 13%	60 14%	70 16%	334 13%	150 19%	150 12%	100 10%	404 13%	76 14%	158 13%	101 13%
Don't know	300 10%	246 10%	28 10%	18 12%	9 11%	300 10%	260 10%	41 10%	78 17%	222 9%	128 17%	108 9%	55 6%	300 10%	58 11%	107 9%	52 7%

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

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

IN37A. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Yes	2337 77%	836 78%	1336 77%	1286 76%	959 78%
No	404 13%	126 12%	246 14%	226 13%	162 13%
Don't know	300 10%	108 10%	144 8%	178 11%	106 9%

Columns Tested: a,b - c,d

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

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	AGE							GENDER		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	2348	337	373	427	348	368	495	2348	1164	1157	667	655	416	600	1322	1016	2348
Effective Weighted Sample	1552	228	254	293	237	251	319	1552	776	757	443	450	287	390	893	653	1552
Total	2337	377	425	416	409	339	371	2337	1148	1161	684	706	484	451	1390	935	2337
All is truthful	98	28	33	21	4	8	4	98	60	38	38	19	17	23	57	41	98
	4%	7%	8%	5%	1%	2%	1%	4%	5%	3%	6%	3%	4%	5%	4%	4%	4%
		defg	defg	df				df			k						
Most is truthful	1068	170	200	174	206	153	167	1068	576	485	315	322	233	193	638	427	1068
	46%	45%	47%	42%	50%	45%	45%	46%	50%	42%	46%	46%	48%	43%	46%	46%	46%
				c				i									
Some is truthful	1104	173	185	207	180	173	186	1104	483	602	321	342	220	214	664	434	1104
	47%	46%	44%	50%	44%	51%	50%	47%	42%	52%	47%	49%	46%	47%	48%	46%	47%
										h							
Don't know	66	7	6	13	19	6	14	66	29	36	9	22	13	21	31	34	66
	3%	2%	2%	3%	5%	2%	4%	3%	3%	3%	1%	3%	3%	5%	2%	4%	3%
				b										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.

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All respondents who consider the truthfulness of factual information online

	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	2348	1662	233	235	218	2348	2017	331	262	2086	465	1050	818	2348	403	978	621
Effective Weighted Sample	1552	1213	166	187	180	1552	1335	216	173	1383	291	697	559	1552	254	644	420
Total	2337	1969	198	109	60	2337	2010	327	300	2037	498	1008	814	2337	418	980	614
All is truthful	98	85	9	3	1	98	92	6	19	79	42	36	17	98	24	36	20
	4%	4%	5%	3%	1%	4%	5%	2%	6%	4%	8%	4%	2%	4%	6%	4%	3%
		d	d			d					klm			l			
Most is truthful	1068	903	86	50	30	1068	913	155	114	954	193	498	371	1068	162	483	304
	46%	46%	43%	46%	49%	46%	45%	47%	38%	47%	39%	49%	46%	46%	39%	49%	50%
									h		j		j		n	n	
Some is truthful	1104	924	100	51	29	1104	948	156	151	953	235	454	413	1104	223	431	278
	47%	47%	50%	47%	48%	47%	47%	48%	50%	47%	47%	45%	51%	47%	53%	44%	45%
													k		op		
Don't know	66	58	3	4	1	66	56	10	15	51	29	21	14	66	9	31	12
	3%	3%	2%	4%	2%	3%	3%	3%	5%	2%	6%	2%	2%	3%	2%	3%	2%
									i		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.

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2348	854	1343	1576	672
Effective Weighted Sample	1552	558	896	1061	504
Total	2337	836	1336	1286	959
All is truthful	98 4%	52 6%	34 3%	34 3%	52 5%
Most is truthful	1068 46%	395 47%	621 46%	603 47%	434 45%
Some is truthful	1104 47%	372 45%	640 48%	607 47%	450 47%
Don't know	66 3%	17 2%	40 3%	41 3%	22 2%

Columns Tested: a,b - c,d

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

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
All is truthful	98	28	33	21	4	8	4	98	60	38	38	19	17	23	57	41	98
	3%	6%	6%	4%	1%	2%	1%	3%	4%	2%	5%	2%	3%	4%	3%	3%	3%
		defg	defg	df				df	i		k						
Most is truthful	1068	170	200	174	206	153	167	1068	576	485	315	322	233	193	638	427	1068
	35%	36%	37%	32%	37%	33%	36%	35%	39%	31%	37%	36%	35%	31%	37%	33%	35%
									i		m	m			m		m
Some is truthful	1104	173	185	207	180	173	186	1104	483	602	321	342	220	214	664	434	1104
	36%	37%	34%	38%	32%	37%	40%	36%	33%	39%	38%	39%	33%	34%	38%	34%	36%
							d			h					o		
Don't know	66	7	6	13	19	6	14	66	29	36	9	22	13	21	31	34	66
	2%	2%	1%	2%	3%	1%	3%	2%	2%	2%	1%	2%	2%	3%	2%	3%	2%
														j			
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	704	88	118	127	150	126	94	704	315	384	159	182	178	181	340	360	704
	23%	19%	22%	23%	27%	27%	20%	23%	22%	25%	19%	20%	27%	29%	20%	28%	23%
					af	af							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.

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
All is truthful	98 3%	85 3%	9 4%	3 2%	1 1%	98 3%	92 4%	6 1%	19 4%	79 3%	42 5%	36 3%	17 2%	98 3%	24 4%	36 3%	20 3%
Most is truthful	1068 35%	903 35%	86 32%	50 34%	30 36%	1068 35%	913 35%	155 36%	114 26%	954 37%	193 25%	498 39%	371 38%	1068 35%	162 29%	483 39%	304 40%
Some is truthful	1104 36%	924 36%	100 38%	51 34%	29 35%	1104 36%	948 36%	156 37%	151 34%	953 37%	235 30%	454 36%	413 43%	1104 36%	223 40%	431 35%	278 36%
Don't know	66 2%	58 2%	3 1%	4 3%	1 1%	66 2%	56 2%	10 2%	15 3%	51 2%	29 4%	21 2%	14 1%	66 2%	9 2%	31 2%	12 2%
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	704 23%	575 23%	66 25%	40 27%	22 27%	704 23%	603 23%	101 24%	148 33%	557 21%	278 36%	258 20%	154 16%	704 23%	135 24%	266 21%	154 20%

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

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

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
All is truthful	98 3%	52 5%	34 2%	34 2%	52 4%
		b			c
Most is truthful	1068 35%	395 37%	621 36%	603 36%	434 35%
Some is truthful	1104 36%	372 35%	640 37%	607 36%	450 37%
Don't know	66 2%	17 2%	40 2%	41 2%	22 2%
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	704 23%	234 22%	390 23%	404 24%	268 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.

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	AGE							GENDER		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	2348	337	373	427	348	368	495	2348	1164	1157	667	655	416	600	1322	1016	2348
Effective Weighted Sample	1552	228	254	293	237	251	319	1552	776	757	443	450	287	390	893	653	1552
Total	2337	377	425	416	409	339	371	2337	1148	1161	684	706	484	451	1390	935	2337
Check different websites to see if the same information appears on them all	1182 51%	166 44%	235 55%	225 54%	208 51%	178 52%	170 46%	1182 51%	561 49%	605 52%	390 57%	347 49%	225 46%	216 48%	738 53%	441 47%	1182 51%
			af	af							klmop				o		
Check that the website address looks genuine	1178 50%	169 45%	230 54%	197 47%	213 52%	187 55%	183 49%	1178 50%	577 50%	583 50%	358 52%	365 52%	240 50%	211 47%	723 52%	451 48%	1178 50%
			a			a											
Check the credibility of the information (author's name or link to original publication)	912 39%	154 41%	178 42%	173 42%	159 39%	124 37%	124 33%	912 39%	436 38%	458 39%	304 44%	271 38%	175 36%	158 35%	575 41%	333 36%	912 39%
			f	f							lmop				mo		
Check whether the site looks professional	898 38%	164 43%	190 45%	175 42%	142 35%	111 33%	116 31%	898 38%	415 36%	461 40%	266 39%	280 40%	181 37%	168 37%	546 39%	350 37%	898 38%
		ef	def	ef			f										
Check whether the site is regularly updated	629 27%	130 35%	152 36%	116 28%	108 27%	63 18%	61 16%	629 27%	313 27%	305 26%	201 29%	189 27%	125 26%	114 25%	390 28%	239 26%	629 27%
		efg	cdefg	ef	ef		ef										
Check the information with other people	611 26%	112 30%	126 30%	122 29%	93 23%	78 23%	79 21%	611 26%	292 25%	311 27%	193 28%	188 27%	125 26%	103 23%	381 27%	228 24%	611 26%
		f	f	f													
Check the information on a fact checking website/ app like Full Fact	478 20%	80 21%	99 23%	94 23%	77 19%	66 19%	62 17%	478 20%	281 25%	193 17%	169 25%	147 21%	71 15%	89 20%	316 23%	160 17%	478 20%
			f						i		lo	l			lo		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.

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	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	2348	337	373	427	348	368	495	2348	1164	1157	667	655	416	600	1322	1016	2348
Effective Weighted Sample	1552	228	254	293	237	251	319	1552	776	757	443	450	287	390	893	653	1552
Total	2337	377	425	416	409	339	371	2337	1148	1161	684	706	484	451	1390	935	2337
Make checks in other ways	61	8	7	13	6	8	19	61	33	28	24	13	13	11	37	24	61
	3%	2%	2%	3%	2%	2%	5%	3%	3%	2%	4%	2%	3%	2%	3%	3%	3%
							bdg										
ANY CHECKS MADE	2095	353	402	381	351	292	316	2095	1033	1034	639	624	437	390	1263	827	2095
	90%	94%	95%	92%	86%	86%	85%	90%	90%	89%	93%	88%	90%	86%	91%	88%	90%
		def	defg	def			f				kmop			m			
I don't make any checks	182	14	13	29	39	40	47	182	80	102	41	53	41	45	94	86	182
	8%	4%	3%	7%	10%	12%	13%	8%	7%	9%	6%	7%	8%	10%	7%	9%	8%
				b	ab	abg	abcg	ab						j			
Don't know	59	10	10	6	18	7	8	59	35	25	5	29	6	17	34	23	59
	3%	3%	2%	1%	4%	2%	2%	3%	3%	2%	1%	4%	1%	4%	2%	2%	3%
				c								jl		j	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.

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	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	2348	1662	233	235	218	2348	2017	331	262	2086	465	1050	818	2348	403	978	621
Effective Weighted Sample	1552	1213	166	187	180	1552	1335	216	173	1383	291	697	559	1552	254	644	420
Total	2337	1969	198	109	60	2337	2010	327	300	2037	498	1008	814	2337	418	980	614
Check different websites to see if the same information appears on them all	1182 51%	987 50%	109 55%	54 50%	31 52%	1182 51%	1010 50%	172 53%	116 39%	1066 52% h	131 26%	521 52% j	530 65% jkm	1182 51% j	206 49%	482 49%	341 56% o
Check that the website address looks genuine	1178 50%	989 50%	104 52%	57 52%	29 48%	1178 50%	1027 51%	151 46%	118 39%	1061 52% h	167 34%	515 51% j	493 60% jkm	1178 50% j	180 43%	478 49%	351 57% no
Check the credibility of the information (author's name or link to original publication)	912 39%	768 39%	78 40%	44 40%	22 37%	912 39%	787 39%	125 38%	89 30%	823 40% h	119 24%	362 36% j	430 53% jkm	912 39% j	128 31%	378 39% n	284 46% no
Check whether the site looks professional	898 38%	745 38%	81 41%	44 41%	28 47% ae	898 38%	768 38%	130 40%	88 29%	810 40% h	124 25%	372 37% j	400 49% jkm	898 38% j	150 36%	360 37%	257 42%
Check whether the site is regularly updated	629 27%	533 27%	49 25%	33 31%	14 24%	629 27%	554 28%	75 23%	68 23%	561 28%	81 16%	260 26% j	287 35% jkm	629 27% j	106 25%	241 25%	189 31% o
Check the information with other people	611 26%	508 26%	61 31% c	23 22%	18 30%	611 26%	524 26%	87 27%	56 19%	555 27% h	89 18%	252 25% j	267 33% jkm	611 26% j	109 26%	261 27%	158 26%

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

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	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	2348	1662	233	235	218	2348	2017	331	262	2086	465	1050	818	2348	403	978	621
Effective Weighted Sample	1552	1213	166	187	180	1552	1335	216	173	1383	291	697	559	1552	254	644	420
Total	2337	1969	198	109	60	2337	2010	327	300	2037	498	1008	814	2337	418	980	614
Check the information on a fact checking website/ app like Full Fact	478	396	41	27	13	478	414	64	44	434	63	194	221	478	80	178	150
	20%	20%	21%	25%	22%	20%	21%	19%	15%	21%	13%	19%	27%	20%	19%	18%	24%
										h		j	jkm	j			o
Make checks in other ways	61	51	7	2	1	61	50	12	8	53	10	25	26	61	12	28	13
	3%	3%	3%	2%	2%	3%	2%	4%	3%	3%	2%	2%	3%	3%	3%	3%	2%
ANY CHECKS MADE	2095	1762	184	97	53	2095	1796	299	254	1841	395	922	771	2095	373	857	572
	90%	89%	93%	89%	89%	90%	89%	91%	85%	90%	79%	91%	95%	90%	89%	87%	93%
										h		j	jkm	j			o
I don't make any checks	182	159	9	9	5	182	158	24	35	148	74	64	38	182	28	99	35
	8%	8%	4%	8%	8%	8%	8%	7%	12%	7%	15%	6%	5%	8%	7%	10%	6%
									i		klm			l		p	
Don't know	59	48	6	3	2	59	55	4	11	48	29	22	5	59	17	25	7
	3%	2%	3%	3%	3%	3%	3%	1%	4%	2%	6%	2%	1%	3%	4%	3%	1%
											klm	l		l	p		

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

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2348	854	1343	1576	672
Effective Weighted Sample	1552	558	896	1061	504
Total	2337	836	1336	1286	959
Check different websites to see if the same information appears on them all	1182 51%	417 50%	709 53%	656 51%	492 51%
Check that the website address looks genuine	1178 50%	424 51%	686 51%	668 52%	478 50%
Check the credibility of the information (author's name or link to original publication)	912 39%	340 41%	523 39%	497 39%	386 40%
Check whether the site looks professional	898 38%	312 37%	539 40%	469 36%	394 41%
Check whether the site is regularly updated	629 27%	233 28%	353 26%	317 25%	294 31% c
Check the information with other people	611 26%	243 29%	333 25%	314 24%	280 29% c
Check the information on a fact checking website/ app like Full Fact	478 20%	202 24% b	252 19%	226 18%	219 23% 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.

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2348	854	1343	1576	672
Effective Weighted Sample	1552	558	896	1061	504
Total	2337	836	1336	1286	959
Make checks in other ways	61 3%	21 3%	35 3%	33 3%	27 3%
ANY CHECKS MADE	2095 90%	775 93%	1184 89%	1134 88%	880 92%
I don't make any checks	182 8%	44 5%	119 9%	119 9%	60 6%
Don't know	59 3%	17 2%	33 2%	33 3%	20 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.

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Check different websites to see if the same information appears on them all	1182	166	235	225	208	178	170	1182	561	605	390	347	225	216	738	441	1182
	39%	36%	43%	41%	37%	38%	36%	39%	38%	39%	46%	39%	34%	34%	43%	34%	39%
											klmop	o			lmop		mo
Check that the website address looks genuine	1178	169	230	197	213	187	183	1178	577	583	358	365	240	211	723	451	1178
	39%	36%	42%	36%	38%	40%	39%	39%	39%	38%	42%	41%	36%	33%	42%	35%	39%
											mo	mo			mo		mo
Check the credibility of the information (author's name or link to original publication)	912	154	178	173	159	124	124	912	436	458	304	271	175	158	575	333	912
	30%	33%	33%	32%	29%	27%	27%	30%	30%	30%	36%	31%	26%	25%	33%	26%	30%
											lmop	mo			lmo		mo
Check whether the site looks professional	898	164	190	175	142	111	116	898	415	461	266	280	181	168	546	350	898
	30%	35%	35%	32%	25%	24%	25%	30%	28%	30%	32%	32%	27%	27%	32%	27%	30%
		def	defg	ef				e							mo		
Check whether the site is regularly updated	629	130	152	116	108	63	61	629	313	305	201	189	125	114	390	239	629
	21%	28%	28%	21%	19%	13%	13%	21%	21%	20%	24%	21%	19%	18%	23%	18%	21%
		cdefg	cdefg	ef	ef			ef			mo				mo		
Check the information with other people	611	112	126	122	93	78	79	611	292	311	193	188	125	103	381	228	611
	20%	24%	23%	23%	17%	17%	17%	20%	20%	20%	23%	21%	19%	16%	22%	18%	20%
		def	def	f							mo	m			mo		m
Check the information on a fact checking website/ app like Full Fact	478	80	99	94	77	66	62	478	281	193	169	147	71	89	316	160	478
	16%	17%	18%	17%	14%	14%	13%	16%	19%	12%	20%	17%	11%	14%	18%	12%	16%
									i		lmop	lo			lmo		lo

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

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Make checks in other ways	61	8	7	13	6	8	19	61	33	28	24	13	13	11	37	24	61
	2%	2%	1%	2%	1%	2%	4%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%
							bdg										
ANY CHECKS MADE	2095	353	402	381	351	292	316	2095	1033	1034	639	624	437	390	1263	827	2095
	69%	76%	74%	70%	63%	63%	68%	69%	71%	67%	76%	70%	66%	62%	73%	64%	69%
		defg	de	de			de				klmop	mo			lmop		mo
I don't make any checks	182	14	13	29	39	40	47	182	80	102	41	53	41	45	94	86	182
	6%	3%	2%	5%	7%	9%	10%	6%	5%	7%	5%	6%	6%	7%	5%	7%	6%
				b	ab	ab	abcg	ab									
Don't know	59	10	10	6	18	7	8	59	35	25	5	29	6	17	34	23	59
	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	1%	3%	1%	3%	2%	2%	2%
												jl		j	j		j
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	704	88	118	127	150	126	94	704	315	384	159	182	178	181	340	360	704
	23%	19%	22%	23%	27%	27%	20%	23%	22%	25%	19%	20%	27%	29%	20%	28%	23%
				af	af								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.

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Check different websites to see if the same information appears on them all	1182 39%	987 39%	109 41%	54 37%	31 38%	1182 39%	1010 39%	172 40%	116 26%	1066 41% h	131 17%	521 41% j	530 55% jkm	1182 39% j	206 37%	482 39%	341 44% no
Check that the website address looks genuine	1178 39%	989 39%	104 39%	57 38%	29 35%	1178 39%	1027 39%	151 35%	118 26%	1061 41% h	167 22%	515 41% j	493 51% jkm	1178 39% j	180 33%	478 38%	351 46% no
Check the credibility of the information (author's name or link to original publication)	912 30%	768 30%	78 30%	44 29%	22 27%	912 30%	787 30%	125 29%	89 20%	823 32% h	119 15%	362 29% j	430 44% jkm	912 30% j	128 23%	378 30% n	284 37% no
Check whether the site looks professional	898 30%	745 29%	81 30%	44 30%	28 34%	898 30%	768 29%	130 30%	88 20%	810 31% h	124 16%	372 29% j	400 41% jkm	898 30% j	150 27%	360 29%	257 33%
Check whether the site is regularly updated	629 21%	533 21%	49 19%	33 22%	14 17%	629 21%	554 21%	75 18%	68 15%	561 22% h	81 10%	260 21% j	287 30% jkm	629 21% j	106 19%	241 19%	189 25% o
Check the information with other people	611 20%	508 20%	61 23%	23 16%	18 22%	611 20%	524 20%	87 20%	56 12%	555 21% h	89 12%	252 20% j	267 28% jkm	611 20% j	109 20%	261 21%	158 21%

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

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Check the information on a fact checking website/ app like Full Fact	478	396	41	27	13	478	414	64	44	434	63	194	221	478	80	178	150
	16%	16%	16%	18%	16%	16%	16%	15%	10%	17%	8%	15%	23%	16%	14%	14%	19%
										h		j	jkm	j			o
Make checks in other ways	61	51	7	2	1	61	50	12	8	53	10	25	26	61	12	28	13
	2%	2%	3%	1%	2%	2%	2%	3%	2%	2%	1%	2%	3%	2%	2%	2%	2%
ANY CHECKS MADE	2095	1762	184	97	53	2095	1796	299	254	1841	395	922	771	2095	373	857	572
	69%	69%	69%	65%	65%	69%	69%	70%	57%	71%	51%	73%	80%	69%	68%	69%	74%
										h		jm	jkm	j			no
I don't make any checks	182	159	9	9	5	182	158	24	35	148	74	64	38	182	28	99	35
	6%	6%	3%	6%	6%	6%	6%	6%	8%	6%	10%	5%	4%	6%	5%	8%	5%
											klm			l		p	
Don't know	59	48	6	3	2	59	55	4	11	48	29	22	5	59	17	25	7
	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	4%	2%	5%	2%	3%	2%	1%
											klm	l	*	l	p		
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	704	575	66	40	22	704	603	101	148	557	278	258	154	704	135	266	154
	23%	23%	25%	27%	27%	23%	23%	24%	33%	21%	36%	20%	16%	23%	24%	21%	20%
									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.

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Check different websites to see if the same information appears on them all	1182 39%	417 39%	709 41%	656 39%	492 40%
Check that the website address looks genuine	1178 39%	424 40%	686 40%	668 39%	478 39%
Check the credibility of the information (author's name or link to original publication)	912 30%	340 32%	523 30%	497 29%	386 31%
Check whether the site looks professional	898 30%	312 29%	539 31%	469 28%	394 32% c
Check whether the site is regularly updated	629 21%	233 22%	353 20%	317 19%	294 24% c
Check the information with other people	611 20%	243 23%	333 19%	314 19%	280 23% c
Check the information on a fact checking website/ app like Full Fact	478 16%	202 19% b	252 15%	226 13%	219 18% 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.

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Make checks in other ways	61 2%	21 2%	35 2%	33 2%	27 2%
ANY CHECKS MADE	2095 69%	775 72%	1184 69%	1134 67%	880 72% c
I don't make any checks	182 6%	44 4%	119 7% a	119 7%	60 5%
Don't know	59 2%	17 2%	33 2%	33 2%	20 2%
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	704 23%	234 22%	390 23%	404 24%	268 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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
If I'm familiar with the company or brand	1837	230	331	324	332	314	306	1837	876	946	535	563	380	355	1098	734	1837
	60%	49%	61%	60%	59%	67%	66%	60%	60%	61%	63%	63%	57%	56%	63%	57%	60%
			a	a	a	acd	ag	a			mo	mo			lmo		
If the site looks secure (has the padlock symbol or uses 'https')	1761	228	308	315	319	300	291	1761	802	936	482	557	376	340	1039	716	1761
	58%	49%	57%	58%	57%	64%	62%	58%	55%	61%	57%	63%	57%	54%	60%	55%	58%
				a	a	abg	a	a		h		mop			mo		
If there is a link to another reputable service like PayPal	1369	175	247	247	259	227	213	1369	627	726	392	401	297	277	794	573	1369
	45%	38%	46%	45%	46%	49%	46%	45%	43%	47%	47%	45%	45%	44%	46%	44%	45%
			a	a	a	a	a	a									
If there is a guarantee my details won't be shared with anyone else	930	132	170	142	158	170	157	930	445	473	276	266	195	189	542	384	930
	31%	28%	31%	26%	28%	37%	34%	31%	30%	31%	33%	30%	29%	30%	31%	30%	31%
						acd	c										
If the site is listed by a search engine such as Google or Bing	702	130	144	123	128	101	75	702	380	309	215	224	122	137	439	259	702
	23%	28%	27%	23%	23%	22%	16%	23%	26%	20%	26%	25%	18%	22%	25%	20%	23%
		f	f	f	f	f		f	i		lo	lo			lo		l
If the site is recommended by friends/ family	667	127	144	118	103	95	81	667	279	379	186	202	162	113	389	275	667
	22%	27%	26%	22%	18%	20%	17%	22%	19%	25%	22%	23%	25%	18%	22%	21%	22%
		defg	df					f		h		m	m		m		m

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

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
If it's the only way to get the service or product I want	381	94	83	69	60	33	42	381	208	166	153	98	62	67	251	129	381
	13%	20%	15%	13%	11%	7%	9%	13%	14%	11%	18%	11%	9%	11%	15%	10%	13%
		cdefg	ef	e				ef	i		klmop				klmo		
Something else	53	9	3	12	13	7	9	53	23	29	22	13	3	15	35	18	53
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	2%	2%	1%	2%
											l			l	l		
I enter my credit or debit card details online whenever they are required	55	16	7	6	12	4	9	55	25	30	15	19	8	13	34	21	55
	2%	4%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
		ce															
I don't buy things online	81	11	5	10	13	18	24	81	42	36	11	17	23	31	27	53	81
	3%	2%	1%	2%	2%	4%	5%	3%	3%	2%	1%	2%	3%	5%	2%	4%	3%
						b	bcg	b					jn	jknp	jknp		
Don't know	76	15	13	17	17	4	9	76	39	36	10	18	17	27	28	44	76
	3%	3%	2%	3%	3%	1%	2%	3%	3%	2%	1%	2%	3%	4%	2%	3%	3%
		e		e									jknp		jknp		

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

1009	212	205	176	174	129	113	1009	545	450	335	300	179	190	634	369	1009
33%	46%	38%	32%	31%	28%	24%	33%	37%	29%	40%	34%	27%	30%	37%	29%	33%
	bcdefg	ef	f	f			ef	i		klmop	lo			lmop		lo

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

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1876	227	321	339	355	315	319	1876	837	1023	488	553	444	385	1041	828	1876
	62%	49%	59%	62%	64%	68%	69%	62%	57%	66%	58%	62%	67%	61%	60%	64%	62%
			a	a	a	abg	abg	a		h			jnp			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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
If I'm familiar with the company or brand	1837	1525	174	90	48	1837	1542	295	216	1622	314	833	684	1837	271	783	512
	60%	60%	66%	60%	58%	60%	59%	69%	48%	63%	41%	66%	71%	60%	49%	63%	67%
								f		h		jm	jkm	j		n	n
If the site looks secure (has the padlock symbol or uses 'https')	1761	1469	159	83	49	1761	1501	260	185	1575	331	743	684	1761	273	746	488
	58%	58%	60%	56%	60%	58%	57%	61%	41%	61%	43%	59%	71%	58%	49%	60%	64%
										h		j	jkm	j		n	n
If there is a link to another reputable service like PayPal	1369	1149	111	72	36	1369	1141	228	158	1211	221	562	580	1369	245	580	359
	45%	45%	42%	49%	44%	45%	44%	53%	35%	47%	29%	44%	60%	45%	44%	47%	47%
								f		h		j	jkm	j			
If there is a guarantee my details won't be shared with anyone else	930	791	70	40	29	930	783	147	102	828	170	393	362	930	151	404	248
	31%	31%	26%	27%	35%	31%	30%	34%	23%	32%	22%	31%	37%	31%	27%	32%	32%
					bc					h		j	jkm	j			
If the site is listed by a search engine such as Google or Bing	702	610	46	27	18	702	627	74	66	636	109	296	297	702	131	268	209
	23%	24%	17%	18%	22%	23%	24%	17%	15%	25%	14%	23%	31%	23%	24%	21%	27%
		b					g			h		j	jkm	j			o
If the site is recommended by friends/ family	667	552	71	26	17	667	585	82	84	582	107	303	257	667	118	268	167
	22%	22%	27%	18%	21%	22%	22%	19%	19%	22%	14%	24%	27%	22%	21%	21%	22%
			c									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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
If it's the only way to get the service or product I want	381	317	31	22	12	381	335	46	36	346	53	163	164	381	57	176	104
	13%	12%	12%	15%	14%	13%	13%	11%	8%	13%	7%	13%	17%	13%	10%	14%	14%
										h		j	l	j			
Something else	53	47	3	1	2	53	44	10	11	42	7	25	21	53	4	23	15
	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%
I enter my credit or debit card details online whenever they are required	55	44	4	5	2	55	50	5	18	37	17	25	13	55	15	18	18
	2%	2%	2%	3%	3%	2%	2%	1%	4%	1%	2%	2%	1%	2%	3%	1%	2%
									i								
I don't buy things online	81	67	9	2	3	81	72	8	26	54	54	18	-	81	16	32	12
	3%	3%	3%	1%	4%	3%	3%	2%	6%	2%	7%	1%	-%	3%	3%	3%	2%
									i		klm	l		kl			
Don't know	76	66	4	4	3	76	73	4	34	42	50	12	5	76	20	17	6
	3%	3%	2%	2%	3%	3%	3%	1%	8%	2%	6%	1%	1%	3%	4%	1%	1%
									i		klm			kl	op		

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

1009	865	69	48	27	1009	896	112	116	893	176	433	398	1009	184	401	297
33%	34%	26%	32%	33%	33%	34%	26%	26%	34%	23%	34%	41%	33%	33%	32%	39%
	b				b	g			h		j	l	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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1876	1547	183	96	49	1876	1572	304	272	1604	496	804	566	1876	333	795	453
	62%	61%	69%	64%	60%	62%	60%	71%	61%	62%	64%	63%	58%	62%	60%	64%	59%
			ade					f				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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
If I'm familiar with the company or brand	1837	644	1100	1041	751
	60%	60%	64%	62%	61%
If the site looks secure (has the padlock symbol or uses 'https')	1761	602	1042	1026	680
	58%	56%	60%	61%	55%
				d	
If there is a link to another reputable service like PayPal	1369	511	777	754	579
	45%	48%	45%	45%	47%
If there is a guarantee my details won't be shared with anyone else	930	383	496	516	381
	31%	36%	29%	31%	31%
		b			
If the site is listed by a search engine such as Google or Bing	702	255	387	352	313
	23%	24%	22%	21%	25%
					c
If the site is recommended by friends/ family	667	263	358	344	293
	22%	25%	21%	20%	24%
		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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
If it's the only way to get the service or product I want	381 13%	144 14%	213 12%	179 11%	185 15% c
Something else	53 2%	26 2%	25 1%	35 2%	17 1%
I enter my credit or debit card details online whenever they are required	55 2%	24 2%	28 2%	30 2%	24 2%
I don't buy things online	81 3%	24 2%	39 2%	60 4% d	14 1%
Don't know	76 3%	15 1%	31 2%	41 2%	20 2%
SUMMARY CODES					
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	1009 33%	377 35%	550 32%	501 30%	461 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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1876 62%	652 61%	1106 64%	1089 64%	733 60%

Columns Tested: a,b - c,d

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

IN40. Lots of websites and apps now ask you to register your personal details with them. Which, if any, of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
If I'm familiar with the company or brand	1754	206	301	302	334	291	320	1754	835	897	504	528	359	357	1032	715	1754
	58%	44%	56%	56%	60%	62%	69%	58%	57%	58%	60%	59%	54%	56%	60%	55%	58%
			a	a	a	a	abcdg	a							o		
If the site looks secure (has the padlock symbol or uses 'https')	1684	209	289	300	319	299	268	1684	766	901	459	512	368	337	971	705	1684
	55%	45%	53%	55%	57%	64%	58%	55%	52%	58%	55%	58%	56%	53%	56%	54%	55%
			a	a	a	abcg	a	a		h							
If there is a guarantee my details won't be shared with anyone else	1127	178	175	193	192	199	190	1127	532	580	332	329	250	212	661	462	1127
	37%	38%	32%	36%	34%	43%	41%	37%	36%	38%	39%	37%	38%	34%	38%	36%	37%
						bcdg	b										
If there is a link to another reputable service like PayPal	1103	127	180	203	207	213	172	1103	530	559	318	317	245	223	634	468	1103
	36%	27%	33%	37%	37%	46%	37%	36%	36%	36%	38%	36%	37%	35%	37%	36%	36%
				a	a	abcdfg	a	a									
If the site is recommended by friends/ family	711	115	157	126	100	113	99	711	310	394	190	210	172	138	400	310	711
	23%	25%	29%	23%	18%	24%	21%	23%	21%	25%	23%	24%	26%	22%	23%	24%	23%
		d	dfg			d		d		h							
If the site is listed by a search engine such as Google or Bing	707	110	168	112	135	105	77	707	383	316	244	201	137	119	445	257	707
	23%	24%	31%	21%	24%	23%	17%	23%	26%	20%	29%	23%	21%	19%	26%	20%	23%
		f	acefg		f	f		f	i		klmop				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.

IN40. Lots of websites and apps now ask you to register your personal details with them. Which, if any, of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
If it's the only way to get the service or product I want	480 16%	106 23%	89 16%	88 16%	75 14%	65 14%	56 12%	480 16%	246 17%	218 14%	154 18%	151 17%	78 12%	96 15%	305 18%	174 13%	480 16%
		cdefg									lo	l			lo		l
Something else	76 3%	9 2%	16 3%	11 2%	9 2%	19 4%	13 3%	76 3%	37 3%	40 3%	30 4%	20 2%	10 1%	17 3%	50 3%	26 2%	76 3%
I register my details online whenever they are required	50 2%	13 3%	8 2%	8 2%	13 2%	1 *	6 1%	50 2%	19 1%	30 2%	16 2%	10 1%	11 2%	13 2%	25 1%	24 2%	50 2%
		e			e												
Don't know	152 5%	27 6%	32 6%	21 4%	34 6%	16 3%	22 5%	152 5%	66 4%	85 6%	21 3%	44 5%	30 5%	51 8%	65 4%	82 6%	152 5%
												j		jklnp		jn	j

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

1097 36%	206 44%	228 42%	191 35%	196 35%	153 33%	123 26%	1097 36%	565 39%	512 33%	364 43%	312 35%	212 32%	203 32%	676 39%	414 32%	1097 36%
	cdefg	efg	f	f			f	i		klmop				lmo		o

ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED

1793 59%	233 50%	283 52%	331 61%	329 59%	297 64%	320 69%	1793 59%	832 57%	948 61%	458 54%	532 60%	420 63%	378 60%	989 57%	798 62%	1793 59%
			ab	a	ab	abcdg	ab		h			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.

IN40. Lots of websites and apps now ask you to register your personal details with them. Which, if any, of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
If I'm familiar with the company or brand	1754 58%	1468 58%	159 60%	82 55%	45 55%	1754 58%	1470 56%	283 66% f	215 48%	1538 59% h	298 38%	778 61% j	673 70% jkm	1754 58% j	260 47%	776 62% n	477 62% n
If the site looks secure (has the padlock symbol or uses 'https')	1684 55%	1403 55%	158 60%	76 51%	46 56%	1684 55%	1441 55%	243 57%	196 44%	1488 57% h	313 40%	704 56% j	664 69% jkm	1684 55% j	266 48%	706 57% n	461 60% n
If there is a guarantee my details won't be shared with anyone else	1127 37%	943 37%	97 36%	52 35%	35 43%	1127 37%	964 37%	163 38%	131 29%	996 38% h	211 27%	478 38% j	432 45% jkm	1127 37% j	175 32%	476 38% n	312 41% n
If there is a link to another reputable service like PayPal	1103 36%	932 37%	86 32%	55 37%	30 36%	1103 36%	939 36%	163 38%	119 27%	984 38% h	199 26%	434 34% j	468 48% jkm	1103 36% j	203 37%	456 37% j	297 39% j
If the site is recommended by friends/ family	711 23%	602 24%	59 22%	30 20%	20 24%	711 23%	606 23%	105 25%	89 20%	622 24%	132 17%	314 25% j	264 27% jm	711 23% j	125 23%	283 23% j	190 25% j
If the site is listed by a search engine such as Google or Bing	707 23%	599 24%	57 22%	36 24%	16 19%	707 23%	620 24%	88 20%	98 22%	609 23%	127 16%	294 23% j	286 30% jkm	707 23% j	134 24%	267 21% j	203 26% 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.

IN40. Lots of websites and apps now ask you to register your personal details with them. Which, if any, of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
If it's the only way to get the service or product I want	480 16%	392 15%	45 17%	27 18%	16 19%	480 16%	405 16%	74 17%	50 11%	429 17% h	90 12%	194 15%	195 20% jkm	480 16% j	87 16%	190 15%	133 17%
Something else	76 3%	66 3% d	6 2%	3 2%	* **%	76 3% d	72 3%	4 1%	5 1%	72 3%	9 1%	33 3%	27 3% j	76 3%	15 3%	28 2%	25 3%
I register my details online whenever they are required	50 2%	39 2%	3 1%	5 3%	2 2%	50 2%	46 2%	4 1%	12 3%	38 1%	15 2%	23 2%	12 1%	50 2%	12 2%	16 1%	14 2%
Don't know	152 5%	127 5%	12 4%	7 5%	5 7%	152 5%	138 5%	13 3%	36 8% i	116 4%	90 12% klm	39 3% l	11 1%	152 5% kl	27 5%	53 4%	24 3%
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	1097 36%	919 36%	91 34%	57 38%	29 36%	1097 36%	952 36%	144 34%	148 33%	949 37%	222 29%	445 35% j	429 44% jkm	1097 36% j	208 38%	421 34%	308 40% o
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1793 59%	1498 59%	162 61%	85 57%	47 58%	1793 59%	1522 58%	270 63%	264 59%	1529 59%	464 60%	783 62% l	529 55%	1793 59%	318 57%	772 62%	436 57%

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

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

IN40. Lots of websites and apps now ask you to register your personal details with them. Which, if any, of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
If I'm familiar with the company or brand	1754	628	1040	1007	696
	58%	59%	60%	60%	57%
If the site looks secure (has the padlock symbol or uses 'https')	1684	619	972	971	663
	55%	58%	56%	57%	54%
If there is a guarantee my details won't be shared with anyone else	1127	433	632	646	438
	37%	41%	37%	38%	36%
If there is a link to another reputable service like PayPal	1103	396	638	617	453
	36%	37%	37%	36%	37%
If the site is recommended by friends/ family	711	272	393	392	281
	23%	25%	23%	23%	23%
If the site is listed by a search engine such as Google or Bing	707	281	369	343	326
	23%	26%	21%	20%	27%
		b			c
If it's the only way to get the service or product I want	480	157	284	247	210
	16%	15%	16%	15%	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.

IN40. Lots of websites and apps now ask you to register your personal details with them. Which, if any, of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Something else	76 3%	25 2%	44 3%	44 3%	30 2%
I register my details online whenever they are required	50 2%	20 2%	24 1%	23 1%	23 2%
Don't know	152 5%	43 4%	68 4%	89 5%	49 4%

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	1097 36%	403 38%	599 35%	540 32%	501 41% c
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ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1793 59%	624 58%	1058 61%	1061 63% d	678 55%
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Columns Tested: a,b - c,d

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

IN45. Have you used search engines such as Google or Bing in the last year? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Yes	2898	430	523	520	539	446	441	2898	1397	1470	816	852	634	582	1668	1216	2898
	95%	92%	96%	96%	97%	96%	95%	95%	96%	95%	97%	96%	96%	92%	96%	94%	95%
		a	a	a	a	a	a	a			mo	m	m		mo		m
No	111	29	15	20	14	15	18	111	53	55	23	28	23	37	50	60	111
	4%	6%	3%	4%	2%	3%	4%	4%	4%	4%	3%	3%	3%	6%	3%	5%	4%
		bdg											jknp		n		
Don't know	32	6	6	3	6	4	7	32	12	20	4	8	5	14	12	19	32
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
														jnp			

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

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

IN45. Have you used search engines such as Google or Bing in the last year? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Yes	2898	2426	255	138	79	2898	2490	408	415	2483	699	1227	953	2898	512	1198	746
	95%	95%	96%	92%	96%	95%	95%	95%	93%	96%	90%	97%	98%	95%	93%	96%	97%
										h		j	jm	j		n	n
No	111	93	7	7	3	111	94	17	25	86	63	33	12	111	36	39	16
	4%	4%	3%	5%	3%	4%	4%	4%	5%	3%	8%	3%	1%	4%	6%	3%	2%
											klm			l	op		
Don't know	32	25	2	4	1	32	29	3	8	24	14	7	4	32	5	9	6
	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	2%	1%	*%	1%	1%	1%	1%
				ae							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.

IN45. Have you used search engines such as Google or Bing in the last year? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Yes	2898	1020	1663	1607	1183
	95%	95%	96%	95%	96%
No	111	40	50	68	34
	4%	4%	3%	4%	3%
Don't know	32	9	13	15	11
	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.

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All respondents who have used search engines in the last year

	Total	AGE							GENDER		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	2894	388	465	515	446	470	610	2894	1394	1470	785	804	534	758	1589	1292	2894
Effective Weighted Sample	1903	263	317	359	305	310	387	1903	928	953	525	542	371	484	1066	828	1903
Total	2898	430	523	520	539	446	441	2898	1397	1470	816	852	634	582	1668	1216	2898
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	676	173	178	101	88	74	61	676	356	312	204	170	157	144	373	301	676
	23%	40%	34%	19%	16%	17%	14%	23%	26%	21%	25%	20%	25%	25%	22%	25%	23%
		cdefg	cdefg	f				def	i		k					k	
I think that some of the websites will be accurate or unbiased and some won't be	1885	213	306	344	375	321	327	1885	910	955	551	584	405	340	1134	744	1885
	65%	50%	59%	66%	69%	72%	74%	65%	65%	65%	67%	69%	64%	58%	68%	61%	65%
			a	ab	ab	abg	abcg	ab			mo	mo			mo		m
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	186	24	19	46	30	33	34	186	69	116	45	62	38	39	107	77	186
	6%	6%	4%	9%	6%	7%	8%	6%	5%	8%	6%	7%	6%	7%	6%	6%	6%
				b		b	b			h							
Don't know	151	20	19	29	47	18	19	151	62	88	16	36	35	59	53	94	151
	5%	5%	4%	6%	9%	4%	4%	5%	4%	6%	2%	4%	6%	10%	3%	8%	5%
					befg							j	jn	jklnp		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.

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All respondents who have used search engines in the last year

	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	2894	2026	292	285	291	2894	2475	419	356	2538	640	1286	950	2894	495	1194	748
Effective Weighted Sample	1903	1478	206	211	239	1903	1630	272	236	1674	407	838	654	1903	312	784	500
Total	2898	2426	255	138	79	2898	2490	408	415	2483	699	1227	953	2898	512	1198	746
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	676 23%	588 24%	42 16%	28 20%	18 23%	676 23%	611 25%	65 16%	99 24%	577 23%	183 26%	309 25%	181 19%	676 23%	161 31%	254 21%	154 21%
I think that some of the websites will be accurate or unbiased and some won't be	1885 65%	1558 64%	184 72%	94 69%	50 63%	1885 65%	1596 64%	289 71%	233 56%	1652 67%	384 55%	798 65%	696 73%	1885 65%	296 58%	810 68%	523 70%
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	186 6%	157 6%	13 5%	8 6%	8 10%	186 6%	159 6%	27 7%	49 12%	137 6%	59 8%	70 6%	57 6%	186 6%	27 5%	84 7%	53 7%
Don't know	151 5%	123 5%	17 7%	8 6%	3 4%	151 5%	124 5%	27 7%	34 8%	117 5%	73 10%	51 4%	19 2%	151 5%	29 6%	50 4%	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.

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All respondents who have used search engines in the last year

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2894	1044	1655	1957	813
Effective Weighted Sample	1903	678	1101	1304	613
Total	2898	1020	1663	1607	1183
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	676 23%	271 27%	340 20%	322 20%	323 27%
		b			c
I think that some of the websites will be accurate or unbiased and some won't be	1885 65%	639 63%	1139 68%	1086 68%	746 63%
			a	d	
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	186 6%	62 6%	109 7%	104 6%	73 6%
Don't know	151 5%	48 5%	75 4%	95 6%	41 3%
				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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)

Base : All respondents who have used search engines in the last year

	Total	AGE							GENDER		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	2894	388	465	515	446	470	610	2894	1394	1470	785	804	534	758	1589	1292	2894
Effective Weighted Sample	1903	263	317	359	305	310	387	1903	928	953	525	542	371	484	1066	828	1903
Total	2898	430	523	520	539	446	441	2898	1397	1470	816	852	634	582	1668	1216	2898
These are adverts/ sponsored links/ they have paid to appear here	1981	279	381	335	365	314	307	1981	956	1002	603	644	390	335	1247	725	1981
	68%	65%	73%	64%	68%	70%	70%	68%	68%	68%	74%	76%	62%	58%	75%	60%	68%
			ac								lmop	lmop			lmop		lmo
These are the best results/ the most relevant results	672	130	113	135	113	94	87	672	327	341	174	175	171	151	349	322	672
	23%	30%	22%	26%	21%	21%	20%	23%	23%	23%	21%	21%	27%	26%	21%	26%	23%
		bdefg		f									kn	kn		jk	
These are the most popular results used by other people	807	131	147	154	173	108	94	807	382	419	228	193	208	172	421	381	807
	28%	31%	28%	30%	32%	24%	21%	28%	27%	28%	28%	23%	33%	30%	25%	31%	28%
		f	f	f	ef			f			k		kn	k		kn	k
Something else	13	-	1	2	3	2	6	13	5	8	4	5	2	2	9	4	13
	*%	-%	*%	*%	1%	*%	1%	*%	*%	1%	1%	1%	*%	*%	1%	*%	*%
							g										
Don't know	172	21	19	29	37	26	41	172	73	99	22	40	35	71	62	106	172
	6%	5%	4%	6%	7%	6%	9%	6%	5%	7%	3%	5%	6%	12%	4%	9%	6%
							abg						j	jklnop		jknp	jn
SUMMARY																	
ONLY GAVE THE CORRECT RESPONSE	1509	196	290	249	277	247	250	1509	738	751	456	505	293	252	961	545	1509
	52%	46%	55%	48%	51%	55%	57%	52%	53%	51%	56%	59%	46%	43%	58%	45%	52%
			a			a	ac				lmo	lmop			lmop		lmo

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

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

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)

Base : All respondents who have used search engines in the last year

	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	2894	2026	292	285	291	2894	2475	419	356	2538	640	1286	950	2894	495	1194	748
Effective Weighted Sample	1903	1478	206	211	239	1903	1630	272	236	1674	407	838	654	1903	312	784	500
Total	2898	2426	255	138	79	2898	2490	408	415	2483	699	1227	953	2898	512	1198	746
These are adverts/ sponsored links/ they have paid to appear here	1981	1662	177	87	55	1981	1694	287	203	1779	360	858	757	1981	289	852	586
	68%	68%	70%	63%	70%	68%	68%	70%	49%	72%	51%	70%	79%	68%	56%	71%	79%
										h		j	jkm	j		n	no
These are the best results/ the most relevant results	672	561	59	33	19	672	591	82	111	561	164	300	205	672	146	260	145
	23%	23%	23%	24%	24%	23%	24%	20%	27%	23%	23%	24%	21%	23%	28%	22%	19%
															op		
These are the most popular results used by other people	807	682	67	40	18	807	712	95	139	668	179	337	285	807	175	310	193
	28%	28%	26%	29%	23%	28%	29%	23%	33%	27%	26%	27%	30%	28%	34%	26%	26%
									i						op		
Something else	13	10	1	2	*	13	11	2	1	12	2	7	4	13	1	7	4
	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	1%	1%
Don't know	172	142	17	9	5	172	144	28	50	123	96	54	14	172	38	69	13
	6%	6%	7%	6%	6%	6%	6%	7%	12%	5%	14%	4%	2%	6%	7%	6%	2%
									i		klm	l		l	p	p	
SUMMARY																	
ONLY GAVE THE CORRECT RESPONSE	1509	1252	145	67	45	1509	1275	234	154	1355	299	648	557	1509	214	656	452
	52%	52%	57%	49%	57%	52%	51%	57%	37%	55%	43%	53%	58%	52%	42%	55%	61%
										h		j	jkm	j		n	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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)

Base : All respondents who have used search engines in the last year

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2894	1044	1655	1957	813
Effective Weighted Sample	1903	678	1101	1304	613
Total	2898	1020	1663	1607	1183
These are adverts/ sponsored links/ they have paid to appear here	1981 68%	674 66%	1210 73% a	1109 69%	811 69%
These are the best results/ the most relevant results	672 23%	262 26% b	359 22%	352 22%	291 25%
These are the most popular results used by other people	807 28%	301 30%	427 26%	391 24%	385 33% c
Something else	13 *%	7 1%	5 *%	13 1% d	- -%
Don't know	172 6%	52 5%	90 5%	114 7% d	41 4%
SUMMARY					
ONLY GAVE THE CORRECT RESPONSE	1509 52%	506 50%	932 56% a	880 55% d	589 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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who have used search engines in the last year

	Total	AGE							GENDER		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	2894	388	465	515	446	470	610	2894	1394	1470	785	804	534	758	1589	1292	2894
Effective Weighted Sample	1903	263	317	359	305	310	387	1903	928	953	525	542	371	484	1066	828	1903
Total	2898	430	523	520	539	446	441	2898	1397	1470	816	852	634	582	1668	1216	2898
CONFIDENT AND NOT ABLE	1136	180	206	233	232	153	131	1136	550	579	316	278	283	252	593	534	1136
	39%	42%	39%	45%	43%	34%	30%	39%	39%	39%	39%	33%	45%	43%	36%	44%	39%
		f	f	efg	ef		f				k		kn	kn		knp	k
CONFIDENT AND ABLE	1324	179	263	221	246	198	216	1324	672	633	404	445	265	207	849	472	1324
	46%	42%	50%	43%	46%	44%	49%	46%	48%	43%	50%	52%	42%	36%	51%	39%	46%
			ac						i		lmo	lmop			lmop		mo
NOT CONFIDENT AND NOT ABLE	253	54	27	37	30	46	60	253	109	140	44	70	59	78	114	137	253
	9%	12%	5%	7%	6%	10%	14%	9%	8%	10%	5%	8%	9%	13%	7%	11%	9%
		bcd				bd	bcdg	b					j	jknp		jnp	j
NOT CONFIDENT AND ABLE	186	17	27	28	31	48	35	186	66	118	52	60	28	45	111	73	186
	6%	4%	5%	5%	6%	11%	8%	6%	5%	8%	6%	7%	4%	8%	7%	6%	6%
					abcdg	a				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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who have used search engines in the last year

	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	2894	2026	292	285	291	2894	2475	419	356	2538	640	1286	950	2894	495	1194	748
Effective Weighted Sample	1903	1478	206	211	239	1903	1630	272	236	1674	407	838	654	1903	312	784	500
Total	2898	2426	255	138	79	2898	2490	408	415	2483	699	1227	953	2898	512	1198	746
CONFIDENT AND NOT ABLE	1136	972	86	53	24	1136	996	140	198	938	283	490	354	1136	234	458	255
	39%	40%	34%	39%	31%	39%	40%	34%	48%	38%	41%	40%	37%	39%	46%	38%	34%
		d				d			i					op			
CONFIDENT AND ABLE	1324	1099	128	59	38	1324	1128	196	130	1194	243	561	517	1324	178	583	404
	46%	45%	50%	42%	48%	46%	45%	48%	31%	48%	35%	46%	54%	46%	35%	49%	54%
									h			j	jkm	j		n	n
NOT CONFIDENT AND NOT ABLE	253	202	24	18	9	253	219	34	63	190	116	89	42	253	63	84	38
	9%	8%	9%	13%	12%	9%	9%	8%	15%	8%	17%	7%	4%	9%	12%	7%	5%
				a					i		klm	l		l	op		
NOT CONFIDENT AND ABLE	186	153	17	9	7	186	148	38	24	161	57	87	40	186	36	73	48
	6%	6%	7%	6%	9%	6%	6%	9%	6%	6%	8%	7%	4%	6%	7%	6%	6%
								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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who have used search engines in the last year

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2894	1044	1655	1957	813
Effective Weighted Sample	1903	678	1101	1304	613
Total	2898	1020	1663	1607	1183
CONFIDENT AND NOT ABLE	1136	396	621	567	518
	39%	39%	37%	35%	44%
					c
CONFIDENT AND ABLE	1324	438	832	767	521
	46%	43%	50%	48%	44%
			a		
NOT CONFIDENT AND NOT ABLE	253	117	110	160	75
	9%	11%	7%	10%	6%
		b		d	
NOT CONFIDENT AND ABLE	186	68	99	113	68
	6%	7%	6%	7%	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.

IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Everyone will see exactly the same adverts as me	533	72	96	79	94	97	95	533	274	255	148	132	130	122	280	252	533
	18%	15%	18%	15%	17%	21%	20%	18%	19%	16%	18%	15%	20%	19%	16%	19%	18%
					c	c									k		
Some people might see different adverts from the ones that I see	2055	348	396	401	391	272	247	2055	1016	1012	612	618	422	398	1229	819	2055
	68%	75%	73%	74%	70%	58%	53%	68%	69%	65%	73%	70%	64%	63%	71%	63%	68%
		efg	ef	efg	ef			ef			lmop	mo			lmop		mo
Don't know	453	46	51	62	73	97	123	453	173	279	83	138	111	112	222	223	453
	15%	10%	9%	11%	13%	21%	27%	15%	12%	18%	10%	16%	17%	18%	13%	17%	15%
					abcdg	abcdg	ab			h		j	j	jn	jn	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.

IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Everyone will see exactly the same adverts as me	533 18%	445 17%	44 16%	32 21%	12 15%	533 18%	465 18%	68 16%	108 24% i	424 16%	182 23% klm	225 18% l	121 12% l	533 18% l	108 19%	227 18%	112 15%
Some people might see different adverts from the ones that I see	2055 68%	1719 68%	180 68%	97 65%	59 71%	2055 68%	1774 68%	282 66%	250 56%	1805 70% h	404 52%	852 67% j	792 82% jkm	2055 68% j	382 69%	826 66%	571 74% o
Don't know	453 15%	380 15%	41 15%	20 13%	12 14%	453 15%	374 14%	79 18%	89 20% i	364 14%	190 24% klm	190 15% l	56 6% l	453 15% l	63 11%	194 16% p	84 11%

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

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

IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Everyone will see exactly the same adverts as me	533 18%	211 20%	290 17%	300 18%	210 17%
Some people might see different adverts from the ones that I see	2055 68%	711 67%	1189 69%	1079 64%	903 74% c
Don't know	453 15%	147 14%	246 14%	312 18% d	115 9%

Columns Tested: a,b - c,d

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

IN49. Which of the following statements best describes your feelings about online advertisements? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
I don't mind seeing any online ads	600	104	124	122	121	74	55	600	339	256	172	168	126	131	341	257	600
	20%	22%	23%	23%	22%	16%	12%	20%	23%	17%	20%	19%	19%	21%	20%	20%	20%
		ef	ef	ef	f			f	i								
I don't mind seeing online ads as long as they are for things I'm interested in	1263	238	272	219	203	169	162	1263	612	641	384	351	296	227	735	523	1263
	42%	51%	50%	40%	36%	36%	35%	42%	42%	41%	46%	40%	45%	36%	42%	40%	42%
		cdefg	cdefg					f			km		m		m		m
I dislike all online ads	1073	100	125	187	211	210	240	1073	468	587	271	339	216	239	610	455	1073
	35%	21%	23%	35%	38%	45%	52%	35%	32%	38%	32%	38%	33%	38%	35%	35%	35%
				ab	ab	abcg	abcdg	ab		h		j					
Don't know	105	23	22	14	24	14	9	105	44	61	16	29	25	35	45	60	105
	3%	5%	4%	3%	4%	3%	2%	3%	3%	4%	2%	3%	4%	6%	3%	5%	3%
		f												jnp		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.

IN49. Which of the following statements best describes your feelings about online advertisements? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
I don't mind seeing any online ads	600 20%	506 20%	51 19%	29 20%	15 18%	600 20%	526 20%	74 17%	77 17%	522 20%	129 17%	261 21%	209 22%	600 20%	111 20%	266 21%	164 21%
I don't mind seeing online ads as long as they are for things I'm interested in	1263 42%	1069 42%	97 37%	60 40%	36 44%	1263 42%	1098 42%	165 38%	173 39%	1090 42%	295 38%	524 41%	443 46%	1263 42%	240 43%	518 42%	340 44%
I dislike all online ads	1073 35%	884 35%	106 40%	55 37%	29 35%	1073 35%	891 34%	182 43%	168 37%	905 35%	297 38%	455 36%	305 31%	1073 35%	179 32%	436 35%	255 33%
Don't know	105 3%	86 3%	11 4%	5 3%	2 3%	105 3%	98 4%	7 2%	30 7%	76 3%	55 7%	28 2%	12 1%	105 3%	23 4%	26 2%	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.

IN49. Which of the following statements best describes your feelings about online advertisements? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
I don't mind seeing any online ads	600 20%	204 19%	349 20%	284 17%	299 24% c
I don't mind seeing online ads as long as they are for things I'm interested in	1263 42%	453 42%	735 43%	634 38%	566 46% c
I dislike all online ads	1073 35%	386 36%	601 35%	712 42% d	332 27%
Don't know	105 3%	26 2%	40 2%	61 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.

IN50. Have you ever done any of the following? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Unsubscribed from emails that you do not want to receive	2013	263	345	359	376	334	338	2013	930	1062	560	612	423	411	1172	833	2013
	66%	56%	63%	66%	67%	72%	73%	66%	64%	69%	66%	69%	64%	65%	68%	64%	66%
				a	a	abg	abcg	a		h							
Said no/ don't tick the box allowing companies to send you "information on offers and news"	1816	235	298	324	338	318	304	1816	814	976	512	541	382	374	1053	756	1816
	60%	51%	55%	60%	60%	68%	65%	60%	56%	63%	61%	61%	58%	59%	61%	58%	60%
				a	a	abcdg	abg	a		h							
Deleted cookies from your web browser to avoid seeing targeted ads	1387	177	254	247	280	215	214	1387	744	625	414	412	296	262	826	558	1387
	46%	38%	47%	46%	50%	46%	46%	46%	51%	40%	49%	46%	45%	42%	48%	43%	46%
			a		a	a	a	a	i		mo				mo		
Used ad-blocking filters or software (software that prevents some types of ads appearing)	957	135	200	176	168	146	131	957	538	406	297	297	174	185	594	359	957
	31%	29%	37%	32%	30%	31%	28%	31%	37%	26%	35%	33%	26%	29%	34%	28%	31%
			af						i		lmo	lo			lmo		lo
Used Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	953	174	251	183	151	106	87	953	529	404	336	314	162	137	650	298	953
	31%	37%	46%	34%	27%	23%	19%	31%	36%	26%	40%	35%	24%	22%	38%	23%	31%
		defg	acdefg	ef	f			ef	i		lmop	lmo			lmop		lmo

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

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

IN50. Have you ever done any of the following? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Used false information when registering for things online to avoid spam/ junk email	642	131	153	130	102	83	44	642	304	323	224	208	119	87	432	207	642
	21%	28%	28%	24%	18%	18%	9%	21%	21%	21%	27%	23%	18%	14%	25%	16%	21%
		defg	defg	ef	f	f		f			lmop	lmo			lmop		mo
ANY OF THESE STEPS TAKEN	2777	425	502	496	504	429	422	2777	1334	1411	799	822	596	548	1622	1144	2777
	91%	91%	92%	91%	90%	92%	91%	91%	91%	91%	95%	93%	90%	87%	94%	88%	91%
											lmop	mo			lmop		mo
None of these	161	17	26	28	38	22	30	161	86	75	29	35	40	55	64	95	161
	5%	4%	5%	5%	7%	5%	6%	5%	6%	5%	3%	4%	6%	9%	4%	7%	5%
														jknp		jknp	n
Don't know	102	24	15	19	17	15	13	102	43	59	14	30	27	29	45	56	102
	3%	5%	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	4%	5%	3%	4%	3%
													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.

IN50. Have you ever done any of the following? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Unsubscribed from emails that you do not want to receive	2013 66%	1684 66%	176 66%	98 65%	56 68%	2013 66%	1689 65%	325 76% f	230 51%	1783 69% h	384 49%	848 67% j	773 80% jkm	2013 66% j	327 59%	842 68% n	542 71% n
Said no/ don't tick the box allowing companies to send you "information on offers and news"	1816 60%	1513 59%	159 60%	94 63%	51 62%	1816 60%	1526 58%	291 68% f	209 47%	1607 62% h	338 44%	781 62% j	690 71% jkm	1816 60% j	306 55%	753 60% no	514 67% no
Deleted cookies from your web browser to avoid seeing targeted ads	1387 46%	1153 45%	129 49%	69 46%	36 44%	1387 46%	1181 45%	206 48%	118 26%	1269 49% h	256 33%	572 45% j	555 57% jkm	1387 46% j	207 37%	583 47% n	399 52% n
Used ad-blocking filters or software (software that prevents some types of ads appearing)	957 31%	802 31%	83 31%	48 32%	24 29%	957 31%	830 32%	126 30%	85 19%	872 34% h	156 20%	394 31% j	407 42% jkm	957 31% j	166 30%	360 29% no	301 39% no
Used Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	953 31%	790 31%	95 36%	42 28%	25 31%	953 31%	833 32%	120 28%	85 19%	868 33% h	116 15%	365 29% j	471 49% jkm	953 31% j	149 27%	350 28% no	311 40% 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.

IN50. Have you ever done any of the following? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Used false information when registering for things online to avoid spam/ junk email	642	549	53	25	14	642	569	73	61	581	98	256	288	642	105	238	217
	21%	22%	20%	17%	17%	21%	22%	17%	14%	22%	13%	20%	30%	21%	19%	19%	28%
										h		j	jkm	j			no
ANY OF THESE STEPS TAKEN	2777	2331	237	136	74	2777	2376	401	363	2414	654	1185	928	2777	499	1153	727
	91%	92%	89%	91%	90%	91%	91%	94%	81%	93%	84%	94%	96%	91%	90%	93%	95%
										h		jm	jm	j			n
None of these	161	132	14	10	5	161	141	20	47	115	69	54	28	161	39	63	32
	5%	5%	5%	7%	7%	5%	5%	5%	10%	4%	9%	4%	3%	5%	7%	5%	4%
									i		klm			l			
Don't know	102	82	14	4	3	102	96	7	38	65	54	28	13	102	15	30	8
	3%	3%	5%	2%	3%	3%	4%	2%	8%	3%	7%	2%	1%	3%	3%	2%	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.

IN50. Have you ever done any of the following? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Unsubscribed from emails that you do not want to receive	2013 66%	693 65%	1219 71% a	1156 68%	789 64%
Said no/ don't tick the box allowing companies to send you "information on offers and news"	1816 60%	685 64%	1051 61%	1052 62%	713 58%
Deleted cookies from your web browser to avoid seeing targeted ads	1387 46%	471 44%	830 48%	783 46%	552 45%
Used ad-blocking filters or software (software that prevents some types of ads appearing)	957 31%	349 33%	547 32%	526 31%	390 32%
Used Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	953 31%	359 34%	529 31%	521 31%	394 32%

Columns Tested: a,b - c,d

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

IN50. Have you ever done any of the following? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Used false information when registering for things online to avoid spam/ junk email	642 21%	248 23%	351 20%	304 18%	306 25% c
ANY OF THESE STEPS TAKEN	2777 91%	1012 95% b	1585 92%	1539 91%	1140 93%
None of these	161 5%	35 3%	103 6% a	88 5%	64 5%
Don't know	102 3%	23 2%	38 2%	63 4% d	25 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.

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
He is being incentivised by the company or brand to say this, by being paid or given gifts	2228	311	395	385	411	370	355	2228	1041	1162	638	682	467	429	1321	897	2228
	73%	67%	73%	71%	74%	80%	76%	73%	71%	75%	76%	77%	71%	68%	76%	69%	73%
						abcg	a	a		h	mo	lmo			lmo		mo
He thinks this information will be of interest or useful to his followers	560	115	118	113	96	65	54	560	299	260	168	131	142	116	299	258	560
	18%	25%	22%	21%	17%	14%	12%	18%	20%	17%	20%	15%	21%	18%	17%	20%	18%
		defg	ef	ef	f			ef	i		k		k			k	k
He thinks this product or brand is good to use/ high quality	700	158	160	127	115	81	60	700	328	363	185	207	154	151	392	305	700
	23%	34%	29%	23%	21%	17%	13%	23%	22%	23%	22%	23%	23%	24%	23%	24%	23%
		cdefg	defg	f	f			ef									
Some other reason	23	1	-	1	10	5	7	23	18	5	10	1	5	8	10	13	23
	1%	*%	-%	*%	2%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
				abc			b		i		k		k		k		k
Don't know	255	22	22	49	60	43	59	255	120	134	52	68	56	77	120	132	255
	8%	5%	4%	9%	11%	9%	13%	8%	8%	9%	6%	8%	8%	12%	7%	10%	8%
				ab	ab	ab	abg	ab						jknp		jn	
SUMMARY																	
ONLY BEING PAID RESPONSE	1752	216	298	303	326	308	301	1752	816	914	500	546	361	336	1046	697	1752
	58%	46%	55%	56%	58%	66%	65%	58%	56%	59%	59%	62%	55%	53%	60%	54%	58%
			a	a	a	abcdg	abcg	a			mo	lmo			lmo		
ONLY RESPONSE OTHER THAN BEING PAID	559	132	126	109	88	52	51	559	302	249	153	137	139	126	290	265	559
	18%	28%	23%	20%	16%	11%	11%	18%	21%	16%	18%	15%	21%	20%	17%	21%	18%
		cdefg	defg	ef				ef	i				k			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.

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
BEING PAID AND ANY OTHER RESPONSE	475	95	97	82	85	62	54	475	225	247	138	136	106	93	274	200	475
	16%	20%	18%	15%	15%	13%	12%	16%	15%	16%	16%	15%	16%	15%	16%	15%	16%
		efg	f				f										

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
He is being incentivised by the company or brand to say this, by being paid or given gifts	2228	1860	204	99	65	2228	1888	339	290	1937	450	949	819	2228	329	963	616
	73%	73%	77%	66%	79%	73%	72%	79%	65%	75%	58%	75%	85%	73%	60%	77%	80%
		c	c		c	c		f		h		j	jkm	j		n	n
He thinks this information will be of interest or useful to his followers	560	471	44	32	13	560	496	64	76	484	122	267	166	560	118	242	120
	18%	19%	17%	21%	16%	18%	19%	15%	17%	19%	16%	21%	17%	18%	21%	19%	16%
												j			p		
He thinks this product or brand is good to use/ high quality	700	591	57	32	20	700	628	72	111	589	162	310	223	700	163	272	156
	23%	23%	22%	21%	25%	23%	24%	17%	25%	23%	21%	24%	23%	23%	29%	22%	20%
							g								op		
Some other reason	23	17	6	1	*	23	21	3	2	22	9	8	6	23	2	7	8
	1%	1%	2%	1%	%	1%	1%	1%	%	1%	1%	1%	1%	1%	%	1%	1%
			ade														
Don't know	255	224	15	12	4	255	219	36	57	198	140	77	23	255	63	81	42
	8%	9%	6%	8%	4%	8%	8%	8%	13%	8%	18%	6%	2%	8%	11%	7%	6%
		d				d			i		klm	l		kl	op		
SUMMARY																	
ONLY BEING PAID RESPONSE	1752	1449	168	83	52	1752	1478	274	236	1516	384	712	649	1752	261	755	486
	58%	57%	63%	56%	63%	58%	57%	64%	53%	58%	49%	56%	67%	58%	47%	61%	63%
								f				j	jkm	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.

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
ONLY RESPONSE OTHER THAN BEING PAID	559	460	46	39	14	559	506	53	101	458	187	241	126	559	161	202	110
	18%	18%	17%	26%	17%	18%	19%	12%	22%	18%	24%	19%	13%	18%	29%	16%	14%
			abde				g				klm	l	l	op			
BEING PAID AND ANY OTHER RESPONSE	475	412	35	16	13	475	410	65	54	422	66	237	170	475	68	208	130
	16%	16%	13%	10%	15%	16%	16%	15%	12%	16%	8%	19%	18%	16%	12%	17%	17%
		c				c						jm	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.

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
He is being incentivised by the company or brand to say this, by being paid or given gifts	2228 73%	777 73%	1322 77%	1260 75%	896 73%
He thinks this information will be of interest or useful to his followers	560 18%	217 20%	298 17%	276 16%	256 21% c
He thinks this product or brand is good to use/ high quality	700 23%	272 25% b	368 21%	344 20%	327 27% c
Some other reason	23 1%	7 1%	12 1%	18 1% d	3 *%
Don't know	255 8%	74 7%	134 8%	172 10% d	68 6%
SUMMARY					
ONLY BEING PAID RESPONSE	1752 58%	586 55%	1058 61% a	1007 60%	692 56%

Columns Tested: a,b - c,d

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
ONLY RESPONSE OTHER THAN BEING PAID	559	219	269	258	265
	18%	20%	16%	15%	22%
		b			c
BEING PAID AND ANY OTHER RESPONSE	475	191	264	253	204
	16%	18%	15%	15%	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.

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
CONFIDENT AND NOT ABLE	624	108	121	124	130	71	71	624	334	287	169	158	151	142	327	293	624
	21%	23%	22%	23%	23%	15%	15%	21%	23%	19%	20%	18%	23%	22%	19%	23%	21%
		ef	ef	ef	ef			ef	i							kn	
CONFIDENT AND ABLE	1923	268	360	346	363	295	291	1923	927	974	565	588	415	347	1154	763	1923
	63%	58%	66%	64%	65%	63%	63%	63%	63%	63%	67%	66%	63%	55%	67%	59%	63%
		a									mo	mo	m		mo		mo
NOT CONFIDENT AND NOT ABLE	189	46	27	35	17	24	39	189	88	96	35	47	44	61	82	105	189
	6%	10%	5%	6%	3%	5%	8%	6%	6%	6%	4%	5%	7%	10%	5%	8%	6%
		bdeg		d			d	d						jkn		jkn	
NOT CONFIDENT AND ABLE	305	43	35	39	48	76	64	305	114	188	73	94	52	82	167	134	305
	10%	9%	7%	7%	9%	16%	14%	10%	8%	12%	9%	11%	8%	13%	10%	10%	10%
					abcdg		bcdg	b		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.

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
CONFIDENT AND NOT ABLE	624	525	48	40	12	624	560	64	107	517	221	267	128	624	163	240	124
	21%	21%	18%	27%	14%	21%	21%	15%	24%	20%	29%	21%	13%	21%	30%	19%	16%
		d		abde		d		g			klm	l		l	op		
CONFIDENT AND ABLE	1923	1616	173	81	53	1923	1637	286	238	1685	352	814	752	1923	273	832	551
	63%	64%	65%	54%	64%	63%	63%	67%	53%	65%	45%	64%	78%	63%	49%	67%	72%
		c	c		c	c				h		j	jkm	j		n	n
NOT CONFIDENT AND NOT ABLE	189	160	13	11	6	189	164	25	51	138	105	51	22	189	61	43	28
	6%	6%	5%	7%	7%	6%	6%	6%	11%	5%	14%	4%	2%	6%	11%	3%	4%
									i		klm			kl	op		
NOT CONFIDENT AND ABLE	305	244	31	17	12	305	252	53	52	253	98	135	67	305	55	131	65
	10%	10%	12%	12%	15%	10%	10%	12%	12%	10%	13%	11%	7%	10%	10%	10%	8%
					ae						l	l		l			

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

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SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
CONFIDENT AND NOT ABLE	624	213	330	312	276
	21%	20%	19%	18%	23%
					c
CONFIDENT AND ABLE	1923	653	1166	1073	791
	63%	61%	68%	64%	64%
			a		
NOT CONFIDENT AND NOT ABLE	189	79	74	119	56
	6%	7%	4%	7%	5%
		b		d	
NOT CONFIDENT AND ABLE	305	124	155	186	105
	10%	12%	9%	11%	9%

Columns Tested: a,b - c,d

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI 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	2382	369	425	450	387	370	381	2382	1068	1285	648	660	443	621	1308	1064	2382
Effective Weighted Sample	1582	251	291	315	267	248	247	1582	715	847	434	448	315	400	882	698	1582
Total	2410	402	480	461	468	341	259	2410	1087	1294	692	714	515	481	1405	996	2410
He is being incentivised by the company or brand to say this, by being paid or given gifts	1840	286	362	340	363	277	211	1840	797	1021	544	566	378	345	1110	723	1840
	76%	71%	75%	74%	78%	81%	82%	76%	73%	79%	79%	79%	73%	72%	79%	73%	76%
					ac		ac			h	mo	mo			lmo		
He thinks this information will be of interest or useful to his followers	454	96	104	96	74	51	33	454	239	214	142	102	120	90	244	210	454
	19%	24%	22%	21%	16%	15%	13%	19%	22%	17%	20%	14%	23%	19%	17%	21%	19%
		def	ef	f			f		i		k		kn		k	k	
He thinks this product or brand is good to use/ high quality	597	142	142	109	101	72	31	597	277	310	164	175	137	121	339	257	597
	25%	35%	30%	24%	22%	21%	12%	25%	25%	24%	24%	25%	27%	25%	24%	26%	25%
		cdefg	def	f	f	f		f									
Some other reason	14	1	-	1	7	5	2	14	10	4	9	1	2	3	10	5	14
	1%	*%	-%	*%	1%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%
				b	b						k						
Don't know	141	7	16	32	38	23	26	141	57	84	25	40	28	46	65	74	141
	6%	2%	3%	7%	8%	7%	10%	6%	5%	6%	4%	6%	5%	10%	5%	7%	6%
			ab	ab	a	abg	a							jklnp		jn	
SUMMARY																	
ONLY BEING PAID RESPONSE	1429	202	267	267	289	224	179	1429	609	801	422	452	282	267	874	549	1429
	59%	50%	56%	58%	62%	66%	69%	59%	56%	62%	61%	63%	55%	55%	62%	55%	59%
				a	ab	abcg	a			h		lmo			lmo		
ONLY RESPONSE OTHER THAN BEING PAID	429	108	102	89	67	41	21	429	234	189	123	107	109	90	230	199	429
	18%	27%	21%	19%	14%	12%	8%	18%	21%	15%	18%	15%	21%	19%	16%	20%	18%
		cdefg	def	ef	f			ef	i				k			k	

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents who use social media apps or sites

	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	2382	369	425	450	387	370	381	2382	1068	1285	648	660	443	621	1308	1064	2382
Effective Weighted Sample	1582	251	291	315	267	248	247	1582	715	847	434	448	315	400	882	698	1582
Total	2410	402	480	461	468	341	259	2410	1087	1294	692	714	515	481	1405	996	2410
BEING PAID AND ANY OTHER RESPONSE	411	84	95	73	74	53	32	411	188	220	122	115	96	78	237	174	411
	17%	21% f	20% f	16%	16%	15%	12%	17%	17%	17%	18%	16%	19%	16%	17%	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.

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Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2382	1648	249	233	252	2382	2047	335	305	2077	444	1039	885	2382	431	962	613
Effective Weighted Sample	1582	1220	179	170	207	1582	1362	220	202	1385	284	687	607	1582	273	638	415
Total	2410	2009	218	114	69	2410	2082	328	350	2060	491	1009	895	2410	452	969	629
He is being incentivised by the company or brand to say this, by being paid or given gifts	1840 76%	1524 76%	180 83% ac	80 70%	56 81% c	1840 76%	1564 75%	276 84% f	245 70%	1595 77% h	293 60%	772 76% j	767 86% jkm	1840 76% j	283 63%	778 80% n	520 83% n
He thinks this information will be of interest or useful to his followers	454 19%	379 19%	38 17%	25 22%	12 18%	454 19%	409 20% g	45 14%	59 17%	395 19%	84 17%	210 21%	156 17%	454 19%	95 21% p	199 21% p	94 15%
He thinks this product or brand is good to use/ high quality	597 25%	508 25%	45 21%	27 23%	18 26%	597 25%	535 26% g	62 19%	90 26%	507 25%	123 25%	258 26%	213 24%	597 25%	134 30% op	228 23%	140 22%
Some other reason	14 1%	10 1%	3 2%	* *%	* *%	14 1%	14 1%	- -%	1 *%	14 1%	5 1%	7 1%	3 *%	14 1%	* *% n	6 1%	4 1%
Don't know	141 6%	125 6%	7 3%	6 5%	2 3%	141 6%	123 6%	18 6%	32 9% i	109 5%	70 14% klm	48 5% l	17 2%	141 6% l	43 10% op	41 4%	22 4%
SUMMARY																	
ONLY BEING PAID RESPONSE	1429 59%	1172 58%	148 68% ae	66 58%	44 63%	1429 59%	1207 58%	222 68% f	198 57%	1231 60%	243 50%	579 57% j	601 67% jkm	1429 59% j	224 50%	600 62% n	406 65% 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.

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	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	2382	1648	249	233	252	2382	2047	335	305	2077	444	1039	885	2382	431	962	613
Effective Weighted Sample	1582	1220	179	170	207	1582	1362	220	202	1385	284	687	607	1582	273	638	415
Total	2410	2009	218	114	69	2410	2082	328	350	2060	491	1009	895	2410	452	969	629
ONLY RESPONSE OTHER THAN BEING PAID	429	360	31	28	11	429	396	33	73	356	128	189	111	429	125	150	87
	18%	18%	14%	24%	16%	18%	19%	10%	21%	17%	26%	19%	12%	18%	28%	15%	14%
			abe				g				klm	l		l	op		
BEING PAID AND ANY OTHER RESPONSE	411	352	32	14	12	411	357	54	47	364	50	193	166	411	60	178	114
	17%	18%	15%	13%	17%	17%	17%	17%	13%	18%	10%	19%	19%	17%	13%	18%	18%
												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.

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI 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	2382	885	1342	1537	749
Effective Weighted Sample	1582	583	898	1034	566
Total	2410	866	1372	1250	1075
He is being incentivised by the company or brand to say this, by being paid or given gifts	1840 76%	652 75%	1089 79%	970 78%	816 76%
He thinks this information will be of interest or useful to his followers	454 19%	180 21%	238 17%	214 17%	222 21%
He thinks this product or brand is good to use/ high quality	597 25%	229 26%	319 23%	283 23%	292 27%
Some other reason	14 1%	5 1%	7 1%	9 1%	3 *%
Don't know	141 6%	45 5%	75 5%	92 7%	43 4%
				d	
SUMMARY					
ONLY BEING PAID RESPONSE	1429 59%	489 57%	860 63%	761 61%	626 58%
			a		
ONLY RESPONSE OTHER THAN BEING PAID	429 18%	169 20%	207 15%	188 15%	216 20%
			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.

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI 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	2382	885	1342	1537	749
Effective Weighted Sample	1582	583	898	1034	566
Total	2410	866	1372	1250	1075
BEING PAID AND ANY OTHER RESPONSE	411	163	229	209	190
	17%	19%	17%	17%	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.

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	2382	369	425	450	387	370	381	2382	1068	1285	648	660	443	621	1308	1064	2382
Effective Weighted Sample	1582	251	291	315	267	248	247	1582	715	847	434	448	315	400	882	698	1582
Total	2410	402	480	461	468	341	259	2410	1087	1294	692	714	515	481	1405	996	2410
CONFIDENT AND NOT ABLE	464	89	100	95	94	55	31	464	254	207	127	118	111	105	245	216	464
	19%	22%	21%	21%	20%	16%	12%	19%	23%	16%	18%	17%	22%	22%	17%	22%	19%
		f	f	f	f			f	i							kn	
CONFIDENT AND ABLE	1605	254	335	303	321	221	172	1605	721	865	485	497	337	282	981	619	1605
	67%	63%	70%	66%	69%	65%	67%	67%	66%	67%	70%	70%	66%	59%	70%	62%	67%
											mo	mo			mo		mo
NOT CONFIDENT AND NOT ABLE	107	26	18	26	11	10	16	107	36	67	21	29	25	31	50	57	107
	4%	6%	4%	6%	2%	3%	6%	4%	3%	5%	3%	4%	5%	6%	4%	6%	4%
		d					d							jn		jn	
NOT CONFIDENT AND ABLE	235	33	27	37	43	56	39	235	76	156	59	70	41	63	129	104	235
	10%	8%	6%	8%	9%	16%	15%	10%	7%	12%	9%	10%	8%	13%	9%	10%	10%
						abcdg	abcdg	b		h				jin			

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

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

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	2382	1648	249	233	252	2382	2047	335	305	2077	444	1039	885	2382	431	962	613
Effective Weighted Sample	1582	1220	179	170	207	1582	1362	220	202	1385	284	687	607	1582	273	638	415
Total	2410	2009	218	114	69	2410	2082	328	350	2060	491	1009	895	2410	452	969	629
CONFIDENT AND NOT ABLE	464	395	32	27	9	464	426	38	75	389	147	204	109	464	132	171	91
	19%	20%	15%	24%	13%	19%	20%	12%	21%	19%	30%	20%	12%	19%	29%	18%	15%
		d		bd		d	g				klm	l		l	op		
CONFIDENT AND ABLE	1605	1337	156	66	47	1605	1365	241	207	1398	233	661	706	1605	233	673	479
	67%	67%	72%	58%	67%	67%	66%	73%	59%	68%	48%	66%	79%	67%	52%	69%	76%
		c	c		c	c	f		h		j		jkm	j	n	no	
NOT CONFIDENT AND NOT ABLE	107	90	6	7	4	107	93	14	31	76	51	33	19	107	36	19	18
	4%	4%	3%	6%	6%	4%	4%	4%	9%	4%	10%	3%	2%	4%	8%	2%	3%
									i		klm			l	op		
NOT CONFIDENT AND ABLE	235	187	24	14	9	235	199	35	37	197	60	110	62	235	50	106	41
	10%	9%	11%	12%	13%	10%	10%	11%	11%	10%	12%	11%	7%	10%	11%	11%	7%
											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.

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	2382	885	1342	1537	749
Effective Weighted Sample	1582	583	898	1034	566
Total	2410	866	1372	1250	1075
CONFIDENT AND NOT ABLE	464	168	236	215	221
	19%	19%	17%	17%	21%
CONFIDENT AND ABLE	1605	555	970	836	722
	67%	64%	71%	67%	67%
			a		
NOT CONFIDENT AND NOT ABLE	107	46	47	65	38
	4%	5%	3%	5%	4%
NOT CONFIDENT AND ABLE	235	98	120	134	93
	10%	11%	9%	11%	9%

Columns Tested: a,b - c,d

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

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Using 'cookies' to collect information about the websites people visit or what products and services interest them	2070	286	339	366	400	334	346	2070	993	1050	604	640	435	382	1245	817	2070
	68%	61%	62%	67%	72%	72%	74%	68%	68%	68%	72%	72%	66%	60%	72%	63%	68%
				ab	ab	ab	ab	ab			lmo	lmo			lmop		mo
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1724	232	296	319	313	292	271	1724	810	894	518	529	345	325	1047	670	1724
	57%	50%	55%	59%	56%	63%	58%	57%	55%	58%	61%	60%	52%	51%	61%	52%	57%
				a		abg	a	a			lmop	lmo			lmop		mo
Using apps on smartphones to collect data on users' locations or what products and services interest them	1719	230	297	316	351	273	252	1719	822	881	519	533	349	310	1052	659	1719
	57%	49%	55%	58%	63%	59%	54%	57%	56%	57%	62%	60%	53%	49%	61%	51%	57%
				a	abfg	a		a			lmop	lmo			lmop		mo
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1701	219	299	322	324	292	244	1701	811	868	492	546	351	305	1039	656	1701
	56%	47%	55%	59%	58%	63%	52%	56%	55%	56%	58%	62%	53%	48%	60%	51%	56%
			a	a	a	abfg		a			mo	lmop			lmop		mo

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

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

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2647	417	478	483	483	397	389	2647	1298	1317	767	795	582	492	1562	1073	2647
	87%	90%	88%	89%	87%	85%	84%	87%	89%	85%	91%	90%	88%	78%	90%	83%	87%
		f		f					i		mop	mo	mo		mop	m	mo
TOTAL - AWARE OF ALL OF THESE WAYS	1009	92	152	193	206	196	170	1009	465	532	313	344	166	184	657	350	1009
	33%	20%	28%	35%	37%	42%	37%	33%	32%	34%	37%	39%	25%	29%	38%	27%	33%
			a	ab	ab	abg	ab	a			lmo	lmop			lmop		lo
Not aware of any of these/ Not aware that companies collect information about what people do online	101	13	25	12	11	13	27	101	40	61	28	15	16	42	43	58	101
	3%	3%	5%	2%	2%	3%	6%	3%	3%	4%	3%	2%	2%	7%	2%	4%	3%
							cdg							jklnp		kn	k
Don't know	293	36	40	48	65	55	50	293	125	167	48	78	65	99	126	164	293
	10%	8%	7%	9%	12%	12%	11%	10%	9%	11%	6%	9%	10%	16%	7%	13%	10%
												j	j	jklnp		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.

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Using 'cookies' to collect information about the websites people visit or what products and services interest them	2070 68%	1727 68%	189 71%	98 66%	57 69%	2070 68%	1768 68%	302 71%	213 48%	1857 72% h	383 49%	890 70% j	787 81% jkm	2070 68% j	338 61%	861 69% n	587 76% no
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1724 57%	1440 57%	154 58%	82 55%	49 59%	1724 57%	1463 56%	262 61%	172 38%	1552 60% h	267 34%	760 60% j	691 71% jkm	1724 57% j	266 48%	726 58% n	517 67% no
Using apps on smartphones to collect data on users' locations or what products and services interest them	1719 57%	1440 57% c	162 61% c	74 50%	44 53%	1719 57% c	1457 56%	262 61%	199 44%	1520 59% h	291 38%	725 57% j	702 73% jkm	1719 57% j	272 49%	721 58% n	515 67% no
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1701 56%	1423 56%	149 56%	81 54%	48 59%	1701 56%	1440 55%	261 61%	172 38%	1529 59% h	277 36%	722 57% j	701 72% jkm	1701 56% j	258 47%	738 59% n	486 63% 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.

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (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
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2647 87%	2221 87%	229 87%	126 84%	71 86%	2647 87%	2276 87%	371 87%	345 77%	2302 89% h	589 76%	1133 89% j	912 94% jkm	2647 87% j	466 84%	1100 88%	717 93% no
TOTAL - AWARE OF ALL OF THESE WAYS	1009 33%	839 33%	92 35%	49 33%	29 35%	1009 33%	833 32%	176 41% f	69 15%	940 36% h	110 14%	406 32% j	492 51% jkm	1009 33% j	136 25%	425 34% n	323 42% no
Not aware of any of these/ Not aware that companies collect information about what people do online	101 3%	82 3%	8 3%	6 4%	4 5%	101 3%	79 3%	22 5%	24 5% i	77 3%	44 6% klm	34 3%	21 2%	101 3%	21 4%	41 3%	15 2%
Don't know	293 10%	242 9%	27 10%	17 11%	7 9%	293 10%	258 10%	35 8%	79 18% i	214 8%	143 18% klm	100 8% l	35 4%	293 10% l	66 12% p	105 8% p	35 5%

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

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IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Using 'cookies' to collect information about the websites people visit or what products and services interest them	2070 68%	704 66%	1249 72% a	1183 70%	823 67%
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1724 57%	623 58%	1010 59%	981 58%	698 57%
Using apps on smartphones to collect data on users' locations or what products and services interest them	1719 57%	623 58%	1020 59%	958 57%	710 58%
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1701 56%	604 56%	1015 59%	964 57%	686 56%

Columns Tested: a,b - c,d

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

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2647 87%	948 89%	1529 89%	1451 86%	1099 89%
				c	
TOTAL - AWARE OF ALL OF THESE WAYS	1009 33%	352 33%	625 36%	617 37%	374 30%
				d	
Not aware of any of these/ Not aware that companies collect information about what people do online	101 3%	25 2%	66 4%	56 3%	40 3%
Don't know	293 10%	96 9%	130 8%	183 11%	89 7%
				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.

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if.... (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
I can choose to opt-out at any point and they will stop using my data	1267 42%	192 41%	238 44%	235 43%	236 42%	189 41%	178 38%	1267 42%	579 40%	668 43%	377 45% lo	382 43%	245 37%	260 41%	759 44% lo	505 39%	1267 42%
They are clear about how they will use my information	1193 39%	180 39%	229 42%	215 40%	223 40%	174 37%	171 37%	1193 39%	524 36%	655 42% h	335 40%	373 42%	250 38%	232 37%	708 41%	481 37%	1193 39%
They reassure me they will not share my information with other companies	1081 36%	178 38%	195 36%	183 34%	179 32%	176 38%	170 37%	1081 36%	456 31%	609 39% h	309 37%	346 39% mo	221 33%	201 32%	654 38% mo	422 33%	1081 36%
They use it to send me relevant special offers/ discounts for products/ services they think I might like	821 27%	140 30% f	156 29% f	142 26% f	161 29% f	125 27% f	95 21%	821 27% f	371 25%	445 29%	238 28%	252 28%	167 25%	159 25%	490 28%	327 25%	821 27%
I get something like access to a free service in return - like access to their public WiFi network	563 19%	120 26% defg	135 25% defg	130 24% defg	75 13% f	66 14% f	38 8%	563 19% df	293 20%	260 17%	185 22% mo	184 21% mo	114 17%	80 13%	369 21% mo	194 15%	563 19% 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.

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if.... (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
They use it to show me adverts or information that might be more relevant to me	546 18%	119 25% cdefg	104 19%	88 16%	93 17%	75 16%	67 14%	546 18%	300 21%	242 16%	162 19%	170 19%	115 17%	95 15%	332 19% m	210 16%	546 18%
I get a personalised service in return – like a weather update on my phone (based on my location)	529 17%	115 25% defg	130 24% defg	101 19% ef	82 15%	54 12%	47 10%	529 17% ef	284 19% i	236 15%	181 21% lmop	190 21% lmop	88 13%	68 11%	371 21% lmop	156 12%	529 17% lmo
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2209 73%	400 86% cdefg	447 82% defg	417 77% def	383 69% f	290 62%	272 58%	2209 73% ef	1053 72%	1128 73%	642 76% lmo	656 74%	460 69%	444 70%	1298 75% lmo	904 70%	2209 73%
I am not happy for companies to collect and use my personal information	635 21%	35 7%	69 13% a	88 16% a	117 21% ab	153 33% abcdg	173 37% abcdg	635 21% abc	316 22%	314 20%	169 20%	190 21%	148 22%	125 20%	359 21%	273 21%	635 21%
Don't know	197 6%	31 7%	27 5%	38 7%	58 10% befg	23 5%	20 4%	197 6%	94 6%	102 7%	32 4%	42 5%	54 8% jkn	64 10% jknp	74 4%	118 9% jknp	197 6% 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.

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if.... (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
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
I can choose to opt-out at any point and they will stop using my data	1267 42%	1063 42%	112 42%	58 39%	35 42%	1267 42%	1076 41%	192 45%	145 32%	1122 43% h	189 24%	555 44% j	522 54% jkm	1267 42% j	199 36%	549 44% n	370 48% n
They are clear about how they will use my information	1193 39%	994 39%	104 39%	61 41%	34 41%	1193 39%	1012 39%	180 42%	140 31%	1053 41% h	200 26%	500 39% j	490 51% jkm	1193 39% j	180 33%	537 43% n	339 44% n
They reassure me they will not share my information with other companies	1081 36%	896 35%	99 38%	53 35%	33 40%	1081 36%	920 35%	161 38%	126 28%	955 37% h	172 22%	463 37% j	443 46% jkm	1081 36% j	153 28%	485 39% n	304 40% n
They use it to send me relevant special offers/ discounts for products/ services they think I might like	821 27%	685 27%	73 28%	36 24%	27 33% ace	821 27%	694 27%	127 30%	105 23%	716 28%	124 16%	363 29% j	330 34% jkm	821 27% j	158 29%	337 27%	235 31%
I get something like access to a free service in return - like access to their public WiFi network	563 19%	476 19%	49 18%	25 17%	14 17%	563 19%	486 19%	77 18%	46 10%	518 20% h	63 8%	232 18% j	268 28% jkm	563 19% j	89 16%	233 19%	167 22% 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.

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if.... (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
They use it to show me adverts or information that might be more relevant to me	546 18%	448 18%	50 19%	30 20%	18 21%	546 18%	477 18%	68 16%	52 12%	493 19%	79 10%	248 20%	218 23%	546 18%	106 19%	223 18%	152 20%
I get a personalised service in return – like a weather update on my phone (based on my location)	529 17%	445 17%	47 18%	24 16%	13 15%	529 17%	461 18%	68 16%	50 11%	479 18%	69 9%	205 16%	253 26%	529 17%	86 16%	223 18%	161 21%
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2209 73%	1855 73%	186 70%	107 71%	62 75%	2209 73%	1897 73%	312 73%	296 66%	1913 74%	486 63%	942 74%	774 80%	2209 73%	410 74%	928 74%	593 77%
I am not happy for companies to collect and use my personal information	635 21%	527 21%	57 22%	35 23%	16 19%	635 21%	540 21%	95 22%	87 19%	548 21%	195 25%	266 21%	167 17%	635 21%	102 18%	260 21%	145 19%
Don't know	197 6%	163 6%	22 8%	8 5%	4 5%	197 6%	177 7%	21 5%	65 15%	132 5%	95 12%	59 5%	28 3%	197 6%	41 7%	58 5%	30 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.

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if.... (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
I can choose to opt-out at any point and they will stop using my data	1267 42%	477 45%	729 42%	730 43%	506 41%
They are clear about how they will use my information	1193 39%	426 40%	717 42%	654 39%	513 42%
They reassure me they will not share my information with other companies	1081 36%	409 38%	629 36%	639 38%	410 33%
They use it to send me relevant special offers/ discounts for products/ services they think I might like	821 27%	322 30%	468 27%	425 25%	372 30% c
I get something like access to a free service in return - like access to their public WiFi network	563 19%	223 21%	305 18%	284 17%	254 21% 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.

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if.... (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
They use it to show me adverts or information that might be more relevant to me	546 18%	208 19%	290 17%	268 16%	253 21% c
I get a personalised service in return – like a weather update on my phone (based on my location)	529 17%	194 18%	298 17%	272 16%	234 19%
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2209 73%	816 76% b	1244 72%	1150 68%	980 80% c
I am not happy for companies to collect and use my personal information	635 21%	205 19%	391 23%	425 25% d	183 15%
Don't know	197 6%	49 5%	91 5%	115 7%	65 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.

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Target advertising, information or other content at their users	1708	236	288	294	309	298	283	1708	811	878	491	543	336	332	1034	668	1708
	56%	51%	53%	54%	55%	64%	61%	56%	55%	57%	58%	61%	51%	52%	60%	52%	56%
						abcdg	ab				lo	lmop			lmo		o
Build up a profile of their users and what they like/ don't like	1412	171	215	247	256	254	270	1412	701	701	443	432	274	256	874	530	1412
	46%	37%	40%	45%	46%	55%	58%	46%	48%	45%	53%	49%	41%	41%	51%	41%	46%
			a	a	abcdg	abcdg	ab				lmop	lmo			lmop		mo
Track their online behaviour over time	1250	168	206	225	236	203	213	1250	629	606	388	377	237	242	765	479	1250
	41%	36%	38%	41%	42%	44%	46%	41%	43%	39%	46%	42%	36%	38%	44%	37%	41%
							ab				lmop	lo			lmo		o
Personalise their experience when using the website/ app	1244	197	248	235	206	191	167	1244	567	664	366	380	251	240	746	490	1244
	41%	42%	46%	43%	37%	41%	36%	41%	39%	43%	43%	43%	38%	38%	43%	38%	41%
			df	f							o				mo		
Sell users' information/ data to other companies	1177	155	171	209	203	210	230	1177	610	546	360	372	225	216	732	442	1177
	39%	33%	32%	39%	36%	45%	49%	39%	42%	35%	43%	42%	34%	34%	42%	34%	39%
						abdg	abcdg	b	i		lmo	lmo			lmo		o
Influence users' opinions and behaviours	956	139	177	172	180	147	141	956	462	482	307	284	176	185	591	360	956
	31%	30%	33%	32%	32%	32%	30%	31%	32%	31%	36%	32%	27%	29%	34%	28%	31%
											lmop				lmo		
Tailor prices for products and services	902	144	142	160	174	145	137	902	437	458	284	260	199	157	544	355	902
	30%	31%	26%	30%	31%	31%	29%	30%	30%	30%	34%	29%	30%	25%	31%	27%	30%
											mo				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.

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Other reason(s)	8	1	-	2	2	2	2	8	4	4	4	-	2	3	4	4	8
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
ANY OF THESE APPLY	2698	427	484	475	497	406	409	2698	1320	1345	778	810	571	528	1588	1099	2698
	89%	92%	89%	88%	89%	87%	88%	89%	i		lmop	lmo			lmop		mo
None of these reasons apply	117	7	15	26	24	22	23	117	52	64	25	23	31	38	47	69	117
	4%	2%	3%	5%	4%	5%	5%	4%	4%	4%	3%	3%	5%	6%	3%	5%	4%
				a	a	a	a	a						jknp		jknp	
Don't know	227	32	44	42	38	38	33	227	91	136	41	55	60	67	95	127	227
	7%	7%	8%	8%	7%	8%	7%	7%	6%	9%	5%	6%	9%	11%	6%	10%	7%
										h			jn	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.

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Target advertising, information or other content at their users	1708	1418	164	79	47	1708	1463	245	192	1516	288	734	683	1708	275	722	501
	56%	56%	62%	53%	57%	56%	56%	57%	43%	58%	37%	58%	70%	56%	50%	58%	65%
										h		j	jkm	j		n	no
Build up a profile of their users and what they like/ don't like	1412	1165	132	74	40	1412	1189	222	162	1250	244	637	528	1412	212	613	418
	46%	46%	50%	50%	49%	46%	46%	52%	36%	48%	31%	50%	55%	46%	38%	49%	54%
								f		h		j	jm	j		n	n
Track their online behaviour over time	1250	1054	107	54	36	1250	1074	176	120	1130	212	520	517	1250	198	510	371
	41%	41%	40%	36%	44%	41%	41%	41%	27%	44%	27%	41%	53%	41%	36%	41%	48%
										h		j	jkm	j			no
Personalise their experience when using the website/ app	1244	1057	95	59	33	1244	1085	159	142	1102	185	535	522	1244	213	511	357
	41%	42%	36%	39%	41%	41%	42%	37%	32%	42%	24%	42%	54%	41%	39%	41%	47%
										h		j	jkm	j			no
Sell users' information/ data to other companies	1177	974	114	59	31	1177	1006	171	123	1055	228	528	416	1177	194	478	344
	39%	38%	43%	40%	38%	39%	39%	40%	27%	41%	29%	42%	43%	39%	35%	38%	45%
										h		j	j	j			no
Influence users' opinions and behaviours	956	787	87	49	32	956	807	149	111	845	137	403	413	956	161	376	281
	31%	31%	33%	33%	38%	31%	31%	35%	25%	33%	18%	32%	43%	31%	29%	30%	37%
					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.

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Tailor prices for products and services	902 30%	753 30%	81 31%	40 27%	28 34%	902 30%	762 29%	140 33%	83 18%	820 32%	144 19%	394 31%	365 38%	902 30%	160 29%	330 26%	275 36%
Other reason(s)	8 *%	7 *%	- -%	1 1%	- -%	8 *%	6 *%	2 *%	3 1%	6 *%	1 *%	4 *%	3 *%	8 *%	1 *%	6 *%	1 *%
ANY OF THESE APPLY	2698 89%	2255 89%	236 89%	132 88%	75 91%	2698 89%	2333 89%	364 85%	364 81%	2333 90%	601 77%	1166 92%	919 95%	2698 89%	497 90%	1109 89%	723 94%
None of these reasons apply	117 4%	95 4%	12 5%	6 4%	4 4%	117 4%	100 4%	17 4%	22 5%	95 4%	66 9%	27 2%	20 2%	117 4%	25 5%	54 4%	14 2%
Don't know	227 7%	195 8%	16 6%	12 8%	4 4%	227 7%	180 7%	47 11%	62 14%	165 6%	109 14%	73 6%	29 3%	227 7%	30 5%	82 7%	31 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.

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Target advertising, information or other content at their users	1708 56%	620 58%	999 58%	983 58%	672 55%
Build up a profile of their users and what they like/ don't like	1412 46%	497 47%	835 48%	833 49% d	533 43%
Track their online behaviour over time	1250 41%	445 42%	726 42%	731 43%	479 39%
Personalise their experience when using the website/ app	1244 41%	446 42%	731 42%	700 41%	502 41%
Sell users' information/ data to other companies	1177 39%	435 41%	678 39%	734 43% d	408 33%
Influence users' opinions and behaviours	956 31%	350 33%	549 32%	528 31%	404 33%
Tailor prices for products and services	902 30%	313 29%	542 31%	511 30%	352 29%

Columns Tested: a,b - c,d

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Other reason(s)	8 *%	6 1%	2 *%	5 *%	3 *%
ANY OF THESE APPLY	2698 89%	983 92%	1540 89%	1476 87%	1123 91%
None of these reasons apply	117 4%	28 3%	76 4% a	76 5%	35 3%
Don't know	227 7%	58 5%	110 6%	138 8% d	70 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.

IN65. Moving on now, have you personally experienced any of the following in the past 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Received a suspected scam email or scam text message encouraging you to enter personal or financial information	1388 46%	162 35%	247 45%	249 46%	252 45%	228 49%	250 54%	1388 46%	663 45%	711 46%	433 51%	415 47%	278 42%	256 40%	849 49%	534 41%	1388 46%
			a	a	a	a	abcdg	a			lmop	mo			lmo		mo
Seen anything offensive or inappropriate online (FROM IN55)	945 31%	253 54%	224 41%	186 34%	119 21%	89 19%	73 16%	945 31%	444 30%	482 31%	317 38%	281 32%	188 28%	155 24%	598 35%	343 27%	945 31%
		bcdefg	defg	def			def				klmop	mo			lmop		mo
Notification that your personal data (such as email address or password) has been compromised due to a data leak or breach	528 17%	113 24%	112 21%	107 20%	94 17%	52 11%	51 11%	528 17%	266 18%	252 16%	179 21%	156 18%	114 17%	78 12%	335 19%	192 15%	528 17%
		defg	ef	ef	ef		ef				mop	m	m		mo		m
Online contact from someone who was pretending to be someone else	528 17%	96 21%	101 19%	115 21%	85 15%	64 14%	66 14%	528 17%	251 17%	269 17%	163 19%	144 16%	121 18%	100 16%	307 18%	221 17%	528 17%
		ef		def													
Your email or social media account being hacked (someone accessing your account without your permission)	342 11%	80 17%	73 13%	75 14%	50 9%	33 7%	30 6%	342 11%	178 12%	160 10%	92 11%	92 10%	84 13%	72 11%	185 11%	156 12%	342 11%
		defg	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.

IN65. Moving on now, have you personally experienced any of the following in the past 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Any form of online bullying/ harassment/ trolling	272 9%	59 13%	72 13%	45 8%	53 10%	26 6%	16 3%	272 9%	134 9%	126 8%	79 9%	92 10%	48 7%	52 8%	170 10%	100 8%	272 9%
		efg	cefg	f	f			f									
A computer virus on any device you use to go online	259 9%	60 13%	62 11%	55 10%	34 6%	23 5%	24 5%	259 9%	158 11%	99 6%	100 12%	67 8%	46 7%	44 7%	167 10%	90 7%	259 9%
		defg	def	ef			ef		i		klmop				o		
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	240 8%	68 15%	59 11%	51 9%	31 6%	23 5%	9 2%	240 8%	129 9%	108 7%	73 9%	66 7%	46 7%	53 8%	139 8%	99 8%	240 8%
		cdefg	def	ef	f	f		f									
Been threatened or stalked online	210 7%	58 13%	44 8%	38 7%	35 6%	17 4%	17 4%	210 7%	111 8%	98 6%	57 7%	63 7%	41 6%	49 8%	120 7%	90 7%	210 7%
		cdefg	ef	ef			ef										
Lost money online (i.e. got scammed or ripped off)	198 7%	50 11%	48 9%	34 6%	34 6%	17 4%	15 3%	198 7%	110 8%	85 5%	61 7%	48 5%	54 8%	34 5%	109 6%	88 7%	198 7%
		cdefg	ef	f			f										
ANY OF THESE	2247 74%	399 86%	429 79%	414 76%	396 71%	301 65%	308 66%	2247 74%	1110 76%	1110 72%	681 81%	665 75%	463 70%	432 68%	1346 78%	894 69%	2247 74%
		bcdefg	def	ef			ef		i		klmop	mo			lmop		mo
None of these	673 22%	41 9%	88 16%	106 20%	142 25%	153 33%	143 31%	673 22%	305 21%	364 24%	149 18%	192 22%	179 27%	148 23%	340 20%	328 25%	673 22%
			a	a	ab	abcdg	abcg	ab				jnp	j		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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Don't know	121	25	27	23	20	11	14	121	48	70	14	31	20	52	44	72	121
	4%	5%	5%	4%	4%	2%	3%	4%	3%	5%	2%	3%	3%	8%	3%	6%	4%
														jklnp		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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Received a suspected scam email or scam text message encouraging you to enter personal or financial information	1388 46%	1161 46%	117 44%	69 46%	41 50%	1388 46%	1175 45%	213 50%	165 37%	1223 47% h	216 28%	587 46% j	581 60% jkm	1388 46% j	188 34%	596 48% n	413 54% no
Seen anything offensive or inappropriate online (FROM IN55)	945 31%	775 30%	90 34%	46 31%	34 41% ace	945 31%	850 33% g	95 22%	119 27%	826 32%	156 20%	391 31% j	394 41% jkm	945 31% j	173 31%	371 30%	243 32%
Notification that your personal data (such as email address or password) has been compromised due to a data leak or breach	528 17%	438 17%	44 17%	31 21%	15 19%	528 17%	464 18%	64 15%	76 17%	452 17%	81 10%	206 16% j	242 25% jkm	528 17% j	92 17%	209 17%	171 22% no
Online contact from someone who was pretending to be someone else	528 17%	451 18%	33 12%	29 20% b	15 18%	528 17%	459 18%	68 16%	71 16%	457 18%	67 9%	215 17% j	244 25% jkm	528 17% j	113 20% o	188 15%	158 21% 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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Your email or social media account being hacked (someone accessing your account without your permission)	342	294	24	14	9	342	309	32	55	286	69	160	113	342	85	134	75
	11%	12%	9%	10%	11%	11%	12%	8%	12%	11%	9%	13%	12%	11%	15%	11%	10%
							g					j			o		
Any form of online bullying/harassment/ trolling	272	227	24	15	5	272	238	33	37	235	59	114	99	272	69	95	74
	9%	9%	9%	10%	6%	9%	9%	8%	8%	9%	8%	9%	10%	9%	13%	8%	10%
															o		
A computer virus on any device you use to go online	259	212	24	12	10	259	229	30	44	215	49	125	85	259	59	93	75
	9%	8%	9%	8%	12%	9%	9%	7%	10%	8%	6%	10%	9%	9%	11%	7%	10%
												j					
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	240	199	19	14	7	240	209	31	35	205	67	96	77	240	65	88	60
	8%	8%	7%	10%	9%	8%	8%	7%	8%	8%	9%	8%	8%	8%	12%	7%	8%
															o		
Been threatened or stalked online	210	177	18	10	5	210	184	26	23	188	44	98	67	210	53	66	56
	7%	7%	7%	7%	6%	7%	7%	6%	5%	7%	6%	8%	7%	7%	10%	5%	7%
															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.

IN65. Moving on now, have you personally experienced any of the following in the past 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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Lost money online (i.e. got scammed or ripped off)	198	167	17	7	7	198	176	22	18	180	47	80	72	198	59	63	46
	7%	7%	6%	4%	9%	7%	7%	5%	4%	7%	6%	6%	7%	7%	11%	5%	6%
ANY OF THESE	2247	1876	196	111	64	2247	1944	303	313	1935	480	955	806	2247	419	922	587
	74%	74%	74%	74%	78%	74%	74%	71%	70%	75%	62%	75%	83%	74%	76%	74%	76%
												j	jkm	j			
None of these	673	571	55	32	15	673	565	108	95	578	231	286	147	673	118	285	164
	22%	22%	21%	22%	19%	22%	22%	25%	21%	22%	30%	23%	15%	22%	21%	23%	21%
											klm	l		l			
Don't know	121	98	14	6	3	121	104	17	40	81	65	26	15	121	15	39	16
	4%	4%	5%	4%	3%	4%	4%	4%	9%	3%	8%	2%	2%	4%	3%	3%	2%
									i		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.

IN65. Moving on now, have you personally experienced any of the following in the past 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Received a suspected scam email or scam text message encouraging you to enter personal or financial information	1388 46%	504 47%	816 47%	805 48%	551 45%
Seen anything offensive or inappropriate online (FROM IN55)	945 31%	396 37%	464 27%	447 26%	449 37%
		b			c
Notification that your personal data (such as email address or password) has been compromised due to a data leak or breach	528 17%	231 22%	262 15%	272 16%	243 20%
		b			c
Online contact from someone who was pretending to be someone else	528 17%	222 21%	279 16%	263 16%	243 20%
		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.

IN65. Moving on now, have you personally experienced any of the following in the past 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Your email or social media account being hacked (someone accessing your account without your permission)	342 11%	156 15% b	157 9%	152 9% c	166 14%
Any form of online bullying/ harassment/ trolling	272 9%	135 13% b	118 7%	145 9%	111 9%
A computer virus on any device you use to go online	259 9%	115 11% b	129 7%	126 7%	123 10% c
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	240 8%	115 11% b	104 6%	108 6%	124 10% c
Been threatened or stalked online	210 7%	93 9% b	100 6%	88 5%	105 9% 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.

IN65. Moving on now, have you personally experienced any of the following in the past 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Lost money online (i.e. got scammed or ripped off)	198	86	94	76	107
	7%	8%	5%	5%	9%
		b			c
ANY OF THESE	2247	871	1218	1187	976
	74%	81%	71%	70%	79%
		b			c
None of these	673	168	459	432	215
	22%	16%	27%	26%	18%
			a	d	
Don't know	121	30	48	72	37
	4%	3%	3%	4%	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.

IN55. And have you seen anything online in the past 12 months that you found offensive or inappropriate? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Yes	945	253	224	186	119	89	73	945	444	482	317	281	188	155	598	343	945
	31%	54%	41%	34%	21%	19%	16%	31%	30%	31%	38%	32%	28%	24%	35%	27%	31%
		bcdefg	defg	def				def			klmop	mo			lmop		mo
No	1762	149	239	289	391	341	354	1762	892	864	456	511	393	394	967	787	1762
	58%	32%	44%	53%	70%	73%	76%	58%	61%	56%	54%	58%	59%	62%	56%	61%	58%
		a	a	ab	abcg	abcg	abcg	ab	i					jn		jn	
Don't know	305	56	72	65	46	29	37	305	113	185	65	89	70	76	154	146	305
	10%	12%	13%	12%	8%	6%	8%	10%	8%	12%	8%	10%	11%	12%	9%	11%	10%
		e	def	e				e		h				jn		j	
Prefer not to say	29	8	8	3	3	7	1	29	14	14	4	7	10	8	11	18	29
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	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.

IN55. And have you seen anything online in the past 12 months that you found offensive or inappropriate? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Yes	945 31%	775 30%	90 34%	46 31%	34 41% ace	945 31%	850 33% g	95 22%	119 27%	826 32%	156 20%	391 31% j	394 41% jkm	945 31% j	173 31%	371 30%	243 32%
No	1762 58%	1498 59% d	144 55% d	85 57% d	35 42% ace	1762 58% d	1473 56% g	289 68% f	254 57%	1508 58%	526 68% klm	740 58% l	476 49% jkm	1762 58% l	311 56%	756 61%	471 61%
Don't know	305 10%	251 10%	25 9%	16 11%	12 15% ae	305 10%	264 10%	41 10%	68 15% i	237 9%	81 10%	129 10%	89 9%	305 10%	66 12% p	111 9%	51 7%
Prefer not to say	29 1%	21 1%	5 2%	2 1%	1 2%	29 1%	26 1%	3 1%	7 2%	23 1%	13 2% k	6 *% k	10 1%	29 1%	2 *% k	8 1%	3 *% 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.

IN55. And have you seen anything online in the past 12 months that you found offensive or inappropriate? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Yes	945 31%	396 37% b	464 27%	447 26%	449 37% c
No	1762 58%	554 52%	1097 64% a	1070 63% d	647 53%
Don't know	305 10%	112 10%	155 9%	161 10%	125 10%
Prefer not to say	29 1%	7 1%	10 1%	13 1%	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.

IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something offensive or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it. (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Yes, aware of report or flagging function	1903	363	407	374	317	245	196	1903	908	972	591	554	392	358	1145	750	1903
	63%	78%	75%	69%	57%	53%	42%	63%	62%	63%	70%	62%	59%	57%	66%	58%	63%
		cdefg	defg	defg	f	f		def			klmop				lmop		mo
No, not aware of report or flagging function	947	68	109	126	207	197	239	947	475	461	220	272	237	214	492	452	947
	31%	15%	20%	23%	37%	42%	51%	31%	32%	30%	26%	31%	36%	34%	28%	35%	31%
				a	abcg	abcg	abcdeg	abc					jn	jn		jnp	j
Don't know	191	34	26	42	35	23	31	191	80	111	32	62	33	60	94	93	191
	6%	7%	5%	8%	6%	5%	7%	6%	5%	7%	4%	7%	5%	10%	5%	7%	6%
												j		jlnp		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.

IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something offensive or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it. (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Yes, aware of report or flagging function	1903	1586	173	92	52	1903	1657	246	249	1654	338	798	764	1903	357	750	523
	63%	62%	65%	61%	63%	63%	63%	57%	56%	64%	44%	63%	79%	63%	65%	60%	68%
										h		j	jkm	j			o
No, not aware of report or flagging function	947	803	71	49	24	947	786	161	145	802	353	401	178	947	158	423	220
	31%	32%	27%	33%	30%	31%	30%	38%	32%	31%	45%	32%	18%	31%	29%	34%	29%
								f			klm	l		l		p	
Don't know	191	155	21	9	6	191	171	21	54	138	85	67	26	191	37	72	25
	6%	6%	8%	6%	7%	6%	7%	5%	12%	5%	11%	5%	3%	6%	7%	6%	3%
									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.

IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something offensive or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it. (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Yes, aware of report or flagging function	1903 63%	692 65%	1081 63%	939 56%	885 72%
					c
No, not aware of report or flagging function	947 31%	324 30%	550 32%	631 37%	286 23%
					d
Don't know	191 6%	52 5%	95 5%	120 7%	57 5%
					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.

IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found offensive or inappropriate? (SINGLE CODE)

Base : All respondents aware of the reporting function that have seen offensive or inappropriate 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	733	190	170	161	76	66	70	733	338	378	232	202	134	162	434	296	733
Effective Weighted Sample	483	125	113	117	53	47	40	483	221	249	159	133	89	106	292	191	483
Total	732	211	195	154	77	52	43	732	335	381	259	206	140	125	465	265	732
Yes	526	158	144	109	**	**	**	526	224	290	187	143	103	90	331	194	526
	72%	75%	74%	70%	**	**	**	72%	67%	76%	72%	69%	74%	72%	71%	73%	72%
No	196	51	45	43	**	**	**	196	105	87	65	61	36	34	126	70	196
	27%	24%	23%	28%	**	**	**	27%	31%	23%	25%	30%	26%	27%	27%	26%	27%
Don't know	10	1	5	3	**	**	**	10	6	4	7	2	-	1	9	1	10
	1%	1%	3%	2%	**	**	**	1%	2%	1%	3%	1%	-%	1%	2%	*%	1%

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

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

IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found offensive or inappropriate? (SINGLE CODE)

Base : All respondents aware of the reporting function that have seen offensive or inappropriate content

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	n	o	p
Unweighted total	733	471	82	87	93	733	652	81	77	656	93	296	343	733	133	280	189
Effective Weighted Sample	483	356	64	71	73	483	429	54	48	437	56	196	235	483	81	185	129
Total	732	600	67	39	26	732	656	76	88	643	104	298	330	732	133	293	187
Yes	526 72%	436 73%	** **	** **	** **	526 72%	473 72%	** **	** **	457 71%	** **	217 73%	232 70%	526 72%	91 68%	225 77%	124 66%
No	196 27%	154 26%	** **	** **	** **	196 27%	173 26%	** **	** **	179 28%	** **	78 26%	92 28%	196 27%	41 31%	67 23%	58 31%
Don't know	10 1%	9 2%	** **	** **	** **	10 1%	10 2%	** **	** **	8 1%	** **	3 1%	6 2%	10 1%	1 1%	2 1%	5 2%

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

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

IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found offensive or inappropriate? (SINGLE CODE)

Base : All respondents aware of the reporting function that have seen offensive or inappropriate content

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	733	306	377	430	265
Effective Weighted Sample	483	198	254	288	197
Total	732	308	365	331	366
Yes	526	245	240	235	263
	72%	80%	66%	71%	72%
		b			
No	196	59	119	92	98
	27%	19%	33%	28%	27%
			a		
Don't know	10	3	5	4	5
	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.

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	526 17%	158 34%	144 27%	109 20%	57 10%	32 7%	27 6%	526 17%	224 15%	290 19%	187 22%	143 16%	103 16%	90 14%	331 19%	194 15%	526 17%
		bcdefg	cdefg	def	f			def		h	klmop				mo		
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	206 7%	53 11%	51 9%	46 8%	21 4%	20 4%	16 3%	206 7%	111 8%	91 6%	72 8%	63 7%	36 5%	35 6%	135 8%	71 5%	206 7%
		defg	def	def				df			o				o		
AWARE OF REPORT FUNCTION AND NOT SEEN OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1171 38%	153 33%	213 39%	220 41%	239 43%	193 42%	153 33%	1171 38%	573 39%	591 38%	332 39%	347 39%	252 38%	232 37%	679 39%	485 37%	1171 38%
				af	af	af		f									
TOTAL AWARE OF REPORT FUNCTION	1903 63%	363 78%	407 75%	374 69%	317 57%	245 53%	196 42%	1903 63%	908 62%	972 63%	591 70%	554 62%	392 59%	358 57%	1145 66%	750 58%	1903 63%
		cdefg	defg	defg	f	f		def			klmop				lmop		mo
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	213 7%	42 9%	30 5%	32 6%	42 7%	37 8%	31 7%	213 7%	108 7%	101 7%	59 7%	75 8%	49 7%	30 5%	133 8%	79 6%	213 7%
												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 AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	925	60	106	137	200	183	239	925	446	472	193	260	221	245	453	466	925
	30%	13%	20%	25%	36%	39%	51%	30%	30%	31%	23%	29%	33%	39%	26%	36%	30%
			a	a	abc	abcg	abcdeg	abc				j	jn	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.

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS																	
	526	436	46	25	18	526	473	53	69	457	77	217	232	526	91	225	124
	17%	17%	17%	17%	22%	17%	18%	12%	15%	18%	10%	17%	24%	17%	16%	18%	16%
					ae		g					j	lkm	j			
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS																	
	206	163	21	14	8	206	183	23	20	186	27	81	98	206	42	68	63
	7%	6%	8%	9%	10%	7%	7%	5%	4%	7%	4%	6%	10%	7%	8%	5%	8%
												j	lkm	j			
AWARE OF REPORT FUNCTION AND NOT SEEN OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS																	
	1171	987	106	53	25	1171	1001	170	160	1010	234	500	435	1171	224	457	336
	38%	39%	40%	35%	31%	38%	38%	40%	36%	39%	30%	39%	45%	38%	41%	37%	44%
		d	d			d						j	lkm	j			o
TOTAL AWARE OF REPORT FUNCTION																	
	1903	1586	173	92	52	1903	1657	246	249	1654	338	798	764	1903	357	750	523
	63%	62%	65%	61%	63%	63%	63%	57%	56%	64%	44%	63%	79%	63%	65%	60%	68%
										h		j	lkm	j			o
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS																	
	213	175	23	7	7	213	194	19	30	183	53	93	64	213	41	78	56
	7%	7%	9%	5%	9%	7%	7%	4%	7%	7%	7%	7%	7%	7%	7%	6%	7%

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

All interviewing conducted using an online panel. Any break column with 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 AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	925	783	68	50	23	925	762	163	169	757	386	375	140	925	155	417	189
	30%	31%	26%	34%	28%	30%	29%	38%	38%	29%	50%	30%	14%	30%	28%	33%	25%
								f	i		klm	l		l		p	

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

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	526 17%	245 23% b	240 14%	235 14%	263 21% c
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	206 7%	63 6%	125 7%	96 6%	103 8% c
AWARE OF REPORT FUNCTION AND NOT SEEN OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1171 38%	384 36%	716 42% a	608 36%	519 42% c
TOTAL AWARE OF REPORT FUNCTION	1903 63%	692 65%	1081 63%	939 56%	885 72% c
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	213 7%	88 8% b	99 6%	116 7%	83 7%

Columns Tested: a,b - c,d

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	925 30%	289 27%	546 32% a	635 38% d	259 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.

IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Yes	2410	402	480	461	468	341	259	2410	1087	1294	692	714	515	481	1405	996	2410
	79%	86%	88%	85%	84%	73%	56%	79%	74%	84%	82%	80%	78%	76%	81%	77%	79%
		efg	efg	efg	ef	f		ef		h	mo				mo		
No	560	43	44	76	86	115	197	560	340	216	140	159	135	123	298	258	560
	18%	9%	8%	14%	15%	25%	42%	18%	23%	14%	17%	18%	20%	19%	17%	20%	18%
				b	ab	abcdg	abcdeg	abc		i							
Don't know	71	21	19	7	5	9	10	71	36	35	11	15	13	28	27	41	71
	2%	5%	3%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	4%	2%	3%	2%
		cdg	d											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.

IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Yes	2410 79%	2009 79%	218 82%	114 76%	69 84% c	2410 79%	2082 80%	328 77%	350 78%	2060 79%	491 63%	1009 80% j	895 92% jkm	2410 79% j	452 82%	969 78%	629 82%
No	560 18%	480 19% d	37 14%	32 22% bd	11 13%	560 18% d	472 18%	89 21%	77 17%	483 19%	249 32% klm	239 19% l	65 7%	560 18% l	89 16%	260 21%	133 17%
Don't know	71 2%	56 2%	10 4%	3 2%	2 2%	71 2%	59 2%	11 3%	21 5% i	50 2%	36 5% klm	19 2%	9 1%	71 2% l	12 2%	16 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.

IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/ apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Yes	2410	866	1372	1250	1075
	79%	81%	80%	74%	88%
					c
No	560	181	335	402	137
	18%	17%	19%	24%	11%
				d	
Don't know	71	22	18	38	16
	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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)

Base : 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	2382	369	425	450	387	370	381	2382	1068	1285	648	660	443	621	1308	1064	2382
Effective Weighted Sample	1582	251	291	315	267	248	247	1582	715	847	434	448	315	400	882	698	1582
Total	2410	402	480	461	468	341	259	2410	1087	1294	692	714	515	481	1405	996	2410
Yes	266	50	74	58	41	30	12	266	150	116	102	65	55	44	167	99	266
	11%	13%	15%	13%	9%	9%	5%	11%	14%	9%	15%	9%	11%	9%	12%	10%	11%
		f	defg	f			f		i		kmop						
No	1813	334	386	355	329	230	179	1813	795	991	508	551	384	365	1059	749	1813
	75%	83%	80%	77%	70%	67%	69%	75%	73%	77%	73%	77%	75%	76%	75%	75%	75%
		defg	def	ef			ef										
Don't know	331	17	20	47	98	81	68	331	142	186	82	98	75	72	180	147	331
	14%	4%	4%	10%	21%	24%	26%	14%	13%	14%	12%	14%	15%	15%	13%	15%	14%
				ab	abcg	abcg	abcg	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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)

Base : 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	2382	1648	249	233	252	2382	2047	335	305	2077	444	1039	885	2382	431	962	613
Effective Weighted Sample	1582	1220	179	170	207	1582	1362	220	202	1385	284	687	607	1582	273	638	415
Total	2410	2009	218	114	69	2410	2082	328	350	2060	491	1009	895	2410	452	969	629
Yes	266	226	28	8	4	266	238	28	48	218	84	108	69	266	58	109	70
	11%	11%	13%	7%	6%	11%	11%	8%	14%	11%	17%	11%	8%	11%	13%	11%	11%
		d	d			d					klm			l			
No	1813	1508	162	87	57	1813	1557	256	254	1559	327	767	713	1813	340	723	481
	75%	75%	75%	76%	82%	75%	75%	78%	72%	76%	67%	76%	80%	75%	75%	75%	77%
					ae							j	jm	j			
Don't know	331	276	27	19	9	331	287	44	48	283	80	134	113	331	54	137	77
	14%	14%	12%	17%	13%	14%	14%	13%	14%	14%	16%	13%	13%	14%	12%	14%	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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)

Base : 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	2382	885	1342	1537	749
Effective Weighted Sample	1582	583	898	1034	566
Total	2410	866	1372	1250	1075
Yes	266 11%	119 14% b	114 8%	103 8%	148 14% c
No	1813 75%	631 73%	1068 78% a	939 75%	813 76%
Don't know	331 14%	116 13%	190 14%	208 17% d	114 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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	2382	369	425	450	387	370	381	2382	1068	1285	648	660	443	621	1308	1064	2382
Effective Weighted Sample	1582	251	291	315	267	248	247	1582	715	847	434	448	315	400	882	698	1582
Total	2410	402	480	461	468	341	259	2410	1087	1294	692	714	515	481	1405	996	2410
CONFIDENT AND NOT ABLE	438	51	77	78	100	85	48	438	239	196	149	115	93	81	264	174	438
	18%	13%	16%	17%	21%	25%	18%	18%	22%	15%	22%	16%	18%	17%	19%	17%	18%
		a			a	abcg		a	i		k						
CONFIDENT AND ABLE	1453	258	331	295	274	176	119	1453	656	774	424	450	300	277	874	577	1453
	60%	64%	69%	64%	58%	51%	46%	60%	60%	60%	61%	63%	58%	58%	62%	58%	60%
		ef	defg	ef	f			ef									
NOT CONFIDENT AND NOT ABLE	159	16	17	28	39	26	32	159	53	106	34	48	38	35	83	72	159
	7%	4%	4%	6%	8%	8%	13%	7%	5%	8%	5%	7%	7%	7%	6%	7%	7%
				ab	b		abcg			h							
NOT CONFIDENT AND ABLE	361	76	55	60	55	55	59	361	139	217	84	101	84	88	185	172	361
	15%	19%	11%	13%	12%	16%	23%	15%	13%	17%	12%	14%	16%	18%	13%	17%	15%
		bd					bcdg			h			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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	2382	1648	249	233	252	2382	2047	335	305	2077	444	1039	885	2382	431	962	613
Effective Weighted Sample	1582	1220	179	170	207	1582	1362	220	202	1385	284	687	607	1582	273	638	415
Total	2410	2009	218	114	69	2410	2082	328	350	2060	491	1009	895	2410	452	969	629
CONFIDENT AND NOT ABLE	438	377	37	16	8	438	382	56	67	371	110	184	141	438	78	186	121
	18%	19%	17%	14%	11%	18%	18%	17%	19%	18%	22%	18%	16%	18%	17%	19%	19%
		d				d					l						
CONFIDENT AND ABLE	1453	1203	137	72	41	1453	1254	199	170	1283	225	625	602	1453	257	582	415
	60%	60%	63%	63%	59%	60%	60%	61%	49%	62%	46%	62%	67%	60%	57%	60%	66%
										h		j	jkm	j		n	
NOT CONFIDENT AND NOT ABLE	159	125	18	11	5	159	143	16	29	130	54	59	41	159	34	61	26
	7%	6%	8%	10%	7%	7%	7%	5%	8%	6%	11%	6%	5%	7%	7%	6%	4%
											klm						
NOT CONFIDENT AND ABLE	361	305	25	15	16	361	303	57	84	277	102	142	112	361	83	141	66
	15%	15%	12%	13%	23%	15%	15%	17%	24%	13%	21%	14%	12%	15%	18%	15%	11%
					abce				i		klm				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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

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	2382	885	1342	1537	749
Effective Weighted Sample	1582	583	898	1034	566
Total	2410	866	1372	1250	1075
CONFIDENT AND NOT ABLE	438 18%	167 19%	231 17%	217 17%	203 19%
CONFIDENT AND ABLE	1453 60%	500 58%	866 63%	734 59%	681 63%
NOT CONFIDENT AND NOT ABLE	159 7%	68 8%	73 5%	94 8%	59 5%
NOT CONFIDENT AND ABLE	361 15%	131 15%	202 15%	206 16%	132 12%

Columns Tested: a,b - c,d

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

SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE							GENDER		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	204	33	47	48	37	22	17	204	113	91	69	47	38	50	116	88	204
Effective Weighted Sample	139	23	35	36	25	14	9	139	78	61	48	33	29	33	80	60	139
Total	266	50	74	58	41	30	12	266	150	116	102	65	55	44	167	99	266
PROFILE PICTURE (IMAGE)	84 32%	**	**	**	**	**	**	84 32%	50 34%	**	**	**	**	**	53 32%	**	84 32%
DESCRIPTION UNDER BIOGRAPHY (TEXT)	67 25%	**	**	**	**	**	**	67 25%	30 20%	**	**	**	**	**	42 25%	**	67 25%
NUMBER FOLLOWING (COUNT)	62 23%	**	**	**	**	**	**	62 23%	36 24%	**	**	**	**	**	36 22%	**	62 23%
DETAIL IN BIOGRAPHY (TEXT)	57 21%	**	**	**	**	**	**	57 21%	28 18%	**	**	**	**	**	33 20%	**	57 21%
POSTED PHOTO 2 (IMAGE)	57 21%	**	**	**	**	**	**	57 21%	31 21%	**	**	**	**	**	32 19%	**	57 21%
POSTED PHOTO 1 (IMAGE)	47 17%	**	**	**	**	**	**	47 17%	23 16%	**	**	**	**	**	34 20%	**	47 17%
NUMBER OF FOLLOWERS (COUNT)	46 17%	**	**	**	**	**	**	46 17%	23 15%	**	**	**	**	**	29 17%	**	46 17%
NAME IN BIOGRAPHY (TEXT)	37 14%	**	**	**	**	**	**	37 14%	22 15%	**	**	**	**	**	19 12%	**	37 14%
NUMBER OF POSTS (COUNT)	36 14%	**	**	**	**	**	**	36 14%	16 11%	**	**	**	**	**	18 11%	**	36 14%
POSTED PHOTO 3 (IMAGE)	29 11%	**	**	**	**	**	**	29 11%	11 7%	**	**	**	**	**	17 10%	**	29 11%
LINK IN DESCRIPTION (TEXT)	22 8%	**	**	**	**	**	**	22 8%	13 9%	**	**	**	**	**	8 5%	**	22 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.

SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE							GENDER		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	204	33	47	48	37	22	17	204	113	91	69	47	38	50	116	88	204
Effective Weighted Sample	139	23	35	36	25	14	9	139	78	61	48	33	29	33	80	60	139
Total	266	50	74	58	41	30	12	266	150	116	102	65	55	44	167	99	266
PROFILE USERNAME (TEXT)	21	**	**	**	**	**	**	21	5	**	**	**	**	**	11	**	21
	8%	**	**	**	**	**	**	8%	3%	**	**	**	**	**	7%	**	8%
CLICK TO FOLLOW BUTTON (BUTTON)	18	**	**	**	**	**	**	18	11	**	**	**	**	**	14	**	18
	7%	**	**	**	**	**	**	7%	7%	**	**	**	**	**	8%	**	7%
CLICK TO MESSAGE BUTTON (BUTTON)	12	**	**	**	**	**	**	12	8	**	**	**	**	**	8	**	12
	5%	**	**	**	**	**	**	5%	6%	**	**	**	**	**	5%	**	5%
CLICK TO VIEW GRID BUTTON (BUTTON)	4	**	**	**	**	**	**	4	2	**	**	**	**	**	2	**	4
	1%	**	**	**	**	**	**	1%	1%	**	**	**	**	**	1%	**	1%
SUMMARY																	
ANY IMAGE	137	**	**	**	**	**	**	137	86	**	**	**	**	**	86	**	137
	51%	**	**	**	**	**	**	51%	57%	**	**	**	**	**	52%	**	51%
ANY TEXT	129	**	**	**	**	**	**	129	58	**	**	**	**	**	79	**	129
	49%	**	**	**	**	**	**	49%	39%	**	**	**	**	**	47%	**	49%
ANY COUNT	93	**	**	**	**	**	**	93	47	**	**	**	**	**	53	**	93
	35%	**	**	**	**	**	**	35%	32%	**	**	**	**	**	32%	**	35%
ANY BUTTON	21	**	**	**	**	**	**	21	12	**	**	**	**	**	16	**	21
	8%	**	**	**	**	**	**	8%	8%	**	**	**	**	**	9%	**	8%
Mean number of features chosen	2.2	**	**	**	**	**	**	2.2	2.1	**	**	**	**	**	2.1	**	2.2
Standard deviation	2.20	**	**	**	**	**	**	2.20	2.12	**	**	**	**	**	2.09	**	2.20
Standard error	.15	**	**	**	**	**	**	.15	.20	**	**	**	**	**	.19	**	.15

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 social media apps or sites that think the example social media profile IS genuine

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		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	204	152	25	13	14	204	181	23	34	170	62	81	58	204	43	82	54
Effective Weighted Sample	139	112	17	9	11	139	123	16	25	114	42	53	42	139	29	54	38
Total	266	226	28	8	4	266	238	28	48	218	84	108	69	266	58	109	70
PROFILE PICTURE (IMAGE)	84 32%	72 32%	** **	** **	** **	84 32%	74 31%	** **	** **	65 30%	** **	** **	** **	84 32%	** **	** **	** **
DESCRIPTION UNDER BIOGRAPHY (TEXT)	67 25%	62 27%	** **	** **	** **	67 25%	60 25%	** **	** **	58 27%	** **	** **	** **	67 25%	** **	** **	** **
NUMBER FOLLOWING (COUNT)	62 23%	50 22%	** **	** **	** **	62 23%	58 24%	** **	** **	49 22%	** **	** **	** **	62 23%	** **	** **	** **
DETAIL IN BIOGRAPHY (TEXT)	57 21%	53 23%	** **	** **	** **	57 21%	50 21%	** **	** **	43 20%	** **	** **	** **	57 21%	** **	** **	** **
POSTED PHOTO 2 (IMAGE)	57 21%	48 21%	** **	** **	** **	57 21%	52 22%	** **	** **	39 18%	** **	** **	** **	57 21%	** **	** **	** **
POSTED PHOTO 1 (IMAGE)	47 17%	42 19%	** **	** **	** **	47 17%	46 19%	** **	** **	34 16%	** **	** **	** **	47 17%	** **	** **	** **
NUMBER OF FOLLOWERS (COUNT)	46 17%	38 17%	** **	** **	** **	46 17%	44 18%	** **	** **	35 16%	** **	** **	** **	46 17%	** **	** **	** **
NAME IN BIOGRAPHY (TEXT)	37 14%	30 13%	** **	** **	** **	37 14%	32 13%	** **	** **	31 14%	** **	** **	** **	37 14%	** **	** **	** **
NUMBER OF POSTS (COUNT)	36 14%	32 14%	** **	** **	** **	36 14%	34 14%	** **	** **	26 12%	** **	** **	** **	36 14%	** **	** **	** **
POSTED PHOTO 3 (IMAGE)	29 11%	26 12%	** **	** **	** **	29 11%	28 12%	** **	** **	21 10%	** **	** **	** **	29 11%	** **	** **	** **

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 social media apps or sites that think the example social media profile IS genuine

	Total	NATION				N ALL UK e	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d		URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	204	152	25	13	14	204	181	23	34	170	62	81	58	204	43	82	54
Effective Weighted Sample	139	112	17	9	11	139	123	16	25	114	42	53	42	139	29	54	38
Total	266	226	28	8	4	266	238	28	48	218	84	108	69	266	58	109	70
LINK IN DESCRIPTION (TEXT)	22 8%	17 8%	** **	** **	** **	22 8%	20 8%	** **	** **	17 8%	** **	** **	** **	22 8%	** **	** **	** **
PROFILE USERNAME (TEXT)	21 8%	18 8%	** **	** **	** **	21 8%	19 8%	** **	** **	14 7%	** **	** **	** **	21 8%	** **	** **	** **
CLICK TO FOLLOW BUTTON (BUTTON)	18 7%	16 7%	** **	** **	** **	18 7%	18 7%	** **	** **	13 6%	** **	** **	** **	18 7%	** **	** **	** **
CLICK TO MESSAGE BUTTON (BUTTON)	12 5%	11 5%	** **	** **	** **	12 5%	12 5%	** **	** **	6 3%	** **	** **	** **	12 5%	** **	** **	** **
CLICK TO VIEW GRID BUTTON (BUTTON)	4 1%	4 2%	** **	** **	** **	4 1%	4 1%	** **	** **	- -%	** **	** **	** **	4 1%	** **	** **	** **
SUMMARY																	
ANY IMAGE	137 51%	116 51%	** **	** **	** **	137 51%	121 51%	** **	** **	105 48%	** **	** **	** **	137 51%	** **	** **	** **
ANY TEXT	129 49%	112 50%	** **	** **	** **	129 49%	118 50%	** **	** **	109 50%	** **	** **	** **	129 49%	** **	** **	** **
ANY COUNT	93 35%	75 33%	** **	** **	** **	93 35%	89 37%	** **	** **	77 35%	** **	** **	** **	93 35%	** **	** **	** **
ANY BUTTON	21 8%	20 9%	** **	** **	** **	21 8%	21 9%	** **	** **	15 7%	** **	** **	** **	21 8%	** **	** **	** **
Mean number of features chosen	2.2	2.3	**	**	**	2.2	2.3	**	**	2.1	**	**	**	2.2	**	**	**
Standard deviation	2.20	2.28	**	**	**	2.20	2.29	**	**	1.86	**	**	**	2.20	**	**	**
Standard error	.15	.19	**	**	**	.15	.17	**	**	.14	**	**	**	.15	**	**	**

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 social media apps or sites that think the example social media profile IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	204	89	92	105	87
Effective Weighted Sample	139	57	65	72	65
Total	266	119	114	103	148
PROFILE PICTURE (IMAGE)	84 32%	**	**	38 37%	**
DESCRIPTION UNDER BIOGRAPHY (TEXT)	67 25%	**	**	20 19%	**
NUMBER FOLLOWING (COUNT)	62 23%	**	**	24 24%	**
DETAIL IN BIOGRAPHY (TEXT)	57 21%	**	**	22 22%	**
POSTED PHOTO 2 (IMAGE)	57 21%	**	**	23 23%	**
POSTED PHOTO 1 (IMAGE)	47 17%	**	**	14 14%	**
NUMBER OF FOLLOWERS (COUNT)	46 17%	**	**	17 16%	**
NAME IN BIOGRAPHY (TEXT)	37 14%	**	**	16 16%	**
NUMBER OF POSTS (COUNT)	36 14%	**	**	17 17%	**
POSTED PHOTO 3 (IMAGE)	29 11%	**	**	11 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.

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Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	204	89	92	105	87
Effective Weighted Sample	139	57	65	72	65
Total	266	119	114	103	148
LINK IN DESCRIPTION (TEXT)	22 8%	** **	** **	12 12%	** **
PROFILE USERNAME (TEXT)	21 8%	** **	** **	13 12%	** **
CLICK TO FOLLOW BUTTON (BUTTON)	18 7%	** **	** **	6 6%	** **
CLICK TO MESSAGE BUTTON (BUTTON)	12 5%	** **	** **	6 6%	** **
CLICK TO VIEW GRID BUTTON (BUTTON)	4 1%	** **	** **	4 3%	** **
SUMMARY					
ANY IMAGE	137 51%	** **	** **	57 56%	** **
ANY TEXT	129 49%	** **	** **	54 52%	** **
ANY COUNT	93 35%	** **	** **	33 32%	** **
ANY BUTTON	21 8%	** **	** **	8 7%	** **
Mean number of features chosen	2.2	**	**	2.4	**
Standard deviation	2.20	**	**	2.72	**
Standard error	.15	**	**	.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.

SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		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	1830	321	361	355	281	256	256	1830	801	1003	487	522	337	477	1009	814	1830
Effective Weighted Sample	1224	220	247	246	192	174	164	1224	537	669	334	357	236	307	692	530	1224
Total	1813	334	386	355	329	230	179	1813	795	991	508	551	384	365	1059	749	1813
DESCRIPTION UNDER BIOGRAPHY (TEXT)	1331	284	311	272	221	145	97	1331	541	772	386	407	269	264	793	533	1331
	73%	85%	81%	77%	67%	63%	54%	73%	68%	78%	76%	74%	70%	72%	75%	71%	73%
		cdefg	defg	def	f			ef		h							
LINK IN DESCRIPTION (TEXT)	1116	245	258	221	189	112	91	1116	493	604	335	366	216	194	701	410	1116
	62%	73%	67%	62%	57%	48%	51%	62%	62%	61%	66%	66%	56%	53%	66%	55%	62%
		cdefg	def	ef				ef			lmo	lmo			lmop		mo
NUMBER FOLLOWING (COUNT)	595	177	163	101	83	48	23	595	237	344	191	194	120	89	385	209	595
	33%	53%	42%	29%	25%	21%	13%	33%	30%	35%	38%	35%	31%	24%	36%	28%	33%
		bcdefg	cdefg	f	f			def			mo	mo			mo		mo
PROFILE USERNAME (TEXT)	551	137	148	106	92	37	31	551	244	295	163	197	99	88	359	187	551
	30%	41%	38%	30%	28%	16%	17%	30%	31%	30%	32%	36%	26%	24%	34%	25%	30%
		cdefg	cdefg	ef	ef			ef			mo	lmo			lmo		mo
NUMBER OF FOLLOWERS (COUNT)	533	158	152	91	68	42	23	533	199	322	187	159	104	82	345	186	533
	29%	47%	39%	26%	21%	18%	13%	29%	25%	32%	37%	29%	27%	23%	33%	25%	29%
		cdefg	cdefg	f	f			def		h	klmop				mo		m
POSTED PHOTO 1 (IMAGE)	272	63	86	49	35	21	19	272	123	146	71	89	64	47	160	112	272
	15%	19%	22%	14%	11%	9%	11%	15%	15%	15%	14%	16%	17%	13%	15%	15%	15%
		def	cdefg					e									
POSTED PHOTO 3 (IMAGE)	270	67	90	46	34	17	15	270	109	156	74	83	61	52	156	113	270
	15%	20%	23%	13%	10%	7%	8%	15%	14%	16%	14%	15%	16%	14%	15%	15%	15%
		cdefg	cdefg					ef									
POSTED PHOTO 2 (IMAGE)	265	58	81	48	33	28	17	265	111	151	72	82	56	55	154	110	265
	15%	17%	21%	13%	10%	12%	9%	15%	14%	15%	14%	15%	14%	15%	15%	15%	15%
		df	cdefg														
PROFILE PICTURE (IMAGE)	238	53	47	46	43	30	18	238	115	121	63	64	60	51	127	110	238
	13%	16%	12%	13%	13%	13%	10%	13%	14%	12%	12%	12%	16%	14%	12%	15%	13%

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 social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		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	1830	321	361	355	281	256	256	1830	801	1003	487	522	337	477	1009	814	1830
Effective Weighted Sample	1224	220	247	246	192	174	164	1224	537	669	334	357	236	307	692	530	1224
Total	1813	334	386	355	329	230	179	1813	795	991	508	551	384	365	1059	749	1813
DETAIL IN BIOGRAPHY (TEXT)	226	47	41	35	42	36	24	226	100	124	75	52	40	59	127	99	226
	12%	14%	11%	10%	13%	16%	14%	12%	13%	13%	15%	9%	10%	16%	12%	13%	12%
											k		k				
NUMBER OF POSTS (COUNT)	122	43	15	21	17	15	11	122	54	66	34	28	38	23	62	60	122
	7%	13%	4%	6%	5%	7%	6%	7%	7%	7%	7%	5%	10%	6%	6%	8%	7%
		bcdefg											kn				
NAME IN BIOGRAPHY (TEXT)	64	6	11	12	16	14	6	64	27	37	20	20	13	11	40	24	64
	4%	2%	3%	3%	5%	6%	3%	4%	3%	4%	4%	4%	3%	3%	4%	3%	4%
						a											
CLICK TO FOLLOW BUTTON (BUTTON)	22	4	6	1	3	1	7	22	12	7	4	5	5	7	10	12	22
	1%	1%	1%	*%	1%	*%	4%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%
							cdeg										
CLICK TO MESSAGE BUTTON (BUTTON)	21	7	4	2	3	1	4	21	9	10	9	7	2	2	16	5	21
	1%	2%	1%	1%	1%	*%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
CLICK TO VIEW GRID BUTTON (BUTTON)	3	-	1	1	1	1	-	3	3	-	1	-	2	1	1	2	3
	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%
TAGS (BUTTON)	3	-	-	1	2	-	-	3	1	2	2	-	1	-	2	1	3
	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%

SUMMARY

ANY TEXT	1701	314	363	338	310	216	159	1701	741	937	480	528	350	338	1008	688	1701
	94%	94%	94%	95%	94%	94%	89%	94%	93%	95%	95%	96%	91%	93%	95%	92%	94%
				f				f				lo		lo			
ANY COUNT	798	217	217	148	114	63	39	798	317	464	260	250	159	129	509	288	798
	44%	65%	56%	42%	35%	27%	22%	44%	40%	47%	51%	45%	41%	35%	48%	38%	44%
		cdefg	cdefg	ef	f			def		h	lmop	mo			mo		mo

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 social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		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	1830	321	361	355	281	256	256	1830	801	1003	487	522	337	477	1009	814	1830
Effective Weighted Sample	1224	220	247	246	192	174	164	1224	537	669	334	357	236	307	692	530	1224
Total	1813	334	386	355	329	230	179	1813	795	991	508	551	384	365	1059	749	1813
ANY IMAGE	483	102	128	93	74	45	41	483	220	257	126	140	115	102	265	217	483
	27%	31%	33%	26%	22%	20%	23%	27%	28%	26%	25%	25%	30%	28%	25%	29%	27%
		e	defg														
ANY BUTTON	33	8	8	3	4	2	7	33	15	15	11	8	5	9	19	14	33
	2%	2%	2%	1%	1%	1%	4%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%
							cg										
Mean number of features chosen	3.1	4.0	3.7	3.0	2.7	2.4	2.2	3.1	3.0	3.2	3.3	3.2	3.0	2.8	3.2	2.9	3.1
		bcdefg	cdefg	ef	f			def			lmo	mo			mo		mo
Standard deviation	2.17	2.29	2.19	2.08	2.09	1.82	1.62	2.17	2.18	2.18	2.13	2.23	2.24	2.03	2.18	2.14	2.17
Standard error	.05	.13	.12	.11	.12	.11	.10	.05	.08	.07	.10	.10	.12	.09	.07	.08	.05
Columns Tested:		a,b,c,d,e,f,g															

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	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1830	1254	195	178	203	1830	1569	261	234	1596	304	800	718	1830	331	733	478
Effective Weighted Sample	1224	935	147	131	169	1224	1052	171	150	1078	192	541	492	1224	210	494	325
Total	1813	1508	162	87	57	1813	1557	256	254	1559	327	767	713	1813	340	723	481
DESCRIPTION UNDER BIOGRAPHY (TEXT)	1331	1102	124	61	44	1331	1148	183	189	1142	208	546	575	1331	249	522	358
	73%	73%	77%	70%	77%	73%	74%	71%	74%	73%	64%	71%	81%	73%	73%	72%	74%
												j	l	j			
LINK IN DESCRIPTION (TEXT)	1116	914	106	60	36	1116	958	157	134	982	171	443	499	1116	201	417	324
	62%	61%	65%	69%	63%	62%	62%	61%	53%	63%	52%	58%	70%	62%	59%	58%	67%
										h			l	j			o
NUMBER FOLLOWING (COUNT)	595	503	48	26	19	595	512	83	85	510	98	215	279	595	95	209	183
	33%	33%	30%	29%	33%	33%	33%	32%	33%	33%	30%	28%	39%	33%	28%	29%	38%
													l	k			no
PROFILE USERNAME (TEXT)	551	459	50	27	16	551	483	67	52	498	65	217	268	551	92	192	186
	30%	30%	31%	31%	28%	30%	31%	26%	21%	32%	20%	28%	38%	30%	27%	27%	39%
										h		j	l	j			no
NUMBER OF FOLLOWERS (COUNT)	533	437	46	30	19	533	470	63	72	460	80	199	253	533	95	189	144
	29%	29%	28%	35%	34%	29%	30%	25%	28%	30%	24%	26%	35%	29%	28%	26%	30%
													l				
POSTED PHOTO 1 (IMAGE)	272	227	23	12	10	272	239	34	36	236	42	98	131	272	42	113	76
	15%	15%	14%	14%	18%	15%	15%	13%	14%	15%	13%	13%	18%	15%	12%	16%	16%
													k				
POSTED PHOTO 3 (IMAGE)	270	224	22	14	11	270	236	34	37	233	42	106	122	270	40	104	84
	15%	15%	13%	16%	19%	15%	15%	13%	14%	15%	13%	14%	17%	15%	12%	14%	17%
POSTED PHOTO 2 (IMAGE)	265	217	28	10	9	265	232	33	30	234	41	112	112	265	43	106	75
	15%	14%	18%	12%	17%	15%	15%	13%	12%	15%	13%	15%	16%	15%	13%	15%	16%
PROFILE PICTURE (IMAGE)	238	197	23	11	7	238	205	33	37	201	47	94	97	238	39	86	67
	13%	13%	14%	12%	13%	13%	13%	13%	15%	13%	14%	12%	14%	13%	12%	12%	14%

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 social media apps or sites that think the example social media profile IS NOT genuine

	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	1830	1254	195	178	203	1830	1569	261	234	1596	304	800	718	1830	331	733	478	
Effective Weighted Sample	1224	935	147	131	169	1224	1052	171	150	1078	192	541	492	1224	210	494	325	
Total	1813	1508	162	87	57	1813	1557	256	254	1559	327	767	713	1813	340	723	481	
DETAIL IN BIOGRAPHY (TEXT)	226	190	21	9	6	226	194	32	27	199	52	91	82	226	38	94	49	
	12%	13%	13%	11%	10%	12%	12%	13%	10%	13%	16%	12%	12%	12%	11%	13%	10%	
NUMBER OF POSTS (COUNT)	122	100	13	3	6	122	112	10	21	101	28	47	47	122	24	35	27	
	7%	7%	8%	4%	10%	7%	7%	4%	8%	7%	8%	6%	7%	7%	7%	5%	6%	
NAME IN BIOGRAPHY (TEXT)	64	56	4	3	1	64	60	4	11	53	13	23	29	64	8	26	20	
	4%	4%	3%	3%	1%	4%	4%	2%	4%	3%	4%	3%	4%	4%	2%	4%	4%	
CLICK TO FOLLOW BUTTON (BUTTON)	22	17	2	1	1	22	22	-	6	15	10	5	6	22	3	8	4	
	1%	1%	1%	1%	2%	1%	1%	-%	3%	1%	3%	1%	1%	1%	1%	1%	1%	
CLICK TO MESSAGE BUTTON (BUTTON)	21	20	-	1	*	21	21	*	9	12	11	4	6	21	1	7	5	
	1%	1%	-%	1%	1%	1%	1%	*%	4%	1%	3%	1%	1%	1%	*%	1%	1%	
CLICK TO VIEW GRID BUTTON (BUTTON)	3	1	2	1	-	3	3	-	-	3	-	1	3	3	-	2	1	
	*%	*%	1%	1%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%	
TAGS (BUTTON)	3	-	3	-	-	3	3	-	-	3	-	-	3	3	-	1	2	
	*%	-%	2%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	*%	
SUMMARY																		
ANY TEXT	1701	1413	153	82	53	1701	1456	245	233	1468	290	716	691	1701	309	681	462	
	94%	94%	94%	95%	94%	94%	94%	96%	92%	94%	89%	93%	97%	94%	91%	94%	96%	
			ae	a								j	jk	j			n	

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 social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND		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	1830	1254	195	178	203	1830	1569	261	234	1596	304	800	718	1830	331	733	478
Effective Weighted Sample	1224	935	147	131	169	1224	1052	171	150	1078	192	541	492	1224	210	494	325
Total	1813	1508	162	87	57	1813	1557	256	254	1559	327	767	713	1813	340	723	481
ANY COUNT	798	665	64	42	27	798	693	106	113	686	126	294	376	798	136	285	236
	44%	44%	40%	49%	47%	44%	44%	41%	44%	44%	39%	38%	53%	44%	40%	39%	49%
													jk	k			no
ANY IMAGE	483	398	45	24	16	483	421	62	66	417	84	199	199	483	83	193	130
	27%	26%	28%	27%	29%	27%	27%	24%	26%	27%	26%	26%	28%	27%	25%	27%	27%
ANY BUTTON	33	26	5	1	1	33	32	*	10	22	14	7	12	33	4	12	8
	2%	2%	3%	1%	2%	2%	2%	*%	4%	1%	4%	1%	2%	2%	1%	2%	2%
									i		km						
Mean number of features chosen	3.1	3.1	3.2	3.1	3.3	3.1	3.1	2.9	2.9	3.1	2.8	2.9	3.5	3.1	2.9	2.9	3.3
													jk	jk			no
Standard deviation	2.17	2.15	2.27	2.31	2.23	2.17	2.21	1.93	2.19	2.17	2.38	1.97	2.22	2.17	2.00	2.01	2.28
Standard error	.05	.06	.16	.17	.16	.05	.06	.12	.14	.05	.14	.07	.08	.05	.11	.07	.10

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 social media apps or sites that think the example social media profile IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1830	665	1052	1176	583
Effective Weighted Sample	1224	451	704	796	443
Total	1813	631	1068	939	813
DESCRIPTION UNDER BIOGRAPHY (TEXT)	1331	462	776	669	617
	73%	73%	73%	71%	76%
LINK IN DESCRIPTION (TEXT)	1116	419	632	579	498
	62%	66%	59%	62%	61%
		b			
NUMBER FOLLOWING (COUNT)	595	193	359	304	272
	33%	31%	34%	32%	33%
PROFILE USERNAME (TEXT)	551	186	331	287	250
	30%	29%	31%	31%	31%
NUMBER OF FOLLOWERS (COUNT)	533	183	307	276	238
	29%	29%	29%	29%	29%
POSTED PHOTO 1 (IMAGE)	272	108	143	131	132
	15%	17%	13%	14%	16%
POSTED PHOTO 3 (IMAGE)	270	100	148	127	130
	15%	16%	14%	14%	16%
POSTED PHOTO 2 (IMAGE)	265	96	147	138	122
	15%	15%	14%	15%	15%
PROFILE PICTURE (IMAGE)	238	78	138	113	115
	13%	12%	13%	12%	14%
DETAIL IN BIOGRAPHY (TEXT)	226	72	134	122	100
	12%	11%	13%	13%	12%

Columns Tested: a,b - c,d

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

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Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1830	665	1052	1176	583
Effective Weighted Sample	1224	451	704	796	443
Total	1813	631	1068	939	813
NUMBER OF POSTS (COUNT)	122	44	66	74	44
	7%	7%	6%	8%	5%
NAME IN BIOGRAPHY (TEXT)	64	17	41	41	22
	4%	3%	4%	4%	3%
CLICK TO FOLLOW BUTTON (BUTTON)	22	11	5	14	5
	1%	2%	*%	1%	1%
		b			
CLICK TO MESSAGE BUTTON (BUTTON)	21	11	4	12	7
	1%	2%	*%	1%	1%
		b			
CLICK TO VIEW GRID BUTTON (BUTTON)	3	1	1	1	2
	*%	*%	*%	*%	*%
TAGS (BUTTON)	3	1	2	-	3
	*%	*%	*%	-%	*%
SUMMARY					
ANY TEXT	1701	591	1005	889	757
	94%	94%	94%	95%	93%
ANY COUNT	798	271	468	397	374
	44%	43%	44%	42%	46%
ANY IMAGE	483	177	275	226	240
	27%	28%	26%	24%	29%
				c	

Columns Tested: a,b - c,d

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Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1830	665	1052	1176	583
Effective Weighted Sample	1224	451	704	796	443
Total	1813	631	1068	939	813
ANY BUTTON	33 2%	15 2%	9 1%	17 2%	11 1%
		b			
Mean number of features chosen	3.1	3.1	3.0	3.1	3.1
Standard deviation	2.17	2.16	2.13	2.23	2.13
Standard error	.05	.08	.07	.06	.09

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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 social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		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	348	15	17	47	69	92	108	348	154	191	92	91	68	94	183	162	348
Effective Weighted Sample	231	10	13	33	51	65	77	231	108	122	59	60	51	61	119	111	231
Total	331	17	20	47	98	81	68	331	142	186	82	98	75	72	180	147	331
DESCRIPTION UNDER BIOGRAPHY (TEXT)	147 44%	**	**	**	**	**	28 41%	147 44%	65 46%	80 43%	**	**	**	**	79 44%	67 46%	147 44%
LINK IN DESCRIPTION (TEXT)	120 36%	**	**	**	**	**	29 43%	120 36%	50 35%	67 36%	**	**	**	**	67 37%	52 35%	120 36%
PROFILE USERNAME (TEXT)	47 14%	**	**	**	**	**	7 10%	47 14%	16 11%	29 16%	**	**	**	**	29 16%	16 11%	47 14%
NUMBER FOLLOWING (COUNT)	38 11%	**	**	**	**	**	7 10%	38 11%	18 12%	20 11%	**	**	**	**	14 8%	24 16%	38 11%
POSTED PHOTO 3 (IMAGE)	27 8%	**	**	**	**	**	9 13%	27 8%	12 8%	15 8%	**	**	**	**	10 5%	17 12%	27 8%
POSTED PHOTO 2 (IMAGE)	26 8%	**	**	**	**	**	4 6%	26 8%	16 11%	10 5%	**	**	**	**	10 5%	16 11%	26 8%
NUMBER OF FOLLOWERS (COUNT)	26 8%	**	**	**	**	**	4 6%	26 8%	6 4%	20 11%	**	**	**	**	14 8%	10 7%	26 8%
POSTED PHOTO 1 (IMAGE)	25 8%	**	**	**	**	**	7 10%	25 8%	15 10%	10 6%	**	**	**	**	7 4%	18 12%	25 8%
DETAIL IN BIOGRAPHY (TEXT)	23 7%	**	**	**	**	**	5 8%	23 7%	11 8%	12 7%	**	**	**	**	10 6%	13 9%	23 7%
PROFILE PICTURE (IMAGE)	21 6%	**	**	**	**	**	1 2%	21 6%	13 9%	8 4%	**	**	**	**	6 3%	15 10%	21 6%

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 social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		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	348	15	17	47	69	92	108	348	154	191	92	91	68	94	183	162	348
Effective Weighted Sample	231	10	13	33	51	65	77	231	108	122	59	60	51	61	119	111	231
Total	331	17	20	47	98	81	68	331	142	186	82	98	75	72	180	147	331
NAME IN BIOGRAPHY (TEXT)	7 2%	** **	** **	** **	** **	** **	* 1%	7 2%	5 4%	2 1%	** **	** **	** **	** **	3 2%	4 3%	7 2%
NUMBER OF POSTS (COUNT)	5 1%	** **	** **	** **	** **	** **	1 2%	5 1%	2 1%	3 1%	** **	** **	** **	** **	4 2%	1 *%	5 1%
CLICK TO MESSAGE BUTTON (BUTTON)	3 1%	** **	** **	** **	** **	** **	1 1%	3 1%	2 1%	1 *%	** **	** **	** **	** **	2 1%	1 *%	3 1%
CLICK TO FOLLOW BUTTON (BUTTON)	2 1%	** **	** **	** **	** **	** **	* *%	2 1%	1 1%	1 1%	** **	** **	** **	** **	1 1%	1 1%	2 1%
CLICK TO VIEW GRID BUTTON (BUTTON)	* *%	** **	** **	** **	** **	** **	* *%	* *%	* *%	- -%	** **	** **	** **	** **	* *%	- -%	* *%
SUMMARY																	
ANY TEXT	267 81%	** **	** **	** **	** **	** **	55 82%	267 81%	113 79%	152 81%	** **	** **	** **	** **	150 83%	113 77%	267 81%
ANY IMAGE	65 20%	** **	** **	** **	** **	** **	15 22%	65 20%	36 26%	29 15%	** **	** **	** **	** **	24 14%	41 28%	65 20%
ANY COUNT	56 17%	** **	** **	** **	** **	** **	8 11%	56 17%	21 14%	35 19%	** **	** **	** **	** **	24 13%	30 20%	56 17%
ANY BUTTON	5 1%	** **	** **	** **	** **	** **	1 1%	5 1%	3 2%	2 1%	** **	** **	** **	** **	3 2%	2 1%	5 1%
Mean number of features chosen	1.6	**	**	**	**	**	1.5	1.6	1.6	1.5	**	**	**	**	1.4	1.7	1.6
Standard deviation	1.03	**	**	**	**	**	1.11	1.03	1.16	.90	**	**	**	**	.91	1.14	1.03
Standard error	.06	**	**	**	**	**	.11	.06	.09	.07	**	**	**	**	.07	.09	.06

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 social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION				N ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	~n	o	~p
Unweighted total	348	242	29	42	35	348	297	51	37	311	78	158	109	348	57	147	81
Effective Weighted Sample	231	180	19	31	26	231	197	34	28	205	52	104	74	231	35	98	54
Total	331	276	27	19	9	331	287	44	48	283	80	134	113	331	54	137	77
DESCRIPTION UNDER BIOGRAPHY (TEXT)	147	125	**	**	**	147	130	**	**	126	**	56	54	147	**	60	**
	44%	45%	**	**	**	44%	45%	**	**	45%	**	42%	48%	44%	**	44%	**
LINK IN DESCRIPTION (TEXT)	120	101	**	**	**	120	103	**	**	106	**	49	45	120	**	57	**
	36%	37%	**	**	**	36%	36%	**	**	37%	**	36%	40%	36%	**	41%	**
PROFILE USERNAME (TEXT)	47	38	**	**	**	47	45	**	**	41	**	12	28	47	**	15	**
	14%	14%	**	**	**	14%	16%	**	**	15%	**	9%	25%	14%	**	11%	**
													km				
NUMBER FOLLOWING (COUNT)	38	33	**	**	**	38	31	**	**	32	**	17	18	38	**	20	**
	11%	12%	**	**	**	11%	11%	**	**	11%	**	13%	16%	11%	**	14%	**
POSTED PHOTO 3 (IMAGE)	27	23	**	**	**	27	23	**	**	22	**	8	7	27	**	15	**
	8%	8%	**	**	**	8%	8%	**	**	8%	**	6%	6%	8%	**	11%	**
POSTED PHOTO 2 (IMAGE)	26	20	**	**	**	26	23	**	**	22	**	11	8	26	**	15	**
	8%	7%	**	**	**	8%	8%	**	**	8%	**	8%	7%	8%	**	11%	**
NUMBER OF FOLLOWERS (COUNT)	26	17	**	**	**	26	21	**	**	20	**	12	9	26	**	6	**
	8%	6%	**	**	**	8%	7%	**	**	7%	**	9%	8%	8%	**	5%	**
POSTED PHOTO 1 (IMAGE)	25	21	**	**	**	25	20	**	**	21	**	11	7	25	**	17	**
	8%	8%	**	**	**	8%	7%	**	**	7%	**	8%	6%	8%	**	12%	**
DETAIL IN BIOGRAPHY (TEXT)	23	17	**	**	**	23	21	**	**	19	**	14	4	23	**	10	**
	7%	6%	**	**	**	7%	7%	**	**	7%	**	10%	3%	7%	**	7%	**
PROFILE PICTURE (IMAGE)	21	18	**	**	**	21	21	**	**	16	**	10	7	21	**	6	**
	6%	7%	**	**	**	6%	7%	**	**	6%	**	7%	6%	6%	**	4%	**

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

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	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	~n	o	~p
Unweighted total	348	242	29	42	35	348	297	51	37	311	78	158	109	348	57	147	81
Effective Weighted Sample	231	180	19	31	26	231	197	34	28	205	52	104	74	231	35	98	54
Total	331	276	27	19	9	331	287	44	48	283	80	134	113	331	54	137	77
NAME IN BIOGRAPHY (TEXT)	7 2%	6 2%	** **	** **	** **	7 2%	6 2%	** **	** **	5 2%	** **	2 1%	1 1%	7 2%	** **	2 1%	** **
NUMBER OF POSTS (COUNT)	5 1%	3 1%	** **	** **	** **	5 1%	4 1%	** **	** **	5 2%	** **	3 2%	2 2%	5 1%	** **	3 2%	** **
CLICK TO MESSAGE BUTTON (BUTTON)	3 1%	- -%	** **	** **	** **	3 1%	1 *%	** **	** **	2 1%	** **	2 2%	* *%	3 1%	** **	1 *%	** **
CLICK TO FOLLOW BUTTON (BUTTON)	2 1%	1 *%	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	** **	2 2%	- -%	2 1%	** **	2 2%	** **
CLICK TO VIEW GRID BUTTON (BUTTON)	* *%	- -%	** **	** **	** **	* *%	* *%	** **	** **	* *%	** **	- -%	* *%	* *%	** **	- -%	** **
SUMMARY																	
ANY TEXT	267 81%	227 82%	** **	** **	** **	267 81%	235 82%	** **	** **	229 81%	** **	102 76%	98 87%	267 81%	** **	112 81%	** **
ANY IMAGE	65 20%	57 21%	** **	** **	** **	65 20%	58 20%	** **	** **	55 19%	** **	28 21%	14 13%	65 20%	** **	31 22%	** **
ANY COUNT	56 17%	46 17%	** **	** **	** **	56 17%	46 16%	** **	** **	45 16%	** **	24 18%	24 22%	56 17%	** **	21 16%	** **
ANY BUTTON	5 1%	1 *%	** **	** **	** **	5 1%	3 1%	** **	** **	5 2%	** **	4 3%	1 1%	5 1%	** **	3 2%	** **
Mean number of features chosen	1.6	1.5	**	**	**	1.6	1.6	**	**	1.6	**	1.6	1.7	1.6	**	1.7	**
Standard deviation	1.03	.95	**	**	**	1.03	1.04	**	**	1.01	**	1.01	1.17	1.03	**	1.12	**
Standard error	.06	.06	**	**	**	.06	.06	**	**	.06	**	.08	.11	.06	**	.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.

SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	348	131	198	256	79
Effective Weighted Sample	231	87	131	168	62
Total	331	116	190	208	114
DESCRIPTION UNDER BIOGRAPHY (TEXT)	147 44%	47 41%	92 48%	89 43%	** **
LINK IN DESCRIPTION (TEXT)	120 36%	43 37%	71 37%	83 40%	** **
PROFILE USERNAME (TEXT)	47 14%	15 13%	27 14%	31 15%	** **
NUMBER FOLLOWING (COUNT)	38 11%	15 13%	20 11%	26 13%	** **
POSTED PHOTO 3 (IMAGE)	27 8%	10 9%	16 9%	17 8%	** **
POSTED PHOTO 2 (IMAGE)	26 8%	12 10%	11 6%	17 8%	** **
NUMBER OF FOLLOWERS (COUNT)	26 8%	12 11%	9 4%	15 7%	** **
POSTED PHOTO 1 (IMAGE)	25 8%	16 14%	8 4%	18 8%	** **
DETAIL IN BIOGRAPHY (TEXT)	23 7%	6 5%	16 9%	16 8%	** **
PROFILE PICTURE (IMAGE)	21 6%	9 8%	12 6%	9 4%	** **

Columns Tested: a,b - c,d

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

SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	348	131	198	256	79
Effective Weighted Sample	231	87	131	168	62
Total	331	116	190	208	114
NAME IN BIOGRAPHY (TEXT)	7 2%	3 3%	3 2%	6 3%	** **
NUMBER OF POSTS (COUNT)	5 1%	4 4%	1 *%	2 1%	** **
CLICK TO MESSAGE BUTTON (BUTTON)	3 1%	2 2%	- -%	3 1%	** **
CLICK TO FOLLOW BUTTON (BUTTON)	2 1%	* *%	2 1%	2 1%	** **
CLICK TO VIEW GRID BUTTON (BUTTON)	* *%	- -%	* *%	* *%	** **
SUMMARY					
ANY TEXT	267 81%	85 74%	163 86%	171 82%	** **
			a		
ANY IMAGE	65 20%	28 24%	34 18%	40 19%	** **
ANY COUNT	56 17%	25 22%	24 12%	34 16%	** **
ANY BUTTON	5 1%	3 2%	2 1%	5 2%	** **
Mean number of features chosen	1.6	1.7	1.5	1.6	**
Standard deviation	1.03	1.08	1.00	1.06	**
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.

SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	REPORTS a	DOES NOT REPORT b	NONE c	ANY ~d
Total				
Significance Level: 95%				
Standard error	.06	.09	.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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE							GENDER		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	204	33	47	48	37	22	17	204	113	91	69	47	38	50	116	88	204
Effective Weighted Sample	139	23	35	36	25	14	9	139	78	61	48	33	29	33	80	60	139
Total	266	50	74	58	41	30	12	266	150	116	102	65	55	44	167	99	266
PROFILE PICTURE (IMAGE)	66 25%	** **	** **	** **	** **	** **	** **	66 25%	44 29%	** **	** **	** **	** **	** **	41 25%	** **	66 25%
DESCRIPTION UNDER BIOGRAPHY (TEXT)	35 13%	** **	** **	** **	** **	** **	** **	35 13%	18 12%	** **	** **	** **	** **	** **	29 17%	** **	35 13%
DETAIL IN BIOGRAPHY (TEXT)	23 9%	** **	** **	** **	** **	** **	** **	23 9%	8 5%	** **	** **	** **	** **	** **	14 8%	** **	23 9%
NUMBER FOLLOWING (COUNT)	23 9%	** **	** **	** **	** **	** **	** **	23 9%	12 8%	** **	** **	** **	** **	** **	9 5%	** **	23 9%
POSTED PHOTO 2 (IMAGE)	22 8%	** **	** **	** **	** **	** **	** **	22 8%	15 10%	** **	** **	** **	** **	** **	10 6%	** **	22 8%
POSTED PHOTO 1 (IMAGE)	18 7%	** **	** **	** **	** **	** **	** **	18 7%	13 8%	** **	** **	** **	** **	** **	15 9%	** **	18 7%
NUMBER OF FOLLOWERS (COUNT)	18 7%	** **	** **	** **	** **	** **	** **	18 7%	7 5%	** **	** **	** **	** **	** **	12 7%	** **	18 7%
POSTED PHOTO 3 (IMAGE)	14 5%	** **	** **	** **	** **	** **	** **	14 5%	8 5%	** **	** **	** **	** **	** **	10 6%	** **	14 5%
NAME IN BIOGRAPHY (TEXT)	14 5%	** **	** **	** **	** **	** **	** **	14 5%	10 6%	** **	** **	** **	** **	** **	7 4%	** **	14 5%
PROFILE USERNAME (TEXT)	10 4%	** **	** **	** **	** **	** **	** **	10 4%	1 1%	** **	** **	** **	** **	** **	6 3%	** **	10 4%
NUMBER OF POSTS (COUNT)	8 3%	** **	** **	** **	** **	** **	** **	8 3%	5 3%	** **	** **	** **	** **	** **	6 3%	** **	8 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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE							GENDER		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	204	33	47	48	37	22	17	204	113	91	69	47	38	50	116	88	204
Effective Weighted Sample	139	23	35	36	25	14	9	139	78	61	48	33	29	33	80	60	139
Total	266	50	74	58	41	30	12	266	150	116	102	65	55	44	167	99	266
LINK IN DESCRIPTION (TEXT)	8 3%	** **	** **	** **	** **	** **	** **	8 3%	5 3%	** **	** **	** **	** **	** **	3 2%	** **	8 3%
CLICK TO FOLLOW BUTTON (BUTTON)	6 2%	** **	** **	** **	** **	** **	** **	6 2%	4 2%	** **	** **	** **	** **	** **	4 2%	** **	6 2%
CLICK TO MESSAGE BUTTON (BUTTON)	2 1%	** **	** **	** **	** **	** **	** **	2 1%	2 1%	** **	** **	** **	** **	** **	2 1%	** **	2 1%
SUMMARY																	
ANY IMAGE	121 45%	** **	** **	** **	** **	** **	** **	121 45%	79 53%	** **	** **	** **	** **	** **	77 46%	** **	121 45%
ANY TEXT	90 34%	** **	** **	** **	** **	** **	** **	90 34%	42 28%	** **	** **	** **	** **	** **	59 35%	** **	90 34%
ANY COUNT	48 18%	** **	** **	** **	** **	** **	** **	48 18%	24 16%	** **	** **	** **	** **	** **	26 16%	** **	48 18%
ANY BUTTON	7 3%	** **	** **	** **	** **	** **	** **	7 3%	5 4%	** **	** **	** **	** **	** **	5 3%	** **	7 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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		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	204	152	25	13	14	204	181	23	34	170	62	81	58	204	43	82	54
Effective Weighted Sample	139	112	17	9	11	139	123	16	25	114	42	53	42	139	29	54	38
Total	266	226	28	8	4	266	238	28	48	218	84	108	69	266	58	109	70
PROFILE PICTURE (IMAGE)	66	55	**	**	**	66	56	**	**	53	**	**	**	66	**	**	**
	25%	25%	**	**	**	25%	23%	**	**	24%	**	**	**	25%	**	**	**
DESCRIPTION UNDER BIOGRAPHY (TEXT)	35	34	**	**	**	35	34	**	**	33	**	**	**	35	**	**	**
	13%	15%	**	**	**	13%	14%	**	**	15%	**	**	**	13%	**	**	**
DETAIL IN BIOGRAPHY (TEXT)	23	20	**	**	**	23	19	**	**	18	**	**	**	23	**	**	**
	9%	9%	**	**	**	9%	8%	**	**	8%	**	**	**	9%	**	**	**
NUMBER FOLLOWING (COUNT)	23	17	**	**	**	23	20	**	**	21	**	**	**	23	**	**	**
	9%	7%	**	**	**	9%	8%	**	**	9%	**	**	**	9%	**	**	**
POSTED PHOTO 2 (IMAGE)	22	17	**	**	**	22	19	**	**	18	**	**	**	22	**	**	**
	8%	8%	**	**	**	8%	8%	**	**	8%	**	**	**	8%	**	**	**
POSTED PHOTO 1 (IMAGE)	18	15	**	**	**	18	17	**	**	12	**	**	**	18	**	**	**
	7%	7%	**	**	**	7%	7%	**	**	5%	**	**	**	7%	**	**	**
NUMBER OF FOLLOWERS (COUNT)	18	13	**	**	**	18	16	**	**	16	**	**	**	18	**	**	**
	7%	6%	**	**	**	7%	7%	**	**	7%	**	**	**	7%	**	**	**
POSTED PHOTO 3 (IMAGE)	14	14	**	**	**	14	13	**	**	12	**	**	**	14	**	**	**
	5%	6%	**	**	**	5%	5%	**	**	5%	**	**	**	5%	**	**	**
NAME IN BIOGRAPHY (TEXT)	14	13	**	**	**	14	13	**	**	13	**	**	**	14	**	**	**
	5%	6%	**	**	**	5%	6%	**	**	6%	**	**	**	5%	**	**	**
PROFILE USERNAME (TEXT)	10	7	**	**	**	10	10	**	**	6	**	**	**	10	**	**	**
	4%	3%	**	**	**	4%	4%	**	**	3%	**	**	**	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION				N ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	~k	~l	m	~n	~o	~p
Unweighted total	204	152	25	13	14	204	181	23	34	170	62	81	58	204	43	82	54
Effective Weighted Sample	139	112	17	9	11	139	123	16	25	114	42	53	42	139	29	54	38
Total	266	226	28	8	4	266	238	28	48	218	84	108	69	266	58	109	70
NUMBER OF POSTS (COUNT)	8	7	**	**	**	8	8	**	**	6	**	**	**	8	**	**	**
	3%	3%	**	**	**	3%	3%	**	**	3%	**	**	**	3%	**	**	**
LINK IN DESCRIPTION (TEXT)	8	7	**	**	**	8	7	**	**	8	**	**	**	8	**	**	**
	3%	3%	**	**	**	3%	3%	**	**	4%	**	**	**	3%	**	**	**
CLICK TO FOLLOW BUTTON (BUTTON)	6	5	**	**	**	6	6	**	**	4	**	**	**	6	**	**	**
	2%	2%	**	**	**	2%	2%	**	**	2%	**	**	**	2%	**	**	**
CLICK TO MESSAGE BUTTON (BUTTON)	2	2	**	**	**	2	2	**	**	-	**	**	**	2	**	**	**
	1%	1%	**	**	**	1%	1%	**	**	-%	**	**	**	1%	**	**	**
SUMMARY																	
ANY IMAGE	121	102	**	**	**	121	105	**	**	94	**	**	**	121	**	**	**
	45%	45%	**	**	**	45%	44%	**	**	43%	**	**	**	45%	**	**	**
ANY TEXT	90	80	**	**	**	90	83	**	**	78	**	**	**	90	**	**	**
	34%	36%	**	**	**	34%	35%	**	**	36%	**	**	**	34%	**	**	**
ANY COUNT	48	37	**	**	**	48	44	**	**	42	**	**	**	48	**	**	**
	18%	16%	**	**	**	18%	18%	**	**	19%	**	**	**	18%	**	**	**
ANY BUTTON	7	7	**	**	**	7	7	**	**	4	**	**	**	7	**	**	**
	3%	3%	**	**	**	3%	3%	**	**	2%	**	**	**	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	204	89	92	105	87
Effective Weighted Sample	139	57	65	72	65
Total	266	119	114	103	148
PROFILE PICTURE (IMAGE)	66 25%	**	**	30 29%	**
DESCRIPTION UNDER BIOGRAPHY (TEXT)	35 13%	**	**	12 11%	**
DETAIL IN BIOGRAPHY (TEXT)	23 9%	**	**	8 7%	**
NUMBER FOLLOWING (COUNT)	23 9%	**	**	11 10%	**
POSTED PHOTO 2 (IMAGE)	22 8%	**	**	13 12%	**
POSTED PHOTO 1 (IMAGE)	18 7%	**	**	5 5%	**
NUMBER OF FOLLOWERS (COUNT)	18 7%	**	**	5 5%	**
POSTED PHOTO 3 (IMAGE)	14 5%	**	**	2 2%	**
NAME IN BIOGRAPHY (TEXT)	14 5%	**	**	5 5%	**
PROFILE USERNAME (TEXT)	10 4%	**	**	5 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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	204	89	92	105	87
Effective Weighted Sample	139	57	65	72	65
Total	266	119	114	103	148
NUMBER OF POSTS (COUNT)	8	**	**	*	**
	3%	**	**	*%	**
LINK IN DESCRIPTION (TEXT)	8	**	**	5	**
	3%	**	**	5%	**
CLICK TO FOLLOW BUTTON (BUTTON)	6	**	**	3	**
	2%	**	**	2%	**
CLICK TO MESSAGE BUTTON (BUTTON)	2	**	**	-	**
	1%	**	**	-%	**
SUMMARY					
ANY IMAGE	121	**	**	50	**
	45%	**	**	48%	**
ANY TEXT	90	**	**	35	**
	34%	**	**	34%	**
ANY COUNT	48	**	**	16	**
	18%	**	**	15%	**
ANY BUTTON	7	**	**	3	**
	3%	**	**	2%	**

Columns Tested: a,b - c,d

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

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		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	1830	321	361	355	281	256	256	1830	801	1003	487	522	337	477	1009	814	1830
Effective Weighted Sample	1224	220	247	246	192	174	164	1224	537	669	334	357	236	307	692	530	1224
Total	1813	334	386	355	329	230	179	1813	795	991	508	551	384	365	1059	749	1813
DESCRIPTION UNDER BIOGRAPHY (TEXT)	681	128	126	149	123	94	61	681	275	397	164	202	153	158	366	312	681
	38%	38%	33%	42%	37%	41%	34%	38%	35%	40%	32%	37%	40%	43%	35%	42%	38%
			b											jn		jn	
LINK IN DESCRIPTION (TEXT)	471	80	98	93	93	53	54	471	208	258	141	144	99	87	285	186	471
	26%	24%	25%	26%	28%	23%	30%	26%	26%	26%	28%	26%	26%	24%	27%	25%	26%
PROFILE USERNAME (TEXT)	197	35	44	36	47	23	12	197	99	90	63	81	27	25	144	52	197
	11%	11%	11%	10%	14%	10%	7%	11%	12%	9%	12%	15%	7%	7%	14%	7%	11%
				f							lmo	lmop			lmo		mo
NUMBER OF FOLLOWERS (COUNT)	129	43	40	19	6	11	10	129	52	78	45	33	31	20	78	51	129
	7%	13%	10%	5%	2%	5%	6%	7%	7%	8%	9%	6%	8%	6%	7%	7%	7%
		cdefg	cde					d									
NUMBER FOLLOWING (COUNT)	108	24	33	15	16	10	10	108	43	64	43	39	13	13	82	26	108
	6%	7%	8%	4%	5%	4%	5%	6%	5%	6%	8%	7%	3%	4%	8%	4%	6%
											lmo	o			lmo		o
PROFILE PICTURE (IMAGE)	72	10	10	17	18	11	7	72	37	35	15	14	21	22	29	43	72
	4%	3%	3%	5%	5%	5%	4%	4%	5%	4%	3%	3%	5%	6%	3%	6%	4%
													n	kn		kn	
DETAIL IN BIOGRAPHY (TEXT)	54	3	9	9	8	14	11	54	30	25	11	15	13	16	26	28	54
	3%	1%	2%	2%	3%	6%	6%	3%	4%	2%	2%	3%	3%	4%	2%	4%	3%
					ag	ag											
POSTED PHOTO 2 (IMAGE)	25	2	4	2	6	4	7	25	13	12	4	7	5	9	12	13	25
	1%	1%	1%	1%	2%	2%	4%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%
							abcg										
POSTED PHOTO 1 (IMAGE)	22	1	7	5	4	3	2	22	16	6	6	6	6	5	11	11	22
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		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	1830	321	361	355	281	256	256	1830	801	1003	487	522	337	477	1009	814	1830
Effective Weighted Sample	1224	220	247	246	192	174	164	1224	537	669	334	357	236	307	692	530	1224
Total	1813	334	386	355	329	230	179	1813	795	991	508	551	384	365	1059	749	1813
POSTED PHOTO 3 (IMAGE)	22 1%	3 1%	6 2%	5 1%	4 1%	4 2%	* *%	22 1%	9 1%	12 1%	5 1%	4 1%	10 2% n	3 1%	9 1%	13 2%	22 1%
NUMBER OF POSTS (COUNT)	11 1%	2 1%	- -%	2 1%	4 1%	1 *%	3 1%	11 1%	7 1%	4 *%	4 1%	2 *%	5 1%	1 *%	6 1%	5 1%	11 1%
NAME IN BIOGRAPHY (TEXT)	8 *%	- -%	1 *%	3 1%	1 *%	2 1%	2 1%	8 *%	3 *%	5 *%	3 1%	* *%	1 *%	3 1%	4 *%	4 1%	8 *%
CLICK TO FOLLOW BUTTON (BUTTON)	6 *%	- -%	6 1% g	- -%	- -%	- -%	- -%	6 *%	1 *%	2 *%	3 1%	- -%	1 *%	2 1%	3 *%	3 *%	6 *%
CLICK TO MESSAGE BUTTON (BUTTON)	5 *%	3 1%	2 *%	* *%	- -%	- -%	- -%	5 *%	1 *%	4 *%	2 *%	3 *%	* *%	- -%	5 *%	* *%	5 *%
CLICK TO VIEW GRID BUTTON (BUTTON)	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%
SUMMARY																	
ANY TEXT	1412 78%	246 74%	279 72%	289 82% ab	272 83% ab	186 81%	140 78%	1412 78%	616 77%	774 78%	381 75%	443 81%	293 76%	289 79%	825 78%	582 78%	1412 78%
ANY COUNT	249 14%	69 21% cdefg	73 19% cdeg	36 10%	26 8%	22 10%	22 12%	249 14% d	102 13%	145 15%	93 18% mop	73 13%	49 13%	34 9%	166 16% mo	83 11%	249 14% m
ANY IMAGE	141 8%	16 5%	27 7%	29 8%	31 9%	22 10%	17 9%	141 8%	75 9%	66 7%	30 6%	31 6%	41 11% jkn	40 11% jkn	61 6%	81 11% jkn	141 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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		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	1830	321	361	355	281	256	256	1830	801	1003	487	522	337	477	1009	814	1830
Effective Weighted Sample	1224	220	247	246	192	174	164	1224	537	669	334	357	236	307	692	530	1224
Total	1813	334	386	355	329	230	179	1813	795	991	508	551	384	365	1059	749	1813
ANY BUTTON	11	3	7	*	-	1	-	11	2	6	5	3	1	3	7	4	11
	1%	1%	2%	*%	-%	*%	-%	1%	*%	1%	1%	*%	*%	1%	1%	1%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	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	1830	1254	195	178	203	1830	1569	261	234	1596	304	800	718	1830	331	733	478
Effective Weighted Sample	1224	935	147	131	169	1224	1052	171	150	1078	192	541	492	1224	210	494	325
Total	1813	1508	162	87	57	1813	1557	256	254	1559	327	767	713	1813	340	723	481
DESCRIPTION UNDER BIOGRAPHY (TEXT)	681 38%	568 38%	58 36%	34 39%	21 38%	681 38%	583 37%	98 38%	114 45%	567 36%	119 36%	303 40%	257 36%	681 38%	141 42%	276 38%	162 34%
LINK IN DESCRIPTION (TEXT)	471 26%	384 25%	49 30%	24 28%	14 24%	471 26%	407 26%	64 25%	62 24%	409 26%	88 27%	178 23%	202 28%	471 26%	91 27%	169 23%	143 30% o
PROFILE USERNAME (TEXT)	197 11%	170 11%	15 10%	8 9%	4 7%	197 11%	169 11%	28 11%	15 6%	183 12% h	19 6%	84 11% j	95 13% j	197 11% j	32 10%	83 11%	58 12%
NUMBER OF FOLLOWERS (COUNT)	129 7%	111 7%	6 3%	9 10% b	4 6%	129 7%	119 8%	10 4%	13 5%	117 7%	20 6%	60 8%	48 7%	129 7%	29 9%	46 6%	30 6%
NUMBER FOLLOWING (COUNT)	108 6%	87 6%	11 7%	5 5%	6 10% ae	108 6%	86 6%	22 9%	16 6%	92 6%	18 5%	47 6%	42 6%	108 6%	7 2%	47 7% n	37 8% n
PROFILE PICTURE (IMAGE)	72 4%	63 4%	5 3%	2 2%	2 3%	72 4%	58 4%	14 5%	12 5%	60 4%	16 5%	35 5%	21 3%	72 4%	10 3%	28 4%	19 4%
DETAIL IN BIOGRAPHY (TEXT)	54 3%	47 3%	4 2%	2 3%	2 3%	54 3%	44 3%	10 4%	4 2%	50 3%	16 5%	22 3%	16 2%	54 3%	8 2%	34 5% p	8 2%
POSTED PHOTO 2 (IMAGE)	25 1%	17 1%	6 4% ae	1 1%	1 2%	25 1%	20 1%	5 2%	3 1%	22 1%	9 3% l	13 2%	4 *% l	25 1%	6 2%	10 1%	5 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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1830	1254	195	178	203	1830	1569	261	234	1596	304	800	718	1830	331	733	478
Effective Weighted Sample	1224	935	147	131	169	1224	1052	171	150	1078	192	541	492	1224	210	494	325
Total	1813	1508	162	87	57	1813	1557	256	254	1559	327	767	713	1813	340	723	481
POSTED PHOTO 1 (IMAGE)	22 1%	19 1%	3 2%	- -%	* 1%	22 1%	22 1%	- -%	4 2%	18 1%	6 2%	9 1%	7 1%	22 1%	5 1%	7 1%	6 1%
POSTED PHOTO 3 (IMAGE)	22 1%	16 1%	2 1%	2 2%	1 2%	22 1%	20 1%	2 1%	1 *%	21 1%	4 1%	7 1%	11 2%	22 1%	5 2%	9 1%	7 1%
NUMBER OF POSTS (COUNT)	11 1%	8 1%	2 1%	- -%	1 2%	11 1%	10 1%	1 *%	4 2%	7 *%	4 1%	3 *%	4 1%	11 1%	2 1%	5 1%	3 1%
NAME IN BIOGRAPHY (TEXT)	8 *%	6 *%	1 1%	* *%	- -%	8 *%	7 *%	1 *%	* *%	7 *%	1 *%	4 1%	2 *%	8 *%	* *%	6 1%	1 *%
CLICK TO FOLLOW BUTTON (BUTTON)	6 *%	5 *%	- -%	- -%	* 1%	6 *%	6 *%	- -%	3 1%	3 *%	4 1%	- -%	1 *%	6 *%	2 *%	1 *%	3 1%
CLICK TO MESSAGE BUTTON (BUTTON)	5 *%	4 *%	- -%	* 1%	* *%	5 *%	5 *%	* *%	3 1%	2 *%	3 1%	* *%	2 *%	5 *%	- -%	2 *%	* *%
CLICK TO VIEW GRID BUTTON (BUTTON)	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%
SUMMARY																	
ANY TEXT	1412 78%	1175 78%	127 78%	69 79%	41 72%	1412 78%	1211 78%	201 79%	195 77%	1216 78%	244 75%	591 77%	573 80%	1412 78%	274 80%	567 78%	371 77%
ANY COUNT	249 14%	207 14%	19 11%	13 15%	10 18%	249 14%	216 14%	33 13%	33 13%	216 14%	42 13%	111 14%	94 13%	249 14%	38 11%	99 14%	70 15%
ANY IMAGE	141 8%	116 8%	17 10%	4 5%	5 9%	141 8%	120 8%	21 8%	20 8%	121 8%	34 10%	64 8%	43 6%	141 8%	26 8%	54 7%	37 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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	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	1830	1254	195	178	203	1830	1569	261	234	1596	304	800	718	1830	331	733	478
Effective Weighted Sample	1224	935	147	131	169	1224	1052	171	150	1078	192	541	492	1224	210	494	325
Total	1813	1508	162	87	57	1813	1557	256	254	1559	327	767	713	1813	340	723	481
ANY BUTTON	11	10	-	*	1	11	11	*	6	6	7	1	3	11	2	4	3
	1%	1%	-%	1%	1%	1%	1%	-%	2%	-%	2%	-%	-%	1%	-%	1%	1%
									i		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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1830	665	1052	1176	583
Effective Weighted Sample	1224	451	704	796	443
Total	1813	631	1068	939	813
DESCRIPTION UNDER BIOGRAPHY (TEXT)	681 38%	223 35%	410 38%	363 39%	299 37%
LINK IN DESCRIPTION (TEXT)	471 26%	195 31%	252 24%	248 26%	207 26%
PROFILE USERNAME (TEXT)	197 11%	64 10%	122 11%	108 11%	85 10%
NUMBER OF FOLLOWERS (COUNT)	129 7%	44 7%	77 7%	57 6%	67 8%
NUMBER FOLLOWING (COUNT)	108 6%	30 5%	72 7%	55 6%	48 6%
PROFILE PICTURE (IMAGE)	72 4%	17 3%	49 5%	30 3%	37 5%
DETAIL IN BIOGRAPHY (TEXT)	54 3%	18 3%	33 3%	32 3%	22 3%
POSTED PHOTO 2 (IMAGE)	25 1%	9 1%	16 2%	13 1%	12 1%
POSTED PHOTO 1 (IMAGE)	22 1%	12 2%	9 1%	13 1%	9 1%
POSTED PHOTO 3 (IMAGE)	22 1%	11 2%	10 1%	5 1%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1830	665	1052	1176	583
Effective Weighted Sample	1224	451	704	796	443
Total	1813	631	1068	939	813
NUMBER OF POSTS (COUNT)	11	2	9	8	3
	1%	*%	1%	1%	*%
NAME IN BIOGRAPHY (TEXT)	8	3	5	5	3
	*%	*%	*%	1%	*%
CLICK TO FOLLOW BUTTON (BUTTON)	6	4	-	3	1
	*%	1%	-%	*%	*%
CLICK TO MESSAGE BUTTON (BUTTON)	5	*	2	*	2
	*%	*%	*%	*%	*%
CLICK TO VIEW GRID BUTTON (BUTTON)	1	-	1	1	-
	*%	-%	*%	*%	-%
SUMMARY					
ANY TEXT	1412	503	822	755	617
	78%	80%	77%	80%	76%
ANY COUNT	249	76	158	120	118
	14%	12%	15%	13%	15%
ANY IMAGE	141	48	85	61	75
	8%	8%	8%	6%	9%
ANY BUTTON	11	4	3	3	4
	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		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	348	15	17	47	69	92	108	348	154	191	92	91	68	94	183	162	348
Effective Weighted Sample	231	10	13	33	51	65	77	231	108	122	59	60	51	61	119	111	231
Total	331	17	20	47	98	81	68	331	142	186	82	98	75	72	180	147	331
DESCRIPTION UNDER BIOGRAPHY (TEXT)	101	**	**	**	**	**	19	101	44	57	**	**	**	**	55	45	101
	31%	**	**	**	**	**	28%	31%	31%	30%	**	**	**	**	31%	30%	31%
LINK IN DESCRIPTION (TEXT)	90	**	**	**	**	**	21	90	37	50	**	**	**	**	53	36	90
	27%	**	**	**	**	**	31%	27%	26%	27%	**	**	**	**	29%	24%	27%
PROFILE USERNAME (TEXT)	37	**	**	**	**	**	6	37	13	23	**	**	**	**	24	13	37
	11%	**	**	**	**	**	8%	11%	9%	12%	**	**	**	**	13%	9%	11%
NUMBER OF FOLLOWERS (COUNT)	18	**	**	**	**	**	2	18	3	15	**	**	**	**	11	5	18
	5%	**	**	**	**	**	3%	5%	2%	8%	**	**	**	**	6%	4%	5%
POSTED PHOTO 3 (IMAGE)	16	**	**	**	**	**	6	16	6	11	**	**	**	**	6	11	16
	5%	**	**	**	**	**	9%	5%	4%	6%	**	**	**	**	3%	7%	5%
POSTED PHOTO 2 (IMAGE)	15	**	**	**	**	**	1	15	10	5	**	**	**	**	7	8	15
	4%	**	**	**	**	**	1%	4%	7%	3%	**	**	**	**	4%	5%	4%
DETAIL IN BIOGRAPHY (TEXT)	12	**	**	**	**	**	3	12	5	7	**	**	**	**	6	6	12
	4%	**	**	**	**	**	5%	4%	4%	4%	**	**	**	**	3%	4%	4%
NUMBER FOLLOWING (COUNT)	12	**	**	**	**	**	3	12	5	6	**	**	**	**	6	5	12
	4%	**	**	**	**	**	4%	4%	4%	3%	**	**	**	**	3%	4%	4%
POSTED PHOTO 1 (IMAGE)	10	**	**	**	**	**	4	10	5	6	**	**	**	**	4	6	10
	3%	**	**	**	**	**	6%	3%	3%	3%	**	**	**	**	2%	4%	3%
PROFILE PICTURE (IMAGE)	10	**	**	**	**	**	*	10	6	4	**	**	**	**	2	8	10
	3%	**	**	**	**	**	1%	3%	4%	2%	**	**	**	**	1%	5%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		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	348	15	17	47	69	92	108	348	154	191	92	91	68	94	183	162	348
Effective Weighted Sample	231	10	13	33	51	65	77	231	108	122	59	60	51	61	119	111	231
Total	331	17	20	47	98	81	68	331	142	186	82	98	75	72	180	147	331
NAME IN BIOGRAPHY (TEXT)	6 2%	** **	** **	** **	** **	** **	* 1%	6 2%	4 3%	2 1%	** **	** **	** **	** **	2 1%	4 3%	6 2%
CLICK TO MESSAGE BUTTON (BUTTON)	2 1%	** **	** **	** **	** **	** **	* 1%	2 1%	2 1%	- -%	** **	** **	** **	** **	2 1%	- -%	2 1%
CLICK TO FOLLOW BUTTON (BUTTON)	1 *%	** **	** **	** **	** **	** **	* *%	1 *%	* *%	1 1%	** **	** **	** **	** **	1 1%	* *%	1 *%
NUMBER OF POSTS (COUNT)	1 *%	** **	** **	** **	** **	** **	1 1%	1 *%	1 *%	- -%	** **	** **	** **	** **	1 *%	- -%	1 *%
CLICK TO VIEW GRID BUTTON (BUTTON)	* *%	** **	** **	** **	** **	** **	* *%	* *%	* *%	- -%	** **	** **	** **	** **	* *%	- -%	* *%
SUMMARY																	
ANY TEXT	246 74%	** **	** **	** **	** **	** **	50 73%	246 74%	104 73%	139 75%	** **	** **	** **	** **	141 78%	103 70%	246 74%
ANY IMAGE	51 15%	** **	** **	** **	** **	** **	12 17%	51 15%	26 18%	25 13%	** **	** **	** **	** **	19 10%	33 22%	51 15%
ANY COUNT	30 9%	** **	** **	** **	** **	** **	6 8%	30 9%	9 6%	21 11%	** **	** **	** **	** **	18 10%	11 7%	30 9%
ANY BUTTON	3 1%	** **	** **	** **	** **	** **	1 1%	3 1%	2 2%	1 1%	** **	** **	** **	** **	3 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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	~n	o	~p
Unweighted total	348	242	29	42	35	348	297	51	37	311	78	158	109	348	57	147	81
Effective Weighted Sample	231	180	19	31	26	231	197	34	28	205	52	104	74	231	35	98	54
Total	331	276	27	19	9	331	287	44	48	283	80	134	113	331	54	137	77
DESCRIPTION UNDER BIOGRAPHY (TEXT)	101	87	**	**	**	101	90	**	**	84	**	36	37	101	**	38	**
	31%	32%	**	**	**	31%	31%	**	**	30%	**	27%	32%	31%	**	28%	**
LINK IN DESCRIPTION (TEXT)	90	79	**	**	**	90	75	**	**	80	**	36	31	90	**	43	**
	27%	29%	**	**	**	27%	26%	**	**	28%	**	27%	28%	27%	**	31%	**
PROFILE USERNAME (TEXT)	37	29	**	**	**	37	35	**	**	32	**	10	22	37	**	12	**
	11%	10%	**	**	**	11%	12%	**	**	11%	**	7%	19%	11%	**	9%	**
NUMBER OF FOLLOWERS (COUNT)	18	11	**	**	**	18	13	**	**	15	**	9	7	18	**	3	**
	5%	4%	**	**	**	5%	5%	**	**	5%	**	7%	6%	5%	**	2%	**
POSTED PHOTO 3 (IMAGE)	16	15	**	**	**	16	14	**	**	13	**	4	*	16	**	9	**
	5%	5%	**	**	**	5%	5%	**	**	5%	**	3%	%	5%	**	6%	**
POSTED PHOTO 2 (IMAGE)	15	12	**	**	**	15	14	**	**	13	**	8	3	15	**	8	**
	4%	4%	**	**	**	4%	5%	**	**	4%	**	6%	3%	4%	**	5%	**
DETAIL IN BIOGRAPHY (TEXT)	12	7	**	**	**	12	11	**	**	10	**	9	1	12	**	5	**
	4%	3%	**	**	**	4%	4%	**	**	4%	**	7%	1%	4%	**	3%	**
NUMBER FOLLOWING (COUNT)	12	11	**	**	**	12	11	**	**	10	**	6	5	12	**	6	**
	4%	4%	**	**	**	4%	4%	**	**	3%	**	5%	4%	4%	**	5%	**
POSTED PHOTO 1 (IMAGE)	10	10	**	**	**	10	7	**	**	9	**	6	2	10	**	7	**
	3%	3%	**	**	**	3%	2%	**	**	3%	**	4%	2%	3%	**	5%	**
PROFILE PICTURE (IMAGE)	10	10	**	**	**	10	10	**	**	8	**	6	3	10	**	3	**
	3%	3%	**	**	**	3%	4%	**	**	3%	**	5%	3%	3%	**	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	~n	o	~p
Unweighted total	348	242	29	42	35	348	297	51	37	311	78	158	109	348	57	147	81
Effective Weighted Sample	231	180	19	31	26	231	197	34	28	205	52	104	74	231	35	98	54
Total	331	276	27	19	9	331	287	44	48	283	80	134	113	331	54	137	77
NAME IN BIOGRAPHY (TEXT)	6 2%	6 2%	** **	** **	** **	6 2%	5 2%	** **	** **	5 2%	** **	1 1%	1 1%	6 2%	** **	2 1%	** **
CLICK TO MESSAGE BUTTON (BUTTON)	2 1%	- -%	** **	** **	** **	2 1%	* *%	** **	** **	2 1%	** **	1 1%	* *%	2 1%	** **	* *%	** **
CLICK TO FOLLOW BUTTON (BUTTON)	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	** **	1 1%	- -%	1 *%	** **	1 1%	** **
NUMBER OF POSTS (COUNT)	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	** **	- -%	1 1%	1 *%	** **	1 *%	** **
CLICK TO VIEW GRID BUTTON (BUTTON)	* *%	- -%	** **	** **	** **	* *%	* *%	** **	** **	* *%	** **	- -%	* *%	* *%	** **	- -%	** **
SUMMARY																	
ANY TEXT	246 74%	207 75%	** **	** **	** **	246 74%	216 75%	** **	** **	211 75%	** **	92 68%	92 81%	246 74%	** **	99 72%	** **
ANY IMAGE	51 15%	45 16%	** **	** **	** **	51 15%	45 16%	** **	** **	43 15%	** **	24 18%	8 7%	51 15%	** **	26 19%	** **
ANY COUNT	30 9%	23 8%	** **	** **	** **	30 9%	25 9%	** **	** **	25 9%	** **	15 12%	12 11%	30 9%	** **	10 8%	** **
ANY BUTTON	3 1%	1 *%	** **	** **	** **	3 1%	1 1%	** **	** **	3 1%	** **	3 2%	1 1%	3 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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	348	131	198	256	79
Effective Weighted Sample	231	87	131	168	62
Total	331	116	190	208	114
DESCRIPTION UNDER BIOGRAPHY (TEXT)	101 31%	28 25%	65 34%	55 26%	** **
LINK IN DESCRIPTION (TEXT)	90 27%	30 26%	54 29%	61 29%	** **
PROFILE USERNAME (TEXT)	37 11%	12 10%	22 12%	27 13%	** **
NUMBER OF FOLLOWERS (COUNT)	18 5%	10 8%	4 2%	10 5%	** **
POSTED PHOTO 3 (IMAGE)	16 5%	5 5%	11 6%	10 5%	** **
POSTED PHOTO 2 (IMAGE)	15 4%	7 6%	6 3%	9 5%	** **
DETAIL IN BIOGRAPHY (TEXT)	12 4%	3 3%	9 5%	9 4%	** **
NUMBER FOLLOWING (COUNT)	12 4%	3 3%	6 3%	6 3%	** **
POSTED PHOTO 1 (IMAGE)	10 3%	8 7%	3 1%	9 4%	** **

Columns Tested: a,b - c,d

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

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	348	131	198	256	79
Effective Weighted Sample	231	87	131	168	62
Total	331	116	190	208	114
PROFILE PICTURE (IMAGE)	10 3%	4 3%	7 3%	3 2%	** **
NAME IN BIOGRAPHY (TEXT)	6 2%	3 3%	2 1%	5 3%	** **
CLICK TO MESSAGE BUTTON (BUTTON)	2 1%	2 2%	- -%	2 1%	** **
CLICK TO FOLLOW BUTTON (BUTTON)	1 *%	* *%	1 *%	1 1%	** **
NUMBER OF POSTS (COUNT)	1 *%	1 1%	- -%	1 *%	** **
CLICK TO VIEW GRID BUTTON (BUTTON)	* *%	- -%	* *%	* *%	** **
SUMMARY					
ANY TEXT	246 74%	77 66%	152 80% a	157 75%	** **
ANY IMAGE	51 15%	23 20%	26 14%	32 15%	** **
ANY COUNT	30 9%	14 12%	10 5%	16 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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	348	131	198	256	79
Effective Weighted Sample	231	87	131	168	62
Total	331	116	190	208	114
ANY BUTTON	3 1%	2 2%	1 1%	3 2%	** **

Columns Tested: a,b - c,d

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

SCENARIO 5A. GENUINE OR NOT SOCIAL MEDIA POST SCENARIO. Here is a social media post. (SCREENSHOT) Do you think that this social media post is genuine? (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	2382	369	425	450	387	370	381	2382	1068	1285	648	660	443	621	1308	1064	2382
Effective Weighted Sample	1582	251	291	315	267	248	247	1582	715	847	434	448	315	400	882	698	1582
Total	2410	402	480	461	468	341	259	2410	1087	1294	692	714	515	481	1405	996	2410
Yes	1068	193	276	221	196	114	67	1068	483	569	359	330	187	190	689	378	1068
	44%	48%	58%	48%	42%	34%	26%	44%	44%	44%	52%	46%	36%	40%	49%	38%	44%
		ef	acdefg	ef	f			ef			lmop	lmo			lmop	lo	
No	980	172	164	169	184	163	129	980	445	522	254	283	237	203	537	440	980
	41%	43%	34%	37%	39%	48%	50%	41%	41%	40%	37%	40%	46%	42%	38%	44%	41%
		b				bcg	bcdg	b					jn			jn	
Don't know	362	37	40	71	88	64	62	362	158	203	79	100	90	88	179	179	362
	15%	9%	8%	15%	19%	19%	24%	15%	15%	16%	11%	14%	18%	18%	13%	18%	15%
				ab	ab	ab	ab	ab					jn	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.

SCENARIO 5A. GENUINE OR NOT SOCIAL MEDIA POST SCENARIO. Here is a social media post. (SCREENSHOT) Do you think that this social media post is genuine? (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	2382	1648	249	233	252	2382	2047	335	305	2077	444	1039	885	2382	431	962	613
Effective Weighted Sample	1582	1220	179	170	207	1582	1362	220	202	1385	284	687	607	1582	273	638	415
Total	2410	2009	218	114	69	2410	2082	328	350	2060	491	1009	895	2410	452	969	629
Yes	1068 44%	903 45%	87 40%	49 43%	30 43%	1068 44%	951 46%	116 35%	120 34%	948 46%	193 39%	426 42%	442 49%	1068 44%	198 44%	430 44%	308 49%
No	980 41%	820 41%	90 41%	43 38%	27 39%	980 41%	837 40%	143 44%	178 51%	802 39%	216 44%	432 43%	330 37%	980 41%	197 44%	374 39%	252 40%
Don't know	362 15%	286 14%	42 19%	22 19%	13 18%	362 15%	294 14%	69 21%	52 15%	310 15%	82 17%	151 15%	123 14%	362 15%	56 12%	166 17%	69 11%

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

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

SCENARIO 5A. GENUINE OR NOT SOCIAL MEDIA POST SCENARIO. Here is a social media post. (SCREENSHOT) Do you think that this social media post is genuine? (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	2382	885	1342	1537	749
Effective Weighted Sample	1582	583	898	1034	566
Total	2410	866	1372	1250	1075
Yes	1068 44%	398 46%	598 44%	499 40%	533 50%
No	980 41%	345 40%	565 41%	544 44%	397 37%
Don't know	362 15%	123 14%	209 15%	208 17%	145 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.

SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		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	1031	176	236	225	163	121	110	1031	462	554	318	303	163	245	621	408	1031
Effective Weighted Sample	675	113	162	155	111	79	74	675	305	360	215	206	109	151	421	254	675
Total	1068	193	276	221	196	114	67	1068	483	569	359	330	187	190	689	378	1068
VERIFIED TICK (STANDARD APP FUNCTION)	541	114	157	133	96	30	10	541	226	306	181	185	99	76	366	175	541
	51%	59%	57%	60%	49%	27%	15%	51%	47%	54%	50%	56%	53%	40%	53%	46%	51%
		ef	ef	efg	ef			ef			m	mo	m		m		m
PROFILE USERNAME (TEXT)	450	60	123	87	95	57	28	450	204	242	139	151	75	86	289	161	450
	42%	31%	44%	39%	49%	50%	42%	42%	42%	43%	39%	46%	40%	45%	42%	43%	42%
			a		a	a		a									
MONEYSAVINGEXPERT.COM (TEXT)	235	33	65	58	41	26	12	235	107	126	83	73	41	38	156	79	235
	22%	17%	24%	26%	21%	23%	18%	22%	22%	22%	23%	22%	22%	20%	23%	21%	22%
HTTPS LINK IN POST (TEXT)	216	36	54	41	45	27	12	216	97	114	78	63	42	34	141	75	216
	20%	19%	20%	19%	23%	24%	18%	20%	20%	20%	22%	19%	22%	18%	20%	20%	20%
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	214	43	56	32	47	16	20	214	97	113	69	63	44	38	132	82	214
	20%	22%	20%	14%	24%	14%	29%	20%	20%	20%	19%	19%	23%	20%	19%	22%	20%
				c			ce										
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	182	48	56	30	27	10	11	182	93	86	75	44	29	33	120	62	182
	17%	25%	20%	14%	14%	9%	17%	17%	19%	15%	21%	13%	16%	17%	17%	16%	17%
		cde	e								k						
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	105	32	33	16	8	9	7	105	53	49	36	30	15	24	66	38	105
	10%	17%	12%	7%	4%	8%	10%	10%	11%	9%	10%	9%	8%	12%	10%	10%	10%
		cdg	d														
PROFILE LOGO (IMAGE)	91	12	26	18	18	14	4	91	49	42	32	26	13	21	58	33	91
	9%	6%	10%	8%	9%	12%	6%	9%	10%	7%	9%	8%	7%	11%	8%	9%	9%

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

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

SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		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	1031	176	236	225	163	121	110	1031	462	554	318	303	163	245	621	408	1031
Effective Weighted Sample	675	113	162	155	111	79	74	675	305	360	215	206	109	151	421	254	675
Total	1068	193	276	221	196	114	67	1068	483	569	359	330	187	190	689	378	1068
FOLLOW BUTTON (STANDARD APP FUNCTION)	55	11	13	14	15	2	-	55	31	24	14	16	14	10	31	25	55
	5%	6%	5%	7%	7%	2%	-%	5%	6%	4%	4%	5%	8%	5%	4%	6%	5%
		f		f	f			f									
LIKES COUNT (COUNT)	48	17	15	6	6	2	2	48	34	15	17	16	9	7	32	15	48
	5%	9%	6%	3%	3%	2%	2%	5%	7%	3%	5%	5%	5%	3%	5%	4%	5%
		c							i								
SHARES COUNT (COUNT)	40	14	16	6	2	2	*	40	20	20	18	9	8	4	27	12	40
	4%	7%	6%	3%	1%	2%	-%	4%	4%	3%	5%	3%	4%	2%	4%	3%	4%
		df															
COMMENTS COUNT (COUNT)	32	9	11	7	2	1	*	32	19	13	11	7	9	4	17	14	32
	3%	5%	4%	3%	1%	1%	-%	3%	4%	2%	3%	2%	5%	2%	3%	4%	3%
DATE OF POST (STANDARD APP FUNCTION)	18	-	5	5	4	3	1	18	11	7	6	5	1	6	11	6	18
	2%	-%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	-%	3%	2%	2%	2%
GLOBE ICON (STANDARD APP FUNCTION)	8	4	1	-	3	*	*	8	6	2	5	3	-	1	8	1	8
	1%	2%	-%	-%	2%	-%	-%	1%	1%	-%	1%	1%	-%	-%	1%	-%	1%
GROUPS TAB HEADING (STANDARD APP FUNCTION)	5	2	2	-	1	-	-	5	4	*	2	-	2	*	2	3	5
	-%	1%	1%	-%	1%	-%	-%	-%	1%	-%	1%	-%	1%	-%	-%	1%	-%
FILTER (STANDARD APP FUNCTION)	3	-	2	-	1	-	*	3	2	1	2	-	-	1	2	1	3
	-%	-%	1%	-%	-%	-%	1%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%
POSTS TAB HEADING (STANDARD APP FUNCTION)	3	-	2	-	1	-	-	3	2	*	2	-	-	*	2	*	3
	-%	-%	1%	-%	1%	-%	-%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%

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

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SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		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	1031	176	236	225	163	121	110	1031	462	554	318	303	163	245	621	408	1031
Effective Weighted Sample	675	113	162	155	111	79	74	675	305	360	215	206	109	151	421	254	675
Total	1068	193	276	221	196	114	67	1068	483	569	359	330	187	190	689	378	1068
PEOPLE TAB HEADING (STANDARD APP FUNCTION)	3	-	2	-	1	-	-	3	2	*	2	-	-	*	2	*	3
	*%	-%	1%	-%	1%	-%	-%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	3	-	2	-	1	-	-	3	2	*	2	-	-	*	2	*	3
	*%	-%	1%	-%	1%	-%	-%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%
VIDEOS TAB HEADING (STANDARD APP FUNCTION)	3	-	2	-	1	-	-	3	2	*	2	-	-	*	2	*	3
	*%	-%	1%	-%	1%	-%	-%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%
ALL TAB HEADING (STANDARD APP FUNCTION)	2	-	2	-	1	-	-	2	2	-	2	-	-	-	2	-	2
	*%	-%	1%	-%	*%	-%	-%	*%	*%	-%	1%	-%	-%	-%	*%	-%	*%
BACK ARROW (STANDARD APP FUNCTION)	2	-	2	-	-	-	-	2	2	-	2	-	-	-	2	-	2
	*%	-%	1%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
SEARCH BAR (STANDARD APP FUNCTION)	2	-	2	-	-	-	-	2	2	-	2	-	-	-	2	-	2
	*%	-%	1%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
LAPTOP ICON (IMAGE)	*	-	-	-	-	-	*	*	*	-	*	-	-	-	*	-	*
	*%	-%	-%	-%	-%	-%	1%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
SUMMARY																	
ANY TEXT	742	115	190	143	145	97	52	742	339	397	237	230	134	141	466	275	742
	69%	60%	69%	65%	74%	85%	77%	69%	70%	70%	66%	70%	71%	74%	68%	73%	69%
				a	abcg	a	a										
ANY STANDARD APP FUNCTION	575	117	170	141	103	31	12	575	243	323	195	195	102	83	390	185	575
	54%	61%	62%	64%	53%	28%	18%	54%	50%	57%	54%	59%	54%	44%	57%	49%	54%
		ef	ef	efg	ef		ef				m	mo			m		m

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 social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		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	1031	176	236	225	163	121	110	1031	462	554	318	303	163	245	621	408	1031
Effective Weighted Sample	675	113	162	155	111	79	74	675	305	360	215	206	109	151	421	254	675
Total	1068	193	276	221	196	114	67	1068	483	569	359	330	187	190	689	378	1068
ANY IMAGE	263	56	79	46	42	23	16	263	133	126	104	70	39	50	174	89	263
	25%	29%	29%	21%	22%	20%	23%	25%	28%	22%	29%	21%	21%	26%	25%	24%	25%
ANY COUNT	68	18	25	13	8	3	2	68	41	27	27	20	11	10	47	20	68
	6%	9%	9%	6%	4%	3%	2%	6%	9%	5%	7%	6%	6%	5%	7%	5%	6%
									i								
Mean number of features chosen	2.1	2.3	2.3	2.1	2.1	1.7	1.6	2.1	2.2	2.0	2.2	2.1	2.1	2.0	2.1	2.1	2.1
		ef	ef	ef	ef			ef									
Standard deviation	1.59	1.70	1.93	1.37	1.56	1.04	.96	1.59	1.82	1.37	1.85	1.41	1.58	1.36	1.66	1.47	1.59
Standard error	.05	.13	.13	.09	.12	.09	.09	.05	.08	.06	.10	.08	.12	.09	.07	.07	.05

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 social media apps or sites that think the example social media post IS genuine

	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	1031	710	104	102	115	1031	912	119	107	924	161	428	437	1031	180	410	300
Effective Weighted Sample	675	523	81	77	98	675	600	75	68	608	102	281	294	675	115	264	204
Total	1068	903	87	49	30	1068	951	116	120	948	193	426	442	1068	198	430	308
VERIFIED TICK (STANDARD APP FUNCTION)	541	450	44	30	17	541	479	62	53	488	61	208	272	541	86	206	181
	51%	50%	51%	62%	55%	51%	50%	53%	44%	51%	31%	49%	61%	51%	43%	48%	59%
			a									j	jkm	j			no
PROFILE USERNAME (TEXT)	450	378	39	18	15	450	404	46	44	406	62	175	210	450	76	189	135
	42%	42%	45%	36%	51%	42%	42%	40%	37%	43%	32%	41%	48%	42%	38%	44%	44%
													j				
MONEYSAVINGEXPERT.COM (TEXT)	235	195	21	13	6	235	205	30	24	211	24	87	124	235	37	89	78
	22%	22%	24%	27%	21%	22%	22%	26%	20%	22%	13%	20%	28%	22%	18%	21%	25%
													jkm	j			
HTTPS LINK IN POST (TEXT)	216	176	21	11	8	216	181	35	23	193	29	90	97	216	37	84	69
	20%	20%	25%	22%	27%	20%	19%	30%	20%	20%	15%	21%	22%	20%	19%	20%	22%
								f									
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	214	183	17	7	7	214	194	20	34	180	42	91	81	214	52	77	53
	20%	20%	20%	14%	22%	20%	20%	17%	28%	19%	22%	21%	18%	20%	26%	18%	17%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	182	157	13	10	2	182	170	12	27	155	55	76	48	182	42	75	43
	17%	17%	15%	21%	7%	17%	18%	11%	23%	16%	28%	18%	11%	17%	21%	18%	14%
		d		d		d					klm	l		l			
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	105	96	5	2	2	105	98	7	15	90	28	40	37	105	36	36	19
	10%	11%	5%	3%	8%	10%	10%	6%	12%	10%	15%	9%	8%	10%	18%	8%	6%
		c													op		

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

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	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	1031	710	104	102	115	1031	912	119	107	924	161	428	437	1031	180	410	300
Effective Weighted Sample	675	523	81	77	98	675	600	75	68	608	102	281	294	675	115	264	204
Total	1068	903	87	49	30	1068	951	116	120	948	193	426	442	1068	198	430	308
PROFILE LOGO (IMAGE)	91	81	3	4	4	91	85	6	10	82	8	45	38	91	14	37	28
	9%	9%	3%	8%	14%	9%	9%	5%	8%	9%	4%	10%	9%	9%	7%	9%	9%
					b												
FOLLOW BUTTON (STANDARD APP FUNCTION)	55	50	2	3	1	55	54	1	2	53	5	22	28	55	11	29	11
	5%	6%	2%	5%	2%	5%	6%	1%	2%	6%	2%	5%	6%	5%	6%	7%	4%
LIKES COUNT (COUNT)	48	41	4	3	1	48	42	6	7	42	15	16	18	48	5	18	16
	5%	5%	4%	6%	3%	5%	4%	5%	5%	4%	8%	4%	4%	5%	3%	4%	5%
SHARES COUNT (COUNT)	40	33	3	2	1	40	34	6	7	33	7	20	13	40	5	12	15
	4%	4%	4%	4%	4%	4%	4%	5%	5%	4%	4%	5%	3%	4%	3%	3%	5%
COMMENTS COUNT (COUNT)	32	29	*	1	1	32	27	4	6	26	7	14	10	32	-	8	15
	3%	3%	1%	3%	3%	3%	3%	4%	5%	3%	4%	3%	2%	3%	-%	2%	5%
																	n
DATE OF POST (STANDARD APP FUNCTION)	18	16	-	1	1	18	17	1	2	16	1	11	6	18	6	6	6
	2%	2%	-%	2%	3%	2%	2%	1%	2%	2%	*%	3%	1%	2%	3%	1%	2%
GLOBE ICON (STANDARD APP FUNCTION)	8	7	-	1	1	8	8	-	*	8	*	2	6	8	*	1	4
	1%	1%	-%	2%	3%	1%	1%	-%	*%	1%	*%	*%	1%	1%	*%	*%	1%
GROUPS TAB HEADING (STANDARD APP FUNCTION)	5	4	-	1	-	5	5	-	2	3	2	2	1	5	-	2	3
	*%	*%	-%	3%	-%	*%	1%	-%	2%	*%	1%	*%	*%	*%	-%	*%	1%
				ae													
FILTER (STANDARD APP FUNCTION)	3	2	-	1	-	3	2	*	2	1	2	*	-	3	*	-	3
	*%	*%	-%	2%	-%	*%	*%	*%	2%	*%	1%	*%	-%	*%	*%	-%	1%
									i								

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

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	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	1031	710	104	102	115	1031	912	119	107	924	161	428	437	1031	180	410	300
Effective Weighted Sample	675	523	81	77	98	675	600	75	68	608	102	281	294	675	115	264	204
Total	1068	903	87	49	30	1068	951	116	120	948	193	426	442	1068	198	430	308
POSTS TAB HEADING (STANDARD APP FUNCTION)	3 *%	2 *%	- -%	1 3%	- -%	3 *%	3 *%	- -%	2 2%	1 *%	2 1%	- -%	1 *%	3 *%	- -%	- -%	3 1%
				ae					i								
PEOPLE TAB HEADING (STANDARD APP FUNCTION)	3 *%	2 *%	- -%	1 3%	- -%	3 *%	3 *%	- -%	2 2%	1 *%	2 1%	- -%	1 *%	3 *%	- -%	- -%	3 1%
				ae					i								
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	3 *%	2 *%	- -%	1 3%	- -%	3 *%	3 *%	- -%	2 2%	1 *%	2 1%	- -%	1 *%	3 *%	- -%	- -%	3 1%
				ae					i								
VIDEOS TAB HEADING (STANDARD APP FUNCTION)	3 *%	2 *%	- -%	1 3%	- -%	3 *%	3 *%	- -%	2 2%	1 *%	2 1%	- -%	1 *%	3 *%	- -%	- -%	3 1%
				ae					i								
ALL TAB HEADING (STANDARD APP FUNCTION)	2 *%	2 *%	- -%	1 2%	- -%	2 *%	2 *%	- -%	2 1%	1 *%	2 1%	- -%	1 *%	2 *%	- -%	- -%	2 1%
									i								
BACK ARROW (STANDARD APP FUNCTION)	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	2 1%	- -%	2 1%	- -%	- -%	2 *%	- -%	- -%	2 1%
									i								
SEARCH BAR (STANDARD APP FUNCTION)	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	2 1%	- -%	2 1%	- -%	- -%	2 *%	- -%	- -%	2 1%
									i								

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

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	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	1031	710	104	102	115	1031	912	119	107	924	161	428	437	1031	180	410	300
Effective Weighted Sample	675	523	81	77	98	675	600	75	68	608	102	281	294	675	115	264	204
Total	1068	903	87	49	30	1068	951	116	120	948	193	426	442	1068	198	430	308
LAPTOP ICON (IMAGE)	*	*	-	-	-	*	-	*	-	*	-	*	-	*	-	-	*
	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%
SUMMARY																	
ANY TEXT	742	623	66	31	22	742	664	78	76	666	121	293	326	742	144	305	202
	69%	69%	77%	64%	72%	69%	70%	67%	63%	70%	62%	69%	74%	69%	73%	71%	66%
													j				
ANY STANDARD APP FUNCTION	575	481	44	31	18	575	511	64	58	517	66	216	292	575	95	217	194
	54%	53%	51%	64%	61%	54%	54%	55%	48%	55%	34%	51%	66%	54%	48%	50%	63%
												j	jkm	j			no
ANY IMAGE	263	229	14	14	6	263	244	19	36	227	60	116	83	263	54	108	68
	25%	25%	17%	28%	21%	25%	26%	16%	30%	24%	31%	27%	19%	25%	27%	25%	22%
											l	l		l			
ANY COUNT	68	59	4	4	2	68	60	8	7	61	16	25	27	68	6	28	22
	6%	7%	4%	7%	6%	6%	6%	7%	5%	6%	8%	6%	6%	6%	3%	7%	7%
Mean number of features chosen	2.1	2.1	2.0	2.3	2.2	2.1	2.1	2.0	2.3	2.1	1.9	2.1	2.2	2.1	2.0	2.0	2.3
													j				
Standard deviation	1.59	1.58	1.27	2.29	1.35	1.59	1.62	1.40	2.48	1.44	2.06	1.42	1.51	1.59	1.51	1.31	1.96
Standard error	.05	.06	.12	.23	.13	.05	.05	.13	.24	.05	.16	.07	.07	.05	.11	.06	.11

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 social media apps or sites that think the example social media post IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1031	384	586	628	360
Effective Weighted Sample	675	251	383	421	269
Total	1068	398	598	499	533
VERIFIED TICK (STANDARD APP FUNCTION)	541	176	327	256	273
	51%	44%	55%	51%	51%
PROFILE USERNAME (TEXT)	450	157	264	222	219
	42%	40%	44%	45%	41%
MONEYSAVINGEXPERT.COM (TEXT)	235	85	134	129	101
	22%	21%	22%	26%	19%
HTTPS LINK IN POST (TEXT)	216	90	114	110	102
	20%	23%	19%	22%	19%
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	214	94	103	103	102
	20%	24%	17%	21%	19%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	182	95	72	60	111
	17%	24%	12%	12%	21%
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	105	61	33	53	47
	10%	15%	5%	11%	9%
PROFILE LOGO (IMAGE)	91	35	50	48	41
	9%	9%	8%	10%	8%

Columns Tested: a,b - c,d

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Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	1031	384	586	628	360
Effective Weighted Sample	675	251	383	421	269
Total	1068	398	598	499	533
FOLLOW BUTTON (STANDARD APP FUNCTION)	55	22	26	16	38
	5%	6%	4%	3%	7%
					c
LIKES COUNT (COUNT)	48	16	22	28	18
	5%	4%	4%	6%	3%
SHARES COUNT (COUNT)	40	20	15	20	18
	4%	5%	2%	4%	3%
COMMENTS COUNT (COUNT)	32	11	15	14	16
	3%	3%	3%	3%	3%
DATE OF POST (STANDARD APP FUNCTION)	18	8	8	6	12
	2%	2%	1%	1%	2%
GLOBE ICON (STANDARD APP FUNCTION)	8	3	6	6	2
	1%	1%	1%	1%	*%
GROUPS TAB HEADING (STANDARD APP FUNCTION)	5	*	1	2	3
	*%	*%	*%	*%	1%
FILTER (STANDARD APP FUNCTION)	3	1	*	2	*
	*%	*%	*%	*%	*%
POSTS TAB HEADING (STANDARD APP FUNCTION)	3	*	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.

SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1031	384	586	628	360
Effective Weighted Sample	675	251	383	421	269
Total	1068	398	598	499	533
PEOPLE TAB HEADING (STANDARD APP FUNCTION)	3 *%	* *%	1 *%	2 *%	1 *%
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	3 *%	* *%	1 *%	2 *%	1 *%
VIDEOS TAB HEADING (STANDARD APP FUNCTION)	3 *%	* *%	1 *%	2 *%	1 *%
ALL TAB HEADING (STANDARD APP FUNCTION)	2 *%	- -%	1 *%	2 *%	1 *%
BACK ARROW (STANDARD APP FUNCTION)	2 *%	- -%	- -%	2 *%	- -%
SEARCH BAR (STANDARD APP FUNCTION)	2 *%	- -%	- -%	2 *%	- -%
LAPTOP ICON (IMAGE)	* *%	- -%	* *%	* *%	- -%
SUMMARY					
ANY TEXT	742 69%	282 71%	409 68%	370 74%	350 66%

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.

SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1031	384	586	628	360
Effective Weighted Sample	675	251	383	421	269
Total	1068	398	598	499	533
ANY STANDARD APP FUNCTION	575	195	339	268	295
	54%	49%	57%	54%	55%
ANY IMAGE	263	122	121	103	147
	25%	31%	20%	21%	28%
		b			c
ANY COUNT	68	25	33	34	31
	6%	6%	5%	7%	6%
Mean number of features chosen	2.1	2.2	2.0	2.2	2.1
		b			
Standard deviation	1.59	1.58	1.34	1.69	1.51
Standard error	.05	.08	.06	.07	.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.

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	AGE							GENDER		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	954	157	143	157	151	175	171	954	432	511	241	259	194	257	500	451	954
Effective Weighted Sample	642	114	100	110	103	118	107	642	291	343	162	176	142	170	338	303	642
Total	980	172	164	169	184	163	129	980	445	522	254	283	237	203	537	440	980
HTTPS LINK IN POST (TEXT)	530	94	95	89	86	82	84	530	251	270	134	159	129	106	294	235	530
	54%	54%	58%	53%	47%	51%	65%	54%	56%	52%	53%	56%	55%	52%	55%	54%	54%
							deg										
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	496	104	79	86	108	79	39	496	197	291	126	133	128	107	259	234	496
	51%	60%	48%	51%	59%	49%	30%	51%	44%	56%	50%	47%	54%	53%	48%	53%	51%
		f	f	f	f	f		f		h							
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	232	55	44	44	35	29	27	232	80	150	64	60	42	63	124	105	232
	24%	32%	27%	26%	19%	18%	21%	24%	18%	29%	25%	21%	18%	31%	23%	24%	24%
		de								h				klmp			
PROFILE USERNAME (TEXT)	131	23	17	16	28	28	18	131	51	75	36	30	35	29	66	63	131
	13%	13%	10%	10%	15%	17%	14%	13%	11%	14%	14%	11%	15%	14%	12%	14%	13%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	123	32	21	26	23	13	8	123	61	61	47	28	22	25	75	48	123
	13%	19%	13%	15%	12%	8%	6%	13%	14%	12%	19%	10%	9%	12%	14%	11%	13%
		ef		f							klop						
COMMENTS COUNT (COUNT)	63	28	8	10	8	5	5	63	29	33	21	19	17	7	39	24	63
	6%	16%	5%	6%	4%	3%	4%	6%	7%	6%	8%	7%	7%	4%	7%	5%	6%
		bcdefg															
MONEYSAVINGEXPERT.COM (TEXT)	62	21	14	8	7	8	5	62	26	35	20	19	13	9	39	22	62
	6%	12%	8%	5%	4%	5%	4%	6%	6%	7%	8%	7%	6%	4%	7%	5%	6%
		defg															
PROFILE LOGO (IMAGE)	55	3	4	17	9	16	5	55	23	31	18	7	16	14	25	30	55
	6%	2%	3%	10%	5%	10%	4%	6%	5%	6%	7%	2%	7%	7%	5%	7%	6%
				ab		ab					k			k		k	

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

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

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	AGE							GENDER		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	954	157	143	157	151	175	171	954	432	511	241	259	194	257	500	451	954
Effective Weighted Sample	642	114	100	110	103	118	107	642	291	343	162	176	142	170	338	303	642
Total	980	172	164	169	184	163	129	980	445	522	254	283	237	203	537	440	980
SHARES COUNT (COUNT)	49	24	3	6	7	5	3	49	24	24	13	24	8	3	37	11	49
	5%	14%	2%	4%	4%	3%	2%	5%	5%	5%	5%	9%	3%	1%	7%	3%	5%
		bcdefg										mo			mo		m
LIKES COUNT (COUNT)	44	26	4	3	6	3	1	44	15	26	13	18	7	5	32	12	44
	4%	15%	3%	2%	3%	2%	1%	4%	3%	5%	5%	7%	3%	2%	6%	3%	4%
		bcdefg										o			o		
LAPTOP ICON (IMAGE)	35	5	7	7	5	4	6	35	11	23	8	5	14	7	13	21	35
	4%	3%	4%	4%	3%	2%	5%	4%	3%	4%	3%	2%	6%	3%	3%	5%	4%
													k				
DATE OF POST (STANDARD APP FUNCTION)	6	3	-	2	-	2	-	6	4	3	4	1	2	*	4	2	6
	1%	2%	-%	1%	-%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
FOLLOW BUTTON (STANDARD APP FUNCTION)	6	1	-	1	1	1	1	6	3	2	3	1	2	-	3	2	6
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%
SEARCH BAR (STANDARD APP FUNCTION)	5	5	-	-	-	-	*	5	2	3	3	-	*	1	3	1	5
	1%	3%	-%	-%	-%	-%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%
		g															
VERIFIED TICK (STANDARD APP FUNCTION)	5	2	*	-	1	-	2	5	2	2	1	-	2	1	1	3	5
	1%	1%	1%	-%	1%	-%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%
POSTS TAB HEADING (STANDARD APP FUNCTION)	4	1	-	-	-	-	2	4	-	4	1	1	2	-	2	2	4
	1%	1%	-%	-%	-%	-%	2%	1%	-%	1%	1%	1%	1%	-%	1%	1%	1%
FILTER (STANDARD APP FUNCTION)	2	-	-	-	-	-	2	2	-	2	-	-	-	2	-	2	2
	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.

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	AGE							GENDER		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	954	157	143	157	151	175	171	954	432	511	241	259	194	257	500	451	954
Effective Weighted Sample	642	114	100	110	103	118	107	642	291	343	162	176	142	170	338	303	642
Total	980	172	164	169	184	163	129	980	445	522	254	283	237	203	537	440	980
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	1	-	-	-	-	-	1	1	-	1	-	*	*	-	*	*	1
	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%
GLOBE ICON (STANDARD APP FUNCTION)	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	1	1
	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
SUMMARY																	
ANY TEXT	904	161	151	147	174	152	119	904	401	493	227	265	222	187	492	409	904
	92%	94%	92%	87%	95%	94%	93%	92%	90%	94%	89%	94%	94%	92%	92%	93%	92%
ANY IMAGE	204	40	32	46	34	33	19	204	91	111	73	40	48	43	112	92	204
	21%	23%	20%	27%	19%	20%	15%	21%	21%	21%	29%	14%	20%	21%	21%	21%	21%
ANY COUNT	84	37	9	13	10	8	6	84	38	43	24	33	18	9	56	27	84
	9%	22%	6%	8%	6%	5%	5%	9%	8%	8%	9%	12%	8%	4%	10%	6%	9%
ANY STANDARD APP FUNCTION	25	10	*	3	1	4	7	25	11	14	11	3	7	4	13	11	25
	3%	6%	*%	2%	*%	2%	5%	3%	2%	3%	4%	1%	3%	2%	2%	3%	3%
Mean number of features chosen	1.9	2.5	1.8	1.9	1.8	1.7	1.6	1.9	1.8	2.0	2.0	1.8	1.9	1.9	1.9	1.9	1.9
Standard deviation	1.27	1.46	1.14	1.25	1.34	1.18	.89	1.27	1.19	1.32	1.47	1.17	1.23	1.13	1.33	1.19	1.27
Standard error	.04	.12	.10	.10	.11	.09	.07	.04	.06	.06	.09	.07	.09	.07	.06	.06	.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.

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	NATION				N ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	954	668	105	88	93	954	807	147	145	809	197	436	318	954	186	373	234
Effective Weighted Sample	642	500	72	64	75	642	544	99	98	548	128	293	221	642	120	254	157
Total	980	820	90	43	27	980	837	143	178	802	216	432	330	980	197	374	252
HTTPS LINK IN POST (TEXT)	530	432	58	**	**	530	462	68	83	447	100	238	191	530	90	200	154
	54%	53%	65%	**	**	54%	55%	48%	46%	56%	46%	55%	58%	54%	46%	54%	61%
													j				n
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	496	414	46	**	**	496	406	90	97	398	112	221	162	496	108	190	119
	51%	50%	52%	**	**	51%	48%	63%	55%	50%	52%	51%	49%	51%	55%	51%	47%
								f									
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	232	194	21	**	**	232	190	42	62	170	54	89	89	232	49	90	49
	24%	24%	24%	**	**	24%	23%	30%	35%	21%	25%	21%	27%	24%	25%	24%	20%
									i								
PROFILE USERNAME (TEXT)	131	113	10	**	**	131	109	22	29	102	36	50	45	131	25	39	32
	13%	14%	12%	**	**	13%	13%	15%	16%	13%	17%	12%	14%	13%	13%	10%	13%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	123	106	8	**	**	123	106	17	31	92	35	48	40	123	29	44	25
	13%	13%	9%	**	**	13%	13%	12%	18%	11%	16%	11%	12%	13%	15%	12%	10%
COMMENTS COUNT (COUNT)	63	51	8	**	**	63	60	3	12	52	11	25	25	63	15	15	16
	6%	6%	9%	**	**	6%	7%	2%	7%	6%	5%	6%	8%	6%	8%	4%	7%
MONEYSAVINGEXPERT.COM (TEXT)	62	55	4	**	**	62	55	7	14	47	8	34	20	62	9	18	12
	6%	7%	4%	**	**	6%	7%	5%	8%	6%	4%	8%	6%	6%	5%	5%	5%
PROFILE LOGO (IMAGE)	55	48	4	**	**	55	43	12	7	48	10	20	25	55	7	19	22
	6%	6%	5%	**	**	6%	5%	8%	4%	6%	5%	5%	8%	6%	3%	5%	9%
SHARES COUNT (COUNT)	49	42	4	**	**	49	47	1	15	34	18	16	14	49	8	13	13
	5%	5%	4%	**	**	5%	6%	1%	8%	4%	8%	4%	4%	5%	4%	3%	5%
											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.

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	954	668	105	88	93	954	807	147	145	809	197	436	318	954	186	373	234
Effective Weighted Sample	642	500	72	64	75	642	544	99	98	548	128	293	221	642	120	254	157
Total	980	820	90	43	27	980	837	143	178	802	216	432	330	980	197	374	252
LIKES COUNT (COUNT)	44	38	4	**	**	44	40	4	12	32	7	21	16	44	11	12	8
	4%	5%	4%	**	**	4%	5%	3%	7%	4%	3%	5%	5%	4%	6%	3%	3%
LAPTOP ICON (IMAGE)	35	29	4	**	**	35	31	4	10	25	13	14	8	35	10	7	10
	4%	4%	4%	**	**	4%	4%	2%	6%	3%	6%	3%	2%	4%	5%	2%	4%
DATE OF POST (STANDARD APP FUNCTION)	6	6	-	**	**	6	6	1	-	6	-	3	3	6	-	4	2
	1%	1%	-%	**	**	1%	1%	*%	-%	1%	-%	1%	1%	1%	-%	1%	1%
FOLLOW BUTTON (STANDARD APP FUNCTION)	6	4	2	**	**	6	5	1	1	5	-	2	3	6	-	3	-
	1%	*%	2%	**	**	1%	1%	*%	1%	1%	-%	1%	1%	1%	-%	1%	-%
SEARCH BAR (STANDARD APP FUNCTION)	5	5	-	**	**	5	5	-	3	2	3	2	-	5	-	1	-
	*%	1%	-%	**	**	*%	1%	-%	1%	*%	1%	*%	-%	*%	-%	*%	-%
VERIFIED TICK (STANDARD APP FUNCTION)	5	4	-	**	**	5	5	-	2	2	2	2	1	5	1	1	1
	*%	1%	-%	**	**	*%	1%	-%	1%	*%	1%	*%	*%	*%	*%	*%	*%
POSTS TAB HEADING (STANDARD APP FUNCTION)	4	3	1	**	**	4	4	-	-	4	-	-	4	4	-	2	2
	*%	*%	1%	**	**	*%	*%	-%	-%	*%	-%	-%	1%	*%	-%	1%	1%
FILTER (STANDARD APP FUNCTION)	2	2	-	**	**	2	2	-	-	2	-	2	-	2	-	-	-
	*%	*%	-%	**	**	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	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.

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND		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	954	668	105	88	93	954	807	147	145	809	197	436	318	954	186	373	234
Effective Weighted Sample	642	500	72	64	75	642	544	99	98	548	128	293	221	642	120	254	157
Total	980	820	90	43	27	980	837	143	178	802	216	432	330	980	197	374	252
GLOBE ICON (STANDARD APP FUNCTION)	1	1	-	**	**	1	1	-	-	1	1	-	-	1	1	-	-
	*%	*%	-%	**	**	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%
SUMMARY																	
ANY TEXT	904	755	84	**	**	904	769	135	160	744	190	398	315	904	174	351	238
	92%	92%	94%	**	**	92%	92%	95%	90%	93%	88%	92%	95%	92%	88%	94%	94%
ANY IMAGE	204	175	16	**	**	204	173	31	46	158	54	80	70	204	45	69	52
	21%	21%	18%	**	**	21%	21%	22%	26%	20%	25%	19%	21%	21%	23%	18%	21%
ANY COUNT	84	70	9	**	**	84	77	7	22	62	21	32	29	84	17	23	20
	9%	9%	10%	**	**	9%	9%	5%	12%	8%	10%	7%	9%	9%	9%	6%	8%
ANY STANDARD APP FUNCTION	25	21	3	**	**	25	23	2	5	19	5	10	10	25	1	8	5
	3%	3%	3%	**	**	3%	3%	1%	3%	2%	2%	2%	3%	3%	1%	2%	2%
Mean number of features chosen	1.9	1.9	1.9	**	**	1.9	1.9	1.9	2.1	1.8	1.9	1.8	2.0	1.9	1.8	1.8	1.8
									i								
Standard deviation	1.27	1.29	1.14	**	**	1.27	1.30	1.07	1.49	1.21	1.35	1.19	1.31	1.27	1.33	1.08	1.27
Standard error	.04	.05	.11	**	**	.04	.05	.09	.12	.04	.10	.06	.07	.04	.10	.06	.08

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

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SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	954	357	532	629	284
Effective Weighted Sample	642	239	364	424	214
Total	980	345	565	544	397
HTTPS LINK IN POST (TEXT)	530	179	315	297	209
	54%	52%	56%	55%	53%
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	496	186	276	267	210
	51%	54%	49%	49%	53%
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	232	85	126	122	99
	24%	25%	22%	23%	25%
PROFILE USERNAME (TEXT)	131	47	68	82	39
	13%	14%	12%	15%	10%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	123	47	58	55	61
	13%	14%	10%	10%	15%
COMMENTS COUNT (COUNT)	63	31	27	36	26
	6%	9%	5%	7%	6%
		b			
MONEYSAVINGEXPERT.COM (TEXT)	62	22	31	33	20
	6%	6%	5%	6%	5%
PROFILE LOGO (IMAGE)	55	18	35	30	24
	6%	5%	6%	5%	6%
SHARES COUNT (COUNT)	49	25	15	30	14
	5%	7%	3%	5%	4%

Columns Tested: a,b - c,d

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Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	954	357	532	629	284
Effective Weighted Sample	642	239	364	424	214
Total	980	345	565	544	397
LIKES COUNT (COUNT)	44	22	20	27	15
	4%	6%	4%	5%	4%
LAPTOP ICON (IMAGE)	35	10	18	14	15
	4%	3%	3%	3%	4%
DATE OF POST (STANDARD APP FUNCTION)	6	1	5	4	2
	1%	*%	1%	1%	*%
FOLLOW BUTTON (STANDARD APP FUNCTION)	6	3	2	4	1
	1%	1%	*%	1%	*%
SEARCH BAR (STANDARD APP FUNCTION)	5	1	1	5	-
	*%	*%	*%	1%	-%
VERIFIED TICK (STANDARD APP FUNCTION)	5	2	3	4	*
	*%	1%	1%	1%	*%
POSTS TAB HEADING (STANDARD APP FUNCTION)	4	-	4	3	1
	*%	-%	1%	1%	*%
FILTER (STANDARD APP FUNCTION)	2	-	2	2	-
	*%	-%	*%	*%	-%
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	1	*	-	1	-
	*%	*%	-%	*%	-%

Columns Tested: a,b - c,d

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Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	954	357	532	629	284
Effective Weighted Sample	642	239	364	424	214
Total	980	345	565	544	397
GLOBE ICON (STANDARD APP FUNCTION)	1	1	-	1	-
	*%	*%	-%	*%	-%
SUMMARY					
ANY TEXT	904	317	529	506	361
	92%	92%	94%	93%	91%
ANY IMAGE	204	73	107	94	97
	21%	21%	19%	17%	24%
					c
ANY COUNT	84	44	31	50	29
	9%	13%	5%	9%	7%
		b			
ANY STANDARD APP FUNCTION	25	6	15	20	4
	3%	2%	3%	4%	1%
Mean number of features chosen	1.9	2.0	1.8	1.9	1.9
		b			
Standard deviation	1.27	1.38	1.18	1.26	1.27
Standard error	.04	.07	.05	.05	.08
Columns Tested: a,b - c,d					

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Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	AGE							GENDER		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	397	36	46	68	73	74	100	397	174	220	89	98	86	119	187	205	397
Effective Weighted Sample	270	25	31	51	52	53	72	270	122	146	59	66	65	80	124	143	270
Total	362	37	40	71	88	64	62	362	158	203	79	100	90	88	179	179	362
HTTPS LINK IN POST (TEXT)	183	**	**	**	**	**	33	183	75	107	**	**	**	42	101	81	183
	51%	**	**	**	**	**	54%	51%	47%	53%	**	**	**	48%	57%	45%	51%
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	108	**	**	**	**	**	14	108	41	66	**	**	**	25	53	52	108
	30%	**	**	**	**	**	23%	30%	26%	32%	**	**	**	29%	30%	29%	30%
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	54	**	**	**	**	**	7	54	29	25	**	**	**	14	23	30	54
	15%	**	**	**	**	**	12%	15%	19%	12%	**	**	**	16%	13%	17%	15%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	44	**	**	**	**	**	6	44	26	19	**	**	**	9	19	22	44
	12%	**	**	**	**	**	10%	12%	16%	9%	**	**	**	11%	11%	12%	12%
PROFILE USERNAME (TEXT)	43	**	**	**	**	**	5	43	18	25	**	**	**	11	19	23	43
	12%	**	**	**	**	**	8%	12%	11%	12%	**	**	**	12%	11%	13%	12%
PROFILE LOGO (IMAGE)	19	**	**	**	**	**	4	19	13	7	**	**	**	3	8	11	19
	5%	**	**	**	**	**	6%	5%	8%	3%	**	**	**	3%	5%	6%	5%
COMMENTS COUNT (COUNT)	16	**	**	**	**	**	2	16	4	12	**	**	**	4	6	10	16
	4%	**	**	**	**	**	4%	4%	3%	6%	**	**	**	5%	3%	6%	4%
MONEYSAVINGEXPERT.COM (TEXT)	11	**	**	**	**	**	2	11	4	7	**	**	**	*	10	*	11
	3%	**	**	**	**	**	3%	3%	3%	3%	**	**	**	*%	6%	*%	3%
SHARES COUNT (COUNT)	7	**	**	**	**	**	-	7	2	5	**	**	**	1	4	3	7
	2%	**	**	**	**	**	-%	2%	1%	2%	**	**	**	2%	2%	2%	2%
LIKES COUNT (COUNT)	6	**	**	**	**	**	1	6	2	4	**	**	**	3	1	5	6
	2%	**	**	**	**	**	1%	2%	1%	2%	**	**	**	4%	*%	3%	2%

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 social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	AGE							GENDER		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	397	36	46	68	73	74	100	397	174	220	89	98	86	119	187	205	397
Effective Weighted Sample	270	25	31	51	52	53	72	270	122	146	59	66	65	80	124	143	270
Total	362	37	40	71	88	64	62	362	158	203	79	100	90	88	179	179	362
FOLLOW BUTTON (STANDARD APP FUNCTION)	6 2%	** **	** **	** **	** **	** **	1 1%	6 2%	3 2%	3 1%	** **	** **	** **	- -%	3 2%	3 2%	6 2%
LAPTOP ICON (IMAGE)	5 1%	** **	** **	** **	** **	** **	- -%	5 1%	4 2%	1 *%	** **	** **	** **	3 3%	2 1%	3 2%	5 1%
SEARCH BAR (STANDARD APP FUNCTION)	3 1%	** **	** **	** **	** **	** **	1 1%	3 1%	3 2%	* *%	** **	** **	** **	1 1%	3 1%	1 *%	3 1%
DATE OF POST (STANDARD APP FUNCTION)	2 1%	** **	** **	** **	** **	** **	1 2%	2 1%	1 1%	1 1%	** **	** **	** **	- -%	2 1%	1 *%	2 1%
ALL TAB HEADING (STANDARD APP FUNCTION)	1 *%	** **	** **	** **	** **	** **	- -%	1 *%	- -%	1 *%	** **	** **	** **	- -%	1 1%	- -%	1 *%
POSTS TAB HEADING (STANDARD APP FUNCTION)	1 *%	** **	** **	** **	** **	** **	1 1%	1 *%	1 *%	- -%	** **	** **	** **	- -%	- -%	1 *%	1 *%
PEOPLE TAB HEADING (STANDARD APP FUNCTION)	1 *%	** **	** **	** **	** **	** **	1 1%	1 *%	1 *%	- -%	** **	** **	** **	- -%	- -%	1 *%	1 *%
GROUPS TAB HEADING (STANDARD APP FUNCTION)	1 *%	** **	** **	** **	** **	** **	1 1%	1 *%	1 *%	- -%	** **	** **	** **	- -%	- -%	1 *%	1 *%
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	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

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	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	397	36	46	68	73	74	100	397	174	220	89	98	86	119	187	205	397
Effective Weighted Sample	270	25	31	51	52	53	72	270	122	146	59	66	65	80	124	143	270
Total	362	37	40	71	88	64	62	362	158	203	79	100	90	88	179	179	362
VIDEOS TAB HEADING (STANDARD APP FUNCTION)	1	**	**	**	**	**	1	1	1	-	**	**	**	-	-	1	1
	*%	**	**	**	**	**	1%	*%	*%	-%	**	**	**	-%	-%	*%	*%
VERIFIED TICK (STANDARD APP FUNCTION)	1	**	**	**	**	**	-	1	-	1	**	**	**	-	1	-	1
	*%	**	**	**	**	**	-%	*%	-%	*%	**	**	**	-%	*%	-%	*%
SUMMARY																	
ANY TEXT	309	**	**	**	**	**	51	309	130	178	**	**	**	75	157	150	309
	85%	**	**	**	**	**	82%	85%	82%	88%	**	**	**	85%	88%	84%	85%
ANY IMAGE	67	**	**	**	**	**	10	67	41	26	**	**	**	15	29	35	67
	19%	**	**	**	**	**	16%	19%	26%	13%	**	**	**	17%	16%	20%	19%
									i								
ANY COUNT	23	**	**	**	**	**	2	23	6	17	**	**	**	7	9	14	23
	6%	**	**	**	**	**	4%	6%	4%	8%	**	**	**	8%	5%	8%	6%
ANY STANDARD APP FUNCTION	14	**	**	**	**	**	3	14	7	6	**	**	**	1	9	5	14
	4%	**	**	**	**	**	5%	4%	5%	3%	**	**	**	1%	5%	3%	4%
Mean number of features chosen	1.4	**	**	**	**	**	1.3	1.4	1.4	1.4	**	**	**	1.3	1.4	1.4	1.4
Standard deviation	.76	**	**	**	**	**	.81	.76	.78	.76	**	**	**	.67	.75	.73	.76
Standard error	.04	**	**	**	**	**	.08	.04	.06	.05	**	**	**	.06	.05	.05	.04

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	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	397	270	40	43	44	397	328	69	53	344	86	175	130	397	65	179	79
Effective Weighted Sample	270	202	28	29	36	270	225	46	37	233	57	116	94	270	39	124	56
Total	362	286	42	22	13	362	294	69	52	310	82	151	123	362	56	166	69
HTTPS LINK IN POST (TEXT)	183 51%	139 48%	** **	** **	** **	183 51%	156 53%	** **	** **	166 53%	** **	80 53%	69 56%	183 51%	** **	77 47%	** **
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	108 30%	87 30%	** **	** **	** **	108 30%	91 31%	** **	** **	90 29%	** **	45 30%	35 29%	108 30%	** **	53 32%	** **
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	54 15%	42 15%	** **	** **	** **	54 15%	39 13%	** **	** **	42 14%	** **	19 13%	20 16%	54 15%	** **	21 13%	** **
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	44 12%	36 12%	** **	** **	** **	44 12%	38 13%	** **	** **	33 11%	** **	21 14%	9 7%	44 12%	** **	18 11%	** **
PROFILE USERNAME (TEXT)	43 12%	28 10%	** **	** **	** **	43 12%	36 12%	** **	** **	34 11%	** **	13 9%	16 13%	43 12%	** **	14 9%	** **
PROFILE LOGO (IMAGE)	19 5%	16 6%	** **	** **	** **	19 5%	15 5%	** **	** **	17 5%	** **	5 3%	8 6%	19 5%	** **	7 5%	** **
COMMENTS COUNT (COUNT)	16 4%	16 5%	** **	** **	** **	16 4%	12 4%	** **	** **	15 5%	** **	7 4%	5 4%	16 4%	** **	9 6%	** **
MONEYSAVINGEXPERT.COM (TEXT)	11 3%	9 3%	** **	** **	** **	11 3%	8 3%	** **	** **	8 3%	** **	1 1%	5 4%	11 3%	** **	4 2%	** **
SHARES COUNT (COUNT)	7 2%	7 2%	** **	** **	** **	7 2%	6 2%	** **	** **	7 2%	** **	7 5% 1	- -%	7 2%	** **	4 3%	** **
LIKES COUNT (COUNT)	6 2%	5 2%	** **	** **	** **	6 2%	4 1%	** **	** **	4 1%	** **	3 2%	1 1%	6 2%	** **	4 2%	** **

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

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		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	397	270	40	43	44	397	328	69	53	344	86	175	130	397	65	179	79
Effective Weighted Sample	270	202	28	29	36	270	225	46	37	233	57	116	94	270	39	124	56
Total	362	286	42	22	13	362	294	69	52	310	82	151	123	362	56	166	69
FOLLOW BUTTON (STANDARD APP FUNCTION)	6 2%	5 2%	** **	** **	** **	6 2%	4 2%	** **	** **	6 2%	** **	1 *%	4 4%	6 2%	** **	1 1%	** **
LAPTOP ICON (IMAGE)	5 1%	5 2%	** **	** **	** **	5 1%	5 2%	** **	** **	5 1%	** **	4 2%	1 1%	5 1%	** **	2 1%	** **
SEARCH BAR (STANDARD APP FUNCTION)	3 1%	3 1%	** **	** **	** **	3 1%	3 1%	** **	** **	3 1%	** **	3 2%	- -%	3 1%	** **	2 1%	** **
DATE OF POST (STANDARD APP FUNCTION)	2 1%	1 *%	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	** **	1 *%	2 1%	2 1%	** **	* *%	** **
ALL TAB HEADING (STANDARD APP FUNCTION)	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	** **	- -%	1 1%	1 *%	** **	- -%	** **
POSTS TAB HEADING (STANDARD APP FUNCTION)	1 *%	1 *%	** **	** **	** **	1 *%	- -%	** **	** **	- -%	** **	- -%	- -%	1 *%	** **	1 *%	** **
PEOPLE TAB HEADING (STANDARD APP FUNCTION)	1 *%	1 *%	** **	** **	** **	1 *%	- -%	** **	** **	- -%	** **	- -%	- -%	1 *%	** **	1 *%	** **
GROUPS TAB HEADING (STANDARD APP FUNCTION)	1 *%	1 *%	** **	** **	** **	1 *%	- -%	** **	** **	- -%	** **	- -%	- -%	1 *%	** **	1 *%	** **

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	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	397	270	40	43	44	397	328	69	53	344	86	175	130	397	65	179	79
Effective Weighted Sample	270	202	28	29	36	270	225	46	37	233	57	116	94	270	39	124	56
Total	362	286	42	22	13	362	294	69	52	310	82	151	123	362	56	166	69
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	1 *%	1 *%	** **	** **	** **	1 *%	- -%	** **	** **	- -%	** **	- -%	- -%	1 *%	** **	1 *%	** **
VIDEOS TAB HEADING (STANDARD APP FUNCTION)	1 *%	1 *%	** **	** **	** **	1 *%	- -%	** **	** **	- -%	** **	- -%	- -%	1 *%	** **	1 *%	** **
VERIFIED TICK (STANDARD APP FUNCTION)	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	- -%	** **	- -%	- -%	1 *%	** **	1 *%	** **
SUMMARY																	
ANY TEXT	309 85%	240 84%	** **	** **	** **	309 85%	254 86%	** **	** **	263 85%	** **	126 84%	112 91%	309 85%	** **	142 86%	** **
ANY IMAGE	67 19%	55 19%	** **	** **	** **	67 19%	56 19%	** **	** **	53 17%	** **	28 19%	17 14%	67 19%	** **	27 16%	** **
ANY COUNT	23 6%	22 8%	** **	** **	** **	23 6%	17 6%	** **	** **	21 7%	** **	11 7%	5 4%	23 6%	** **	14 9%	** **
ANY STANDARD APP FUNCTION	14 4%	11 4%	** **	** **	** **	14 4%	11 4%	** **	** **	12 4%	** **	5 3%	7 6%	14 4%	** **	5 3%	** **
Mean number of features chosen	1.4	1.4	**	**	**	1.4	1.4	**	**	1.4	**	1.4	1.4	1.4	**	1.3	**
Standard deviation	.76	.76	**	**	**	.76	.75	**	**	.71	**	.66	.79	.76	**	.70	**
Standard error	.04	.05	**	**	**	.04	.04	**	**	.04	**	.05	.07	.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.

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	397	144	224	280	105
Effective Weighted Sample	270	96	154	192	84
Total	362	123	209	208	145
HTTPS LINK IN POST (TEXT)	183 51%	69 56%	102 49%	104 50%	73 50%
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	108 30%	41 33%	60 29%	59 29%	45 31%
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	54 15%	30 24%	21 10%	24 12%	27 18%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	44 12%	12 10%	25 12%	25 12%	17 12%
PROFILE USERNAME (TEXT)	43 12%	16 13%	24 12%	17 8%	24 17%
PROFILE LOGO (IMAGE)	19 5%	6 5%	12 6%	16 7%	4 3%
COMMENTS COUNT (COUNT)	16 4%	9 7%	7 3%	13 6%	3 2%
MONEYSAVINGEXPERT.COM (TEXT)	11 3%	4 3%	2 1%	9 4%	2 1%
SHARES COUNT (COUNT)	7 2%	4 3%	3 1%	5 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.

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	397	144	224	280	105
Effective Weighted Sample	270	96	154	192	84
Total	362	123	209	208	145
LIKES COUNT (COUNT)	6 2%	3 3%	1 *%	6 3%	- -%
FOLLOW BUTTON (STANDARD APP FUNCTION)	6 2%	3 3%	2 1%	4 2%	2 1%
LAPTOP ICON (IMAGE)	5 1%	1 1%	4 2%	1 *%	4 3%
SEARCH BAR (STANDARD APP FUNCTION)	3 1%	2 2%	1 1%	2 1%	2 1%
DATE OF POST (STANDARD APP FUNCTION)	2 1%	1 1%	1 1%	1 *%	1 1%
ALL TAB HEADING (STANDARD APP FUNCTION)	1 *%	- -%	1 *%	1 *%	- -%
POSTS TAB HEADING (STANDARD APP FUNCTION)	1 *%	- -%	1 *%	1 *%	- -%
PEOPLE TAB HEADING (STANDARD APP FUNCTION)	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.

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	397	144	224	280	105
Effective Weighted Sample	270	96	154	192	84
Total	362	123	209	208	145
GROUPS TAB HEADING (STANDARD APP FUNCTION)	1 *%	- -%	1 *%	1 *%	- -%
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	1 *%	- -%	1 *%	1 *%	- -%
VIDEOS TAB HEADING (STANDARD APP FUNCTION)	1 *%	- -%	1 *%	1 *%	- -%
VERIFIED TICK (STANDARD APP FUNCTION)	1 *%	1 1%	- -%	1 *%	- -%
SUMMARY					
ANY TEXT	309 85%	113 92%	173 83%	167 80%	134 92%
ANY IMAGE	67 19%	19 15%	41 20%	41 20%	24 16%
ANY COUNT	23 6%	11 9%	10 5%	17 8%	5 4%
ANY STANDARD APP FUNCTION	14 4%	7 6%	7 3%	9 4%	4 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.

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Mean number of features chosen	1.4	1.6	1.3	1.4	1.4
		b			
Standard deviation	.76	.97	.60	.80	.71
Standard error	.04	.08	.04	.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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		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	1031	176	236	225	163	121	110	1031	462	554	318	303	163	245	621	408	1031
Effective Weighted Sample	675	113	162	155	111	79	74	675	305	360	215	206	109	151	421	254	675
Total	1068	193	276	221	196	114	67	1068	483	569	359	330	187	190	689	378	1068
VERIFIED TICK (STANDARD APP FUNCTION)	377	74	106	98	67	24	8	377	140	229	130	131	58	59	261	117	377
	35%	38%	38%	44%	34%	21%	12%	35%	29%	40%	36%	40%	31%	31%	38%	31%	35%
		ef	ef	efg	ef			ef		h		o					
PROFILE USERNAME (TEXT)	270	29	68	53	52	47	20	270	115	154	77	85	60	47	162	107	270
	25%	15%	25%	24%	27%	41%	30%	25%	24%	27%	21%	26%	32%	25%	24%	28%	25%
				a	abcdg	a	a						j				
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	135	39	36	22	18	8	11	135	71	61	53	35	22	25	88	47	135
	13%	20%	13%	10%	9%	7%	17%	13%	15%	11%	15%	11%	12%	13%	13%	12%	13%
		cdeg															
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	77	19	19	4	13	8	13	77	39	35	30	23	10	13	53	23	77
	7%	10%	7%	2%	6%	7%	19%	7%	8%	6%	8%	7%	5%	7%	8%	6%	7%
		c	c		c		bcdeg	c									
HTTPS LINK IN POST (TEXT)	60	12	8	7	18	10	6	60	31	28	17	18	12	13	35	25	60
	6%	6%	3%	3%	9%	8%	9%	6%	6%	5%	5%	5%	7%	7%	5%	7%	6%
				bc			b										
MONEYSAVINGEXPERT.COM (TEXT)	47	5	10	10	10	7	4	47	23	23	16	10	10	10	26	21	47
	4%	3%	4%	5%	5%	6%	7%	4%	5%	4%	4%	3%	5%	5%	4%	5%	4%
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	42	7	14	10	2	7	2	42	24	18	13	11	5	14	23	19	42
	4%	4%	5%	5%	1%	6%	2%	4%	5%	3%	3%	3%	3%	7%	3%	5%	4%
					d								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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		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	1031	176	236	225	163	121	110	1031	462	554	318	303	163	245	621	408	1031
Effective Weighted Sample	675	113	162	155	111	79	74	675	305	360	215	206	109	151	421	254	675
Total	1068	193	276	221	196	114	67	1068	483	569	359	330	187	190	689	378	1068
FOLLOW BUTTON (STANDARD APP FUNCTION)	22 2%	4 2%	7 2%	6 3%	6 3%	- -%	- -%	22 2%	14 3%	8 1%	8 2%	5 1%	8 4%	2 1%	13 2%	10 3%	22 2%
PROFILE LOGO (IMAGE)	15 1%	1 *%	3 1%	5 2%	3 2%	1 1%	2 3%	15 1%	8 2%	7 1%	6 2%	4 1%	2 1%	4 2%	9 1%	6 2%	15 1%
DATE OF POST (STANDARD APP FUNCTION)	10 1%	- -%	2 1%	2 1%	3 2%	2 2%	- -%	10 1%	8 2%	2 *%	4 1%	4 1%	1 *%	1 *%	8 1%	1 *%	10 1%
GLOBE ICON (STANDARD APP FUNCTION)	5 *%	3 1%	- -%	- -%	2 1%	* *%	- -%	5 *%	4 1%	1 *%	3 1%	2 1%	- -%	1 *%	4 1%	1 *%	5 *%
SHARES COUNT (COUNT)	3 *%	- -%	1 *%	1 *%	- -%	1 1%	* *%	3 *%	3 1%	1 *%	1 *%	1 *%	- -%	1 1%	2 *%	1 *%	3 *%
COMMENTS COUNT (COUNT)	2 *%	* *%	1 *%	1 *%	- -%	- -%	- -%	2 *%	1 *%	1 *%	1 *%	1 *%	* *%	- -%	2 *%	* *%	2 *%
LIKES COUNT (COUNT)	2 *%	- -%	1 *%	1 *%	- -%	- -%	* *%	2 *%	2 *%	- -%	2 1%	* *%	- -%	- -%	2 *%	- -%	2 *%
PEOPLE TAB HEADING (STANDARD APP FUNCTION)	* *%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%
SEARCH BAR (STANDARD APP FUNCTION)	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* *%	* *%	* *%	* *%
VIDEOS TAB HEADING (STANDARD APP FUNCTION)	* *%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	* *%

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

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

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		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	1031	176	236	225	163	121	110	1031	462	554	318	303	163	245	621	408	1031
Effective Weighted Sample	675	113	162	155	111	79	74	675	305	360	215	206	109	151	421	254	675
Total	1068	193	276	221	196	114	67	1068	483	569	359	330	187	190	689	378	1068
FILTER (STANDARD APP FUNCTION)	*	-	-	-	*	-	-	*	-	*	-	-	-	*	-	*	*
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
SUMMARY																	
ANY TEXT	495	73	119	85	95	78	46	495	232	258	152	148	97	97	300	194	495
	46%	38%	43%	38%	48%	68%	67%	46%	48%	45%	42%	45%	52%	51%	43%	51%	46%
						abcdg	abcdg									n	
ANY STANDARD APP FUNCTION	416	81	115	107	80	26	8	416	167	241	145	142	66	63	286	129	416
	39%	42%	42%	48%	41%	23%	12%	39%	34%	42%	40%	43%	35%	33%	42%	34%	39%
		ef	ef	efg	ef			ef		h							
ANY IMAGE	150	39	39	27	22	9	13	150	79	68	58	38	24	29	97	53	150
	14%	20%	14%	12%	11%	8%	20%	14%	16%	12%	16%	12%	13%	15%	14%	14%	14%
		e					e										
ANY COUNT	7	*	3	3	-	1	*	7	6	1	4	2	*	1	6	1	7
	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	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	1031	710	104	102	115	1031	912	119	107	924	161	428	437	1031	180	410	300
Effective Weighted Sample	675	523	81	77	98	675	600	75	68	608	102	281	294	675	115	264	204
Total	1068	903	87	49	30	1068	951	116	120	948	193	426	442	1068	198	430	308
VERIFIED TICK (STANDARD APP FUNCTION)	377	313	30	23	12	377	327	51	39	339	42	145	191	377	58	138	131
	35%	35%	34%	47%	41%	35%	34%	44%	32%	36%	22%	34%	43%	35%	29%	32%	43%
			a								j	j	klm	j			no
PROFILE USERNAME (TEXT)	270	222	29	12	7	270	240	30	26	244	43	108	117	270	50	111	81
	25%	25%	33%	24%	24%	25%	25%	26%	21%	26%	22%	25%	26%	25%	25%	26%	26%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	135	118	9	7	1	135	123	12	26	109	51	57	23	135	31	52	32
	13%	13%	10%	14%	4%	13%	13%	10%	21%	12%	26%	13%	5%	13%	16%	12%	10%
		d		d		d			i		klm	l		l			
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	77	70	2	3	2	77	70	7	9	68	20	32	25	77	23	29	14
	7%	8%	3%	5%	6%	7%	7%	6%	7%	7%	10%	7%	6%	7%	12%	7%	5%
															p		
HTTPS LINK IN POST (TEXT)	60	46	10	1	2	60	52	8	6	53	14	25	21	60	11	23	19
	6%	5%	12%	2%	8%	6%	5%	7%	5%	6%	7%	6%	5%	6%	6%	5%	6%
			ace														
MONEYSAVINGEXPERT.COM (TEXT)	47	41	3	1	1	47	43	4	5	42	5	20	21	47	9	19	11
	4%	5%	4%	3%	3%	4%	5%	3%	4%	4%	3%	5%	5%	4%	5%	4%	4%
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	42	39	1	1	1	42	39	3	5	37	13	13	16	42	11	23	2
	4%	4%	1%	1%	4%	4%	4%	2%	4%	4%	7%	3%	4%	4%	6%	5%	1%
															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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	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	1031	710	104	102	115	1031	912	119	107	924	161	428	437	1031	180	410	300	
Effective Weighted Sample	675	523	81	77	98	675	600	75	68	608	102	281	294	675	115	264	204	
Total	1068	903	87	49	30	1068	951	116	120	948	193	426	442	1068	198	430	308	
FOLLOW BUTTON (STANDARD APP FUNCTION)	22 2%	21 2%	1 1%	* 1%	* 1%	22 2%	22 2%	- -%	- -%	22 2%	2 1%	7 2%	13 3%	22 2%	2 1%	19 4%	2 1%	
PROFILE LOGO (IMAGE)	15 1%	14 2%	* *%	* 1%	1 2%	15 1%	14 1%	1 1%	4 3%	11 1%	2 1%	7 2%	6 1%	15 1%	2 1%	6 1%	5 1%	
DATE OF POST (STANDARD APP FUNCTION)	10 1%	9 1%	- -%	- -%	1 2%	10 1%	9 1%	1 1%	1 1%	8 1%	- -%	7 2%	3 1%	10 1%	- -%	5 1%	5 2%	
GLOBE ICON (STANDARD APP FUNCTION)	5 *%	5 1%	- -%	- -%	* 1%	5 *%	5 1%	- -%	- -%	5 1%	* *%	2 *%	3 1%	5 *%	* *%	1 *%	2 1%	
SHARES COUNT (COUNT)	3 *%	2 *%	1 1%	- -%	* *%	3 *%	2 *%	1 1%	- -%	3 *%	* *%	2 *%	1 *%	3 *%	- -%	2 *%	2 1%	
COMMENTS COUNT (COUNT)	2 *%	2 *%	- -%	- -%	* 1%	2 *%	2 *%	- -%	- -%	2 *%	1 1%	1 *%	- -%	2 *%	- -%	1 *%	1 *%	
LIKES COUNT (COUNT)	2 *%	2 *%	- -%	- -%	* *%	2 *%	2 *%	- -%	- -%	2 *%	- -%	1 *%	1 *%	2 *%	- -%	- -%	2 1%	
PEOPLE TAB HEADING (STANDARD APP FUNCTION)	* *%	- -%	- -%	* 1%	- -%	* *%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	
SEARCH BAR (STANDARD APP FUNCTION)	* *%	- -%	- -%	- -%	* 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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	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	1031	710	104	102	115	1031	912	119	107	924	161	428	437	1031	180	410	300
Effective Weighted Sample	675	523	81	77	98	675	600	75	68	608	102	281	294	675	115	264	204
Total	1068	903	87	49	30	1068	951	116	120	948	193	426	442	1068	198	430	308
VIDEOS TAB HEADING (STANDARD APP FUNCTION)	*	-	-	-	*	*	*	-	-	*	-	*	-	*	-	*	-
	*%	-%	-%	-%	1%	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%
					ae												
FILTER (STANDARD APP FUNCTION)	*	-	-	*	-	*	*	-	-	*	*	-	-	*	*	-	-
	*%	-%	-%	1%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%
SUMMARY																	
ANY TEXT	495	418	46	18	14	495	444	51	50	445	95	198	200	495	104	206	127
	46%	46%	53%	36%	45%	46%	47%	44%	41%	47%	49%	46%	45%	46%	52%	48%	41%
			c														
ANY STANDARD APP FUNCTION	416	347	31	24	14	416	364	51	41	375	45	161	210	416	61	163	140
	39%	38%	36%	49%	47%	39%	38%	44%	34%	40%	23%	38%	47%	39%	31%	38%	46%
												j	jkm	j			n
ANY IMAGE	150	131	9	7	2	150	137	13	30	120	52	64	30	150	33	57	36
	14%	15%	11%	15%	6%	14%	14%	11%	25%	13%	27%	15%	7%	14%	17%	13%	12%
		d			d				i		klm	l	l	l			
ANY COUNT	7	6	1	-	1	7	6	1	-	7	1	4	2	7	-	3	5
	1%	1%	1%	-%	2%	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1031	384	586	628	360
Effective Weighted Sample	675	251	383	421	269
Total	1068	398	598	499	533
VERIFIED TICK (STANDARD APP FUNCTION)	377	120	236	176	191
	35%	30%	40%	35%	36%
			a		
PROFILE USERNAME (TEXT)	270	84	165	137	129
	25%	21%	28%	27%	24%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	135	61	61	47	76
	13%	15%	10%	9%	14%
					c
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	77	37	37	41	30
	7%	9%	6%	8%	6%
HTTPS LINK IN POST (TEXT)	60	34	24	29	29
	6%	9%	4%	6%	5%
		b			
MONEYSAVINGEXPERT.COM (TEXT)	47	16	30	24	21
	4%	4%	5%	5%	4%
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	42	25	12	22	19
	4%	6%	2%	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1031	384	586	628	360
Effective Weighted Sample	675	251	383	421	269
Total	1068	398	598	499	533
FOLLOW BUTTON (STANDARD APP FUNCTION)	22 2%	7 2%	12 2%	3 1%	20 4% c
PROFILE LOGO (IMAGE)	15 1%	4 1%	9 1%	9 2%	6 1%
DATE OF POST (STANDARD APP FUNCTION)	10 1%	5 1%	3 1%	4 1%	5 1%
GLOBE ICON (STANDARD APP FUNCTION)	5 *%	2 *%	3 *%	5 1%	- -%
SHARES COUNT (COUNT)	3 *%	2 *%	2 *%	2 *%	1 *%
COMMENTS COUNT (COUNT)	2 *%	- -%	2 *%	1 *%	1 *%
LIKES COUNT (COUNT)	2 *%	- -%	2 *%	* *%	2 *%
PEOPLE TAB HEADING (STANDARD APP FUNCTION)	* *%	* *%	- -%	- -%	* *%
SEARCH BAR (STANDARD APP FUNCTION)	* *%	* *%	- -%	- -%	* *%

Columns Tested: a,b - c,d

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

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1031	384	586	628	360
Effective Weighted Sample	675	251	383	421	269
Total	1068	398	598	499	533
VIDEOS TAB HEADING (STANDARD APP FUNCTION)	*	-	-	-	*
	*%	-%	-%	-%	*%
FILTER (STANDARD APP FUNCTION)	*	*	-	*	-
	*%	*%	-%	*%	-%
SUMMARY					
ANY TEXT	495	196	268	252	229
	46%	49%	45%	50%	43%
ANY STANDARD APP FUNCTION	416	135	255	188	218
	39%	34%	43%	38%	41%
		a			
ANY IMAGE	150	65	70	56	83
	14%	16%	12%	11%	16%
ANY COUNT	7	2	6	4	3
	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	AGE							GENDER		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	954	157	143	157	151	175	171	954	432	511	241	259	194	257	500	451	954
Effective Weighted Sample	642	114	100	110	103	118	107	642	291	343	162	176	142	170	338	303	642
Total	980	172	164	169	184	163	129	980	445	522	254	283	237	203	537	440	980
HTTPS LINK IN POST (TEXT)	350	53	64	59	56	60	58	350	177	170	82	117	89	62	199	150	350
	36%	31%	39%	35%	30%	37%	45%	36%	40%	33%	32%	41%	37%	30%	37%	34%	36%
							ad					m					
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	314	45	49	60	75	54	31	314	135	177	76	81	76	77	158	154	314
	32%	26%	30%	35%	41%	33%	24%	32%	30%	34%	30%	29%	32%	38%	29%	35%	32%
					af									n			
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	86	18	17	22	14	10	4	86	43	43	33	18	15	20	51	35	86
	9%	11%	11%	13%	7%	6%	3%	9%	10%	8%	13%	6%	6%	10%	9%	8%	9%
		f	f	f							kl						
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	67	18	12	6	9	9	13	67	27	38	15	29	11	13	43	24	67
	7%	10%	8%	4%	5%	5%	10%	7%	6%	7%	6%	10%	5%	6%	8%	5%	7%
		c															
PROFILE USERNAME (TEXT)	62	11	8	6	13	14	9	62	20	39	15	15	17	15	30	32	62
	6%	6%	5%	4%	7%	9%	7%	6%	4%	7%	6%	5%	7%	7%	6%	7%	6%
PROFILE LOGO (IMAGE)	26	-	4	4	6	10	2	26	4	21	3	4	9	9	8	18	26
	3%	-%	2%	2%	3%	6%	2%	3%	1%	4%	1%	2%	4%	4%	1%	4%	3%
						ag				h				n			
COMMENTS COUNT (COUNT)	20	8	1	1	7	1	2	20	10	10	10	6	2	2	16	5	20
	2%	5%	1%	1%	4%	*	2%	2%	2%	2%	4%	2%	1%	1%	3%	1%	2%
		e									o						
LAPTOP ICON (IMAGE)	16	1	3	4	1	2	4	16	10	6	5	3	8	-	8	8	16
	2%	1%	2%	3%	1%	1%	3%	2%	2%	1%	2%	1%	3%	-%	1%	2%	2%
													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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	AGE							GENDER		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	954	157	143	157	151	175	171	954	432	511	241	259	194	257	500	451	954	
Effective Weighted Sample	642	114	100	110	103	118	107	642	291	343	162	176	142	170	338	303	642	
Total	980	172	164	169	184	163	129	980	445	522	254	283	237	203	537	440	980	
MONEYSAVINGEXPERT.COM (TEXT)	16	2	5	5	4	*	*	16	11	4	8	4	2	1	12	3	16	
	2%	1%	3%	3%	2%	2%	2%	2%	3%	1%	3%	2%	1%	1%	2%	1%	2%	
LIKES COUNT (COUNT)	10	10	-	-	-	-	-	10	1	6	*	4	4	1	5	5	10	
	1%	6%	-%	-%	-%	-%	-%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	
		bcdefg																
DATE OF POST (STANDARD APP FUNCTION)	5	2	-	2	-	1	-	5	3	2	2	1	2	-	3	2	5	
	1%	1%	-%	1%	-%	1%	-%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	
SEARCH BAR (STANDARD APP FUNCTION)	4	3	-	-	-	*	-	4	1	3	4	-	-	-	4	-	4	
	1%	2%	-%	-%	-%	1%	-%	1%	1%	1%	1%	-%	-%	-%	1%	-%	1%	
		g									o							
FILTER (STANDARD APP FUNCTION)	2	-	-	-	-	1	2	2	1	2	-	1	-	2	1	2	2	
	1%	-%	-%	-%	-%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	1%	1%	
VERIFIED TICK (STANDARD APP FUNCTION)	2	-	*	-	-	-	2	2	2	*	*	-	2	-	*	2	2	
	1%	-%	1%	-%	-%	-%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	1%	
GLOBE ICON (STANDARD APP FUNCTION)	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	1	1	
	1%	-%	-%	-%	-%	1%	-%	1%	-%	1%	-%	-%	-%	1%	-%	1%	1%	
SHARES COUNT (COUNT)	*	-	-	-	-	-	*	*	-	*	-	*	-	-	*	-	*	
	1%	-%	-%	-%	-%	-%	1%	1%	-%	1%	-%	1%	-%	-%	1%	-%	1%	
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	*	-	-	-	-	-	*	*	-	*	-	*	-	-	*	-	*	
	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	AGE							GENDER		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	954	157	143	157	151	175	171	954	432	511	241	259	194	257	500	451	954
Effective Weighted Sample	642	114	100	110	103	118	107	642	291	343	162	176	142	170	338	303	642
Total	980	172	164	169	184	163	129	980	445	522	254	283	237	203	537	440	980
SUMMARY																	
ANY TEXT	808	129	138	136	157	137	112	808	370	428	196	245	195	168	442	363	808
	82%	75%	84%	81%	85%	84%	87%	82%	83%	82%	77%	87%	83%	83%	82%	83%	82%
							a					j					
ANY IMAGE	127	20	24	30	21	23	11	127	57	70	41	26	32	29	66	61	127
	13%	11%	14%	18%	11%	14%	8%	13%	13%	13%	16%	9%	13%	14%	12%	14%	13%
				f													
ANY COUNT	31	18	1	1	7	1	3	31	12	16	11	11	6	4	21	10	31
	3%	11%	1%	1%	4%	*%	2%	3%	3%	3%	4%	4%	3%	2%	4%	2%	3%
		bcefg															
ANY STANDARD APP FUNCTION	14	5	*	2	-	2	4	14	6	8	6	2	3	2	8	5	14
	1%	3%	*%	1%	-%	2%	3%	1%	1%	1%	3%	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND		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	954	668	105	88	93	954	807	147	145	809	197	436	318	954	186	373	234
Effective Weighted Sample	642	500	72	64	75	642	544	99	98	548	128	293	221	642	120	254	157
Total	980	820	90	43	27	980	837	143	178	802	216	432	330	980	197	374	252
HTTPS LINK IN POST (TEXT)	350	285	39	**	**	350	307	42	41	309	57	159	133	350	59	138	105
	36%	35%	43%	**	**	36%	37%	30%	23%	39%	26%	37%	40%	36%	30%	37%	42%
										h		j	j	j			n
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	314	266	25	**	**	314	261	53	59	255	71	149	93	314	67	125	78
	32%	32%	28%	**	**	32%	31%	37%	33%	32%	33%	35%	28%	32%	34%	34%	31%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	86	73	7	**	**	86	72	14	18	67	25	37	24	86	21	32	18
	9%	9%	7%	**	**	9%	9%	10%	10%	8%	12%	9%	7%	9%	11%	9%	7%
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	67	56	6	**	**	67	52	15	17	50	17	27	22	67	10	26	17
	7%	7%	7%	**	**	7%	6%	10%	10%	6%	8%	6%	7%	7%	5%	7%	7%
PROFILE USERNAME (TEXT)	62	54	3	**	**	62	54	8	11	51	15	23	24	62	14	21	12
	6%	7%	4%	**	**	6%	6%	6%	6%	6%	7%	5%	7%	6%	7%	6%	5%
PROFILE LOGO (IMAGE)	26	23	1	**	**	26	21	5	3	23	8	7	11	26	5	9	10
	3%	3%	1%	**	**	3%	3%	3%	2%	3%	4%	2%	3%	3%	3%	2%	4%
COMMENTS COUNT (COUNT)	20	15	3	**	**	20	20	1	6	14	6	7	6	20	5	6	3
	2%	2%	3%	**	**	2%	2%	1%	3%	2%	3%	2%	2%	2%	3%	2%	1%
LAPTOP ICON (IMAGE)	16	14	2	**	**	16	16	-	7	9	8	8	-	16	8	3	2
	2%	2%	3%	**	**	2%	2%	0%	4%	1%	4%	2%	0%	2%	4%	1%	1%
											l	l			o		
MONEYSAVINGEXPERT.COM (TEXT)	16	14	2	**	**	16	12	4	9	7	3	4	9	16	6	5	4
	2%	2%	2%	**	**	2%	1%	3%	5%	1%	1%	1%	3%	2%	3%	1%	2%
									i								

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

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

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	954	668	105	88	93	954	807	147	145	809	197	436	318	954	186	373	234
Effective Weighted Sample	642	500	72	64	75	642	544	99	98	548	128	293	221	642	120	254	157
Total	980	820	90	43	27	980	837	143	178	802	216	432	330	980	197	374	252
LIKES COUNT (COUNT)	10	9	1	**	**	10	10	-	3	7	-	5	5	10	1	4	-
	1%	1%	1%	**	**	1%	1%	-%	2%	1%	-%	1%	2%	1%	*%	1%	-%
DATE OF POST (STANDARD APP FUNCTION)	5	5	-	**	**	5	5	-	-	5	-	2	3	5	-	3	2
	*%	1%	-%	**	**	*%	1%	-%	-%	1%	-%	*%	1%	*%	-%	1%	1%
SEARCH BAR (STANDARD APP FUNCTION)	4	3	-	**	**	4	4	-	3	1	3	1	*	4	-	1	-
	*%	*%	-%	**	**	*%	*%	-%	1%	*%	1%	*%	*%	*%	-%	*%	-%
									i								
FILTER (STANDARD APP FUNCTION)	2	2	1	**	**	2	2	-	-	2	1	2	-	2	-	1	-
	*%	*%	1%	**	**	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%
VERIFIED TICK (STANDARD APP FUNCTION)	2	2	-	**	**	2	2	-	2	*	2	*	-	2	-	-	*
	*%	*%	-%	**	**	*%	*%	-%	1%	*%	1%	*%	-%	*%	-%	-%	*%
GLOBE ICON (STANDARD APP FUNCTION)	1	1	-	**	**	1	1	-	-	1	1	-	-	1	1	-	-
	*%	*%	-%	**	**	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%
SHARES COUNT (COUNT)	*	-	*	**	**	*	-	*	-	*	-	*	-	*	-	*	-
	*%	-%	1%	**	**	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	*	*	-	**	**	*	-	*	-	*	-	*	-	*	-	-	-
	*%	*%	-%	**	**	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%
SUMMARY																	
ANY TEXT	808	673	75	**	**	808	685	122	137	671	163	363	281	808	156	315	217
	82%	82%	83%	**	**	82%	82%	86%	77%	84%	76%	84%	85%	82%	79%	84%	86%
												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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	954	668	105	88	93	954	807	147	145	809	197	436	318	954	186	373	234
Effective Weighted Sample	642	500	72	64	75	642	544	99	98	548	128	293	221	642	120	254	157
Total	980	820	90	43	27	980	837	143	178	802	216	432	330	980	197	374	252
ANY IMAGE	127	110	10	**	**	127	109	19	28	100	42	51	34	127	35	44	30
	13%	13%	11%	**	**	13%	13%	13%	16%	12%	19%	12%	10%	13%	18%	12%	12%
											kl						
ANY COUNT	31	24	4	**	**	31	30	1	9	22	6	12	11	31	6	10	3
	3%	3%	5%	**	**	3%	4%	1%	5%	3%	3%	3%	3%	3%	3%	3%	1%
ANY STANDARD APP FUNCTION	14	13	1	**	**	14	13	*	4	9	5	5	3	14	1	5	2
	1%	2%	1%	**	**	1%	2%	*%	2%	1%	3%	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	954	357	532	629	284
Effective Weighted Sample	642	239	364	424	214
Total	980	345	565	544	397
HTTPS LINK IN POST (TEXT)	350 36%	112 33%	222 39%	192 35%	144 36%
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	314 32%	115 33%	182 32%	178 33%	130 33%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	86 9%	30 9%	47 8%	33 6%	50 13% c
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	67 7%	27 8%	30 5%	42 8%	18 5%
PROFILE USERNAME (TEXT)	62 6%	18 5%	36 6%	40 7%	18 5%
PROFILE LOGO (IMAGE)	26 3%	8 2%	18 3%	12 2%	13 3%
COMMENTS COUNT (COUNT)	20 2%	14 4%	3 1%	11 2%	8 2%
LAPTOP ICON (IMAGE)	16 2%	6 2%	6 1%	7 1%	4 1%
MONEYSAVINGEXPERT.COM (TEXT)	16 2%	8 2%	8 1%	9 2%	7 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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	954	357	532	629	284
Effective Weighted Sample	642	239	364	424	214
Total	980	345	565	544	397
LIKES COUNT (COUNT)	10	6	4	7	2
	1%	2%	1%	1%	1%
DATE OF POST (STANDARD APP FUNCTION)	5	-	5	3	2
	*%	-%	1%	1%	*%
SEARCH BAR (STANDARD APP FUNCTION)	4	-	1	4	-
	*%	-%	*%	1%	-%
FILTER (STANDARD APP FUNCTION)	2	1	2	2	-
	*%	*%	*%	*%	-%
VERIFIED TICK (STANDARD APP FUNCTION)	2	-	2	2	-
	*%	-%	*%	*%	-%
GLOBE ICON (STANDARD APP FUNCTION)	1	1	-	1	-
	*%	*%	-%	*%	-%
SHARES COUNT (COUNT)	*	-	*	*	-
	*%	-%	*%	*%	-%
PHOTOS TAB HEADING (STANDARD APP FUNCTION)	*	*	-	*	-
	*%	*%	-%	*%	-%
SUMMARY					
ANY TEXT	808	280	477	461	317
	82%	81%	84%	85%	80%

Columns Tested: a,b - c,d

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

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	954	357	532	629	284
Effective Weighted Sample	642	239	364	424	214
Total	980	345	565	544	397
ANY IMAGE	127	44	70	53	67
	13%	13%	12%	10%	17%
					c
ANY COUNT	31	20	8	19	11
	3%	6%	1%	3%	3%
		b			
ANY STANDARD APP FUNCTION	14	2	9	12	2
	1%	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT ARE UNSURE WHETHER THE POST IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	AGE							GENDER		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	397	36	46	68	73	74	100	397	174	220	89	98	86	119	187	205	397
Effective Weighted Sample	270	25	31	51	52	53	72	270	122	146	59	66	65	80	124	143	270
Total	362	37	40	71	88	64	62	362	158	203	79	100	90	88	179	179	362
HTTPS LINK IN POST (TEXT)	147	**	**	**	**	**	30	147	59	87	**	**	**	34	84	63	147
	41%	**	**	**	**	**	48%	41%	37%	43%	**	**	**	38%	47%	35%	41%
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	83	**	**	**	**	**	11	83	29	53	**	**	**	23	36	45	83
	23%	**	**	**	**	**	18%	23%	18%	26%	**	**	**	26%	20%	25%	23%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	40	**	**	**	**	**	6	40	21	18	**	**	**	9	18	20	40
	11%	**	**	**	**	**	9%	11%	14%	9%	**	**	**	10%	10%	11%	11%
PROFILE USERNAME (TEXT)	27	**	**	**	**	**	3	27	10	17	**	**	**	6	13	14	27
	8%	**	**	**	**	**	4%	8%	6%	9%	**	**	**	7%	7%	8%	8%
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	27	**	**	**	**	**	5	27	19	8	**	**	**	8	12	14	27
	8%	**	**	**	**	**	9%	8%	12%	4%	**	**	**	9%	7%	8%	8%
PROFILE LOGO (IMAGE)	10	**	**	**	**	**	2	10	5	6	**	**	**	1	4	6	10
	3%	**	**	**	**	**	3%	3%	3%	3%	**	**	**	1%	2%	4%	3%
COMMENTS COUNT (COUNT)	7	**	**	**	**	**	2	7	4	3	**	**	**	2	1	6	7
	2%	**	**	**	**	**	4%	2%	2%	1%	**	**	**	2%	1%	3%	2%
LAPTOP ICON (IMAGE)	5	**	**	**	**	**	-	5	4	1	**	**	**	3	2	3	5
	1%	**	**	**	**	**	-%	1%	2%	*%	**	**	**	3%	1%	2%	1%
MONEYSAVINGEXPERT.COM (TEXT)	4	**	**	**	**	**	1	4	1	3	**	**	**	*	3	*	4
	1%	**	**	**	**	**	2%	1%	1%	1%	**	**	**	*%	2%	*%	1%
FOLLOW BUTTON (STANDARD APP FUNCTION)	3	**	**	**	**	**	1	3	1	2	**	**	**	-	1	3	3
	1%	**	**	**	**	**	1%	1%	1%	1%	**	**	**	-%	*%	2%	1%

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

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

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT ARE UNSURE WHETHER THE POST IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	AGE							GENDER		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	397	36	46	68	73	74	100	397	174	220	89	98	86	119	187	205	397
Effective Weighted Sample	270	25	31	51	52	53	72	270	122	146	59	66	65	80	124	143	270
Total	362	37	40	71	88	64	62	362	158	203	79	100	90	88	179	179	362
SEARCH BAR (STANDARD APP FUNCTION)	3 1%	** **	** **	** **	** **	** **	1 1%	3 1%	3 2%	* *%	** **	** **	** **	1 1%	3 1%	1 *%	3 1%
LIKES COUNT (COUNT)	3 1%	** **	** **	** **	** **	** **	- -	3 1%	1 1%	2 1%	** **	** **	** **	2 2%	1 *%	2 1%	3 1%
DATE OF POST (STANDARD APP FUNCTION)	2 1%	** **	** **	** **	** **	** **	1 1%	2 1%	1 *%	1 1%	** **	** **	** **	- -	1 1%	1 *%	2 1%
ALL TAB HEADING (STANDARD APP FUNCTION)	1 *%	** **	** **	** **	** **	** **	- -	1 *%	- -	1 *%	** **	** **	** **	- -	1 1%	- -	1 *%
SHARES COUNT (COUNT)	1 *%	** **	** **	** **	** **	** **	- -	1 *%	1 *%	- -	** **	** **	** **	1 1%	- -	1 *%	1 *%
SUMMARY																	
ANY TEXT	288 80%	** **	** **	** **	** **	** **	50 81%	288 80%	118 75%	168 83%	** **	** **	** **	70 80%	148 83%	137 77%	288 80%
ANY IMAGE	54 15%	** **	** **	** **	** **	** **	7 12%	54 15%	30 19%	25 12%	** **	** **	** **	13 15%	23 13%	29 16%	54 15%
ANY COUNT	10 3%	** **	** **	** **	** **	** **	2 4%	10 3%	5 3%	5 2%	** **	** **	** **	4 5%	2 1%	9 5%	10 3%
ANY STANDARD APP FUNCTION	10 3%	** **	** **	** **	** **	** **	2 3%	10 3%	5 3%	5 2%	** **	** **	** **	1 1%	5 3%	4 2%	10 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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT ARE UNSURE WHETHER THE POST IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	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	397	270	40	43	44	397	328	69	53	344	86	175	130	397	65	179	79
Effective Weighted Sample	270	202	28	29	36	270	225	46	37	233	57	116	94	270	39	124	56
Total	362	286	42	22	13	362	294	69	52	310	82	151	123	362	56	166	69
HTTPS LINK IN POST (TEXT)	147 41%	115 40%	** **	** **	** **	147 41%	125 43%	** **	** **	133 43%	** **	62 41%	56 45%	147 41%	** **	62 37%	** **
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	83 23%	68 24%	** **	** **	** **	83 23%	68 23%	** **	** **	69 22%	** **	35 23%	26 21%	83 23%	** **	46 28%	** **
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	40 11%	33 12%	** **	** **	** **	40 11%	34 12%	** **	** **	31 10%	** **	19 13%	9 7%	40 11%	** **	18 11%	** **
PROFILE USERNAME (TEXT)	27 8%	18 6%	** **	** **	** **	27 8%	24 8%	** **	** **	23 7%	** **	8 5%	12 10%	27 8%	** **	9 5%	** **
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	27 8%	18 6%	** **	** **	** **	27 8%	18 6%	** **	** **	22 7%	** **	12 8%	8 6%	27 8%	** **	12 7%	** **
PROFILE LOGO (IMAGE)	10 3%	9 3%	** **	** **	** **	10 3%	6 2%	** **	** **	7 2%	** **	2 1%	2 2%	10 3%	** **	6 3%	** **
COMMENTS COUNT (COUNT)	7 2%	6 2%	** **	** **	** **	7 2%	3 1%	** **	** **	7 2%	** **	3 2%	2 1%	7 2%	** **	5 3%	** **
LAPTOP ICON (IMAGE)	5 1%	5 2%	** **	** **	** **	5 1%	5 2%	** **	** **	5 1%	** **	4 2%	1 1%	5 1%	** **	2 1%	** **
MONEYSAVINGEXPERT.COM (TEXT)	4 1%	4 1%	** **	** **	** **	4 1%	1 *%	** **	** **	1 *%	** **	1 *%	3 2%	4 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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT ARE UNSURE WHETHER THE POST IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	NATION				N ALL UK e	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d		URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST ~n	POTEN- TIALY o	LEAST ~p
Significance Level: 95%																	
Unweighted total	397	270	40	43	44	397	328	69	53	344	86	175	130	397	65	179	79
Effective Weighted Sample	270	202	28	29	36	270	225	46	37	233	57	116	94	270	39	124	56
Total	362	286	42	22	13	362	294	69	52	310	82	151	123	362	56	166	69
FOLLOW BUTTON (STANDARD APP FUNCTION)	3 1%	3 1%	** **	** **	** **	3 1%	3 1%	** **	** **	3 1%	** **	- -%	3 2%	3 1%	** **	1 1%	** **
SEARCH BAR (STANDARD APP FUNCTION)	3 1%	3 1%	** **	** **	** **	3 1%	3 1%	** **	** **	3 1%	** **	3 2%	- -%	3 1%	** **	2 1%	** **
LIKES COUNT (COUNT)	3 1%	3 1%	** **	** **	** **	3 1%	2 1%	** **	** **	2 1%	** **	1 1%	- -%	3 1%	** **	1 1%	** **
DATE OF POST (STANDARD APP FUNCTION)	2 1%	1 *%	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	** **	1 *%	1 1%	2 1%	** **	- -%	** **
ALL TAB HEADING (STANDARD APP FUNCTION)	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	** **	- -%	1 1%	1 *%	** **	- -%	** **
SHARES COUNT (COUNT)	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	** **	1 *%	- -%	1 *%	** **	1 *%	** **
SUMMARY																	
ANY TEXT	288 80%	223 78%	** **	** **	** **	288 80%	235 80%	** **	** **	248 80%	** **	117 78%	104 85%	288 80%	** **	130 78%	** **
ANY IMAGE	54 15%	46 16%	** **	** **	** **	54 15%	45 15%	** **	** **	43 14%	** **	25 16%	12 10%	54 15%	** **	25 15%	** **
ANY COUNT	10 3%	10 3%	** **	** **	** **	10 3%	5 2%	** **	** **	10 3%	** **	5 3%	2 1%	10 3%	** **	7 4%	** **
ANY STANDARD APP FUNCTION	10 3%	8 3%	** **	** **	** **	10 3%	9 3%	** **	** **	10 3%	** **	4 3%	5 4%	10 3%	** **	4 2%	** **

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

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

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT ARE UNSURE WHETHER THE POST IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	397	144	224	280	105
Effective Weighted Sample	270	96	154	192	84
Total	362	123	209	208	145
HTTPS LINK IN POST (TEXT)	147 41%	55 45%	81 39%	87 42%	55 38%
TEXT IN POST - GET A £600 LAPTOP FOR £320 VIA AMAZON WAREHOUSE (TEXT)	83 23%	31 25%	46 22%	44 21%	36 25%
IMAGE IN POST - AMAZON PACKAGE (IMAGE)	40 11%	8 7%	25 12%	22 11%	15 10%
PROFILE USERNAME (TEXT)	27 8%	8 7%	18 9%	10 5%	17 11% c
TEXT IN POST - AMAZON WAREHOUSE (TEXT)	27 8%	10 8%	15 7%	15 7%	12 8%
PROFILE LOGO (IMAGE)	10 3%	1 *%	9 5%	9 4%	1 1%
COMMENTS COUNT (COUNT)	7 2%	2 2%	5 2%	6 3%	* *%
LAPTOP ICON (IMAGE)	5 1%	1 1%	4 2%	1 *%	4 3%
MONEYSAVINGEXPERT.COM (TEXT)	4 1%	1 1%	* *%	4 2%	- -%

Columns Tested: a,b - c,d

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

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT ARE UNSURE WHETHER THE POST IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	397	144	224	280	105
Effective Weighted Sample	270	96	154	192	84
Total	362	123	209	208	145
FOLLOW BUTTON (STANDARD APP FUNCTION)	3 1%	2 1%	2 1%	2 1%	2 1%
SEARCH BAR (STANDARD APP FUNCTION)	3 1%	2 2%	1 1%	2 1%	2 1%
LIKES COUNT (COUNT)	3 1%	1 1%	- -%	3 1%	- -%
DATE OF POST (STANDARD APP FUNCTION)	2 1%	1 1%	1 1%	1 *%	1 1%
ALL TAB HEADING (STANDARD APP FUNCTION)	1 *%	- -%	1 *%	1 *%	- -%
SHARES COUNT (COUNT)	1 *%	1 *%	- -%	1 *%	- -%
SUMMARY					
ANY TEXT	288 80%	105 86%	161 77%	161 77%	120 83%
ANY IMAGE	54 15%	10 8%	38 18% a	32 15%	20 14%
ANY COUNT	10 3%	4 3%	5 2%	10 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.

SCENARIO 5. FEATURE CLICKED ON FIRST - JUDGING INFORMATION IN EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT ARE UNSURE WHETHER THE POST IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media post IS OR IS NOT genuine

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	397	144	224	280	105
Effective Weighted Sample	270	96	154	192	84
Total	362	123	209	208	145
ANY STANDARD APP FUNCTION	10	4	5	5	4
	3%	3%	3%	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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
1	391 13%	32 7%	34 6%	42 8%	68 12%	96 21%	119 26%	391 13%	218 15%	170 11%	81 10%	126 14%	45 7%	140 22%	206 12%	184 14%	391 13%
					ab	abcdg	abcdg	abc	i			jl		jklmnop	l	jl	jl
2	852 28%	80 17%	116 21%	97 18%	114 20%	184 40%	260 56%	852 28%	417 29%	431 28%	214 25%	254 29%	195 29%	183 29%	468 27%	378 29%	852 28%
						abcdg	abcdg	abcd									
3	734 24%	101 22%	155 29%	159 29%	156 28%	112 24%	51 11%	734 24%	356 24%	372 24%	192 23%	223 25%	174 26%	144 23%	415 24%	318 25%	734 24%
		f	af	afg	f	f		f									
4	614 20%	106 23%	139 26%	166 31%	141 25%	41 9%	21 4%	614 20%	255 17%	349 23%	207 25%	177 20%	141 21%	88 14%	385 22%	229 18%	614 20%
		ef	efg	aefg	efg	f		ef		h	mop	m	m		mo		m
5-6	323 11%	92 20%	77 14%	66 12%	63 11%	20 4%	4 1%	323 11%	152 10%	167 11%	119 14%	72 8%	82 12%	49 8%	191 11%	131 10%	323 11%
		cdefg	ef	ef	ef	f		ef			kmop		km		m		m
7-9	27 1%	14 3%	5 1%	3 1%	1 *	4 1%	- -%	27 1%	13 1%	13 1%	11 1%	7 1%	6 1%	3 1%	18 1%	9 1%	27 1%
		cdefg	f														
10 or more	6 *%	4 1%	* *%	1 *%	1 *%	- -%	- -%	6 *%	5 *%	1 *%	- -%	* *%	2 *%	3 *%	* *%	5 *%	6 *%
		g												n			
Prefer not to say	94 3%	37 8%	15 3%	8 2%	15 3%	9 2%	9 2%	94 3%	46 3%	42 3%	19 2%	28 3%	17 3%	23 4%	47 3%	41 3%	94 3%
		bcd	efg														

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

All interviewing conducted using an online panel. Any break column with 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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
1	391 13%	325 13%	42 16% d	17 12%	7 9%	391 13%	346 13%	45 11%	55 12%	336 13%	122 16% l	183 14% l	81 8%	391 13% l	78 14%	158 13%	106 14%
2	852 28%	714 28%	66 25%	48 32%	24 29%	852 28%	697 27%	155 36% f	95 21%	757 29% h	251 32% l	379 30% l	210 22%	852 28% l	57 10%	410 33% n	269 35% n
3	734 24%	618 24%	64 24%	36 24%	16 20%	734 24%	614 23%	120 28%	117 26%	617 24%	172 22%	287 23%	272 28% jkm	734 24% j	96 17%	391 31% np	155 20%
4	614 20%	505 20%	66 25% c	25 17%	19 23%	614 20%	549 21% g	65 15%	91 20%	523 20%	115 15%	242 19%	254 26% jkm	614 20% j	140 25% o	236 19%	161 21%
5-6	323 11%	280 11% b	18 7%	15 10%	10 12%	323 11%	289 11%	34 8%	57 13%	266 10%	61 8%	134 11%	127 13% j	323 11% j	152 28% op	51 4%	66 9% o
7-9	27 1%	21 1%	2 1%	2 1%	2 2% a	27 1%	24 1%	3 1%	1 *%	26 1%	8 1%	8 1%	11 1%	27 1%	16 3% op	- -%	7 1% o
10 or more	6 *%	5 *%	- -%	1 *%	- -%	6 *%	5 *% g	* *%	1 *%	5 *%	2 *% klm	* *% l	3 *%	6 *% l	6 1% o	- -%	- -% o
Prefer not to say	94 3%	77 3%	7 3%	5 3%	5 6% ae	94 3%	89 3% g	5 1%	31 7% i	63 2%	46 6% klm	33 3% l	10 1%	94 3% l	7 1% o	- -%	4 1% 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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
1	391 13%	165 15%	205 12%	391 23%	- -%
2	852 28%	304 28%	497 29%	727 43%	117 10%
3	734 24%	235 22%	449 26%	306 18%	422 34%
4	614 20%	209 20%	367 21%	156 9%	452 37%
5-6	323 11%	121 11%	161 9%	98 6%	219 18%
7-9	27 1%	11 1%	15 1%	8 *%	17 1%
10 or more	6 *%	3 *%	3 *%	3 *%	3 *%
Prefer not to say	94 3%	22 2%	27 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Yes	1253	154	322	385	313	61	18	1253	560	687	415	323	299	214	739	513	1253
	41%	33%	59%	71%	56%	13%	4%	41%	38%	44%	49%	36%	45%	34%	43%	40%	41%
		ef	aefg	abdefg	aefg	f		aef		h	kmnop		km		km	m	km
No	1690	273	204	150	231	396	438	1690	855	813	406	537	345	395	943	739	1690
	56%	59%	38%	28%	41%	85%	94%	56%	58%	53%	48%	60%	52%	62%	54%	57%	56%
		bcd	c		c	abcdg	abcdeg	bcd	i			jlnp		jlnp	j	j	j
Prefer not to say	98	39	17	8	15	9	10	98	48	45	22	28	19	24	49	42	98
	3%	8%	3%	2%	3%	2%	2%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%
		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.

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Yes	1253	1056	102	63	31	1253	1099	153	206	1047	222	503	527	1253	292	535	322
	41%	42%	38%	42%	38%	41%	42%	36%	46%	40%	29%	40%	54%	41%	53%	43%	42%
							g					j	jkm	j	op		
No	1690	1409	156	80	45	1690	1420	270	209	1481	507	729	430	1690	253	711	441
	56%	55%	59%	54%	55%	56%	54%	63%	47%	57%	65%	58%	44%	56%	46%	57%	57%
							f			h	klm	l	l	l	n	n	n
Prefer not to say	98	80	7	6	5	98	93	5	32	66	47	35	11	98	7	-	5
	3%	3%	3%	4%	6%	3%	4%	1%	7%	3%	6%	3%	1%	3%	1%	-%	1%
					ae		g		i		klm	l	l	l	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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Yes	1253 41%	413 39%	744 43%	- -%	1228 100% c
No	1690 56%	632 59%	952 55%	1690 100% d	- -%
Prefer not to say	98 3%	24 2%	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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
None/ no children aged under 18 living at home	1690	273	204	150	231	396	438	1690	855	813	406	537	345	395	943	739	1690
	56%	59%	38%	28%	41%	85%	94%	56%	58%	53%	48%	60%	52%	62%	54%	57%	56%
		bcd	c		c	abcdg	abcdeg	bcd	i			jlmp		jlmp	j	j	j
1	603	96	132	159	163	46	7	603	269	332	167	171	159	106	338	265	603
	20%	21%	24%	29%	29%	10%	1%	20%	18%	21%	20%	19%	24%	17%	20%	20%	20%
		ef	ef	aefg	aefg	f		ef					m				
2	467	34	126	174	115	9	9	467	213	252	186	121	88	72	307	160	467
	15%	7%	23%	32%	21%	2%	2%	15%	15%	16%	22%	14%	13%	11%	18%	12%	15%
		ef	aefg	abdefg	aefg			aef			klmnop				klmo		mo
3	126	10	46	38	24	5	2	126	50	74	51	20	28	26	71	54	126
	4%	2%	8%	7%	4%	1%	*%	4%	3%	5%	6%	2%	4%	4%	4%	4%	4%
		f	adefg	aefg	ef			ef			k						k
4	29	3	10	11	5	-	-	29	12	17	6	4	10	8	10	18	29
	1%	1%	2%	2%	1%	-%	-%	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%
			ef	ef				f									
5 or more	11	6	3	1	-	-	-	11	5	5	-	5	5	-	5	5	11
	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	-%	1%	1%	-%	*%	*%	*%
		defg										jm					
Prefer not to say	116	43	22	10	21	10	10	116	59	52	26	29	28	25	55	53	116
	4%	9%	4%	2%	4%	2%	2%	4%	4%	3%	3%	3%	4%	4%	3%	4%	4%
		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.

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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
None/ no children aged under 18 living at home	1690	1409	156	80	45	1690	1420	270	209	1481	507	729	430	1690	253	711	441
	56%	55%	59%	54%	55%	56%	54%	63%	47%	57%	65%	58%	44%	56%	46%	57%	57%
								f		h	klm	l		l		n	n
1	603	512	50	25	16	603	512	90	108	495	117	257	228	603	92	319	154
	20%	20%	19%	17%	20%	20%	20%	21%	24%	19%	15%	20%	24%	20%	17%	26%	20%
												j	jm	j		np	
2	467	391	42	23	11	467	413	54	66	401	75	176	216	467	109	183	135
	15%	15%	16%	15%	13%	15%	16%	13%	15%	15%	10%	14%	22%	15%	20%	15%	18%
												j	jkm	j	o		
3	126	107	5	10	3	126	118	7	21	104	16	51	59	126	57	32	29
	4%	4%	2%	7%	4%	4%	5%	2%	5%	4%	2%	4%	6%	4%	10%	3%	4%
				b			g						jm	j	op		
4	29	26	2	1	*	29	28	1	7	22	5	6	18	29	24	-	1
	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	2%	1%	4%	-%	*%
													k	op			
5 or more	11	8	-	1	1	11	10	1	-	11	3	4	3	11	10	-	1
	*%	*%	-%	1%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	2%	-%	*%
					ae									op			
Prefer not to say	116	92	10	9	5	116	112	5	37	80	53	43	15	116	7	-	7
	4%	4%	4%	6%	6%	4%	4%	1%	8%	3%	7%	3%	2%	4%	1%	-%	1%
					a		g		i		klm	l		l	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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
None/ no children aged under 18 living at home	1690 56%	632 59%	952 55%	1690 100%	- -%
1	603 20%	208 19%	343 20%	- -%	599 49%
					c
2	467 15%	143 13%	307 18%	- -%	466 38%
			a		c
3	126 4%	42 4%	66 4%	- -%	126 10%
					c
4	29 1%	12 1%	14 1%	- -%	29 2%
					c
5 or more	11 *%	5 *%	6 *%	- -%	8 1%
					c
Prefer not to say	116 4%	27 3%	38 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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
None/ no children aged under 18 living at home	1690	273	204	150	231	396	438	1690	855	813	406	537	345	395	943	739	1690
	56%	59%	38%	28%	41%	85%	94%	56%	58%	53%	48%	60%	52%	62%	54%	57%	56%
		bcd	c		c	abcdg	abcdeg	bcd	i			jlmp		jlmp	j	j	j
0-2 years old	276	44	147	64	19	2	1	276	108	166	100	85	49	42	185	91	276
	9%	9%	27%	12%	3%	0%	0%	9%	7%	11%	12%	10%	7%	7%	11%	7%	9%
		def	acdefg	def	ef			def		h	lmo				mo		
3-4 years old	229	14	116	71	26	2	*	229	102	126	79	64	43	43	144	85	229
	8%	3%	21%	13%	5%	0%	0%	8%	7%	8%	9%	7%	6%	7%	8%	7%	8%
		ef	acdefg	adefg	ef			aef									
5-7 years old	301	32	101	109	51	5	3	301	128	172	105	72	83	42	176	125	301
	10%	7%	19%	20%	9%	1%	1%	10%	9%	11%	12%	8%	13%	7%	10%	10%	10%
		ef	adefg	adefg	ef			ef			km		km		m	m	m
8-11 years old	385	23	85	157	95	18	7	385	182	201	135	87	93	70	223	163	385
	13%	5%	16%	29%	17%	4%	2%	13%	12%	13%	16%	10%	14%	11%	13%	13%	13%
		f	aef	abdefg	aefg	f		aef			kmp		k				
12-15 years old	441	50	45	158	149	29	10	441	195	246	154	104	112	71	258	183	441
	15%	11%	8%	29%	27%	6%	2%	15%	13%	16%	18%	12%	17%	11%	15%	14%	15%
		ef	f	abefg	abefg	f		bef			kmop		km		m		
16-17 years old	193	22	9	40	104	13	5	193	91	101	61	40	51	41	102	92	193
	6%	5%	2%	7%	19%	3%	1%	6%	6%	7%	7%	5%	8%	6%	6%	7%	6%
		bf		bef	abcefg			bef					k		k		
Prefer not to say	123	49	22	11	21	10	10	123	61	57	26	32	28	29	59	57	123
	4%	10%	4%	2%	4%	2%	2%	4%	4%	4%	3%	4%	4%	5%	3%	4%	4%
		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.

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
None/ no children aged under 18 living at home	1690	1409	156	80	45	1690	1420	270	209	1481	507	729	430	1690	253	711	441
	56%	55%	59%	54%	55%	56%	54%	63%	47%	57%	65%	58%	44%	56%	46%	57%	57%
								f		h	klm	l		l		n	n
0-2 years old	276	240	19	9	7	276	252	24	54	222	58	100	119	276	70	115	72
	9%	9%	7%	6%	9%	9%	10%	6%	12%	9%	7%	8%	12%	9%	13%	9%	9%
							g						jkm				
3-4 years old	229	200	13	10	6	229	207	22	42	187	28	92	109	229	62	85	66
	8%	8%	5%	6%	8%	8%	8%	5%	9%	7%	4%	7%	11%	8%	11%	7%	9%
												j	jkm	j	o		
5-7 years old	301	261	19	13	8	301	263	38	48	254	47	125	129	301	84	110	83
	10%	10%	7%	9%	10%	10%	10%	9%	11%	10%	6%	10%	13%	10%	15%	9%	11%
												j	jkm	j	o		
8-11 years old	385	322	24	27	12	385	347	38	54	332	54	129	201	385	107	162	91
	13%	13%	9%	18%	14%	13%	13%	9%	12%	13%	7%	10%	21%	13%	19%	13%	12%
				abe			g						jkm	j	op		
12-15 years old	441	375	36	20	9	441	378	63	67	374	81	177	183	441	126	174	111
	15%	15%	14%	14%	11%	15%	14%	15%	15%	14%	10%	14%	19%	15%	23%	14%	14%
													jkm	j	op		
16-17 years old	193	150	25	13	5	193	170	23	29	164	28	79	86	193	68	67	46
	6%	6%	9%	9%	6%	6%	7%	5%	6%	6%	4%	6%	9%	6%	12%	5%	6%
												j	jkm	j	op		
Prefer not to say	123	98	10	9	6	123	118	5	37	86	53	49	16	123	9	-	11
	4%	4%	4%	6%	7%	4%	5%	1%	8%	3%	7%	4%	2%	4%	2%	-%	1%
					ae		g		i		klm	l		l	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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
None/ no children aged under 18 living at home	1690 56%	632 59%	952 55%	1690 100%	- -%
0-2 years old	276 9%	79 7%	179 10% a	- -%	276 22% c
3-4 years old	229 8%	79 7%	142 8%	- -%	229 19% c
5-7 years old	301 10%	99 9%	183 11%	- -%	301 25% c
8-11 years old	385 13%	115 11%	233 14%	- -%	385 31% c
12-15 years old	441 15%	150 14%	263 15%	- -%	441 36% c
16-17 years old	193 6%	76 7%	101 6%	- -%	193 16% c
Prefer not to say	123 4%	30 3%	41 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?

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2723 90%	380 82%	475 87%	478 88%	527 94%	422 91%	440 95%	2723 90%	1298 89%	1400 91%	772 92%	809 91%	585 88%	545 86%	1582 91%	1130 87%	2723 90%
			a	a	abcg	a	abceg	a			mo	mo			mo		m
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	1048 34%	202 43%	228 42%	210 39%	180 32%	132 28%	95 20%	1048 34%	477 33%	554 36%	317 38%	317 36%	216 33%	192 30%	634 37%	408 32%	1048 34%
		defg	defg	ef	f	f		ef			mo				mo		
Neither – Do not connect to the internet at home	18 1%	4 1%	4 1%	- -%	2 *%	5 1%	2 1%	18 1%	14 1%	3 *%	* *%	3 *%	6 1%	8 1%	3 *%	14 1%	18 1%
					c				i				jn	jn		jn	
Don't know	51 2%	13 3%	12 2%	9 2%	4 1%	6 1%	7 1%	51 2%	26 2%	25 2%	10 1%	13 1%	11 2%	15 2%	23 1%	26 2%	51 2%
		d															

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

All interviewing conducted using an online panel. Any break column with 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?

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2723	2274	240	134	74	2723	2325	398	359	2364	621	1155	924	2723	461	1158	710
	90%	89%	91%	90%	91%	90%	89%	93%	80%	91%	80%	91%	95%	90%	83%	93%	93%
								f		h		j	klm	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	1048	898	78	46	26	1048	903	145	150	898	189	430	422	1048	204	383	314
	34%	35%	29%	31%	32%	34%	35%	34%	34%	35%	24%	34%	44%	34%	37%	31%	41%
												j	klm	j	o		o
Neither – Do not connect to the internet at home	18	16	-	2	*	18	13	5	4	14	13	3	2	18	8	3	2
	1%	1%	-%	1%	*%	1%	1%	1%	1%	1%	2%	*%	*%	1%	1%	*%	*%
											klm				o		
Don't know	51	39	8	1	2	51	46	5	11	40	34	10	-	51	6	9	1
	2%	2%	3%	1%	3%	2%	2%	1%	2%	2%	4%	1%	-%	2%	1%	1%	*%
											klm	l		l			

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

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

A2. Which of these methods does your household use to connect to the internet at home?

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2723 90%	939 88%	1603 93% a	1533 91%	1115 91%
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	1048 34%	402 38%	573 33%	523 31%	484 39% c
Neither – Do not connect to the internet at home	18 1%	9 1%	8 *%	13 1% d	1 *%
Don’t know	51 2%	15 1%	15 1%	26 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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
I have no formal qualifications (and I am not still studying)	127	20	17	13	11	20	45	127	72	51	22	12	24	67	34	92	127
	4%	4%	3%	2%	2%	4%	10%	4%	5%	3%	3%	1%	4%	11%	2%	7%	4%
							abcdeg						k	jklnop		jklnp	kn
Entry level qualification such as ESOL, ELC or Skills for Life	47	15	14	5	5	3	5	47	32	15	18	7	13	9	25	22	47
	2%	3%	3%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%
		cdef							i								
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	353	49	51	54	84	64	50	353	171	179	42	89	100	122	131	222	353
	12%	10%	9%	10%	15%	14%	11%	12%	12%	12%	5%	10%	15%	19%	8%	17%	12%
					bc							j	jkn	jknp		jknp	jn
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	492	72	70	59	104	101	86	492	231	256	81	129	127	152	210	279	492
	16%	15%	13%	11%	19%	22%	18%	16%	16%	17%	10%	15%	19%	24%	12%	22%	16%
					c	abcg	bc	c				j	jn	jknp		jknp	jn
Level 1-2 vocational qualification or intermediate apprenticeship	138	8	15	40	30	27	17	138	70	64	13	36	47	40	50	87	138
	5%	2%	3%	7%	5%	6%	4%	5%	5%	4%	2%	4%	7%	6%	3%	7%	5%
				abfg	a	a		a				j	jknp	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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	388 13%	96 21%	47 9%	63 12%	65 12%	71 15%	46 10%	388 13%	189 13%	195 13%	111 13%	138 16%	89 13%	51 8%	248 14%	140 11%	388 13%
		bcdfg				bf		b			m	mo	m		mo		m
Level 3 vocational qualification or advanced apprenticeship	224 7%	31 7%	47 9%	53 10%	28 5%	31 7%	34 7%	224 7%	86 6%	139 9%	34 4%	60 7%	72 11%	59 9%	94 5%	131 10%	224 7%
				d						h		j	jknp	jn	jknp	jn	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	188 6%	22 5%	35 6%	35 6%	44 8%	29 6%	23 5%	188 6%	87 6%	100 6%	58 7%	57 6%	40 6%	31 5%	115 7%	71 5%	188 6%
Level 4-5 vocational qualification or higher apprenticeship	91 3%	10 2%	10 2%	18 3%	11 2%	20 4%	22 5%	91 3%	42 3%	47 3%	21 3%	25 3%	32 5%	13 2%	47 3%	44 3%	91 3%
							bd						mn				
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	590 19%	66 14%	132 24%	130 24%	117 21%	64 14%	81 17%	590 19%	289 20%	296 19%	255 30%	223 25%	62 9%	50 8%	478 28%	112 9%	590 19%
			aefg	aefg	ae		ae				lmop	lmop			lmop		lmo
Level 6 vocational qualification or degree apprenticeship	44 1%	10 2%	10 2%	6 1%	3 1%	7 1%	9 2%	44 1%	28 2%	14 1%	25 3%	11 1%	7 1%	1 *	36 2%	8 1%	44 1%
											kmop	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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
University higher degree (e.g. Masters, PhD or equivalent)	278	32	88	53	46	22	36	278	135	142	155	76	30	17	231	47	278
	9%	7%	16%	10%	8%	5%	8%	9%	9%	9%	18%	9%	4%	3%	13%	4%	9%
			acdefg	e				e			klmnop	lmo			klmop		lmo
Still studying/ still at school	21	19	*	1	1	-	-	21	4	15	5	12	5	-	16	5	21
	1%	4%	*%	*%	*%	-%	-%	1%	*%	1%	1%	1%	1%	-%	1%	*%	1%
		bcdefg										mo	m		m		
Don't know	12	2	2	*	2	1	5	12	4	8	-	-	6	6	-	11	12
	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	-%	-%	1%	1%	-%	1%	*%
													jkn	jkn		jkn	n
Prefer not to say	47	14	2	12	7	5	6	47	21	24	3	13	9	16	16	24	47
	2%	3%	*%	2%	1%	1%	1%	2%	1%	2%	*%	1%	1%	2%	1%	2%	2%
		b		b								j		jn		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.

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
I have no formal qualifications (and I am not still studying)	127 4%	109 4%	10 4%	5 3%	2 3%	127 4%	109 4%	17 4%	26 6%	100 4%	67 9%	45 4%	9 1%	127 4%	42 8%	47 4%	13 2%
Entry level qualification such as ESOL, ELC or Skills for Life	47 2%	41 2%	1 *%	4 3%	2 2%	47 2%	47 2%	1 *%	13 3%	34 1%	25 3%	16 1%	6 1%	47 2%	13 2%	22 2%	7 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	353 12%	295 12%	37 14%	16 11%	5 6%	353 12%	307 12%	46 11%	87 19%	266 10%	132 17%	148 12%	72 7%	353 12%	96 17%	162 13%	34 4%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	492 16%	430 17%	26 10%	22 15%	14 17%	492 16%	420 16%	73 17%	99 22%	393 15%	149 19%	232 18%	107 11%	492 16%	113 20%	216 17%	85 11%
Level 1-2 vocational qualification or intermediate apprenticeship	138 5%	117 5%	12 5%	7 5%	1 2%	138 5%	102 4%	36 8%	24 5%	114 4%	46 6%	54 4%	38 4%	138 5%	40 7%	58 5%	14 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	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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	388	319	35	23	12	388	348	41	50	338	88	156	142	388	61	162	111
	13%	13%	13%	15%	14%	13%	13%	10%	11%	13%	11%	12%	15%	13%	11%	13%	14%
Level 3 vocational qualification or advanced apprenticeship	224	205	9	7	3	224	187	37	35	189	60	75	86	224	38	97	54
	7%	8%	3%	5%	4%	7%	7%	9%	8%	7%	8%	6%	9%	7%	7%	8%	7%
		bd				bd							k				
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	188	148	24	13	4	188	162	26	21	167	30	94	63	188	25	80	61
	6%	6%	9%	8%	4%	6%	6%	6%	5%	6%	4%	7%	7%	6%	5%	6%	8%
			d									j					
Level 4-5 vocational qualification or higher apprenticeship	91	78	6	6	1	91	83	8	14	77	13	43	35	91	11	62	13
	3%	3%	2%	4%	1%	3%	3%	2%	3%	3%	2%	3%	4%	3%	2%	5%	2%
																np	
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	590	488	52	27	23	590	491	100	47	544	78	250	258	590	71	229	232
	19%	19%	20%	18%	28%	19%	19%	23%	10%	21%	10%	20%	27%	19%	13%	18%	30%
					abce					h		j	jkm	j		n	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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Level 6 vocational qualification or degree apprenticeship	44 1%	33 1%	7 3%	2 2%	1 1%	44 1%	40 2%	4 1%	2 1%	42 2%	13 2%	19 1%	12 1%	44 1%	7 1%	23 2%	9 1%
University higher degree (e.g. Masters, PhD or equivalent)	278 9%	223 9%	32 12%	12 8%	11 13% ae	278 9%	245 9%	32 8%	15 3%	263 10% h	42 5%	107 8% j	128 13% jkm	278 9% j	25 4%	80 6%	129 17% no
Still studying/ still at school	21 1%	17 1%	3 1%	1 1%	* *% a	21 1%	21 1%	1 *% a	* *% a	21 1%	2 *% klm	10 1%	9 1%	21 1% l	4 1%	4 *% i	2 *% i
Don't know	12 *% a	7 *% a	3 1% a	1 1% a	1 1% a	12 *% a	11 *% a	1 *% a	4 1% a	8 *% a	3 *% klm	5 *% klm	2 *% klm	12 *% klm	4 1% klm	5 *% klm	- -% klm
Prefer not to say	47 2%	35 1%	7 2%	3 2%	3 3% a	47 2%	41 2%	6 1%	10 2%	36 1%	26 3% klm	12 1%	4 *% klm	47 2% l	2 *% klm	1 *% klm	2 *% klm

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3041	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
I have no formal qualifications (and I am not still studying)	127 4%	66 6%	45 3%	94 6%	26 2%
		b		d	
Entry level qualification such as ESOL, ELC or Skills for Life	47 2%	36 3%	8 *%	16 1%	26 2%
		b		c	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	353 12%	158 15%	158 9%	193 11%	143 12%
		b			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	492 16%	191 18%	261 15%	309 18%	160 13%
				d	
Level 1-2 vocational qualification or intermediate apprenticeship	138 5%	55 5%	67 4%	75 4%	59 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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	388 13%	125 12%	238 14%	225 13%	155 13%
Level 3 vocational qualification or advanced apprenticeship	224 7%	72 7%	143 8%	118 7%	100 8%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	188 6%	80 8%	98 6%	104 6%	80 7%
Level 4-5 vocational qualification or higher apprenticeship	91 3%	22 2%	62 4%	54 3%	36 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	590 19%	153 14%	410 24% a	310 18%	267 22%
Level 6 vocational qualification or degree apprenticeship	44 1%	20 2%	23 1%	24 1%	20 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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
University higher degree (e.g. Masters, PhD or equivalent)	278 9%	63 6%	198 11% a	129 8%	143 12% c
Still studying/ still at school	21 1%	12 1% b	4 *%	17 1%	2 *%
Don't know	12 *%	6 1%	3 *%	5 *%	4 *%
Prefer not to say	47 2%	9 1%	7 *%	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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Very confident	2255 74%	275 59%	391 72%	373 69%	431 77%	382 82%	403 86%	2255 74%	1046 72%	1185 77%	678 80%	658 74%	483 73%	428 68%	1336 77%	911 70%	2255 74%
			a	a	ac	abcg	abcdg	ac		h	klmop	m		mo	mo		mo
Fairly confident	582 19%	123 26%	114 21%	126 23%	102 18%	63 14%	53 11%	582 19%	309 21%	267 17%	126 15%	188 21%	133 20%	130 21%	314 18%	262 20%	582 19%
		defg	ef	ef	f		ef	ef	i		j	j	j		j	j	j
Neither confident nor not confident	126 4%	32 7%	28 5%	30 6%	20 4%	11 2%	5 1%	126 4%	67 5%	59 4%	27 3%	29 3%	26 4%	44 7%	56 3%	70 5%	126 4%
		efg	f	ef	f		f	f						jklnp		kn	
Not very confident	45 1%	20 4%	8 1%	11 2%	2 *	3 1%	2 *	45 1%	22 2%	23 1%	9 1%	5 1%	11 2%	19 3%	14 1%	31 2%	45 1%
		bdefg		f										jknp		kn	
Not at all confident	12 *%	7 2%	- -%	- -%	- -%	3 1%	2 *%	12 *%	7 *%	5 *%	- -%	3 *%	3 *%	6 1%	3 *%	9 1%	12 *%
		bcdg												jn			
Don't know	6 *%	2 *%	3 *%	1 *%	- -%	- -%	* *%	6 *%	3 *%	* *%	3 *%	1 *%	1 *%	1 *%	3 *%	2 *%	6 *%
Prefer not to say	16 1%	7 2%	* *%	3 *%	3 1%	3 1%	* *%	16 1%	9 1%	6 *%	* *%	4 *%	5 1%	4 1%	4 *%	9 1%	16 1%
		bf															
SUMMARY CODES																	
TOTAL CONFIDENT	2836 93%	398 85%	505 93%	499 92%	533 95%	446 96%	456 98%	2836 93%	1355 93%	1452 94%	804 95%	846 95%	616 93%	557 88%	1650 95%	1173 91%	2836 93%
			a	a	a	ac	abcg	a			mo	mo	m		mop		mo
TOTAL NOT CONFIDENT	57 2%	27 6%	8 1%	11 2%	2 *%	6 1%	4 1%	57 2%	30 2%	27 2%	9 1%	8 1%	14 2%	26 4%	17 1%	40 3%	57 2%
		bcddefg						d						jknp		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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
TOTAL NEITHER/ DON'T KNOW	132	34	30	31	20	11	5	132	69	60	30	29	27	45	59	73	132
	4%	7%	6%	6%	4%	2%	1%	4%	5%	4%	4%	3%	4%	7%	3%	6%	4%
		defg	ef	ef	f			f						jknp		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.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Very confident	2255	1879	201	113	61	2255	1930	325	282	1973	466	956	810	2255	369	945	617
	74%	74%	76%	76%	75%	74%	74%	76%	63%	76%	60%	75%	84%	74%	67%	76%	80%
										h		j	l	j		n	n
Fairly confident	582	495	49	22	15	582	501	80	106	476	180	259	140	582	120	252	115
	19%	19%	19%	15%	19%	19%	19%	19%	24%	18%	23%	20%	14%	19%	22%	20%	15%
									i		l	l	l	l	p	p	
Neither confident nor not confident	126	106	9	8	3	126	117	9	38	88	81	33	12	126	38	35	19
	4%	4%	3%	5%	4%	4%	4%	2%	9%	3%	10%	3%	1%	4%	7%	3%	3%
									i		klm			kl	op		
Not very confident	45	41	3	-	1	45	35	10	11	34	28	12	5	45	17	9	12
	1%	2%	1%	-%	2%	1%	1%	2%	2%	1%	4%	1%	*%	1%	3%	1%	2%
											klm			l	o		
Not at all confident	12	5	3	5	-	12	10	2	7	5	10	2	-	12	9	2	1
	*%	*%	1%	3%	-%	*%	*%	*%	2%	*%	1%	*%	-%	*%	2%	*%	*%
			a	ade					i		klm			op			
Don't know	6	4	1	-	1	6	5	*	3	3	3	*	-	6	-	1	3
	*%	*%	*%	-%	1%	*%	*%	*%	1%	*%	*%	*%	-%	*%	-%	*%	*%
Prefer not to say	16	14	-	1	1	16	15	1	1	16	8	4	2	16	-	2	-
	1%	1%	-%	1%	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	-%	*%	-%
SUMMARY CODES																	
TOTAL CONFIDENT	2836	2374	250	135	77	2836	2431	405	388	2449	646	1215	950	2836	489	1197	732
	93%	93%	94%	91%	93%	93%	93%	95%	87%	94%	83%	96%	98%	93%	89%	96%	95%
										h		jm	l	j		n	n
TOTAL NOT CONFIDENT	57	46	5	5	1	57	45	12	18	39	38	15	5	57	26	11	13
	2%	2%	2%	3%	2%	2%	2%	3%	4%	1%	5%	1%	*%	2%	5%	1%	2%
									i		klm			l	op		

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

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

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
TOTAL NEITHER/ DON'T KNOW	132	110	10	8	4	132	122	9	41	90	84	33	12	132	38	36	23
	4%	4%	4%	5%	4%	4%	5%	2%	9%	3%	11%	3%	1%	4%	7%	3%	3%
							g		i		klm			kl	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.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3041	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Very confident	2255 74%	742 69%	1385 80%	1312 78%	884 72%
			a	d	
Fairly confident	582 19%	231 22%	282 16%	279 16%	269 22%
		b		c	
Neither confident nor not confident	126 4%	55 5%	42 2%	59 3%	58 5%
		b			
Not very confident	45 1%	32 3%	10 1%	29 2%	10 1%
		b			
Not at all confident	12 *%	7 1%	4 *%	5 *%	5 *%
Don't know	6 *%	3 *%	- -%	4 *%	- -%
Prefer not to say	16 1%	- -%	2 *%	2 *%	1 *%
SUMMARY CODES					
TOTAL CONFIDENT	2836 93%	972 91%	1667 97%	1591 94%	1153 94%
			a		
TOTAL NOT CONFIDENT	57 2%	39 4%	14 1%	34 2%	15 1%
		b			

Columns Tested: a,b - c,d

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3041	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
TOTAL NEITHER/ DON'T KNOW	132	57	42	63	58
	4%	5%	2%	4%	5%
		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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Yes – (English is first/ main language)	2878	417	505	506	534	456	459	2878	1395	1456	808	834	619	606	1642	1225	2878
	95%	90%	93%	93%	96%	98%	99%	95%	95%	94%	96%	94%	93%	96%	95%	95%	95%
				a	abcg	abcdg	a										
No	149	39	38	35	23	8	5	149	63	81	35	50	41	20	85	61	149
	5%	8%	7%	7%	4%	2%	1%	5%	4%	5%	4%	6%	6%	3%	5%	5%	5%
		defg	ef	ef	f		ef					m	m				
Prefer not to say	14	9	*	2	1	2	1	14	5	8	-	4	3	6	4	9	14
	*%	2%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	1%	*%	1%	*%
		bcdfg												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.

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Yes – (English is first/ main language)	2878	2410	254	136	78	2878	2461	416	414	2463	718	1201	931	2878	522	1196	731
	95%	95%	96%	92%	95%	95%	94%	97%	93%	95%	92%	95%	96%	95%	95%	96%	95%
								f					j				
No	149	125	10	10	3	149	138	11	29	120	50	60	38	149	29	48	36
	5%	5%	4%	7%	4%	5%	5%	3%	6%	5%	6%	5%	4%	5%	5%	4%	5%
Prefer not to say	14	10	1	2	1	14	14	*	5	9	8	6	-	14	1	2	-
	*%	*%	*%	1%	2%	*%	1%	*%	1%	*%	1%	*%	-%	*%	*%	*%	-%
				a	ae						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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Yes – (English is first/ main language)	2878	1020	1644	1617	1159
	95%	95%	95%	96%	94%
No	149	47	80	70	68
	5%	4%	5%	4%	6%
Prefer not to say	14	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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Being bought on mortgage	926	92	190	238	236	134	35	926	441	481	338	315	208	64	653	273	926
	30%	20%	35%	44%	42%	29%	8%	30%	30%	31%	40%	35%	31%	10%	38%	21%	30%
		f	af	abefg	aefg	af		af			lmop	mop	mo		lmop	m	mo
Owned outright by the household	824	82	65	60	92	183	340	824	448	372	283	246	146	146	528	292	824
	27%	18%	12%	11%	17%	39%	73%	27%	31%	24%	34%	28%	22%	23%	31%	23%	27%
		bc			c	abcdg	abcdeg	abcd	i		klmop	lo			lmop		lo
Rented from Local Authority/ Housing Association/ Trust	557	92	110	112	107	94	43	557	239	311	95	98	122	238	194	360	557
	18%	20%	20%	21%	19%	20%	9%	18%	16%	20%	11%	11%	18%	38%	11%	28%	18%
		f	f	f	f	f		f		h			jkn	jklnop		jklnp	jkn
Rented from private landlord	598	134	158	106	111	48	41	598	282	303	106	189	155	148	295	303	598
	20%	29%	29%	20%	20%	10%	9%	20%	19%	20%	13%	21%	23%	23%	17%	23%	20%
		cdefg	cdefg	ef	ef			ef				jn	jn	jn	j	jnp	j
Something else	30	8	8	7	3	2	2	30	8	21	5	8	5	13	12	18	30
	1%	2%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
														jn			
Don't know	31	22	3	6	*	-	*	31	14	17	5	8	9	6	13	15	31
	1%	5%	1%	1%	*%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg															
Prefer not to say	75	36	8	14	9	5	4	75	31	40	11	24	18	17	35	35	75
	2%	8%	2%	3%	2%	1%	1%	2%	2%	3%	1%	3%	3%	3%	2%	3%	2%
		bcdefg						f									

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

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

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Being bought on mortgage	926	758	92	46	29	926	791	134	125	801	171	366	384	926	83	352	374
	30%	30%	35%	31%	35%	30%	30%	31%	28%	31%	22%	29%	40%	30%	15%	28%	49%
												j	lkm	j	n	no	
Owned outright by the household	824	689	63	46	25	824	655	169	62	762	241	368	202	824	112	388	218
	27%	27%	24%	31%	31%	27%	25%	39%	14%	29%	31%	29%	21%	27%	20%	31%	28%
								f		h	l	l	l	l	n	n	n
Rented from Local Authority/ Housing Association/ Trust	557	462	63	20	12	557	506	51	132	425	182	246	126	557	198	237	46
	18%	18%	24%	14%	14%	18%	19%	12%	30%	16%	23%	19%	13%	18%	36%	19%	6%
			acde				g		i		lm	l	l	op	p		
Rented from private landlord	598	523	37	27	11	598	539	59	95	503	127	235	232	598	145	244	123
	20%	21%	14%	18%	13%	20%	21%	14%	21%	19%	16%	19%	24%	20%	26%	20%	16%
		bd				bd	g						jkm	op			
Something else	30	24	4	1	1	30	25	5	3	27	6	14	10	30	11	13	*
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%
					e									p	p		
Don't know	31	27	1	1	2	31	30	1	8	23	18	6	5	31	1	6	*
	1%	1%	*%	1%	2%	1%	1%	*%	2%	1%	2%	*%	1%	1%	*%	*%	*%
					e						klm						
Prefer not to say	75	62	5	6	3	75	67	8	23	52	31	31	10	75	2	6	6
	2%	2%	2%	4%	3%	2%	3%	2%	5%	2%	4%	2%	1%	2%	*%	*%	1%
									i		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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Being bought on mortgage	926 30%	251 23%	618 36% a	399 24%	499 41% c
Owned outright by the household	824 27%	288 27%	495 29%	626 37% d	187 15%
Rented from Local Authority/ Housing Association/ Trust	557 18%	270 25% b	240 14%	284 17%	250 20%
Rented from private landlord	598 20%	218 20%	327 19%	309 18%	268 22%
Something else	30 1%	16 1%	13 1%	22 1%	7 1%
Don't know	31 1%	11 1%	9 1%	22 1% d	1 *%
Prefer not to say	75 2%	16 1%	23 1%	28 2%	15 1%

Columns Tested: a,b - c,d

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

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Hearing? Poor hearing, partial hearing, or are deaf	172	16	17	21	20	29	69	172	99	70	52	44	26	48	96	74	172
	6%	3%	3%	4%	4%	6%	15%	6%	7%	5%	6%	5%	4%	8%	6%	6%	6%
							abcdeg		i				l				
Eyesight? Poor vision, colour blindness, partial sight, or are blind	182	49	39	23	27	23	21	182	87	87	68	52	22	37	120	59	182
	6%	11%	7%	4%	5%	5%	4%	6%	6%	6%	8%	6%	3%	6%	7%	5%	6%
		cdefg									lo				lo		l
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	277	36	26	30	57	56	71	277	129	144	70	49	68	91	118	159	277
	9%	8%	5%	6%	10%	12%	15%	9%	9%	9%	8%	5%	10%	14%	7%	12%	9%
					bc	bc	abcdg	bc					kn	jknp		jknp	kn
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	129	25	29	20	13	26	15	129	64	61	36	32	25	35	69	60	129
	4%	5%	5%	4%	2%	6%	3%	4%	4%	4%	4%	4%	4%	6%	4%	5%	4%
			d			d											
Breathing? Breathlessness or chest pains	184	26	26	26	33	32	40	184	94	84	42	36	35	70	78	105	184
	6%	6%	5%	5%	6%	7%	9%	6%	6%	5%	5%	4%	5%	11%	5%	8%	6%
							bc							jklnp		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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	172 6%	52 11%	44 8%	28 5%	30 5%	13 3%	5 1%	172 6%	93 6%	69 4%	43 5%	39 4%	30 5%	59 9%	82 5%	89 7%	172 6%
		cdefg	ef	f	f		ef							jklnp		kn	
Difficulty with speech? E.g. due to stroke, stutter or stammer	41 1%	13 3%	14 3%	9 2%	2 *	- -%	3 1%	41 1%	23 2%	16 1%	12 1%	10 1%	12 2%	7 1%	22 1%	19 1%	41 1%
		def	def	e			e										
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	98 3%	36 8%	27 5%	13 2%	13 2%	8 2%	1 *	98 3%	46 3%	40 3%	21 3%	22 2%	24 4%	31 5%	43 2%	55 4%	98 3%
		cdefg	ef	f	f	f	f	f						jkln		n	
Your mental health? Anxiety, depression, or trauma-related conditions, for example	464 15%	124 27%	92 17%	81 15%	90 16%	51 11%	27 6%	464 15%	171 12%	277 18%	105 12%	108 12%	96 15%	152 24%	213 12%	248 19%	464 15%
		bcdefg	ef	f	f	f		ef		h				jklnop		jklnp	n
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	177 6%	9 2%	11 2%	31 6%	45 8%	42 9%	38 8%	177 6%	80 5%	96 6%	34 4%	33 4%	37 6%	70 11%	68 4%	107 8%	177 6%
				ab	ab	abg	ab	ab						jklnp		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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1069	219	178	157	178	158	180	1069	487	555	280	279	210	294	559	504	1069
	35%	47%	33%	29%	32%	34%	39%	35%	33%	36%	33%	31%	32%	47%	32%	39%	35%
		bcdefg					c	c						jklmnop		ijkln	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1725	184	311	333	337	288	271	1725	843	881	508	529	396	288	1037	684	1725
	57%	40%	57%	61%	60%	62%	58%	57%	58%	57%	60%	60%	60%	46%	60%	53%	57%
			a	a	a	a	a	a			mo	mo	mo		mo	m	m
Don't know	119	27	35	28	18	6	5	119	65	51	27	44	27	18	71	45	119
	4%	6%	6%	5%	3%	1%	1%	4%	4%	3%	3%	5%	4%	3%	4%	3%	4%
		ef	efg	ef	f			ef									
Prefer not to say	128	36	18	25	26	13	10	128	68	59	28	36	30	31	64	61	128
	4%	8%	3%	5%	5%	3%	2%	4%	5%	4%	3%	4%	4%	5%	4%	5%	4%
		befg						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.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Hearing? Poor hearing, partial hearing, or are deaf	172 6%	134 5%	23 9% a	11 7%	5 6%	172 6%	147 6%	25 6%	23 5%	150 6%	60 8% l	79 6% l	31 3% l	172 6% l	30 6%	83 7% p	29 4%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	182 6%	150 6%	17 6%	10 7%	5 6%	182 6%	167 6%	15 4%	27 6%	155 6%	37 5%	79 6%	66 7%	182 6%	55 10% op	67 5%	33 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	277 9%	229 9%	21 8%	18 12%	9 11%	277 9%	233 9%	44 10%	35 8%	242 9%	81 10%	122 10%	71 7%	277 9%	61 11% p	150 12% p	39 5%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	129 4%	107 4%	9 4%	9 6%	3 4%	129 4%	114 4%	15 4%	26 6%	103 4%	43 6% l	56 4%	28 3%	129 4%	37 7% p	59 5% p	19 2%

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Breathing? Breathlessness or chest pains	184 6%	161 6%	10 4%	9 6%	4 5%	184 6%	165 6%	19 5%	24 5%	160 6%	48 6%	95 8% l	39 4%	184 6% l	45 8%	78 6%	39 5%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	172 6%	150 6%	13 5%	6 4%	2 3%	172 6%	157 6%	15 3%	26 6%	146 6%	46 6%	75 6%	49 5%	172 6%	63 11% op	53 4%	23 3%
Difficulty with speech? E.g. due to stroke, stutter or stammer	41 1%	34 1%	3 1%	3 2%	* 1%	41 1%	40 2%	1 *%	7 1%	34 1%	10 1%	22 2%	9 1%	41 1%	15 3%	14 1%	9 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	98 3%	82 3%	9 3%	7 4% d	1 1%	98 3%	87 3%	11 2%	12 3%	86 3%	14 2%	37 3%	47 5% j	98 3%	28 5% op	33 3%	15 2%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	464 15%	384 15%	43 16%	26 18%	12 14%	464 15%	400 15%	64 15%	86 19%	378 15%	93 12%	185 15%	182 19% jkm	464 15%	141 26% op	163 13%	86 11%

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

All interviewing conducted using an online panel. Any break column with 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
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	177 6%	143 6%	16 6%	12 8%	5 7%	177 6%	140 5%	37 9% f	32 7%	145 6%	48 6%	71 6%	58 6%	177 6%	46 8% p	83 7% p	23 3%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1069 35%	880 35%	99 38%	63 42% ade	26 32%	1069 35%	927 35%	142 33%	164 37%	905 35%	289 37%	456 36%	316 33%	1069 35%	272 49% op	451 36% p	188 24%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1725 57%	1451 57%	149 56%	76 51%	49 60% c	1725 57%	1459 56%	266 62% f	211 47%	1514 58% h	380 49%	723 57% j	610 63% jkm	1725 57% j	247 45%	725 58% n	545 71% no
Don't know	119 4%	107 4% c	8 3%	2 1%	3 3%	119 4% c	109 4%	10 2%	37 8% i	81 3%	59 8% klm	30 2%	25 3%	119 4% k	17 3%	37 3%	21 3%
Prefer not to say	128 4%	107 4%	9 3%	8 6%	4 4%	128 4%	117 4%	11 3%	36 8% i	92 4%	49 6% l	57 5% l	18 2%	128 4% l	17 3%	33 3%	14 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Hearing? Poor hearing, partial hearing, or are deaf	172 6%	172 16% b	- -%	120 7% d	45 4%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	182 6%	182 17% b	- -%	101 6%	75 6%
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	277 9%	277 26% b	- -%	167 10%	98 8%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	129 4%	129 12% b	- -%	67 4%	57 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Breathing? Breathlessness or chest pains	184	184	-	117	59
	6%	17%	-%	7%	5%
		b			
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	172	172	-	86	80
	6%	16%	-%	5%	7%
		b			
Difficulty with speech? E.g. due to stroke, stutter or stammer	41	41	-	17	18
	1%	4%	-%	1%	1%
		b			
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	98	98	-	56	39
	3%	9%	-%	3%	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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Your mental health? Anxiety, depression, or trauma-related conditions, for example	464 15%	464 43% b	- -%	259 15%	195 16%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	177 6%	177 17% b	- -%	119 7% d	56 5%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1069 35%	1069 100% b	- -%	632 37%	406 33%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1725 57%	- -%	1725 100% a	952 56%	732 60%
Don't know	119 4%	- -%	- -%	56 3%	42 3%
Prefer not to say	128 4%	- -%	- -%	50 3%	47 4%

Columns Tested: a,b - c,d

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

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2481	283	391	444	488	437	439	2481	1204	1258	676	704	561	532	1380	1093	2481
	82%	61%	72%	82%	87%	94%	94%	82%	82%	81%	80%	79%	85%	84%	80%	84%	82%
			a	ab	abcg	abcdg	abcdg	ab					kn	kn		jkn	
WHITE - Irish	36	5	7	5	7	4	7	36	22	13	12	11	4	7	23	12	36
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	7	3	3	*	1	-	*	7	1	4	3	1	3	*	3	4	7
	*%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
WHITE - Any other white background	94	17	25	26	16	6	4	94	44	46	26	26	24	19	52	42	94
	3%	4%	5%	5%	3%	1%	1%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%
		ef	ef	ef	f			f									
MIXED - White and Black Caribbean	18	3	6	3	3	2	2	18	6	12	3	5	6	5	8	10	18
	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%
MIXED - White and Black African	10	6	3	2	-	-	-	10	5	3	6	1	2	1	8	3	10
	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
		defg															
MIXED - White and Asian	23	10	3	6	1	2	*	23	9	14	6	5	9	4	10	13	23
	1%	2%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		dfg															
MIXED - Any other mixed/ multiple ethnic background	17	8	2	1	4	1	1	17	12	4	8	5	3	2	13	5	17
	1%	2%	*%	*%	1%	*%	*%	1%	1%	*%	1%	1%	*%	*%	1%	*%	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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
ASIAN AND BRITISH ASIAN - Indian	60 2%	13 3%	19 4%	15 3%	9 2%	2 *%	3 1%	60 2%	29 2%	31 2%	18 2%	21 2%	13 2%	8 1%	39 2%	21 2%	60 2%
		ef	ef	ef				e									
ASIAN AND BRITISH ASIAN - Pakistani	80 3%	28 6%	33 6%	9 2%	7 1%	1 *%	2 1%	80 3%	34 2%	45 3%	28 3%	20 2%	11 2%	18 3%	48 3%	30 2%	80 3%
		cdefg	cdefg					ef									
ASIAN AND BRITISH ASIAN - Bangladeshi	39 1%	17 4%	14 3%	6 1%	2 *%	- -%	- -%	39 1%	15 1%	24 2%	4 1%	22 2%	6 1%	7 1%	26 2%	12 1%	39 1%
		cdefg	def	f				ef				jop					
ASIAN AND BRITISH ASIAN - Chinese	15 *%	2 *%	1 *%	2 *%	6 1%	1 *%	2 *%	15 *%	13 1%	2 *%	9 1%	2 *%	2 *%	2 *%	11 1%	4 *%	15 *%
									i								
ASIAN AND BRITISH ASIAN - Any other Asian background	25 1%	17 4%	3 1%	* *%	3 1%	- -%	1 *%	25 1%	11 1%	14 1%	3 *%	13 1%	6 1%	1 *%	17 1%	7 1%	25 1%
		bcdefg										m			m		
BLACK AND BLACK BRITISH - Caribbean	35 1%	15 3%	9 2%	4 1%	* *%	7 1%	- -%	35 1%	9 1%	26 2%	6 1%	15 2%	3 *%	11 2%	21 1%	14 1%	35 1%
		cdfg	df			df		f		h							
BLACK AND BLACK BRITISH - African	57 2%	22 5%	21 4%	8 2%	5 1%	- -%	* *%	57 2%	31 2%	26 2%	27 3%	20 2%	4 1%	5 1%	47 3%	10 1%	57 2%
		cdefg	cdefg	ef				ef			lmo	o			lmo		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	AGE							GENDER		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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	3	1	1	1	-	1	-	3	1	3	1	-	1	2	1	3	3
	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
OTHER ETHNIC GROUP - Arab	13	5	1	2	3	-	2	13	7	6	6	2	3	1	8	5	13
	*%	1%	*%	*%	1%	-%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%
OTHER ETHNIC GROUP - Any other ethnic background	8	2	3	2	-	-	-	8	3	5	-	2	-	6	2	6	8
	*%	*%	1%	*%	-%	-%	-%	*%	*%	*%	-%	*%	-%	1%	*%	*%	*%
Prefer not to say	20	8	*	7	3	2	1	20	9	10	1	12	3	1	13	4	20
	1%	2%	*%	1%	*%	*%	*%	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%
		bf										jmo					

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

All interviewing conducted using an online panel. Any break column with 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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2481	2050	241	131	59	2481	2079	402	358	2123	626	1052	776	2481	418	1083	640
	82%	81%	91%	88%	72%	82%	80%	94%	80%	82%	81%	83%	80%	82%	76%	87%	83%
		d	ade	ade		d		f							n	n	
WHITE - Irish	36	19	1	1	15	36	28	8	4	32	9	11	15	36	8	11	12
	1%	1%	*%	*%	18%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%
					abce												
WHITE - Gypsy, Traveller or Irish Traveller	7	6	-	1	*	7	7	-	6	1	6	1	-	7	3	1	3
	*%	*%	-%	1%	*%	*%	*%	-%	1%	*%	1%	*%	-%	*%	1%	*%	*%
									i		kl						
WHITE - Any other white background	94	83	5	4	2	94	90	4	17	77	21	37	34	94	11	40	27
	3%	3%	2%	3%	2%	3%	3%	1%	4%	3%	3%	3%	4%	3%	2%	3%	3%
							g										
MIXED - White and Black Caribbean	18	14	3	1	*	18	17	1	1	17	4	4	10	18	2	10	4
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%
MIXED - White and Black African	10	10	-	-	*	10	10	1	1	9	3	3	4	10	2	3	2
	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
MIXED - White and Asian	23	22	-	1	*	23	22	1	3	20	5	9	9	23	7	7	4
	1%	1%	-%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%
MIXED - Any other mixed/ multiple ethnic background	17	16	-	1	*	17	17	-	1	16	7	5	5	17	2	2	5
	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.

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
ASIAN AND BRITISH ASIAN - Indian	60 2%	51 2%	7 3%	1 1%	1 1%	60 2%	60 2%	1 *% g	6 1%	54 2%	9 1%	22 2%	29 3%	60 2%	9 2%	18 1%	15 2%
ASIAN AND BRITISH ASIAN - Pakistani	80 3%	75 3% cd	3 1%	1 1%	* 1%	80 3% d	78 3% g	1 *% g	14 3%	65 3%	19 2%	35 3%	26 3%	80 3%	33 6% op	15 1%	11 1%
ASIAN AND BRITISH ASIAN - Bangladeshi	39 1%	36 1%	* *% g	1 1%	* 1%	39 1%	39 1% g	- -% g	9 2%	30 1%	10 1%	20 2%	9 1%	39 1%	16 3% o	7 1%	9 1%
ASIAN AND BRITISH ASIAN - Chinese	15 *% no	14 1%	- -%	- -%	* *% no	15 *% no	15 1% no	- -% no	1 *% no	14 1% no	3 *% no	5 *% no	6 1% no	15 *% no	- -% no	3 *% no	11 1% no
ASIAN AND BRITISH ASIAN - Any other Asian background	25 1%	23 1%	- -%	1 *% o	1 1%	25 1%	25 1% o	- -% o	3 1%	21 1%	8 1%	7 1%	10 1%	25 1%	9 2% o	6 *% o	4 1%
BLACK AND BLACK BRITISH - Caribbean	35 1%	33 1%	- -%	2 2%	- -%	35 1%	33 1%	2 *% op	8 2%	27 1%	10 1%	17 1%	7 1%	35 1%	14 3% op	11 1%	4 1%
BLACK AND BLACK BRITISH - African	57 2%	53 2%	1 *% g	1 *% g	2 2%	57 2%	56 2% g	1 *% g	8 2%	49 2%	20 3%	18 1%	19 2%	57 2%	13 2%	23 2%	12 2%

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3041	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	1 *%	3 *%	1 *%	1 *%	1 *%	3 *%	- -%	2 *%	1 *%
OTHER ETHNIC GROUP - Arab	13 *%	11 *%	1 1%	1 *%	- -%	13 *%	13 *%	- -%	* *%	12 *%	* *%	9 1%	4 *%	13 *%	4 1%	4 *%	3 *%
OTHER ETHNIC GROUP - Any other ethnic background	8 *%	8 *%	- -%	- -%	* *%	8 *%	6 *%	2 1%	2 *%	6 *%	1 *%	7 1%	- -%	8 *%	3 1%	1 *%	2 *%
Prefer not to say	20 1%	16 1%	1 1%	2 1%	1 1%	20 1%	18 1%	2 1%	4 1%	16 1%	13 2%	4 *%	3 *%	20 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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3041	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2481	872	1441	1438	970
	82%	82%	84%	85%	79%
				d	
WHITE - Irish	36	22	11	20	13
	1%	2%	1%	1%	1%
		b			
WHITE - Gypsy, Traveller or Irish Traveller	7	6	1	6	1
	*%	1%	*%	*%	*%
		b			
WHITE - Any other white background	94	24	60	43	45
	3%	2%	3%	3%	4%
MIXED - White and Black Caribbean	18	6	11	10	8
	1%	1%	1%	1%	1%
MIXED - White and Black African	10	4	4	6	5
	*%	*%	*%	*%	*%
MIXED - White and Asian	23	12	5	13	8
	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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
MIXED - Any other mixed/ multiple ethnic background	17 1%	2 *%	8 *%	11 1%	3 *%
ASIAN AND BRITISH ASIAN - Indian	60 2%	18 2%	37 2%	28 2%	28 2%
ASIAN AND BRITISH ASIAN - Pakistani	80 3%	33 3%	37 2%	25 2%	49 4% c
ASIAN AND BRITISH ASIAN - Bangladeshi	39 1%	17 2%	18 1%	21 1%	17 1%
ASIAN AND BRITISH ASIAN - Chinese	15 *%	2 *%	12 1%	10 1%	4 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	25 1%	10 1%	13 1%	15 1%	8 1%
BLACK AND BLACK BRITISH - Caribbean	35 1%	10 1%	20 1%	17 1%	17 1%
BLACK AND BLACK BRITISH - African	57 2%	20 2%	32 2%	15 1%	34 3% c

Columns Tested: a,b - c,d

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

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	3 *%	2 *%	1 *%	2 *%	1 *%
OTHER ETHNIC GROUP - Arab	13 *%	7 1%	6 *%	3 *%	8 1%
OTHER ETHNIC GROUP - Any other ethnic background	8 *%	2 *%	4 *%	2 *%	6 *%
Prefer not to say	20 1%	* *%	5 *%	6 *%	4 *%

Columns Tested: a,b - c,d

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

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Income Support	88 3%	32 7%	25 5%	13 2%	4 1%	4 1%	9 2%	88 3%	55 4%	30 2%	25 3%	20 2%	15 2%	28 4%	45 3%	43 3%	88 3%
		cdefg	def					de	i				k				
Income-based Jobseeker's Allowance	45 1%	11 2%	15 3%	6 1%	7 1%	3 1%	3 1%	45 1%	30 2%	15 1%	15 2%	6 1%	8 1%	15 2%	22 1%	23 2%	45 1%
			ef										k				
Pensions Credit (Guaranteed Credit)	68 2%	8 2%	19 3%	10 2%	1 *	- -	30 6%	68 2%	40 3%	27 2%	22 3%	20 2%	9 1%	17 3%	41 2%	27 2%	68 2%
		de	de	de			acdeg	de									
Pensions Credit (no Guaranteed Credit)	28 1%	9 2%	11 2%	3 1%	- -	1 *	3 1%	28 1%	17 1%	12 1%	8 1%	8 1%	5 1%	7 1%	16 1%	12 1%	28 1%
		de	de														
Employment and Support Allowance (ESA)	135 4%	21 5%	12 2%	20 4%	39 7%	37 8%	5 1%	135 4%	63 4%	72 5%	28 3%	18 2%	30 5%	57 9%	45 3%	88 7%	135 4%
		f		f	bfg	bcfg		f					k	jklnp		jknp	kn
Universal Credit (and household has other earnings)	309 10%	65 14%	86 16%	62 11%	63 11%	28 6%	4 1%	309 10%	121 8%	180 12%	56 7%	74 8%	62 9%	117 18%	130 8%	179 14%	309 10%
		efg	efg	ef	ef	f		ef		h				jklnop		jklnp	jn
Universal Credit (and household has no other earnings)	153 5%	31 7%	49 9%	26 5%	26 5%	16 3%	5 1%	153 5%	61 4%	87 6%	31 4%	17 2%	23 3%	83 13%	48 3%	106 8%	153 5%
		f	cdefg	f	f	f		f						jklnop		jklnp	kn
Personal Independence Payment (PIP)	238 8%	28 6%	27 5%	35 6%	55 10%	54 11%	39 8%	238 8%	110 8%	119 8%	47 6%	40 5%	65 10%	85 13%	87 5%	150 12%	238 8%
					b	abcg							jkn	jknp		jknp	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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Carer's allowance	122	14	22	19	23	33	10	122	48	69	32	16	25	48	48	73	122
	4%	3%	4%	4%	4%	7%	2%	4%	3%	4%	4%	2%	4%	8%	3%	6%	4%
						acfg					k		jklnp		knp	k	
Other	50	3	7	12	6	3	17	50	24	26	21	9	7	13	30	20	50
	2%	1%	1%	2%	1%	1%	4%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%
							abdeg										
RECEIVES ANY OF THESE BENEFITS	883	164	189	153	166	116	96	883	390	473	199	187	170	324	386	494	883
	29%	35%	35%	28%	30%	25%	21%	29%	27%	31%	24%	21%	26%	51%	22%	38%	29%
		efg	efg	f	f			f						jklnop		jklnp	jkln
None of these - Do not receive any of these benefits	1887	208	315	345	341	327	350	1887	967	913	581	629	437	238	1210	674	1887
	62%	45%	58%	64%	61%	70%	75%	62%	66%	59%	69%	71%	66%	38%	70%	52%	62%
			a	a	a	abdg	abcdg	a	i		mop	mop	mo		mop	m	mo
Don't know	106	49	22	14	10	6	5	106	46	59	33	30	20	18	63	38	106
	3%	11%	4%	2%	2%	1%	1%	3%	3%	4%	4%	3%	3%	3%	4%	3%	3%
		bcdefg	ef					ef									
Prefer not to say	166	44	17	31	42	17	15	166	60	100	30	42	35	53	72	88	166
	5%	10%	3%	6%	8%	4%	3%	5%	4%	6%	4%	5%	5%	8%	4%	7%	5%
		befg			bef			f		h				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.

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Income Support	88 3%	77 3%	5 2%	4 3%	2 2%	88 3%	79 3%	9 2%	15 3%	73 3%	38 5%	37 3%	13 1%	88 3%	29 5%	32 3%	14 2%
Income-based Jobseeker's Allowance	45 1%	39 2%	2 1%	4 2%	1 1%	45 1%	41 2%	5 1%	6 1%	39 2%	4 *%	31 2%	10 1%	45 1%	18 3%	22 2%	3 *%
Pensions Credit (Guaranteed Credit)	68 2%	52 2%	8 3%	4 2%	4 4%	68 2%	60 2%	7 2%	9 2%	58 2%	32 4%	28 2%	8 1%	68 2%	21 4%	30 2%	10 1%
Pensions Credit (no Guaranteed Credit)	28 1%	23 1%	1 *%	3 2%	2 2%	28 1%	27 1%	1 *%	3 1%	25 1%	7 1%	12 1%	9 1%	28 1%	6 1%	11 1%	7 1%
Employment and Support Allowance (ESA)	135 4%	111 4%	10 4%	9 6%	4 5%	135 4%	111 4%	24 6%	24 5%	111 4%	45 6%	64 5%	26 3%	135 4%	52 9%	63 5%	11 1%
Universal Credit (and household has other earnings)	309 10%	274 11%	18 7%	11 7%	6 7%	309 10%	278 11%	31 7%	76 17%	233 9%	85 11%	129 10%	95 10%	309 10%	113 20%	143 12%	13 2%
Universal Credit (and household has no other earnings)	153 5%	136 5%	8 3%	6 4%	3 4%	153 5%	143 5%	10 2%	32 7%	121 5%	40 5%	71 6%	42 4%	153 5%	76 14%	50 4%	13 2%
Personal Independence Payment (PIP)	238 8%	187 7%	25 9%	20 13%	6 8%	238 8%	202 8%	36 8%	44 10%	194 7%	58 8%	117 9%	63 6%	238 8%	65 12%	123 10%	28 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.

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Carer's allowance	122 4%	100 4%	9 4%	8 5%	4 5%	122 4%	102 4%	19 5%	16 4%	106 4%	23 3%	62 5%	36 4%	122 4%	37 7%	56 4%	16 2%
Other	50 2%	43 2%	3 1%	1 1%	2 3%	50 2%	39 2%	10 2%	14 3%	36 1%	8 1%	21 2%	21 2%	50 2%	15 3%	25 2%	10 1%
RECEIVES ANY OF THESE BENEFITS	883 29%	755 30%	60 23%	42 28%	26 31%	883 29%	775 30%	108 25%	190 42%	693 27%	261 34%	375 30%	245 25%	883 29%	329 60%	382 31%	86 11%
None of these - Do not receive any of these benefits	1887 62%	1569 62%	180 68%	93 62%	45 55%	1887 62%	1602 61%	285 67%	191 43%	1696 65%	415 53%	787 62%	662 68%	1887 62%	183 33%	805 65%	660 86%
Don't know	106 3%	88 3%	10 4%	4 3%	4 5%	106 3%	94 4%	11 3%	25 6%	81 3%	29 4%	49 4%	25 3%	106 3%	22 4%	22 2%	16 2%
Prefer not to say	166 5%	134 5%	15 5%	10 7%	8 10%	166 5%	142 5%	24 6%	43 9%	124 5%	71 9%	55 4%	36 4%	166 5%	19 3%	38 3%	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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Income Support	88 3%	55 5%	24 1%	31 2%	44 4%
		b			c
Income-based Jobseeker's Allowance	45 1%	24 2%	16 1%	16 1%	29 2%
		b			c
Pensions Credit (Guaranteed Credit)	68 2%	48 4%	19 1%	36 2%	31 2%
		b			
Pensions Credit (no Guaranteed Credit)	28 1%	21 2%	6 *%	7 *%	16 1%
		b			c
Employment and Support Allowance (ESA)	135 4%	110 10%	25 1%	72 4%	58 5%
		b			
Universal Credit (and household has other earnings)	309 10%	150 14%	132 8%	101 6%	198 16%
		b			c
Universal Credit (and household has no other earnings)	153 5%	96 9%	53 3%	67 4%	84 7%
		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.

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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Personal Independence Payment (PIP)	238 8%	189 18%	47 3%	146 9%	78 6%
Carer's allowance	122 4%	73 7%	41 2%	57 3%	58 5%
Other	50 2%	24 2%	25 1%	27 2%	23 2%
RECEIVES ANY OF THESE BENEFITS	883 29%	518 48%	317 18%	399 24%	450 37%
None of these - Do not receive any of these benefits	1887 62%	443 41%	1341 78%	1160 69%	690 56%
Don't know	106 3%	50 5%	27 2%	52 3%	38 3%
Prefer not to say	166 5%	58 5%	40 2%	80 5%	50 4%

Columns Tested: a,b - c,d

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3041	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
Up to £199 per week / Up to £10,399 per year	287	62	46	35	45	69	29	287	121	162	31	63	35	155	94	190	287
	9%	13%	9%	6%	8%	15%	6%	9%	8%	10%	4%	7%	5%	25%	5%	15%	9%
		cd	f	g		bcdfg		f				j		klmnop		klnp	jl
From £200 to £299 per week / From £10,400 to £15,599 per year	238	42	41	36	31	30	59	238	116	120	46	53	41	98	100	138	238
	8%	9%	7%	7%	6%	6%	13%	8%	8%	8%	6%	6%	6%	15%	6%	11%	8%
							bcdeg							klmnop		klnp	n
From £300 to £499 per week / From £15,600 to £25,999 per year	496	59	68	74	93	98	104	496	220	272	94	148	121	133	242	254	496
	16%	13%	13%	14%	17%	21%	22%	16%	15%	18%	11%	17%	18%	21%	14%	20%	16%
						abcg	abcg					j	jn	jnp		jnp	j
From £500 to £699 per week / From £26,000 to £36,399 per year	540	71	119	76	104	70	100	540	277	258	132	180	137	90	312	227	540
	18%	15%	22%	14%	19%	15%	21%	18%	19%	17%	16%	20%	21%	14%	18%	18%	18%
			ace				ace					jm	jm				
From £700 to £999 per week / From £36,400 to £51,999 per year	498	63	99	106	98	65	67	498	255	240	168	168	128	33	336	161	498
	16%	14%	18%	19%	18%	14%	14%	16%	17%	16%	20%	19%	19%	5%	19%	12%	16%
				a							mo	mo	mo		mop	m	mo
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	353	22	77	99	81	42	31	353	202	148	165	117	60	11	282	71	353
	12%	5%	14%	18%	15%	9%	7%	12%	14%	10%	20%	13%	9%	2%	16%	5%	12%
			aef	aefg	aef	a		af	i		klmop	lmo	mo		lmop	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.

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	421	481	537	464	491	647	3041	1464	1545	814	832	558	821	1646	1379	3041
Effective Weighted Sample	2000	285	329	374	317	326	410	2000	974	1003	543	565	387	522	1108	883	2000
Total	3041	465	543	543	559	465	465	3041	1463	1545	843	888	662	632	1731	1295	3041
£1,500 and above per week / £78,000 and above per year	190 6%	22 5%	35 7%	50 9%	41 7%	27 6%	16 3%	190 6%	116 8%	72 5%	117 14%	46 5%	16 2%	10 2%	163 9%	27 2%	190 6%
			f	afg	f		f	f	i		klmnop	lmo			klmop		lmo
Don't know/ Prefer not to say	439 14%	124 27%	58 11%	69 13%	64 12%	64 14%	60 13%	439 14%	156 11%	272 18%	89 11%	112 13%	124 19%	102 16%	201 12%	226 17%	439 14%
		bcdefg								h			jknp	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.

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
Up to £199 per week / Up to £10,399 per year	287 9%	235 9%	31 12%	15 10%	6 7%	287 9%	266 10%	21 5%	65 14%	222 9%	111 14%	122 10%	51 5%	287 9%	287 52%	- -%	- -%
From £200 to £299 per week / From £10,400 to £15,599 per year	238 8%	198 8%	17 7%	15 10%	9 10%	238 8%	198 8%	41 10%	32 7%	207 8%	77 10%	111 9%	50 5%	238 8%	74 13%	151 12%	- -%
From £300 to £499 per week / From £15,600 to £25,999 per year	496 16%	415 16%	39 15%	27 18%	15 18%	496 16%	432 17%	65 15%	79 18%	417 16%	141 18%	197 16%	153 16%	496 16%	126 23%	360 29%	- -%
From £500 to £699 per week / From £26,000 to £36,399 per year	540 18%	467 18%	37 14%	25 17%	11 14%	540 18%	468 18%	73 17%	69 15%	471 18%	140 18%	239 19%	161 17%	540 18%	47 8%	429 34%	60 8%
From £700 to £999 per week / From £36,400 to £51,999 per year	498 16%	414 16%	41 16%	30 20%	13 16%	498 16%	414 16%	84 20%	69 15%	429 17%	74 10%	214 17%	206 21%	498 16%	19 4%	305 25%	165 22%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	353 12%	294 12%	34 13%	13 9%	12 15%	353 12%	309 12%	44 10%	30 7%	323 12%	43 6%	146 12%	162 17%	353 12%	- -%	- -%	353 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.

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	2131	304	303	303	3041	2601	440	388	2653	723	1326	963	3041	530	1245	769
Effective Weighted Sample	2000	1553	214	221	249	2000	1714	286	256	1751	459	866	663	2000	333	820	515
Total	3041	2545	265	149	82	3041	2613	428	448	2593	776	1267	969	3041	552	1246	768
£1,500 and above per week / £78,000 and above per year	190 6%	162 6% c	18 7%	4 3%	6 7% c	190 6%	157 6%	33 8%	11 2%	179 7% h	29 4%	78 6%	81 8% j	190 6% j	- -%	- -%	190 25% no
Don't know/ Prefer not to say	439 14%	361 14%	47 18%	20 14%	10 13%	439 14%	370 14%	69 16%	94 21% i	345 13%	160 21% klm	159 13%	105 11%	439 14% l	- -%	- -%	- -%

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

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3041	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
Up to £199 per week / Up to £10,399 per year	287 9%	155 15% b	119 7%	177 10%	103 8%
From £200 to £299 per week / From £10,400 to £15,599 per year	238 8%	123 11% b	98 6%	148 9%	77 6%
From £300 to £499 per week / From £15,600 to £25,999 per year	496 16%	205 19% b	263 15%	296 17%	191 16%
From £500 to £699 per week / From £26,000 to £36,399 per year	540 18%	191 18%	317 18%	315 19%	218 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	498 16%	135 13%	332 19% a	237 14%	250 20% c
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	353 12%	85 8%	252 15% a	154 9%	193 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	1107	1710	2052	847
Effective Weighted Sample	2000	719	1138	1368	637
Total	3041	1069	1725	1690	1228
£1,500 and above per week / £78,000 and above per year	190 6%	31 3%	150 9% a	78 5%	109 9% c
Don't know/ Prefer not to say	439 14%	145 14%	194 11%	285 17% d	86 7%

Columns Tested: a,b - c,d

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

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	2544	281	415	458	401	420	569	2544	1269	1255	707	711	449	672	1418	1121	2544
Effective Weighted Sample	1666	190	281	321	273	276	371	1666	841	811	471	482	308	424	953	712	1666
Total	2566	332	471	472	488	401	402	2566	1284	1261	744	763	531	524	1508	1055	2566
Most Financially Vulnerable	552	125	119	88	93	88	39	552	231	315	100	112	110	228	212	338	552
	22%	38%	25%	19%	19%	22%	10%	22%	18%	25%	13%	15%	21%	44%	14%	32%	22%
		bcdefg	f	f	f	f		f		h			jkn	ijklnop		ijklnp	jknp
Potentially Financially Vulnerable	1246	134	206	211	236	203	256	1246	602	632	283	406	298	258	689	556	1246
	49%	40%	44%	45%	48%	51%	64%	49%	47%	50%	38%	53%	56%	49%	46%	53%	49%
					a	abcdeg		a				jn	jnp	j	j	jn	j
Least Financially Vulnerable	768	72	146	174	159	110	108	768	451	313	361	245	123	38	607	161	768
	30%	22%	31%	37%	33%	27%	27%	30%	35%	25%	49%	32%	23%	7%	40%	15%	30%
			a	aefg	a			a	i		klmnop	lmo	mo		klmop	m	lmo

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

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2544	1778	260	255	251	2544	2168	376	294	2250	568	1120	840	2544	530	1245	769
Effective Weighted Sample	1666	1294	184	187	205	1666	1425	241	190	1482	355	728	575	1666	333	820	515
Total	2566	2156	215	125	70	2566	2209	357	342	2224	599	1093	859	2566	552	1246	768
Most Financially Vulnerable	552	455	50	32	15	552	508	44	113	440	179	217	154	552	552	-	-
	22%	21%	23%	25%	22%	22%	23%	12%	33%	20%	30%	20%	18%	22%	100%	-%	-%
							g		i		klm			op			
Potentially Financially Vulnerable	1246	1055	91	69	31	1246	1044	201	167	1079	304	547	388	1246	-	1246	-
	49%	49%	42%	55%	44%	49%	47%	57%	49%	49%	51%	50%	45%	49%	-%	100%	-%
				bd				f							np		
Least Financially Vulnerable	768	645	74	24	24	768	657	111	63	705	116	329	317	768	-	-	768
	30%	30%	34%	20%	35%	30%	30%	31%	18%	32%	19%	30%	37%	30%	-%	-%	100%
		c	c		c	c			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.

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	2544	928	1498	1741	783
Effective Weighted Sample	1666	599	992	1159	588
Total	2566	911	1517	1405	1141
Most Financially Vulnerable	552 22%	272 30%	247 16%	253 18%	290 25%
		b			c
Potentially Financially Vulnerable	1246 49%	451 49%	725 48%	711 51%	535 47%
Least Financially Vulnerable	768 30%	188 21%	545 36%	441 31%	316 28%
			a		

Columns Tested: a,b - c,d