

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2022 WAVE 1 - 27TH APRIL - 27TH MAY 2022 & WAVE 2 - 18TH OCTOBER - 10TH NOVEMBER 2022.

WAVE	1
Base : All respondents	
NATION	4
Base : All respondents	
NATION/ REGION	7
Base : All respondents	
URBANITY	13
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP	16
Base : All respondents	
RESPONDENT'S AGE	21
Base : All respondents	
RESPONDENT'S GENDER	24
Base : All respondents	
RESPONDENT'S WORKING STATUS	27
Base : All respondents	
S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)	33
Base : All respondents	
IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)	39
Base : All respondents	
COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	48
Base : All respondents	
IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)	51
Base : All respondents	
COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS	57
Base : All respondents	
IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)	60
Base : All respondents	
IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)	63
Base : All respondents who upload videos online that they have made themselves	
IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)	69
Base : All respondents	
COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS	75
Base : All respondents	
SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS	78
Base : All respondents	
IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)	81
Base : All respondents	
COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	87
Base : All respondents	

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IN11. And do you ever live stream your own videos? (SINGLE CODE)	90
Base : All respondents	
IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)	93
Base : All respondents who live stream their own videos	
IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)	96
Base : All respondents	
COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	102
Base : All respondents	
SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM	105
Base : All respondents	
IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)	108
Base : All respondents	
COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA	114
Base : All respondents	
IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)	117
Base : All respondents who use social media apps or sites	
IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)	123
Base : All respondents	
IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)	129
Base : All respondents who use social media apps or sites	
IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (MULTI CODE)	132
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media	
SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA	141
Base : All respondents	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE	148
Base : All respondents	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	151
Base : All respondents	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	154
Base : All respondents	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	157
Base : All respondents	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	160
Base : All respondents	
IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	163
Base : All respondents	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	166
Base : All respondents	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	169
Base : All respondents	

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IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	172
Base : All respondents	
IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	175
Base : All respondents	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	178
Base : All respondents	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	181
Base : All respondents	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER	184
Base : All respondents	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	187
Base : All respondents	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	190
Base : All respondents	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE	193
Base : All respondents	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO	196
Base : All respondents	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL	199
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	202
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	208
Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE	214
Base : All respondents who use BitChute to watch or upload videos or clips	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	217
Base : All respondents who use Dailymotion to watch or upload videos or clips	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	220
Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	223
Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	226
Base : All respondents who use LinkedIn for social media	
IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	229
Base : All respondents who use OnlyFans to watch or upload videos or clips	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	232
Base : All respondents who use Pinterest for social media	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	235
Base : All respondents who use Reddit for social media	

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IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	238
Base : All respondents who use Snapchat to watch or upload videos or clips or for social media	
IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	241
Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	244
Base : All respondents who use Tumblr for social media	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	247
Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER	250
Base : All respondents who use Twitter for social media	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	253
Base : All respondents who use Vimeo to watch or upload videos or clips	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	256
Base : All respondents who use YouNow to watch or share live stream videos	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE	259
Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO	262
Base : All respondents who use Yubo for social media	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL	265
Base : All respondents who use BeReal for social media	
IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)	268
Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media	
SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA	274
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING	277
Base : All respondents	
IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)	290
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)	295
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)	300
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)	305
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)	309
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)	314
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)	319
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	

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IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)	322
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)	325
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)	331
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content	
IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)	339
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)	342
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months	
IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)	345
Base : All respondents	
Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)	351
Base : All respondents who watch content on video sharing platforms	
Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)	354
Base : All respondents who use social media apps or sites	
Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)	357
Base : All respondents who play games	
Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)	360
Base : All respondents	
Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)	363
Base : All respondents	
Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)	369
Base : All respondents	
C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)	375
Base : All respondents	
C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)	378
Base : All respondents	
C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)	381
Base : All respondents	
C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD	384
Base : All respondents	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)	387
Base : All respondents	
C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)	390
Base : All respondents	
C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)	399
Base : All respondents	

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C7. Do you consider English to be your first or main language? (SINGLE CODE)	405
Base : All respondents	
C8. Which one of these options applies to your home? (SINGLE CODE)	408
Base : All respondents	
C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)	411
Base : All respondents	
C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	420
Base : All respondents	
C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)	429
Base : All respondents	
C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)	435
Base : All respondents	
FINANCIAL VULNERABILITY	441
Base : Those where it is possible to calculate the Financial Vulnerability Index	

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

WAVE

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Wave 1	2800	429	500	500	514	429	429	2800	1344	1414	776	798	610	582	1574	1192	2800
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Wave 2	2800	429	500	500	514	429	429	2800	1354	1423	776	811	610	582	1587	1192	2800
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%

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

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

WAVE

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Wave 1	2800	2343	244	137	76	2800	2408	392	467	2333	725	1264	774	2800	545	1116	639
	50%	50%	50%	50%	50%	50%	50%	49%	56%	49%	53%	51%	46%	50%	51%	49%	50%
									i		l	l		l			
Wave 2	2800	2343	244	137	76	2800	2394	406	374	2426	636	1232	907	2800	533	1171	645
	50%	50%	50%	50%	50%	50%	50%	51%	44%	51%	47%	49%	54%	50%	49%	51%	50%
									h				jkm				

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

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

WAVE

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Wave 1	2800	1038	1541	1513	1133
	50%	52%	49%	49%	50%
Wave 2	2800	975	1626	1557	1126
	50%	48%	51%	51%	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.

NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
England	4686	729	835	837	848	725	713	4686	2267	2359	1293	1332	1042	970	2625	2012	4686
		84%	85%	83%	84%	82%	85%	83%	84%	84%	83%	83%	85%	83%	83%	84%	84%
Scotland	488	61	94	88	100	70	73	488	226	260	148	148	97	92	296	189	488
		9%	7%	9%	9%	10%	8%	9%	9%	8%	9%	10%	9%	8%	9%	8%	9%
Wales	275	43	44	47	52	39	50	275	131	142	69	83	52	70	152	122	275
		5%	5%	4%	5%	5%	6%	5%	5%	5%	4%	5%	4%	6%	5%	5%	5%
Northern Ireland	151	25	27	28	28	23	21	151	74	77	43	45	29	33	88	62	151
		3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%

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

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

NATION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
England	4686	4686	-	-	-	4686	4061	625	718	3968	1157	2095	1376	4686	924	1877	1066
	84%	100%	-%	-%	-%	84%	85%	78%	85%	83%	85%	84%	82%	84%	86%	82%	83%
		bcde				bcd	g							o			
Scotland	488	-	488	-	-	488	416	72	51	436	100	208	180	488	76	219	126
	9%	-%	100%	-%	-%	9%	9%	9%	6%	9%	7%	8%	11%	9%	7%	10%	10%
			acde			acd				h			jkm			n	n
Wales	275	-	-	275	-	275	212	63	44	231	73	119	81	275	50	128	54
	5%	-%	-%	100%	-%	5%	4%	8%	5%	5%	5%	5%	5%	5%	5%	6%	4%
				abde		abd		f									
Northern Ireland	151	-	-	-	151	151	112	39	28	123	31	73	45	151	28	62	38
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	2%	3%	3%	3%	3%	3%	3%
					abce	abc		f									

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

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

NATION

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
England	4686	1658	2663	2548	1898
	84%	82%	84%	83%	84%
Scotland	488	187	275	269	202
	9%	9%	9%	9%	9%
Wales	275	114	142	165	100
	5%	6%	4%	5%	4%
Northern Ireland	151	55	88	89	58
	3%	3%	3%	3%	3%

Columns Tested: a,b - c,d

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

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
North West	706	104	115	140	150	100	97	706	382	320	192	188	153	168	380	321	706
	13%	12%	11%	14%	15%	12%	11%	13%	14%	11%	12%	12%	13%	14%	12%	13%	13%
West Midlands	539	88	95	107	101	72	76	539	268	267	139	146	130	118	285	248	539
	10%	10%	10%	11%	10%	8%	9%	10%	10%	9%	9%	9%	11%	10%	9%	10%	10%
Yorkshire and Humberside	496	72	106	89	69	89	71	496	226	267	138	144	118	90	282	207	496
	9%	8%	11%	9%	7%	10%	8%	9%	8%	9%	9%	9%	10%	8%	9%	9%	9%
South West	475	59	73	73	94	83	92	475	208	257	113	152	107	95	265	202	475
	8%	7%	7%	7%	9%	10%	11%	8%	8%	9%	7%	9%	9%	8%	8%	8%	8%
East of England	394	41	49	77	66	91	70	394	201	193	103	116	100	71	219	171	394
	7%	5%	5%	8%	6%	11%	8%	7%	7%	7%	7%	7%	8%	6%	7%	7%	7%
East Midlands	391	47	66	78	56	60	84	391	193	197	91	119	88	90	210	177	391
	7%	5%	7%	8%	5%	7%	10%	7%	7%	7%	6%	7%	7%	8%	7%	7%	7%
North East	289	58	42	33	55	64	37	289	150	134	64	88	67	64	152	131	289
	5%	7%	4%	3%	5%	8%	4%	5%	6%	5%	4%	5%	5%	6%	5%	6%	5%
South East	794	100	121	165	144	122	142	794	361	420	228	189	180	190	417	369	794
	14%	12%	12%	16%	14%	14%	17%	14%	13%	15%	15%	12%	15%	16%	13%	15%	14%
London	604	161	168	76	112	44	44	604	277	304	223	191	100	85	414	185	604
	11%	19%	17%	8%	11%	5%	5%	11%	10%	11%	14%	12%	8%	7%	13%	8%	11%
Scotland	488	61	94	88	100	70	73	488	226	260	148	148	97	92	296	189	488
	9%	7%	9%	9%	10%	8%	9%	9%	8%	9%	10%	9%	8%	8%	9%	8%	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.

NATION/ REGION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Wales	275	43	44	47	52	39	50	275	131	142	69	83	52	70	152	122	275
	5%	5%	4%	5%	5%	5%	6%	5%	5%	5%	4%	5%	4%	6%	5%	5%	5%
Northern Ireland	151	25	27	28	28	23	21	151	74	77	43	45	29	33	88	62	151
	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%

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

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
North West	706	706	-	-	-	706	642	65	104	602	167	341	187	706	178	272	157
	13%	15%	-%	-%	-%	13%	13%	8%	12%	13%	12%	14%	11%	13%	17%	12%	12%
		bcde				bcd	g					l			op		
West Midlands	539	539	-	-	-	539	469	70	101	438	142	249	144	539	107	227	109
	10%	12%	-%	-%	-%	10%	10%	9%	12%	9%	10%	10%	9%	10%	10%	10%	8%
		bcde				bcd			i								
Yorkshire and Humberside	496	496	-	-	-	496	445	50	82	414	119	208	161	496	93	229	95
	9%	11%	-%	-%	-%	9%	9%	6%	10%	9%	9%	8%	10%	9%	9%	10%	7%
		bcde				bcd	g									p	
South West	475	475	-	-	-	475	382	93	67	407	125	220	121	475	82	210	83
	8%	10%	-%	-%	-%	8%	8%	12%	8%	9%	9%	9%	7%	8%	8%	9%	6%
		bcde				bcd		f								p	
East of England	394	394	-	-	-	394	301	93	57	337	112	168	113	394	57	173	95
	7%	8%	-%	-%	-%	7%	6%	12%	7%	7%	8%	7%	7%	7%	5%	8%	7%
		bcde				bcd		f								n	
East Midlands	391	391	-	-	-	391	311	80	43	348	95	175	118	391	63	156	108
	7%	8%	-%	-%	-%	7%	6%	10%	5%	7%	7%	7%	7%	7%	6%	7%	8%
		bcde				bcd		f									n
North East	289	289	-	-	-	289	246	42	54	234	74	139	72	289	81	114	49
	5%	6%	-%	-%	-%	5%	5%	5%	6%	5%	5%	6%	4%	5%	8%	5%	4%
		bcd				bcd									op		
South East	794	794	-	-	-	794	671	123	132	661	183	340	255	794	149	311	193
	14%	17%	-%	-%	-%	14%	14%	15%	16%	14%	13%	14%	15%	14%	14%	14%	15%
		bcde				bcd											
London	604	604	-	-	-	604	595	9	78	526	140	256	205	604	114	186	176
	11%	13%	-%	-%	-%	11%	12%	1%	9%	11%	10%	10%	12%	11%	11%	8%	14%
		bcde				bcd	g										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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Scotland	488	-	488	-	-	488	416	72	51	436	100	208	180	488	76	219	126
	9%	-%	100%	-%	-%	9%	9%	9%	6%	9%	7%	8%	11%	9%	7%	10%	10%
			acde			acd				h			jkm			n	n
Wales	275	-	-	275	-	275	212	63	44	231	73	119	81	275	50	128	54
	5%	-%	-%	100%	-%	5%	4%	8%	5%	5%	5%	5%	5%	5%	5%	6%	4%
				abde		abd		f									
Northern Ireland	151	-	-	-	151	151	112	39	28	123	31	73	45	151	28	62	38
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	2%	3%	3%	3%	3%	3%	3%
					abce	abc		f									

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

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

NATION/ REGION

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
North West	706	250	396	362	322
	13%	12%	13%	12%	14%
					c
West Midlands	539	203	311	299	208
	10%	10%	10%	10%	9%
Yorkshire and Humberside	496	151	308	252	211
	9%	8%	10%	8%	9%
			a		
South West	475	171	259	276	178
	8%	9%	8%	9%	8%
East of England	394	112	245	231	144
	7%	6%	8%	8%	6%
			a		
East Midlands	391	144	227	238	135
	7%	7%	7%	8%	6%
				d	
North East	289	128	140	156	119
	5%	6%	4%	5%	5%
		b			
South East	794	289	447	431	333
	14%	14%	14%	14%	15%
London	604	210	330	303	248
	11%	10%	10%	10%	11%
Scotland	488	187	275	269	202
	9%	9%	9%	9%	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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Wales	275 5%	114 6%	142 4%	165 5%	100 4%
Northern Ireland	151 3%	55 3%	88 3%	89 3%	58 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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Urban	4801	794	903	860	866	710	667	4801	2340	2397	1293	1398	1057	1005	2692	2061	4801
	86%	93%	90%	86%	84%	83%	78%	86%	87%	84%	83%	87%	87%	86%	85%	86%	86%
		cdefg	cdefg	f	f	f	f	f	i		j				j	j	
Rural	799	63	97	140	162	147	190	799	357	440	259	210	163	160	469	323	799
	14%	7%	10%	14%	16%	17%	22%	14%	13%	16%	17%	13%	13%	14%	15%	14%	14%
				ab	ab	ab	abcdeg	ab		h	kop						

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

All interviewing conducted using an online panel. Any break column with 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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Urban	4801	4061	416	212	112	4801	4801	-	744	4057	1151	2149	1454	4801	934	1958	1086
	86%	87%	85%	77%	74%	86%	100%	-%	88%	85%	85%	86%	86%	86%	87%	86%	85%
		cd	cd			cd	g										
Rural	799	625	72	63	39	799	-	799	98	701	211	347	228	799	143	328	198
	14%	13%	15%	23%	26%	14%	-%	100%	12%	15%	15%	14%	14%	14%	13%	14%	15%
				abe	abe			f									

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

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

URBANITY

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Urban	4801	1734	2691	2589	1968
	86%	86%	85%	84%	87%
					c
Rural	799	279	477	482	290
	14%	14%	15%	16%	13%
				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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
A	281	69	54	54	39	35	30	281	169	111	281	-	-	-	281	-	281
	5%	8%	5%	5%	4%	4%	4%	5%	6%	4%	18%	-%	-%	-%	9%	-%	5%
		defg							i		klmnop				klmop		klmo
B	1272	157	213	231	235	181	255	1272	678	579	1272	-	-	-	1272	-	1272
	23%	18%	21%	23%	23%	21%	30%	23%	25%	20%	82%	-%	-%	-%	40%	-%	23%
			a				abcdeg	a	i		klmnop				klmop		klmo
C1	1609	265	308	260	299	247	230	1609	732	856	-	1609	-	-	1609	-	1609
	29%	31%	31%	26%	29%	29%	27%	29%	27%	30%	-%	100%	-%	-%	51%	-%	29%
		c	c							h		jlmnop			jlmop		jlmo
C2	1220	201	244	237	241	178	118	1220	595	612	-	-	1220	-	-	1220	1220
	22%	23%	24%	24%	23%	21%	14%	22%	22%	22%	-%	-%	100%	-%	-%	51%	22%
		f	f	f	f	f		f					jkmnop			jkmnp	jkmn
D	620	78	109	140	124	118	52	620	268	349	-	-	-	620	-	620	620
	11%	9%	11%	14%	12%	14%	6%	11%	10%	12%	-%	-%	-%	53%	-%	26%	11%
		f	f	afg	f	af		f		h				jklnop		jklnp	jkln
E	544	64	68	64	88	91	169	544	232	305	-	-	-	544	-	544	544
	10%	7%	7%	6%	9%	11%	20%	10%	9%	11%	-%	-%	-%	47%	-%	23%	10%
						bc	abcdeg	bc		h				jklnop		jklnp	jkln
Don't know	55	24	4	13	3	7	3	55	23	27	-	-	-	-	-	-	55
	1%	3%	*%	1%	*%	1%	*%	1%	1%	1%	-%	-%	-%	-%	-%	-%	1%
		bdefg		df													jklmno
SUMMARY CODES																	
AB	1552	226	267	286	273	216	285	1552	847	689	1552	-	-	-	1552	-	1552
	28%	26%	27%	29%	27%	25%	33%	28%	31%	24%	100%	-%	-%	-%	49%	-%	28%
							abcdeg		i		klmnop				klmop		klmo
C1C2	2828	466	552	497	541	425	348	2828	1327	1468	-	1609	1220	-	1609	1220	2828
	51%	54%	55%	50%	53%	50%	41%	51%	49%	52%	-%	100%	100%	-%	51%	51%	51%
		f	cefg	f	f	f		f				jmnop	jmnop		jm	jm	jm
DE	1164	142	177	204	212	209	221	1164	500	654	-	-	-	1164	-	1164	1164
	21%	17%	18%	20%	21%	24%	26%	21%	19%	23%	-%	-%	-%	100%	-%	49%	21%
						abg	abcdg	a		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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
A	281 5%	239 5%	24 5%	11 4%	7 4%	281 5%	238 5%	43 5%	18 2%	263 6%	60 4%	119 5%	102 6%	281 5%	29 3%	69 3%	136 11% no
B	1272 23%	1054 22%	124 25%	57 21%	37 24%	1272 23%	1056 22%	216 27% f	106 13%	1166 24% h	257 19%	548 22%	460 27% jkm	1272 23% j	130 12%	459 20% n	512 40% no
C1	1609 29%	1332 28%	148 30%	83 30%	45 30%	1609 29%	1398 29%	210 26%	228 27%	1381 29%	323 24%	743 30% j	535 32% jm	1609 29% j	218 20%	734 32% n	398 31% n
C2	1220 22%	1042 22%	97 20%	52 19%	29 19%	1220 22%	1057 22%	163 20%	218 26% i	1002 21%	338 25% lm	545 22%	328 20%	1220 22%	263 24% p	558 24% p	180 14%
D	620 11%	525 11%	43 9%	39 14% bd	13 9%	620 11%	548 11%	72 9%	127 15% i	493 10%	148 11%	291 12%	176 10%	620 11%	196 18% op	291 13% p	42 3%
E	544 10%	445 10%	48 10%	31 11%	20 13% ae	544 10%	457 10%	87 11%	122 15% i	422 9%	210 15% klm	232 9% l	70 4%	544 10% l	237 22% op	164 7% p	16 1%
Don't know	55 1%	49 1%	3 1%	1 *% e	1 1%	55 1%	49 1%	6 1%	22 3% i	33 1%	25 2% klm	18 1%	10 1%	55 1%	5 *% p	11 1% p	* *% p
SUMMARY CODES																	
AB	1552 28%	1293 28%	148 30%	69 25%	43 28%	1552 28%	1293 27%	259 32% f	124 15%	1428 30% h	317 23%	667 27%	562 33% jkm	1552 28% j	159 15%	527 23% n	648 50% no
C1C2	2828 51%	2374 51%	245 50%	135 49%	74 49%	2828 51%	2455 51%	374 47%	446 53%	2383 50%	661 49%	1288 52%	863 51%	2828 51%	481 45%	1292 57% np	578 45%

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
DE	1164	970	92	70	33	1164	1005	160	250	915	358	523	246	1164	433	455	58
	21%	21%	19%	25%	22%	21%	21%	20%	30%	19%	26%	21%	15%	21%	40%	20%	5%
				abe					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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
A	281 5%	117 6%	147 5%	132 4%	130 6% c
B	1272 23%	385 19%	820 26% a	667 22%	564 25% c
C1	1609 29%	541 27%	969 31% a	934 30% d	602 27%
C2	1220 22%	402 20%	706 22%	615 20%	545 24% c
D	620 11%	220 11%	344 11%	333 11%	264 12%
E	544 10%	326 16% b	170 5%	365 12% d	142 6%
Don't know	55 1%	21 1% b	10 *%	25 1%	11 *%
SUMMARY CODES					
AB	1552 28%	503 25%	968 31% a	799 26%	694 31% c
C1C2	2828 51%	943 47%	1675 53% a	1549 50%	1147 51%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
DE	1164	547	514	698	406
	21%	27%	16%	23%	18%
		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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
16-24 years	857	857	-	-	-	-	-	857	389	437	226	265	201	142	491	342	857
	15%	100%	-%	-%	-%	-%	-%	15%	14%	15%	15%	16%	16%	12%	16%	14%	15%
		bcdefg						bcdef				m	m		m		m
25-34 years	1000	-	1000	-	-	-	-	1000	446	544	267	308	244	177	575	421	1000
	18%	-%	100%	-%	-%	-%	-%	18%	17%	19%	17%	19%	20%	15%	18%	18%	18%
			acdefg					acdef		h		m	m		m		m
35-44 years	1000	-	-	1000	-	-	-	1000	481	512	286	260	237	204	545	441	1000
	18%	-%	-%	100%	-%	-%	-%	18%	18%	18%	18%	16%	19%	18%	17%	19%	18%
				abdefg				abdef									
45-54 years	1029	-	-	-	1029	-	-	1029	502	515	273	299	241	212	573	453	1029
	18%	-%	-%	-%	100%	-%	-%	18%	19%	18%	18%	19%	20%	18%	18%	19%	18%
				abcefg				abcef									
55-64 years	857	-	-	-	-	857	-	857	416	439	216	247	178	209	463	387	857
	15%	-%	-%	-%	-%	100%	-%	15%	15%	15%	14%	15%	15%	18%	15%	16%	15%
						abcdfg		abcdf							jnp		
65+	857	-	-	-	-	-	857	857	463	390	285	230	118	221	515	339	857
	15%	-%	-%	-%	-%	-%	100%	15%	17%	14%	18%	14%	10%	19%	16%	14%	15%
							abcdeg	abcde	i		klop	l		klop	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
16-24 years	857	729	61	43	25	857	794	63	163	694	207	398	248	857	241	222	119
	15%	16%	12%	16%	16%	15%	17%	8%	19%	15%	15%	16%	15%	15%	22%	10%	9%
							g		i						op		
25-34 years	1000	835	94	44	27	1000	903	97	160	840	164	439	396	1000	217	387	247
	18%	18%	19%	16%	18%	18%	19%	12%	19%	18%	12%	18%	24%	18%	20%	17%	19%
							g					j	jkm	j			
35-44 years	1000	837	88	47	28	1000	860	140	182	818	138	452	406	1000	212	386	253
	18%	18%	18%	17%	18%	18%	18%	18%	22%	17%	10%	18%	24%	18%	20%	17%	20%
									i			j	jkm	j			
45-54 years	1029	848	100	52	28	1029	866	162	185	843	206	470	335	1029	198	414	256
	18%	18%	21%	19%	19%	18%	18%	20%	22%	18%	15%	19%	20%	18%	18%	18%	20%
									i			j	j	j			
55-64 years	857	725	70	39	23	857	710	147	104	753	241	393	218	857	135	400	220
	15%	15%	14%	14%	15%	15%	15%	18%	12%	16%	18%	16%	13%	15%	12%	18%	17%
								f		h	l	l		l		n	n
65+	857	713	73	50	21	857	667	190	48	809	406	344	79	857	76	477	189
	15%	15%	15%	18%	14%	15%	14%	24%	6%	17%	30%	14%	5%	15%	7%	21%	15%
							f		h		klm	l		l		np	n

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

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

RESPONDENT'S AGE

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
16-24 years	857 15%	432 21% b	316 10%	515 17% d	237 10%
25-34 years	1000 18%	383 19% b	520 16%	362 12%	581 26% c
35-44 years	1000 18%	289 14%	630 20% a	237 8%	721 32% c
45-54 years	1029 18%	318 16%	654 21% a	454 15%	528 23% c
55-64 years	857 15%	266 13%	539 17% a	675 22% d	171 8%
65+	857 15%	325 16%	507 16%	828 27% d	19 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 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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Man	2697	389	446	481	502	416	463	2697	2697	-	847	732	595	500	1579	1095	2697
	48%	45%	45%	48%	49%	49%	54%	48%	100%	-%	55%	46%	49%	43%	50%	46%	48%
							abceg		i		klmnop		m		kmo		m
Woman	2837	437	544	512	515	439	390	2837	-	2837	689	856	612	654	1545	1266	2837
	51%	51%	54%	51%	50%	51%	46%	51%	-%	100%	44%	53%	50%	56%	49%	53%	51%
			f	f		f		f		h		jn	j	jlnp	j	jn	j
Non-binary	44	24	6	3	7	-	4	44	-	-	11	16	9	7	28	16	44
	1%	3%	1%	*%	1%	-%	*%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	e		e		e										
Prefer to use another term	3	2	-	-	1	-	-	3	-	-	-	1	-	2	1	2	3
	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%
Prefer not to say	19	5	4	5	3	2	-	19	-	-	5	4	4	1	9	5	19
	*%	1%	*%	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%
		f															

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

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

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Man	2697	2267	226	131	74	2697	2340	357	280	2418	635	1250	784	2697	475	1104	704
	48%	48%	46%	48%	49%	48%	49%	45%	33%	51%	47%	50%	47%	48%	44%	48%	55%
										h							no
Woman	2837	2359	260	142	77	2837	2397	440	551	2286	711	1216	878	2837	588	1171	575
	51%	50%	53%	52%	51%	51%	50%	55%	65%	48%	52%	49%	52%	51%	55%	51%	45%
								f	i						p	p	
Non-binary	44	40	2	1	*	44	43	*	3	40	5	22	17	44	10	11	5
	1%	1%	*%	1%	*%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	*%	*%
							g										
Prefer to use another term	3	3	-	-	*	3	3	1	1	2	*	2	1	3	1	-	-
	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%
Prefer not to say	19	18	-	*	*	19	18	*	6	13	10	6	2	19	3	-	1
	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	-%	*%
											l				o		

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

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

RESPONDENT'S 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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Man	2697	955	1533	1566	982
	48%	47%	48%	51%	43%
				d	
Woman	2837	1019	1617	1476	1255
	51%	51%	51%	48%	56%
					c
Non-binary	44	30	13	23	17
	1%	1%	*%	1%	1%
		b			
Prefer to use another term	3	3	-	1	1
	*%	*%	-%	*%	*%
Prefer not to say	19	6	4	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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
In full time employment	2634	287	659	646	627	362	54	2634	1572	1037	867	852	629	270	1720	899	2634
	47%	33%	66%	65%	61%	42%	6%	47%	58%	37%	56%	53%	52%	23%	54%	38%	47%
		f	aefg	aefg	aefg	af		aef	i		mop	mop	mop		mop	m	mo
In part time employment	992	183	166	206	185	180	72	992	229	755	241	236	286	224	476	510	992
	18%	21%	17%	21%	18%	21%	8%	18%	9%	27%	15%	15%	23%	19%	15%	21%	18%
		bf	f	f	f	bf		f		h			jkmp	jk		jkp	kn
Retired	851	-	4	1	11	123	711	851	452	395	282	250	104	214	532	318	851
	15%	-%	*%	*%	1%	14%	83%	15%	17%	14%	18%	16%	9%	18%	17%	13%	15%
					ac	abcd	abcdeg	abcd	i		lop	l		lop	lo	l	l
Unemployed	352	71	68	59	79	69	6	352	184	160	43	34	44	226	77	271	352
	6%	8%	7%	6%	8%	8%	1%	6%	7%	6%	3%	2%	4%	19%	2%	11%	6%
		f	f	f	f	f		f					k	jklnop		jklnp	jkln
Full-time responsibility for home/family	326	26	66	58	88	78	10	326	61	260	46	61	75	143	107	217	326
	6%	3%	7%	6%	9%	9%	1%	6%	2%	9%	3%	4%	6%	12%	3%	9%	6%
		f	af	af	acfg	acfg		af		h			jk	jklnop		jklnp	jk
A student	311	262	28	9	10	1	1	311	144	158	61	164	46	33	225	80	311
	6%	31%	3%	1%	1%	*%	*%	6%	5%	6%	4%	10%	4%	3%	7%	3%	6%
		bcdefg	cdef	ef	ef			bcdef				jlmnop			jlmop		jlmo
Other	104	17	5	17	24	38	3	104	37	65	10	10	25	49	21	74	104
	2%	2%	1%	2%	2%	4%	*%	2%	1%	2%	1%	1%	2%	4%	1%	3%	2%
		bf		bf	bf	abcdfg		bf		h			jk	jklnp		jknp	jk
Prefer not to say	30	12	4	4	4	5	*	30	17	7	3	2	10	6	5	16	30
	1%	1%	*%	*%	*%	1%	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	1%
		fg											jk			kn	n

SUMMARY CODES

WORKING	3626	469	825	851	812	543	126	3626	1802	1792	1108	1088	915	494	2196	1409	3626
	65%	55%	82%	85%	79%	63%	15%	65%	67%	63%	71%	68%	75%	42%	69%	59%	65%
		f	aefg	adefg	aefg	af		af	i		mop	mo	kmnop		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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
NOT WORKING	1944	376	171	144	212	309	731	1944	879	1038	442	519	294	665	961	959	1944
	35%	44%	17%	14%	21%	36%	85%	35%	33%	37%	28%	32%	24%	57%	30%	40%	35%
		bcdeg			c	bcd	abcdeg	bcd		h	l	l		ijklnop	l	ijklnp	jl

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
In full time employment	2634	2198	234	123	79	2634	2302	332	345	2289	437	1169	1022	2634	364	1032	907
	47%	47%	48%	45%	52%	47%	48%	42%	41%	48%	32%	47%	61%	47%	34%	45%	71%
					ace		g			h		j	jkm	j		n	no
In part time employment	992	846	78	48	21	992	832	160	200	792	224	450	304	992	246	455	129
	18%	18%	16%	17%	14%	18%	17%	20%	24%	17%	16%	18%	18%	18%	23%	20%	10%
		d				d			i					p	p		
Retired	851	703	77	47	24	851	672	178	49	801	396	346	87	851	84	479	169
	15%	15%	16%	17%	16%	15%	14%	22%	6%	17%	29%	14%	5%	15%	8%	21%	13%
							f			h	klm	l		l		np	n
Unemployed	352	295	30	20	6	352	308	44	83	269	100	175	67	352	148	103	9
	6%	6%	6%	7%	4%	6%	6%	6%	10%	6%	7%	7%	4%	6%	14%	5%	1%
									i		l	l		l	op	p	
Full-time responsibility for home/family	326	271	32	13	9	326	291	35	77	249	92	147	83	326	113	121	28
	6%	6%	7%	5%	6%	6%	6%	4%	9%	5%	7%	6%	5%	6%	10%	5%	2%
									i					op	p		
A student	311	263	26	15	7	311	287	24	57	255	76	146	88	311	91	58	29
	6%	6%	5%	5%	5%	6%	6%	3%	7%	5%	6%	6%	5%	6%	8%	3%	2%
							g							op			
Other	104	84	9	8	4	104	83	21	22	82	22	50	27	104	28	38	9
	2%	2%	2%	3%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	3%	2%	1%
														p	p		
Prefer not to say	30	27	1	1	1	30	27	3	10	20	15	11	4	30	4	-	4
	1%	1%	*%	*%	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	*%	-%	*%
									i		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.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
SUMMARY CODES																	
WORKING	3626	3043	312	171	100	3626	3134	492	545	3081	661	1619	1326	3626	610	1487	1036
	65%	65%	64%	62%	66%	65%	65%	62%	65%	65%	49%	65%	79%	65%	57%	65%	81%
												j	jk	j	n	no	
NOT WORKING	1944	1616	175	103	51	1944	1641	303	287	1657	685	865	352	1944	463	799	244
	35%	34%	36%	37%	33%	35%	34%	38%	34%	35%	50%	35%	21%	35%	43%	35%	19%
											klm	l	l	l	op	p	

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
In full time employment	2634	742	1697	1170	1355
	47%	37%	54%	38%	60%
			a		c
In part time employment	992	338	580	443	506
	18%	17%	18%	14%	22%
					c
Retired	851	321	507	826	18
	15%	16%	16%	27%	1%
				d	
Unemployed	352	215	103	234	89
	6%	11%	3%	8%	4%
		b		d	
Full-time responsibility for home/ family	326	149	149	109	204
	6%	7%	5%	4%	9%
		b			c
A student	311	165	96	199	59
	6%	8%	3%	6%	3%
		b		d	
Other	104	73	24	73	23
	2%	4%	1%	2%	1%
		b		d	
Prefer not to say	30	10	10	16	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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
SUMMARY CODES					
WORKING	3626 65%	1080 54%	2278 72% a	1614 53%	1861 82% c
NOT WORKING	1944 35%	923 46% b	880 28%	1441 47% d	392 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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
None	38 1%	3 *%	- -%	10 1% b	4 *%	2 *%	19 2% abdeg	38 1% b	13 *%	24 1%	4 *%	6 *%	7 1%	19 2% jklmp	9 *%	27 1% jkn	38 1%
Up to 2 hours	165 3%	44 5% bcdeg	28 3%	26 3%	17 2%	14 2%	37 4% de	165 3%	66 2%	94 3%	32 2%	37 2%	34 3%	59 5% jklmp	69 2%	93 4% jkn	165 3%
3 to 5 hours	789 14%	159 19% bcdg	130 13% d	121 12% d	86 8%	148 17% bcdg	144 17% bcd	789 14% d	347 13%	434 15% h	201 13%	189 12%	191 16% kn	196 17% jkn	390 12%	387 16% jkn	789 14% k
6 to 8 hours	559 10%	109 13% bg	83 8%	96 10%	100 10%	88 10%	83 10%	559 10%	246 9%	309 11%	141 9%	150 9%	134 11%	125 11%	291 9%	259 11%	559 10%
9 to 11 hours	622 11%	82 10%	125 13% f	148 15% adefg	104 10%	90 10%	72 8%	622 11% f	278 10%	335 12%	171 11%	175 11%	160 13% m	109 9%	346 11%	269 11%	622 11%
12 to 15 hours	399 7%	41 5%	68 7%	70 7%	74 7%	62 7%	84 10% abg	399 7% a	190 7%	206 7%	120 8%	116 7%	88 7%	70 6%	236 7%	157 7%	399 7%
16 to 22 hours	593 11%	62 7%	90 9%	98 10%	125 12% a	88 10%	129 15% abceg	593 11% a	296 11%	292 10%	157 10%	181 11%	128 10%	124 11%	338 11%	252 11%	593 11%
23 to 30 hours	999 18%	124 14%	179 18%	170 17%	227 22% acfg	155 18%	145 17%	999 18% a	513 19%	473 17%	293 19% m	289 18%	229 19%	182 16%	582 18%	411 17%	999 18%
Over 30 hours	1349 24%	228 27% f	280 28% efg	247 25% f	277 27% f	193 22% f	124 14% f	1349 24% f	703 26% i	629 22%	411 26% lmo	450 28% lmop	234 19%	249 21% lmop	861 27% lmop	483 20%	1349 24% lo
Don't know/ unsure	88 2%	6 1%	17 2%	13 1%	15 1%	17 2%	20 2% a	88 2%	45 2%	42 1%	21 1%	16 1%	15 1%	32 3% jklmp	37 1%	46 2% k	88 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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
SUMMARY CODES																	
0 to 8 hours	1551	314	240	254	206	253	283	1551	672	861	379	382	367	399	760	766	1551
	28%	37%	24%	25%	20%	29%	33%	28%	25%	30%	24%	24%	30%	34%	24%	32%	28%
		bcdeg		d		bd	bcdg	d		h			jkn	jknp		jknp	jkn
9 to 22 hours	1613	185	284	317	303	240	285	1613	764	833	448	472	376	302	920	678	1613
	29%	22%	28%	32%	29%	28%	33%	29%	28%	29%	29%	29%	31%	26%	29%	28%	29%
			a	a	a	a	aeg	a					m				
23+ hours	2348	352	459	417	504	348	269	2348	1216	1102	704	739	463	431	1443	894	2348
	42%	41%	46%	42%	49%	41%	31%	42%	45%	39%	45%	46%	38%	37%	46%	38%	42%
		f	f	f	acefg	f		f	i		lmop	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
None	38 1%	35 1%	- -%	2 1%	1 1%	38 1%	36 1%	2 *%	19 2%	19 *%	19 1%	15 1%	- -%	38 1%	12 1%	7 *%	3 *%
Up to 2 hours	165 3%	147 3%	10 2%	5 2%	3 2%	165 3%	146 3%	19 2%	52 6%	113 2%	89 7%	49 2%	17 1%	165 3%	47 4%	46 2%	21 2%
3 to 5 hours	789 14%	682 15%	47 10%	38 14%	22 15%	789 14%	666 14%	123 15%	189 22%	600 13%	298 22%	358 14%	113 7%	789 14%	160 15%	292 13%	119 9%
6 to 8 hours	559 10%	492 10%	34 7%	24 9%	10 6%	559 10%	464 10%	95 12%	92 11%	467 10%	172 13%	277 11%	102 6%	559 10%	120 11%	221 10%	110 9%
9 to 11 hours	622 11%	548 12%	35 7%	25 9%	14 9%	622 11%	512 11%	110 14%	120 14%	502 11%	158 12%	282 11%	176 10%	622 11%	109 10%	260 11%	149 12%
12 to 15 hours	399 7%	322 7%	38 8%	24 9%	15 10%	399 7%	344 7%	55 7%	44 5%	355 7%	96 7%	188 8%	113 7%	399 7%	70 7%	166 7%	97 8%
16 to 22 hours	593 11%	461 10%	66 14%	43 16%	22 15%	593 11%	500 10%	93 12%	76 9%	517 11%	129 9%	274 11%	188 11%	593 11%	107 10%	268 12%	147 11%
23 to 30 hours	999 18%	811 17%	108 22%	50 18%	30 20%	999 18%	869 18%	131 16%	92 11%	907 19%	167 12%	423 17%	404 24%	999 18%	177 16%	446 20%	261 20%
Over 30 hours	1349 24%	1121 24%	137 28%	60 22%	31 21%	1349 24%	1190 25%	158 20%	143 17%	1206 25%	193 14%	602 24%	551 33%	1349 24%	264 24%	553 24%	362 28%
Don't know/ unsure	88 2%	68 1%	13 3%	4 2%	3 2%	88 2%	74 2%	14 2%	15 2%	73 2%	41 3%	27 1%	18 1%	88 2%	12 1%	26 1%	16 1%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
SUMMARY CODES																	
0 to 8 hours	1551 28%	1355 29%	90 19%	69 25%	36 24%	1551 28%	1312 27%	239 30%	351 42%	1199 25%	577 42%	699 28%	231 14%	1551 28%	339 31%	567 25%	253 20%
		bd		b		b			i		klm	l		l	op	p	
9 to 22 hours	1613 29%	1331 28%	139 29%	92 33%	52 34%	1613 29%	1356 28%	257 32%	240 29%	1373 29%	383 28%	744 30%	477 28%	1613 29%	286 27%	694 30%	392 31%
			a		ae												
23+ hours	2348 42%	1932 41%	245 50%	110 40%	61 40%	2348 42%	2059 43%	289 36%	235 28%	2113 44%	360 26%	1025 41%	955 57%	2348 42%	440 41%	1000 44%	623 49%
			acde				g			h		j	jkm	j			no

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
None	38 1%	20 1%	15 *%	30 1%	5 *%
				d	
Up to 2 hours	165 3%	62 3%	78 2%	99 3%	40 2%
				d	
3 to 5 hours	789 14%	261 13%	447 14%	503 16%	227 10%
				d	
6 to 8 hours	559 10%	176 9%	309 10%	288 9%	231 10%
9 to 11 hours	622 11%	226 11%	352 11%	317 10%	271 12%
12 to 15 hours	399 7%	140 7%	232 7%	229 7%	154 7%
16 to 22 hours	593 11%	198 10%	373 12%	352 11%	224 10%
23 to 30 hours	999 18%	341 17%	607 19%	511 17%	462 20%
					c
Over 30 hours	1349 24%	561 28%	713 23%	683 22%	627 28%
		b			c
Don't know/ unsure	88 2%	29 1%	41 1%	59 2%	17 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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
SUMMARY CODES					
0 to 8 hours	1551 28%	519 26%	850 27%	920 30%	504 22%
9 to 22 hours	1613 29%	563 28%	957 30%	897 29%	648 29%
23+ hours	2348 42%	902 45%	1320 42%	1194 39%	1089 48%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
WhatsApp	4439	685	884	881	837	659	494	4439	2022	2372	1260	1315	985	835	2575	1820	4439
	79%	80%	88%	88%	81%	77%	58%	79%	75%	84%	81%	82%	81%	72%	81%	76%	79%
		f	defg	defg	ef	f	f	f		h	mo	mo	mo		mop	m	mo
(Facebook) Messenger	3432	470	695	699	669	489	411	3432	1442	1957	863	962	811	758	1824	1570	3432
	61%	55%	69%	70%	65%	57%	48%	61%	53%	69%	56%	60%	66%	65%	58%	66%	61%
		f	aefg	defg	aef	f	aef	aef		h		j	jknp	jknp		jknp	jn
Instagram (Direct)	2225	676	625	415	300	141	68	2225	879	1311	671	655	504	368	1327	872	2225
	40%	79%	63%	42%	29%	16%	8%	40%	33%	46%	43%	41%	41%	32%	42%	37%	40%
		bcdefg	cdefg	def	ef	f		def		h	mop	mo	mo		mo	m	mo
FaceTime	1903	461	433	338	309	207	156	1903	736	1141	587	537	451	310	1124	762	1903
	34%	54%	43%	34%	30%	24%	18%	34%	27%	40%	38%	33%	37%	27%	36%	32%	34%
		bcdefg	cdefg	ef	ef	f		def		h	kmop	m	mo		mo	m	m
Snapchat	1650	711	455	225	184	57	19	1650	704	912	440	436	419	324	876	742	1650
	29%	83%	45%	22%	18%	7%	2%	29%	26%	32%	28%	27%	34%	28%	28%	31%	29%
		bcdefg	cdefg	def	ef	f		cdef		h			jkmpn			kn	
Microsoft Teams	1410	271	317	323	294	155	49	1410	688	712	544	534	195	124	1078	319	1410
	25%	32%	32%	32%	29%	18%	6%	25%	25%	25%	35%	33%	16%	11%	34%	13%	25%
		efg	efg	efg	ef	f		ef			lmop	lmop	m		lmop	m	lmo
Zoom	1242	177	256	238	241	183	147	1242	601	626	504	402	186	141	906	327	1242
	22%	21%	26%	24%	23%	21%	17%	22%	22%	22%	32%	25%	15%	12%	29%	14%	22%
			af	f	f	f		f			klmnop	lmo			klmnop		lmo
iMessage (by Apple)	1092	302	279	192	176	81	61	1092	422	650	360	309	234	180	669	413	1092
	19%	35%	28%	19%	17%	9%	7%	19%	16%	23%	23%	19%	19%	15%	21%	17%	19%
		bcdefg	cdefg	ef	ef			ef		h	klmop	m	m		mo		m
Skype	751	95	146	143	146	114	107	751	439	304	276	219	160	94	495	254	751
	13%	11%	15%	14%	14%	13%	12%	13%	16%	11%	18%	14%	13%	8%	16%	11%	13%
									i		klmop	mo	m		mop	m	mo
Discord	525	249	131	79	49	12	5	525	377	128	165	142	132	79	306	210	525
	9%	29%	13%	8%	5%	1%	1%	9%	14%	5%	11%	9%	11%	7%	10%	9%	9%
		bcdefg	cdefg	def	ef			def		i		m	m		m		m

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Google Chat/ Google Meet/ Google Duo	423	103	96	82	82	36	24	423	223	194	174	99	99	49	273	148	423
	8%	12%	10%	8%	8%	4%	3%	8%	8%	7%	11%	6%	8%	4%	9%	6%	8%
		cdefg	ef	ef	ef			ef			klmnop	m	m		kmo	m	m
Telegram	420	77	107	88	76	45	27	420	259	158	148	116	95	59	264	155	420
	7%	9%	11%	9%	7%	5%	3%	7%	10%	6%	10%	7%	8%	5%	8%	6%	7%
		ef	defg	ef	f			ef	i		kmop	m	m		mo		m
Viber	193	39	53	36	34	14	17	193	119	71	69	45	48	26	114	74	193
	3%	5%	5%	4%	3%	2%	2%	3%	4%	2%	4%	3%	4%	2%	4%	3%	3%
		ef	efg	ef				ef	i		km		m		m		
WeChat	155	30	40	39	23	14	9	155	85	62	57	38	35	22	95	57	155
	3%	4%	4%	4%	2%	2%	1%	3%	3%	2%	4%	2%	3%	2%	3%	2%	3%
		ef	ef	ef				f			mo						
Kik	132	30	40	24	24	10	5	132	82	48	32	29	42	29	62	71	132
	2%	3%	4%	2%	2%	1%	1%	2%	3%	2%	2%	2%	3%	3%	2%	3%	2%
		ef	efg	f	f			f	i				kn		n		
Signal	111	9	34	31	16	14	8	111	77	34	48	26	22	15	74	37	111
	2%	1%	3%	3%	2%	2%	1%	2%	3%	1%	3%	2%	2%	1%	2%	2%	2%
			adefg	af				f	i		kmop						
Slack	109	16	38	29	21	1	5	109	74	34	50	36	15	8	86	24	109
	2%	2%	4%	3%	2%	*%	1%	2%	3%	1%	3%	2%	1%	1%	3%	1%	2%
		ef	aefg	ef	ef			ef	i		lmop	mo			lmo		mo
Clubhouse	69	21	16	19	11	1	2	69	44	21	25	16	23	2	41	25	69
	1%	2%	2%	2%	1%	*%	*%	1%	2%	1%	2%	1%	2%	*%	1%	1%	1%
		efg	ef	ef	e			ef	i		m	m	m		m	m	m
I send messages, chat or make video/ voice calls on other apps/ sites	182	46	30	29	28	28	21	182	109	70	56	47	44	33	103	77	182
	3%	5%	3%	3%	3%	3%	3%	3%	4%	2%	4%	3%	4%	3%	3%	3%	3%
		bcdfg							i								

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	5336	852	996	987	995	809	698	5336	2536	2736	1482	1545	1184	1075	3026	2259	5336
	95%	99%	100%	99%	97%	94%	81%	95%	94%	96%	95%	96%	97%	92%	96%	95%	95%
		defg	defg	defg	ef	f		f		h	m	m	mop		m	m	m
I do not send messages, chat or make video or voice calls on ANY apps/ sites	247	5	3	11	31	44	153	247	155	92	70	60	33	81	131	114	247
	4%	1%	*%	1%	3%	5%	18%	4%	6%	3%	5%	4%	3%	7%	4%	5%	4%
					abc	abc	abcdeg	abc	i		l			ijklnop		l	l
Don't know	17	1	2	2	2	4	7	17	6	9	*	4	2	8	4	10	17
	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
														jn			
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 19)	3.7	5.2	4.7	3.9	3.4	2.6	1.9	3.7	3.5	3.8	4.1	3.7	3.7	3.0	3.9	3.3	3.7
		bcdefg	cdefg	defg	ef	f		def		h	klmnop	mo	mo		klmop	m	mo
Standard deviation	2.48	2.47	2.54	2.39	2.17	1.77	1.80	2.48	2.60	2.33	2.65	2.35	2.62	2.11	2.51	2.41	2.48
Standard error	.03	.08	.08	.07	.07	.06	.05	.03	.05	.04	.07	.06	.08	.05	.04	.05	.03
Columns Tested:	a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
WhatsApp	4439	3729	368	210	132	4439	3840	599	690	3749	871	2019	1524	4439	834	1792	1086
	79%	80%	75%	76%	87%	79%	80%	75%	82%	79%	64%	81%	91%	79%	77%	78%	85%
		b			abce		g					j	lkm	j			no
(Facebook) Messenger	3432	2810	331	189	102	3432	2934	498	540	2892	641	1538	1236	3432	714	1439	772
	61%	60%	68%	69%	67%	61%	61%	62%	64%	61%	47%	62%	74%	61%	66%	63%	60%
			ae	ae	ae							j	lkm	j	p		
Instagram (Direct)	2225	1879	185	100	61	2225	1986	239	348	1877	325	963	932	2225	483	809	498
	40%	40%	38%	36%	41%	40%	41%	30%	41%	39%	24%	39%	55%	40%	45%	35%	39%
							g					j	lkm	j	op		
FaceTime	1903	1618	146	94	45	1903	1630	274	270	1633	292	841	767	1903	388	702	457
	34%	35%	30%	34%	30%	34%	34%	34%	32%	34%	21%	34%	46%	34%	36%	31%	36%
												j	lkm	j	o		o
Snapchat	1650	1375	144	76	55	1650	1496	154	303	1347	286	745	611	1650	431	544	310
	29%	29%	30%	28%	36%	29%	31%	19%	36%	28%	21%	30%	36%	29%	40%	24%	24%
					abce		g		i			j	lkm	j	op		
Microsoft Teams	1410	1163	141	68	37	1410	1227	183	108	1302	146	521	740	1410	201	519	496
	25%	25%	29%	25%	25%	25%	26%	23%	13%	27%	11%	21%	44%	25%	19%	23%	39%
									h			j	lkm	jk		n	no
Zoom	1242	1033	122	44	42	1242	1086	156	72	1170	102	496	642	1242	206	494	378
	22%	22%	25%	16%	28%	22%	23%	20%	9%	25%	7%	20%	38%	22%	19%	22%	29%
		c	c		ace	c			h			j	lkm	j			no
iMessage (by Apple)	1092	925	92	48	26	1092	951	141	134	957	123	468	499	1092	226	398	291
	19%	20%	19%	17%	17%	19%	20%	18%	16%	20%	9%	19%	30%	19%	21%	17%	23%
									h			j	lkm	j	o		o
Skype	751	633	65	32	20	751	633	118	39	712	83	301	366	751	124	328	197
	13%	14%	13%	12%	13%	13%	13%	15%	5%	15%	6%	12%	22%	13%	11%	14%	15%
									h			j	lkm	j			n
Discord	525	436	56	21	12	525	482	43	41	484	68	222	233	525	134	166	118
	9%	9%	12%	8%	8%	9%	10%	5%	5%	10%	5%	9%	14%	9%	12%	7%	9%
			c				g		h			j	lkm	j	op		

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

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

Base : All respondents

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437	
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951	
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284	
Google Chat/ Google Meet/ Google Duo	423	383	27	9	5	423	379	44	47	376	41	155	225	423	69	162	115	
	8%	8%	5%	3%	3%	8%	8%	6%	6%	8%	3%	6%	13%	8%	6%	7%	9%	
		cd				cd	g					j	jkm	j				
Telegram	420	347	43	22	8	420	366	53	51	368	46	164	208	420	90	181	93	
	7%	7%	9%	8%	5%	7%	8%	7%	6%	8%	3%	7%	12%	7%	8%	8%	7%	
												j	jkm	j				
Viber	193	171	10	7	4	193	172	21	33	160	35	67	83	193	40	67	44	
	3%	4%	2%	3%	3%	3%	4%	3%	4%	3%	3%	3%	5%	3%	4%	3%	3%	
													jkm					
WeChat	155	135	11	8	2	155	141	14	14	141	24	53	76	155	25	71	27	
	3%	3%	2%	3%	1%	3%	3%	2%	2%	3%	2%	2%	5%	3%	2%	3%	2%	
		d				d							jkm					
Kik	132	114	8	7	3	132	119	13	13	119	18	49	62	132	45	49	19	
	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	1%	2%	4%	2%	4%	2%	2%	
													jkm	j	op			
Signal	111	97	9	3	3	111	97	14	10	101	13	46	52	111	15	49	25	
	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	3%	2%	1%	2%	2%	
													jkm	j				
Slack	109	95	8	3	3	109	102	7	2	108	8	40	61	109	16	42	43	
	2%	2%	2%	1%	2%	2%	2%	1%	*	2%	1%	2%	4%	2%	1%	2%	3%	
										h		j	jkm	j			no	
Clubhouse	69	67	1	*	1	69	56	13	14	55	12	29	28	69	16	28	9	
	1%	1%	*	*	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	
		bc				bc												
I send messages, chat or make video/ voice calls on other apps/ sites	182	153	15	10	4	182	159	23	24	159	20	61	100	182	36	79	38	
	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	1%	2%	6%	3%	3%	3%	3%	
													jkm	j				

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	5336	4452	472	265	147	5336	4594	742	827	4509	1208	2421	1672	5336	1033	2153	1240
	95%	95%	97%	96%	97%	95%	96%	93%	98%	95%	89%	97%	99%	95%	96%	94%	97%
							g		i			jm	jkm	j			o
I do not send messages, chat or make video or voice calls on ANY apps/ sites	247	218	15	9	4	247	191	56	10	237	144	69	7	247	41	127	44
	4%	5%	3%	3%	3%	4%	4%	7%	1%	5%	11%	3%	0%	4%	4%	6%	3%
								f		h	klm	l		kl		p	
Don't know	17	16	-	*	1	17	16	1	5	12	10	6	2	17	4	6	-
	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
											l						
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 19)	3.7	3.7	3.7	3.5	3.7	3.7	3.7	3.3	3.3	3.7	2.3	3.5	5.0	3.7	3.8	3.5	3.9
					c		g			h		j	jkm	jk	o		o
Standard deviation	2.48	2.52	2.30	2.23	2.27	2.48	2.51	2.24	2.05	2.54	1.81	2.18	2.66	2.48	2.46	2.50	2.40
Standard error	.03	.04	.09	.09	.09	.03	.03	.07	.07	.03	.05	.04	.06	.03	.07	.05	.06

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
WhatsApp	4439 79%	1558 77%	2567 81%	2268 74%	1972 87%
			a		c
(Facebook) Messenger	3432 61%	1328 66%	1895 60%	1722 56%	1589 70%
		b			c
Instagram (Direct)	2225 40%	868 43%	1158 37%	995 32%	1083 48%
		b			c
FaceTime	1903 34%	683 34%	1061 33%	889 29%	913 40%
					c
Snapchat	1650 29%	695 35%	780 25%	686 22%	829 37%
		b			c
Microsoft Teams	1410 25%	452 22%	873 28%	615 20%	736 33%
			a		c
Zoom	1242 22%	456 23%	724 23%	643 21%	562 25%
					c
iMessage (by Apple)	1092 19%	423 21%	592 19%	519 17%	531 24%
					c
Skype	751 13%	279 14%	415 13%	389 13%	328 15%
Discord	525 9%	264 13%	222 7%	246 8%	231 10%
		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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Google Chat/ Google Meet/ Google Duo	423 8%	178 9%	224 7%	200 7%	197 9%
		b			c
Telegram	420 7%	178 9%	221 7%	191 6%	209 9%
		b			c
Viber	193 3%	64 3%	115 4%	79 3%	95 4%
					c
WeChat	155 3%	67 3%	80 3%	49 2%	90 4%
					c
Kik	132 2%	69 3%	51 2%	57 2%	65 3%
		b			c
Signal	111 2%	42 2%	61 2%	52 2%	54 2%
Slack	109 2%	48 2%	59 2%	39 1%	64 3%
					c
Clubhouse	69 1%	33 2%	26 1%	15 *%	45 2%
		b			c
I send messages, chat or make video/ voice calls on other apps/ sites	182 3%	98 5%	76 2%	102 3%	73 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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	5336 95%	1933 96%	2997 95%	2835 92%	2234 99% c
I do not send messages, chat or make video or voice calls on ANY apps/ sites	247 4%	75 4%	164 5% a	218 7% d	24 1%
Don't know	17 *%	5 *%	6 *%	17 1% d	- -%
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 19)	3.7	3.9 b	3.5	3.2	4.3 c
Standard deviation	2.48	2.56	2.44	2.36	2.47
Standard error	.03	.05	.04	.04	.06
Columns Tested: a,b - c,d					

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
None used	264	5	4	13	33	49	159	264	161	101	71	64	35	89	135	125	264
	5%	1%	*%	1%	3%	6%	19%	5%	6%	4%	5%	4%	3%	8%	4%	5%	5%
					abc	abcd	abcdeg	abc	i					ijklnop		l	l
Only one site or app used	802	39	44	108	159	198	254	802	456	337	191	199	186	222	390	408	802
	14%	5%	4%	11%	15%	23%	30%	14%	17%	12%	12%	12%	15%	19%	12%	17%	14%
				ab	abc	abcdg	abcdeg	abc	i				n	ijklnp		jknp	n
More than one site or app used	4533	813	952	879	837	610	443	4533	2080	2399	1290	1346	998	853	2636	1851	4533
	81%	95%	95%	88%	81%	71%	52%	81%	77%	85%	83%	84%	82%	73%	83%	78%	81%
		cdefg	cdefg	defg	ef	f		ef	h		mo	mop	mo		mop	m	mo
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 19)	3.7	5.2	4.7	3.9	3.4	2.6	1.9	3.7	3.5	3.8	4.1	3.7	3.7	3.0	3.9	3.3	3.7
		bcdefg	cdefg	defg	ef	f		def		h	klmnop	mo	mo		klmop	m	mo
Standard deviation	2.48	2.47	2.54	2.39	2.17	1.77	1.80	2.48	2.60	2.33	2.65	2.35	2.62	2.11	2.51	2.41	2.48
Standard error	.03	.08	.08	.07	.07	.06	.05	.03	.05	.04	.07	.06	.08	.05	.04	.05	.03

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
None used	264	234	15	10	5	264	207	57	15	249	154	75	9	264	44	133	44
	5%	5%	3%	4%	3%	5%	4%	7%	2%	5%	11%	3%	1%	5%	4%	6%	3%
								f		h	klm	l		kl		p	
Only one site or app used	802	672	67	47	17	802	681	122	134	669	372	334	83	802	120	371	163
	14%	14%	14%	17%	11%	14%	14%	15%	16%	14%	27%	13%	5%	14%	11%	16%	13%
				d							klm	l		l		np	
More than one site or app used	4533	3780	406	218	130	4533	3913	620	693	3840	836	2087	1588	4533	913	1782	1077
	81%	81%	83%	79%	86%	81%	82%	78%	82%	81%	61%	84%	94%	81%	85%	78%	84%
					ace		g					jm	jkm	j	o		o
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 19)	3.7	3.7	3.7	3.5	3.7	3.7	3.7	3.3	3.3	3.7	2.3	3.5	5.0	3.7	3.8	3.5	3.9
					c		g			h		j	jkm	jk	o		o
Standard deviation	2.48	2.52	2.30	2.23	2.27	2.48	2.51	2.24	2.05	2.54	1.81	2.18	2.66	2.48	2.46	2.50	2.40
Standard error	.03	.04	.09	.09	.09	.03	.03	.07	.07	.03	.05	.04	.06	.03	.07	.05	.06

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
None used	264 5%	80 4%	170 5%	235 8%	24 1%
Only one site or app used	802 14%	264 13%	472 15%	572 19%	184 8%
More than one site or app used	4533 81%	1669 83%	2525 80%	2264 74%	2050 91%
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 19)	3.7	3.9	3.5	3.2	4.3
Standard deviation	2.48	2.56	2.44	2.36	2.47
Standard error	.03	.05	.04	.04	.06

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
YouTube	4287	766	858	824	765	630	445	4287	2161	2069	1208	1257	944	836	2465	1780	4287
	77%	89%	86%	82%	74%	74%	52%	77%	80%	73%	78%	78%	77%	72%	78%	75%	77%
		cdefg	defg	defg	f	f		f	i		m	mo	m		mo		m
Facebook (inc Facebook Gaming)	2686	380	566	614	541	358	227	2686	1146	1512	700	745	632	574	1445	1206	2686
	48%	44%	57%	61%	53%	42%	26%	48%	43%	53%	45%	46%	52%	49%	46%	51%	48%
		f	aefg	adefg	aefg	f		ef		h			jknp			jkn	
Instagram	2489	653	692	512	375	197	58	2489	991	1458	731	751	563	418	1482	982	2489
	44%	76%	69%	51%	36%	23%	7%	44%	37%	51%	47%	47%	46%	36%	47%	41%	44%
		bcdefg	cdefg	defg	ef	f		def		h	mo	mo	mo		mo	m	mo
TikTok	2097	679	546	397	292	147	36	2097	924	1136	581	600	503	378	1181	881	2097
	37%	79%	55%	40%	28%	17%	4%	37%	34%	40%	37%	37%	41%	32%	37%	37%	37%
		bcdefg	cdefg	def	ef	f		def		h	m	m	mop		m	m	m
Snapchat	1237	547	368	178	99	34	11	1237	555	655	344	337	299	232	681	531	1237
	22%	64%	37%	18%	10%	4%	1%	22%	21%	23%	22%	21%	25%	20%	22%	22%	22%
		bcdefg	cdefg	def	ef	f		cdef					m				
Twitch	470	205	133	78	33	13	8	470	359	104	139	127	117	82	267	199	470
	8%	24%	13%	8%	3%	2%	1%	8%	13%	4%	9%	8%	10%	7%	8%	8%	8%
		bcdefg	cdefg	def	f			def	i								
Vimeo	223	32	52	59	27	34	19	223	144	75	79	72	48	24	151	72	223
	4%	4%	5%	6%	3%	4%	2%	4%	5%	3%	5%	5%	4%	2%	5%	3%	4%
			df	dfg				f	i		mo	mo	m		mo		m
Dailymotion	186	38	52	36	24	27	10	186	127	52	61	54	37	34	115	70	186
	3%	4%	5%	4%	2%	3%	1%	3%	5%	2%	4%	3%	3%	3%	4%	3%	3%
		df	dfg	f		f		f	i								
OnlyFans	98	27	43	17	5	3	3	98	82	15	34	20	29	13	55	42	98
	2%	3%	4%	2%	*%	*%	*%	2%	3%	1%	2%	1%	2%	1%	2%	2%	2%
		defg	cdefg	def				def	i		m		m				
BitChute	51	4	20	18	4	2	3	51	43	8	20	6	19	7	26	25	51
	1%	*%	2%	2%	*%	*%	*%	1%	2%	*%	1%	*%	2%	1%	1%	1%	1%
			adefg	adefg					i		k		km				

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
I watch videos/ clips on other apps/ sites	100	20	10	15	25	17	13	100	56	41	28	30	17	24	58	41	100
	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	5016	847	991	975	940	735	529	5016	2445	2509	1396	1466	1104	1002	2862	2107	5016
	90%	99%	99%	98%	91%	86%	62%	90%	91%	88%	90%	91%	91%	86%	91%	88%	90%
		defg	cdefg	defg	ef	f		ef	i		m	mo	m		mo		m
I do not watch videos/ clips on any apps/ sites	538	6	2	19	79	114	316	538	229	308	147	135	102	151	283	253	538
	10%	1%	*%	2%	8%	13%	37%	10%	8%	11%	9%	8%	8%	13%	9%	11%	10%
				b	abc	abcdg	abcdeg	abc		h				ijklp			
Don't know	46	4	7	5	9	8	12	46	24	21	9	7	13	11	17	24	46
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 19)	2.5	3.9	3.3	2.7	2.1	1.7	1.0	2.5	2.4	2.5	2.5	2.5	2.6	2.3	2.5	2.4	2.5
		bcdefg	cdefg	defg	ef	f		def			m	m	kmnop		m	m	m
Standard deviation	1.69	1.50	1.57	1.45	1.36	1.25	1.09	1.69	1.73	1.64	1.74	1.60	1.73	1.65	1.67	1.70	1.69
Standard error	.02	.05	.05	.04	.04	.04	.03	.02	.03	.03	.04	.04	.05	.04	.03	.03	.02

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
YouTube	4287	3564	386	214	123	4287	3753	533	602	3685	759	1970	1547	4287	850	1733	1013
	77%	76%	79%	78%	81%	77%	78%	67%	71%	77%	56%	79%	92%	77%	79%	76%	79%
					ae		g			h		jm	jkm	j			
Facebook (inc Facebook Gaming)	2686	2209	244	150	82	2686	2281	405	410	2276	407	1179	1093	2686	586	1101	608
	48%	47%	50%	55%	54%	48%	47%	51%	49%	48%	30%	47%	65%	48%	54%	48%	47%
			ae	ae	ae							j	jkm	j	op		
Instagram	2489	2087	219	109	74	2489	2229	261	392	2097	315	1111	1061	2489	513	948	588
	44%	45%	45%	40%	49%	44%	46%	33%	47%	44%	23%	45%	63%	44%	48%	41%	46%
				c	c		g					j	jkm	j	o		o
TikTok	2097	1757	174	102	63	2097	1894	202	344	1753	323	954	818	2097	509	746	432
	37%	37%	36%	37%	42%	37%	39%	25%	41%	37%	24%	38%	49%	37%	47%	33%	34%
					abce		g					j	jkm	j	op		
Snapchat	1237	1037	104	53	43	1237	1135	102	221	1016	185	555	498	1237	328	399	230
	22%	22%	21%	19%	28%	22%	24%	13%	26%	21%	14%	22%	30%	22%	30%	17%	18%
					abce		g		i			j	jkm	j	op		
Twitch	470	388	56	16	11	470	435	35	29	442	41	222	208	470	127	170	90
	8%	8%	11%	6%	7%	8%	9%	4%	3%	9%	3%	9%	12%	8%	12%	7%	7%
			acde				g			h		j	jkm	j	op		
Vimeo	223	188	20	11	4	223	201	22	19	204	17	78	128	223	42	92	60
	4%	4%	4%	4%	3%	4%	4%	3%	2%	4%	1%	3%	8%	4%	4%	4%	5%
										h		j	jkm	j			
Dailymotion	186	167	9	5	4	186	169	16	11	174	14	58	114	186	41	79	42
	3%	4%	2%	2%	3%	3%	4%	2%	1%	4%	1%	2%	7%	3%	4%	3%	3%
										h		j	jkm	jk			
OnlyFans	98	81	11	4	2	98	91	7	6	92	6	37	56	98	18	47	14
	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	*	1%	3%	2%	2%	2%	1%
										h		j	jkm	j			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
BitChute	51 1%	46 1%	5 1%	1 *%	* *%	51 1%	50 1%	2 *%	10 1%	42 1%	5 *%	22 1%	25 1%	51 1%	15 1%	26 1%	5 *%
I watch videos/ clips on other apps/ sites	100 2%	86 2%	7 1%	5 2%	3 2%	100 2%	83 2%	17 2%	5 1%	95 2% h	14 1%	39 2%	46 3% jkm	100 2%	21 2%	39 2%	24 2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	5016 90%	4172 89%	449 92%	252 92%	144 95% ace	5016 90%	4355 91% g	661 83%	763 91%	4253 89%	993 73%	2342 94% jm	1665 99% jkm	5016 90% j	1003 93% o	2004 88%	1160 90% o
I do not watch videos/ clips on any apps/ sites	538 10%	473 10% bd	35 7%	23 8%	7 5%	538 10% d	405 8%	133 17% f	65 8%	472 10%	346 25% klm	140 6% l	14 1%	538 10% kl	70 6%	262 11% n	118 9% n
Don't know	46 1%	41 1% d	4 1%	* *%	- -%	46 1%	41 1%	5 1%	13 2% i	33 1%	22 2% klm	14 1%	2 *%	46 1% l	5 *%	20 1%	6 *%
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 19)	2.5	2.5	2.5	2.4	2.7 ace	2.5	2.6 g	2.0	2.4	2.5	1.5	2.5 j	3.3 jkm	2.5 j	2.8 op	2.4	2.4
Standard deviation	1.69	1.70	1.57	1.61	1.65	1.69	1.70	1.53	1.56	1.71	1.47	1.54	1.61	1.69	1.68	1.66	1.65
Standard error	.02	.03	.06	.07	.07	.02	.02	.05	.05	.02	.04	.03	.04	.02	.05	.03	.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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
YouTube	4287 77%	1552 77%	2418 76%	2253 73%	1840 81%
					c
Facebook (inc Facebook Gaming)	2686 48%	1002 50%	1498 47%	1251 41%	1332 59%
					c
Instagram	2489 44%	940 47%	1349 43%	1086 35%	1252 55%
		b			c
TikTok	2097 37%	866 43%	1036 33%	866 28%	1090 48%
		b			c
Snapchat	1237 22%	541 27%	573 18%	520 17%	602 27%
		b			c
Twitch	470 8%	223 11%	209 7%	224 7%	202 9%
		b			
Vimeo	223 4%	104 5%	109 3%	119 4%	94 4%
		b			
Dailymotion	186 3%	90 4%	87 3%	97 3%	82 4%
		b			
OnlyFans	98 2%	50 2%	35 1%	46 1%	47 2%
		b			

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
BitChute	51 1%	27 1%	18 1%	18 1%	30 1%
		b			c
I watch videos/ clips on other apps/ sites	100 2%	55 3%	41 1%	58 2%	37 2%
		b			
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	5016 90%	1831 91%	2794 88%	2586 84%	2176 96%
		b			c
I do not watch videos/ clips on any apps/ sites	538 10%	165 8%	353 11%	454 15%	71 3%
			a	d	
Don't know	46 1%	18 1%	21 1%	31 1%	11 1%
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 19)	2.5	2.7	2.3	2.1	2.9
		b			c
Standard deviation	1.69	1.77	1.62	1.65	1.59
Standard error	.02	.04	.03	.03	.04

Columns Tested: a,b - c,d

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
None used	584	10	9	25	88	122	328	584	252	329	157	142	115	162	299	278	584
	10%	1%	1%	2%	9%	14%	38%	10%	9%	12%	10%	9%	9%	14%	9%	12%	10%
				b	abc	abcdg	abcdg	abc		h				ijklp		kn	
Only one site or app used	1257	42	98	191	295	309	322	1257	699	554	345	368	249	291	713	540	1257
	22%	5%	10%	19%	29%	36%	38%	22%	26%	20%	22%	23%	20%	25%	23%	23%	22%
			a	ab	abcg	abcdg	abcdg	abc	i					l			
More than one site or app used	3759	804	892	785	645	426	207	3759	1746	1955	1051	1098	855	711	2149	1566	3759
	67%	94%	89%	78%	63%	50%	24%	67%	65%	69%	68%	68%	70%	61%	68%	66%	67%
		bcdefg	cdefg	defg	ef	f		def		h	m	m	mo		m	m	m
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 19)	2.5	3.9	3.3	2.7	2.1	1.7	1.0	2.5	2.4	2.5	2.5	2.5	2.6	2.3	2.5	2.4	2.5
		bcdefg	cdefg	defg	ef	f		def			m	m	kmnop		m	m	m
Standard deviation	1.69	1.50	1.57	1.45	1.36	1.25	1.09	1.69	1.73	1.64	1.74	1.60	1.73	1.65	1.67	1.70	1.69
Standard error	.02	.05	.05	.04	.04	.04	.03	.02	.03	.03	.04	.04	.05	.04	.03	.03	.02

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

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
None used	584	515	39	23	7	584	446	138	79	505	368	154	16	584	75	282	124
	10%	11%	8%	8%	5%	10%	9%	17%	9%	11%	27%	6%	1%	10%	7%	12%	10%
		d		d		d		f			klm	l		kl		np	
Only one site or app used	1257	1054	98	69	37	1257	1047	210	186	1071	451	596	197	1257	186	521	326
	22%	22%	20%	25%	24%	22%	22%	26%	22%	23%	33%	24%	12%	22%	17%	23%	25%
								f			klm	l		l		n	n
More than one site or app used	3759	3118	351	183	107	3759	3308	451	577	3182	542	1746	1468	3759	817	1483	834
	67%	67%	72%	67%	71%	67%	69%	57%	69%	67%	40%	70%	87%	67%	76%	65%	65%
			ae				g					j	jkm	j	op		
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 19)	2.5	2.5	2.5	2.4	2.7	2.5	2.6	2.0	2.4	2.5	1.5	2.5	3.3	2.5	2.8	2.4	2.4
					ace		g					j	jkm	j	op		
Standard deviation	1.69	1.70	1.57	1.61	1.65	1.69	1.70	1.53	1.56	1.71	1.47	1.54	1.61	1.69	1.68	1.66	1.65
Standard error	.02	.03	.06	.07	.07	.02	.02	.05	.05	.02	.04	.03	.04	.02	.05	.03	.04

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

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
None used	584	183	374	484	82
	10%	9%	12%	16%	4%
			a	d	
Only one site or app used	1257	407	750	825	365
	22%	20%	24%	27%	16%
			a	d	
More than one site or app used	3759	1424	2044	1762	1810
	67%	71%	65%	57%	80%
		b			c
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 19)	2.5	2.7	2.3	2.1	2.9
		b			c
Standard deviation	1.69	1.77	1.62	1.65	1.59
Standard error	.02	.04	.03	.03	.04

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Yes	1587	396	448	330	239	124	49	1587	819	741	515	442	327	282	958	610	1587
	28%	46%	45%	33%	23%	15%	6%	28%	30%	26%	33%	27%	27%	24%	30%	26%	28%
		cdefg	cdefg	defg	ef	f		def	i		klmop				mo		mo
No	3983	451	547	664	785	728	808	3983	1863	2083	1030	1161	891	873	2191	1763	3983
	71%	53%	55%	66%	76%	85%	94%	71%	69%	73%	66%	72%	73%	75%	69%	74%	71%
		ab	ab	ab	ab	ab	ab	ab	h			j	j	jnp		jnp	j
Don't know	30	10	6	6	4	4	-	30	15	13	7	6	2	9	12	11	30
	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		f	f	f	f	f		f									

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Yes	1587	1354	121	74	37	1587	1398	189	208	1379	217	687	676	1587	378	614	315
	28%	29%	25%	27%	25%	28%	29%	24%	25%	29%	16%	28%	40%	28%	35%	27%	25%
							g			h		j	jkm	j	op		
No	3983	3306	363	201	113	3983	3376	607	624	3358	1131	1800	997	3983	694	1664	966
	71%	71%	74%	73%	75%	71%	70%	76%	74%	71%	83%	72%	59%	71%	64%	73%	75%
							f				klm	l	l	l	n	n	
Don't know	30	26	4	-	1	30	28	3	10	21	13	8	8	30	6	8	2
	1%	1%	1%	-%	1%	1%	1%	-%	1%	-%	1%	-%	-%	1%	1%	-%	-%
									i		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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Yes	1587 28%	734 36% b	732 23%	642 21%	829 37% c
No	3983 71%	1268 63%	2422 76% a	2411 79% d	1423 63%
Don't know	30 1%	12 1%	14 *%	17 1%	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.

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1580	382	393	364	217	140	84	1580	770	784	470	406	306	380	876	686	1580
Effective Weighted Sample	1064	250	267	258	156	100	55	1064	529	519	332	277	211	247	608	448	1064
Total	1587	396	448	330	239	124	49	1587	819	741	515	442	327	282	958	610	1587
Instagram	837	241	279	186	90	35	**	837	368	454	287	234	168	137	520	305	837
	53%	61%	62%	56%	38%	28%	**	53%	45%	61%	56%	53%	51%	49%	54%	50%	53%
		deg	deg	de				de		h							
Facebook (inc Facebook Gaming)	723	90	184	193	150	79	**	723	352	365	215	182	165	148	396	313	723
	46%	23%	41%	59%	63%	63%	**	46%	43%	49%	42%	41%	51%	52%	41%	51%	46%
			a	abg	abg	abg		a		h			jkn	jkn		jknp	
TikTok	702	261	230	106	79	23	**	702	310	371	221	197	151	117	418	268	702
	44%	66%	51%	32%	33%	19%	**	44%	38%	50%	43%	45%	46%	42%	44%	44%	44%
		bcdeg	cdeg	e	e			cde		h							
YouTube	696	178	191	147	113	52	**	696	503	182	253	183	147	102	437	249	696
	44%	45%	43%	45%	47%	42%	**	44%	61%	25%	49%	41%	45%	36%	46%	41%	44%
									i		mo				m		m
Snapchat	483	217	158	56	41	9	**	483	202	270	146	135	112	81	281	193	483
	30%	55%	35%	17%	17%	7%	**	30%	25%	36%	28%	30%	34%	29%	29%	32%	30%
		bcdeg	cde	e	e			cde		h							
Twitch	117	46	29	28	12	1	**	117	95	19	37	21	33	26	57	59	117
	7%	12%	6%	8%	5%	1%	**	7%	12%	3%	7%	5%	10%	9%	6%	10%	7%
		bdeg	e	e	e			e	i				kn	k		kn	
OnlyFans	54	11	24	9	7	-	**	54	43	11	21	13	15	5	34	20	54
	3%	3%	5%	3%	3%	0%	**	3%	5%	1%	4%	3%	5%	2%	4%	3%	3%
			e						i								
Vimeo	53	5	22	15	4	3	**	53	42	11	20	12	14	7	32	21	53
	3%	1%	5%	4%	2%	2%	**	3%	5%	1%	4%	3%	4%	2%	3%	3%	3%
			a	a					i								
Dailymotion	34	5	14	7	2	3	**	34	25	9	12	11	6	4	23	10	34
	2%	1%	3%	2%	1%	2%	**	2%	3%	1%	2%	3%	2%	1%	2%	2%	2%
									i								
BitChute	32	1	15	10	3	*	**	32	25	6	8	7	14	4	14	17	32
	2%	1%	3%	3%	1%	1%	**	2%	3%	1%	2%	1%	4%	1%	1%	3%	2%
			a	a				a	i				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.

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1580	382	393	364	217	140	84	1580	770	784	470	406	306	380	876	686	1580
Effective Weighted Sample	1064	250	267	258	156	100	55	1064	529	519	332	277	211	247	608	448	1064
Total	1587	396	448	330	239	124	49	1587	819	741	515	442	327	282	958	610	1587
I upload videos I have made myself to other apps/ sites	32	3	2	4	7	8	**	32	19	12	11	8	7	6	19	13	32
	2%	1%	*%	1%	3%	6%	**	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
				b	ab	bcg											
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1575	396	443	329	239	124	**	1575	814	735	513	439	327	276	952	604	1575
	99%	100%	99%	100%	100%	100%	**	99%	99%	99%	100%	99%	100%	98%	99%	99%	99%
													m		m		m
Don't know	12	-	5	1	-	-	**	12	5	7	2	3	-	6	6	6	12
	1%	-%	1%	*%	-%	-%	**	1%	1%	1%	*%	1%	-%	2%	1%	1%	1%
														Inp			

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	1580	1141	149	141	149	1580	1385	195	202	1378	194	672	710	1580	349	613	319
Effective Weighted Sample	1064	847	114	90	117	1064	931	133	123	944	130	437	500	1064	237	410	223
Total	1587	1354	121	74	37	1587	1398	189	208	1379	217	687	676	1587	378	614	315
Instagram	837	719	60	40	18	837	759	78	125	712	89	339	407	837	192	317	182
	53%	53%	49%	54%	49%	53%	54%	41%	60%	52%	41%	49%	60%	53%	51%	52%	58%
							g						jkm	j			
Facebook (inc Facebook Gaming)	723	621	51	35	17	723	641	82	108	615	73	291	358	723	174	311	145
	46%	46%	42%	47%	46%	46%	46%	43%	52%	45%	34%	42%	53%	46%	46%	51%	46%
													jkm	j			
TikTok	702	611	45	30	16	702	643	59	91	611	92	297	313	702	182	250	123
	44%	45%	37%	40%	44%	44%	46%	31%	44%	44%	42%	43%	46%	44%	48%	41%	39%
							g								p		
YouTube	696	591	57	32	17	696	615	81	79	617	104	300	290	696	152	276	146
	44%	44%	47%	43%	45%	44%	44%	43%	38%	45%	48%	44%	43%	44%	40%	45%	46%
Snapchat	483	420	32	19	12	483	450	33	87	396	58	210	215	483	124	169	82
	30%	31%	26%	25%	33%	30%	32%	18%	42%	29%	27%	31%	32%	30%	33%	28%	26%
							g		i								
Twitch	117	102	7	5	2	117	111	6	6	111	11	55	51	117	29	45	21
	7%	8%	6%	7%	7%	7%	8%	3%	3%	8%	5%	8%	7%	7%	8%	7%	7%
										h							
OnlyFans	54	46	3	4	1	54	47	7	10	44	10	18	26	54	11	19	9
	3%	3%	2%	5%	2%	3%	3%	4%	5%	3%	4%	3%	4%	3%	3%	3%	3%
Vimeo	53	47	4	*	1	53	51	1	4	48	2	24	27	53	8	23	12
	3%	3%	4%	1%	1%	3%	4%	1%	2%	3%	1%	3%	4%	3%	2%	4%	4%
Dailymotion	34	31	1	1	*	34	32	2	*	33	4	12	18	34	12	12	3
	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	3%	2%	3%	2%	1%
BitChute	32	31	1	*	-	32	29	2	5	27	2	15	14	32	6	14	3
	2%	2%	1%	1%	0%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	1580	1141	149	141	149	1580	1385	195	202	1378	194	672	710	1580	349	613	319
Effective Weighted Sample	1064	847	114	90	117	1064	931	133	123	944	130	437	500	1064	237	410	223
Total	1587	1354	121	74	37	1587	1398	189	208	1379	217	687	676	1587	378	614	315
I upload videos I have made myself to other apps/ sites	32 2%	27 2%	4 3%	1 1%	* 1%	32 2%	28 2%	4 2%	1 *%	31 2%	6 3%	12 2%	14 2%	32 2%	5 1%	14 2%	6 2%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1575 99%	1344 99%	121 99%	74 100%	37 100%	1575 99%	1390 99%	186 98%	205 99%	1370 99%	217 100%	680 99%	675 100%	1575 99%	376 99%	613 100%	314 99%
Don't know	12 1%	11 1%	1 1%	* *%	* *%	12 1%	8 1%	4 2%	3 1%	9 1%	- -%	6 1%	1 *%	12 1%	2 1%	1 *%	2 1%

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	1580	723	741	818	629
Effective Weighted Sample	1064	486	502	526	479
Total	1587	734	732	642	829
Instagram	837	367	404	306	473
	53%	50%	55%	48%	57%
					c
Facebook (inc Facebook Gaming)	723	339	341	252	429
	46%	46%	47%	39%	52%
					c
TikTok	702	358	291	263	374
	44%	49%	40%	41%	45%
		b			
YouTube	696	351	300	278	369
	44%	48%	41%	43%	45%
		b			
Snapchat	483	253	189	167	273
	30%	34%	26%	26%	33%
		b			c
Twitch	117	59	48	35	68
	7%	8%	7%	6%	8%
OnlyFans	54	32	15	19	25
	3%	4%	2%	3%	3%
		b			
Vimeo	53	22	26	10	36
	3%	3%	4%	2%	4%
					c
Dailymotion	34	19	10	12	18
	2%	3%	1%	2%	2%
BitChute	32	17	12	10	16
	2%	2%	2%	1%	2%

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1580	723	741	818	629
Effective Weighted Sample	1064	486	502	526	479
Total	1587	734	732	642	829
I upload videos I have made myself to other apps/ sites	32 2%	15 2%	15 2%	21 3% d	8 1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1575 99%	730 100%	726 99%	636 99%	827 100%
Don't know	12 1%	4 *%	6 1%	6 1%	1 *%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Instagram	837	241	279	186	90	35	6	837	368	454	287	234	168	137	520	305	837
	15%	28%	28%	19%	9%	4%	1%	15%	14%	16%	18%	15%	14%	12%	16%	13%	15%
		cdefg	cdefg	defg	ef	f		def		h	klmop				mo		mo
Facebook (inc. Facebook Gaming)	723	90	184	193	150	79	27	723	352	365	215	182	165	148	396	313	723
	13%	10%	18%	19%	15%	9%	3%	13%	13%	13%	14%	11%	14%	13%	13%	13%	13%
		f	aefg	adefg	aef	f		ef									
TikTok	702	261	230	106	79	23	3	702	310	371	221	197	151	117	418	268	702
	13%	30%	23%	11%	8%	3%	*%	13%	11%	13%	14%	12%	12%	10%	13%	11%	13%
		bcdefg	cdefg	ef	ef	f		def							m		m
YouTube	696	178	191	147	113	52	16	696	503	182	253	183	147	102	437	249	696
	12%	21%	19%	15%	11%	6%	2%	12%	19%	6%	16%	11%	12%	9%	14%	10%	12%
		cdefg	cdefg	def	ef	f		ef			klmop		m		mo		mo
Snapchat	483	217	158	56	41	9	3	483	202	270	146	135	112	81	281	193	483
	9%	25%	16%	6%	4%	1%	*%	9%	7%	10%	9%	8%	9%	7%	9%	8%	9%
		bcdefg	cdefg	ef	ef			cdef		h	m						
Twitch	117	46	29	28	12	1	2	117	95	19	37	21	33	26	57	59	117
	2%	5%	3%	3%	1%	*%	*%	2%	4%	1%	2%	1%	3%	2%	2%	2%	2%
		bcdefg	def	def	ef			ef		i			k			k	
OnlyFans	54	11	24	9	7	-	2	54	43	11	21	13	15	5	34	20	54
	1%	1%	2%	1%	1%	-%	*%	1%	2%	*%	1%	1%	1%	*%	1%	1%	1%
		ef	cdefg	e	e			e		i	m		m				
Vimeo	53	5	22	15	4	3	4	53	42	11	20	12	14	7	32	21	53
	1%	1%	2%	1%	*%	*%	*%	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%
			adefg	def							i						
Dailymotion	34	5	14	7	2	3	2	34	25	9	12	11	6	4	23	10	34
	1%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%
			defg								i						
BitChute	32	1	15	10	3	*	2	32	25	6	8	7	14	4	14	17	32
	1%	*%	1%	1%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	*%	1%	1%
			adefg	aef							i		mn				

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
I upload videos I have made myself to other apps/ sites	32 1%	3 *%	2 *%	4 *%	7 1%	8 1%	8 1%	32 1%	19 1%	12 *%	11 1%	8 1%	7 1%	6 1%	19 1%	13 1%	32 1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1575 28%	396 46% cdefg	443 44% cdefg	329 33% defg	239 23% ef	124 15% f	43 5%	1575 28% def	814 30% i	735 26% h	513 33% klmop	439 27% j	327 27% j	276 24% jnp	952 30% mo	604 25% mo	1575 28% mo
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	3983 71%	451 53%	547 55%	664 66% ab	785 76% abcg	728 85% abcdg	808 94% abcdg	3983 71% abc	1863 69% h	2083 73% h	1030 66% j	1161 72% j	891 73% j	873 75% jnp	2191 69% jnp	1763 74% jnp	3983 71% j
Don't know	42 1%	10 1%	10 1%	7 1%	4 *%	4 1%	6 1%	42 1%	20 1%	19 1%	9 1%	9 1%	2 *%	15 1% ln	18 1%	17 1%	42 1%
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 11)	.7	1.2 cdefg	1.1 cdefg	.8 defg	.5 ef	.2 f	.1	.7 def	.7 i	.6	.8 klmnop	.6	.7 m	.5	.7 kmo	.6	.7 m
Standard deviation	1.34	1.66	1.68	1.36	1.11	.71	.57	1.34	1.44	1.22	1.42	1.24	1.44	1.19	1.34	1.33	1.34
Standard error	.02	.06	.05	.04	.04	.02	.02	.02	.03	.02	.04	.03	.04	.03	.02	.02	.02

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Instagram	837 15%	719 15%	60 12%	40 15%	18 12%	837 15%	759 16%	78 10%	125 15%	712 15%	89 7%	339 14%	407 24%	837 15%	192 18%	317 14%	182 14%
Facebook (inc. Facebook Gaming)	723 13%	621 13%	51 10%	35 13%	17 11%	723 13%	641 13%	82 10%	108 13%	615 13%	73 5%	291 12%	358 21%	723 13%	174 16%	311 14%	145 11%
TikTok	702 13%	611 13%	45 9%	30 11%	16 11%	702 13%	643 13%	59 7%	91 11%	611 13%	92 7%	297 12%	313 19%	702 13%	182 17%	250 11%	123 10%
YouTube	696 12%	591 13%	57 12%	32 12%	17 11%	696 12%	615 13%	81 10%	79 9%	617 13%	104 8%	300 12%	290 17%	696 12%	152 14%	276 12%	146 11%
Snapchat	483 9%	420 9%	32 7%	19 7%	12 8%	483 9%	450 9%	33 4%	87 10%	396 8%	58 4%	210 8%	215 13%	483 9%	124 12%	169 7%	82 6%
Twitch	117 2%	102 2%	7 2%	5 2%	2 2%	117 2%	111 2%	6 1%	6 1%	111 2%	11 1%	55 2%	51 3%	117 2%	29 3%	45 2%	21 2%
OnlyFans	54 1%	46 1%	3 1%	4 1%	1 *%	54 1%	47 1%	7 1%	10 1%	44 1%	10 1%	18 1%	26 2%	54 1%	11 1%	19 1%	9 1%
Vimeo	53 1%	47 1%	4 1%	* *%	1 *%	53 1%	51 1%	1 *%	4 1%	48 1%	2 *%	24 1%	27 2%	53 1%	8 1%	23 1%	12 1%
Dailymotion	34 1%	31 1%	1 *%	1 *%	* *%	34 1%	32 1%	2 *%	* *%	33 1%	4 *%	12 *%	18 1%	34 1%	12 1%	12 1%	3 *%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
BitChute	32 1%	31 1%	1 *% j	* *% j	- -% j	32 1%	29 1%	2 *% j	5 1%	27 1%	2 *% j	15 1%	14 1%	32 1%	6 1%	14 1%	3 *% j
I upload videos I have made myself to other apps/ sites	32 1%	27 1%	4 1%	1 *% j	* *% j	32 1%	28 1%	4 *% j	1 *% j	31 1%	6 *% j	12 *% j	14 1%	32 1%	5 *% j	14 1%	6 *% j
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1575 28%	1344 29%	121 25%	74 27%	37 24%	1575 28%	1390 29% g	186 23%	205 24%	1370 29% h	217 16%	680 27% j	675 40% jkm	1575 28% j	376 35% op	613 27%	314 24%
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	3983 71%	3306 71%	363 74%	201 73%	113 75%	3983 71%	3376 70%	607 76% f	624 74%	3358 71%	1131 83% klm	1800 72% l	997 59%	3983 71% l	694 64%	1664 73% n	966 75% n
Don't know	42 1%	36 1%	4 1%	* *% j	1 1%	42 1%	36 1%	6 1%	12 1% i	30 1%	13 1%	15 1%	9 1%	42 1%	8 1%	9 *% j	4 *% j
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 11)	.7	.7 bd	.5	.6	.6	.7 bd	.7 g	.4	.6	.7	.3	.6 j	1.0 jkm	.7 j	.8 op	.6	.6
Standard deviation	1.34	1.37	1.16	1.19	1.18	1.34	1.39	.96	1.25	1.35	.91	1.25 j	1.65 jkm	1.34 j	1.40 op	1.30	1.26
Standard error	.02	.02	.05	.05	.05	.02	.02	.03	.04	.02	.02	.02	.04	.02	.04	.03	.03

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Instagram	837	367	404	306	473
	15%	18%	13%	10%	21%
		b		c	
Facebook (inc. Facebook Gaming)	723	339	341	252	429
	13%	17%	11%	8%	19%
		b		c	
TikTok	702	358	291	263	374
	13%	18%	9%	9%	17%
		b		c	
YouTube	696	351	300	278	369
	12%	17%	9%	9%	16%
		b		c	
Snapchat	483	253	189	167	273
	9%	13%	6%	5%	12%
		b		c	
Twitch	117	59	48	35	68
	2%	3%	2%	1%	3%
		b		c	
OnlyFans	54	32	15	19	25
	1%	2%	*%	1%	1%
		b			
Vimeo	53	22	26	10	36
	1%	1%	1%	*%	2%
				c	
Dailymotion	34	19	10	12	18
	1%	1%	*%	*%	1%
		b			

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
BitChute	32 1%	17 1%	12 *%	10 *%	16 1%
I upload videos I have made myself to other apps/ sites	32 1%	15 1%	15 *%	21 1%	8 *%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1575 28%	730 36% b	726 23%	636 21%	827 37% c
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	3983 71%	1268 63%	2422 76% a	2411 79% d	1423 63%
Don't know	42 1%	16 1%	20 1%	23 1%	8 *%
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 11)	.7	.9 b	.5	.4	.9 c
Standard deviation	1.34	1.51	1.19	1.06	1.54
Standard error	.02	.03	.02	.02	.04

Columns Tested: a,b - c,d

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
None used	4025	461	557	671	789	733	814	4025	1883	2102	1039	1170	892	888	2209	1781	4025
	72%	54%	56%	67%	77%	85%	95%	72%	70%	74%	67%	73%	73%	76%	70%	75%	72%
			ab	abcg	abcdg	abcdg	abcdg	abc		h		j	j	jnp		jnp	j
Only one site or app used	538	104	117	117	100	70	31	538	284	244	166	160	112	98	327	209	538
	10%	12%	12%	12%	10%	8%	4%	10%	11%	9%	11%	10%	9%	8%	10%	9%	10%
		ef	ef	ef	f	f		f	i								
More than one site or app used	1037	292	326	211	140	55	13	1037	530	491	347	279	215	179	626	394	1037
	19%	34%	33%	21%	14%	6%	1%	19%	20%	17%	22%	17%	18%	15%	20%	17%	19%
		cdefg	cdefg	def	ef	f		def			klmop				mo		m
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 11)	.7	1.2	1.1	.8	.5	.2	.1	.7	.7	.6	.8	.6	.7	.5	.7	.6	.7
		cdefg	cdefg	defg	ef	f		def	i		klmnop		m		kmo		m
Standard deviation	1.34	1.66	1.68	1.36	1.11	.71	.57	1.34	1.44	1.22	1.42	1.24	1.44	1.19	1.34	1.33	1.34
Standard error	.02	.06	.05	.04	.04	.02	.02	.02	.03	.02	.04	.03	.04	.03	.02	.02	.02

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

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
None used	4025	3343	367	201	114	4025	3412	613	637	3388	1145	1815	1006	4025	702	1673	970
	72%	71%	75%	73%	76%	72%	71%	77%	76%	71%	84%	73%	60%	72%	65%	73%	76%
								f	i		klm	l		l		n	n
Only one site or app used	538	449	49	27	13	538	452	86	51	487	99	231	206	538	127	203	119
	10%	10%	10%	10%	9%	10%	9%	11%	6%	10%	7%	9%	12%	10%	12%	9%	9%
									h				jkm	j	o		
More than one site or app used	1037	895	72	47	23	1037	937	100	154	883	117	449	469	1037	248	410	194
	19%	19%	15%	17%	16%	19%	20%	12%	18%	19%	9%	18%	28%	19%	23%	18%	15%
		b					g					j	jkm	j	op		
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 11)	.7	.7	.5	.6	.6	.7	.7	.4	.6	.7	.3	.6	1.0	.7	.8	.6	.6
		bd				bd	g					j	jkm	j	op		
Standard deviation	1.34	1.37	1.16	1.19	1.18	1.34	1.39	.96	1.25	1.35	.91	1.25	1.65	1.34	1.40	1.30	1.26
Standard error	.02	.02	.05	.05	.05	.02	.02	.03	.04	.02	.02	.02	.04	.02	.04	.03	.03

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

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
None used	4025	1283	2442	2434	1431
	72%	64%	77%	79%	63%
			a	d	
Only one site or app used	538	237	256	252	254
	10%	12%	8%	8%	11%
		b			c
More than one site or app used	1037	493	469	385	573
	19%	24%	15%	13%	25%
		b			c
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 11)	.7	.9	.5	.4	.9
		b			c
Standard deviation	1.34	1.51	1.19	1.06	1.54
Standard error	.02	.03	.02	.02	.04

Columns Tested: a,b - c,d

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

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	5016	847	991	975	940	735	529	5016	2445	2509	1396	1466	1104	1002	2862	2107	5016
	90%	99%	99%	98%	91%	86%	62%	90%	91%	88%	90%	91%	91%	86%	91%	88%	90%
		defg	cdefg	defg	ef	f		ef	i		m	mo	m		mo		m
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1575	396	443	329	239	124	43	1575	814	735	513	439	327	276	952	604	1575
	28%	46%	44%	33%	23%	15%	5%	28%	30%	26%	33%	27%	27%	24%	30%	25%	28%
		cdefg	cdefg	defg	ef	f		def	i		klmop				mo		mo
TOTAL - EITHER OF THESE ACTIVITIES	5028	851	991	977	941	737	531	5028	2451	2515	1398	1467	1110	1005	2865	2115	5028
	90%	99%	99%	98%	92%	86%	62%	90%	91%	89%	90%	91%	91%	86%	91%	89%	90%
		cdefg	cdefg	defg	ef	f		ef	i		m	mo	m		mo		m
TOTAL - BOTH OF THESE ACTIVITIES	1564	392	443	327	238	122	41	1564	808	729	511	438	321	274	949	595	1564
	28%	46%	44%	33%	23%	14%	5%	28%	30%	26%	33%	27%	26%	24%	30%	25%	28%
		cdefg	cdefg	defg	ef	f		def	i		klmop				mo		mo
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	572	6	9	23	87	121	326	572	246	323	154	141	109	160	296	269	572
	10%	1%	1%	2%	8%	14%	38%	10%	9%	11%	10%	9%	9%	14%	9%	11%	10%
				ab	abc	abcdg	abcdg	abc		h				jklmp		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.

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	5016	4172	449	252	144	5016	4355	661	763	4253	993	2342	1665	5016	1003	2004	1160
	90%	89%	92%	92%	95%	90%	91%	83%	91%	89%	73%	94%	99%	90%	93%	88%	90%
					ace		g					jm	jkm	j	o		o
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1575	1344	121	74	37	1575	1390	186	205	1370	217	680	675	1575	376	613	314
	28%	29%	25%	27%	24%	28%	29%	23%	24%	29%	16%	27%	40%	28%	35%	27%	24%
							g			h		j	jkm	j	op		
TOTAL - EITHER OF THESE ACTIVITIES	5028	4183	450	252	144	5028	4367	662	765	4263	997	2345	1668	5028	1004	2008	1162
	90%	89%	92%	92%	95%	90%	91%	83%	91%	90%	73%	94%	99%	90%	93%	88%	90%
					ace		g					jm	jkm	j	o		o
TOTAL - BOTH OF THESE ACTIVITIES	1564	1333	120	74	37	1564	1379	185	203	1360	213	677	672	1564	375	610	312
	28%	28%	25%	27%	24%	28%	29%	23%	24%	29%	16%	27%	40%	28%	35%	27%	24%
							g			h		j	jkm	j	op		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	572	504	38	23	7	572	435	137	77	495	364	150	13	572	74	278	122
	10%	11%	8%	8%	5%	10%	9%	17%	9%	10%	27%	6%	1%	10%	7%	12%	10%
		d		d		d		f			klm	l		kl		np	

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

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

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	5016	1831	2794	2586	2176
	90%	91%	88%	84%	96%
		b		c	
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1575	730	726	636	827
	28%	36%	23%	21%	37%
		b		c	
TOTAL - EITHER OF THESE ACTIVITIES	5028	1835	2801	2594	2177
	90%	91%	88%	84%	96%
		b		c	
TOTAL - BOTH OF THESE ACTIVITIES	1564	726	718	629	825
	28%	36%	23%	20%	37%
		b		c	
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	572	178	366	476	81
	10%	9%	12%	16%	4%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
YouTube (Live)	2116	490	492	421	345	253	115	2116	1249	838	640	562	479	407	1202	886	2116
	38%	57%	49%	42%	34%	29%	13%	38%	46%	30%	41%	35%	39%	35%	38%	37%	38%
		bcdefg	cdefg	defg	f	f		def	i		kmop						
Facebook (Live)	1737	235	395	442	360	204	102	1737	804	920	444	460	422	387	904	810	1737
	31%	27%	40%	44%	35%	24%	12%	31%	30%	32%	29%	29%	35%	33%	29%	34%	31%
		f	aefg	adefg	aefg	f		ef					jkn	jkn		jkn	
Instagram (Live)	1639	466	520	335	213	86	18	1639	655	959	530	472	364	254	1002	618	1639
	29%	54%	52%	34%	21%	10%	2%	29%	24%	34%	34%	29%	30%	22%	32%	26%	29%
		cdefg	cdefg	defg	ef	f		def		h	kmop	mo	mo		mop	m	mo
TikTok (LIVE)	1374	491	369	247	173	76	19	1374	630	723	409	384	308	255	793	563	1374
	25%	57%	37%	25%	17%	9%	2%	25%	23%	25%	26%	24%	25%	22%	25%	24%	25%
		bcdefg	cdefg	def	ef	f		def			m				m		
Twitch	544	251	144	82	49	11	8	544	413	114	154	156	131	95	309	226	544
	10%	29%	14%	8%	5%	1%	1%	10%	15%	4%	10%	10%	11%	8%	10%	9%	10%
		bcdefg	cdefg	def	ef			def	i								
YouNow	59	15	21	15	5	-	3	59	43	15	15	23	12	5	38	17	59
	1%	2%	2%	2%	1%	-%	*%	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%
		def	defg	ef				e	i			m			m		
I watch live streamed videos on other apps/sites	80	3	17	8	23	15	13	80	54	25	22	23	17	18	45	35	80
	1%	*%	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
			a		ac	a	a	a	i								
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	3551	753	842	756	627	383	191	3551	1784	1725	988	1007	809	704	1995	1513	3551
	63%	88%	84%	76%	61%	45%	22%	63%	66%	61%	64%	63%	66%	60%	63%	63%	63%
		cdefg	cdefg	defg	ef	f		ef	i			m					

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
I do not watch live streamed videos on ANY apps/ sites	1863	100	146	213	367	422	615	1863	835	1010	525	558	370	402	1083	773	1863
	33%	12%	15%	21%	36%	49%	72%	33%	31%	36%	34%	35%	30%	35%	34%	32%	33%
				ab	abc	abcdg	abcdeg	abc		h		l			l		
Don't know	186	4	12	31	35	52	51	186	78	102	40	43	40	58	83	98	186
	3%	*%	1%	3%	3%	6%	6%	3%	3%	4%	3%	3%	3%	5%	3%	4%	3%
				ab	ab	abcdg	abcdg	ab						jknp		jkp	
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 11)	1.3	2.3	2.0	1.6	1.1	.8	.3	1.3	1.4	1.3	1.4	1.3	1.4	1.2	1.4	1.3	1.3
		bcdefg	cdefg	defg	ef	f		def	i		kmop		kmo		m	m	m
Standard deviation	1.37	1.41	1.35	1.29	1.21	1.03	.73	1.37	1.40	1.32	1.42	1.33	1.37	1.32	1.38	1.35	1.37
Standard error	.02	.05	.04	.04	.04	.03	.02	.02	.03	.02	.04	.03	.04	.03	.02	.03	.02

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
YouTube (Live)	2116	1775	185	100	56	2116	1898	218	282	1834	285	944	887	2116	491	815	449
	38%	38%	38%	36%	37%	38%	40%	27%	33%	39%	21%	38%	53%	38%	46%	36%	35%
							g			h		j	lkm	j	op		
Facebook (Live)	1737	1427	159	100	52	1737	1498	240	285	1452	184	746	807	1737	396	713	379
	31%	30%	33%	37%	34%	31%	31%	30%	34%	31%	14%	30%	48%	31%	37%	31%	30%
				ae								j	lkm	j	op		
Instagram (Live)	1639	1378	142	76	43	1639	1479	160	269	1370	187	690	762	1639	347	622	374
	29%	29%	29%	28%	29%	29%	31%	20%	32%	29%	14%	28%	45%	29%	32%	27%	29%
							g					j	lkm	j	o		
TikTok (LIVE)	1374	1152	116	71	35	1374	1242	131	232	1142	182	617	575	1374	372	473	253
	25%	25%	24%	26%	23%	25%	26%	16%	28%	24%	13%	25%	34%	25%	35%	21%	20%
							g					j	lkm	j	op		
Twitch	544	445	67	18	14	544	500	44	51	493	76	251	216	544	132	192	98
	10%	9%	14%	7%	10%	10%	10%	5%	6%	10%	6%	10%	13%	10%	12%	8%	8%
			ace			c	g			h		j	lkm	j	op		
YouNow	59	51	4	3	1	59	56	3	9	50	17	17	26	59	21	19	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
								*					k		op		*
I watch live streamed videos on other apps/sites	80	67	6	5	2	80	69	11	13	67	13	40	27	80	7	35	25
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%
																	n
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	3551	2951	323	180	97	3551	3125	427	563	2988	515	1611	1425	3551	783	1383	769
	63%	63%	66%	66%	64%	63%	65%	53%	67%	63%	38%	65%	85%	63%	73%	60%	60%
							g					j	lkm	j	op		

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
I do not watch live streamed videos on ANY apps/ sites	1863	1580	148	86	48	1863	1518	345	232	1630	765	802	241	1863	262	823	489
	33%	34%	30%	31%	32%	33%	32%	43%	28%	34%	56%	32%	14%	33%	24%	36%	38%
								f		h	klm	l	l		n	n	
Don't know	186	156	16	8	6	186	159	27	47	139	81	82	16	186	33	80	26
	3%	3%	3%	3%	4%	3%	3%	3%	6%	3%	6%	3%	1%	3%	3%	4%	2%
									i		klm	l	l		p	p	
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 11)	1.3	1.3	1.4	1.4	1.3	1.3	1.4	1.0	1.4	1.3	.7	1.3	2.0	1.3	1.6	1.3	1.2
							g					j	jkm	j	op		
Standard deviation	1.37	1.37	1.35	1.33	1.35	1.37	1.38	1.21	1.29	1.38	1.09	1.31	1.38	1.37	1.41	1.34	1.32
Standard error	.02	.02	.05	.05	.05	.02	.02	.04	.05	.02	.03	.02	.03	.02	.04	.03	.03

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
YouTube (Live)	2116	846	1080	1045	942
	38%	42%	34%	34%	42%
		b			c
Facebook (Live)	1737	676	937	701	958
	31%	34%	30%	23%	42%
		b			c
Instagram (Live)	1639	660	827	671	845
	29%	33%	26%	22%	37%
		b			c
TikTok (LIVE)	1374	607	631	566	701
	25%	30%	20%	18%	31%
		b			c
Twitch	544	254	246	272	220
	10%	13%	8%	9%	10%
		b			
YouNow	59	37	13	19	28
	1%	2%	*%	1%	1%
		b			c
I watch live streamed videos on other apps/sites	80	34	44	49	28
	1%	2%	1%	2%	1%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	3551	1381	1856	1630	1709
	63%	69%	59%	53%	76%
		b			c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
I do not watch live streamed videos on ANY apps/ sites	1863 33%	571 28%	1208 38% a	1305 42% d	513 23%
Don't know	186 3%	62 3%	103 3%	136 4% d	36 2%
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 11)	1.3	1.5 b	1.2	1.1	1.6 c
Standard deviation	1.37	1.43	1.30	1.30	1.36
Standard error	.02	.03	.02	.02	.03

Columns Tested: a,b - c,d

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
None used	2049	104	158	244	402	474	666	2049	913	1112	564	602	411	460	1166	871	2049
	37%	12%	16%	24%	39%	55%	78%	37%	34%	39%	36%	37%	34%	40%	37%	37%	37%
				ab	abc	abcdg	abcdg	abc		h				l			
Only one site or app used	1333	169	227	292	306	208	131	1333	656	665	315	409	293	305	724	598	1333
	24%	20%	23%	29%	30%	24%	15%	24%	24%	23%	20%	25%	24%	26%	23%	25%	24%
		f	f	abefg	abefg	f		af				j		jn		j	j
More than one site or app used	2218	584	615	464	321	175	59	2218	1128	1060	673	598	516	399	1271	915	2218
	40%	68%	62%	46%	31%	20%	7%	40%	42%	37%	43%	37%	42%	34%	40%	38%	40%
		bcdefg	cdefg	defg	ef	f		def	i		kmop		km		m	m	m
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 11)	1.3	2.3	2.0	1.6	1.1	.8	.3	1.3	1.4	1.3	1.4	1.3	1.4	1.2	1.4	1.3	1.3
		bcdefg	cdefg	defg	ef	f		def	i		kmop		kmo		m	m	m
Standard deviation	1.37	1.41	1.35	1.29	1.21	1.03	.73	1.37	1.40	1.32	1.42	1.33	1.37	1.32	1.38	1.35	1.37
Standard error	.02	.05	.04	.04	.04	.03	.02	.02	.03	.02	.04	.03	.04	.03	.02	.03	.02

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

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
None used	2049	1736	164	95	54	2049	1677	372	279	1770	846	884	257	2049	295	904	515
	37%	37%	34%	34%	36%	37%	35%	47%	33%	37%	62%	35%	15%	37%	27%	40%	40%
								f			klm	l		l		n	n
Only one site or app used	1333	1094	130	73	37	1333	1130	203	227	1106	263	633	437	1333	250	543	309
	24%	23%	27%	27%	24%	24%	24%	25%	27%	23%	19%	25%	26%	24%	23%	24%	24%
												j	j	j			
More than one site or app used	2218	1857	194	107	61	2218	1995	224	336	1882	252	978	988	2218	533	839	460
	40%	40%	40%	39%	40%	40%	42%	28%	40%	40%	19%	39%	59%	40%	49%	37%	36%
							g					j	jkm	j	op		
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 11)	1.3	1.3	1.4	1.4	1.3	1.3	1.4	1.0	1.4	1.3	.7	1.3	2.0	1.3	1.6	1.3	1.2
							g					j	jkm	j	op		
Standard deviation	1.37	1.37	1.35	1.33	1.35	1.37	1.38	1.21	1.29	1.38	1.09	1.31	1.38	1.37	1.41	1.34	1.32
Standard error	.02	.02	.05	.05	.05	.02	.02	.04	.05	.02	.03	.02	.03	.02	.04	.03	.03

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

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
None used	2049 37%	633 31%	1311 41%	1441 47%	549 24%
			a	d	
Only one site or app used	1333 24%	461 23%	746 24%	684 22%	587 26%
				c	
More than one site or app used	2218 40%	920 46%	1111 35%	946 31%	1122 50%
		b		c	
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 11)	1.3	1.5	1.2	1.1	1.6
		b		c	
Standard deviation	1.37	1.43	1.30	1.30	1.36
Standard error	.02	.03	.02	.02	.03

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Yes	690	181	217	146	101	34	10	690	437	241	247	168	174	96	415	270	690
	12%	21%	22%	15%	10%	4%	1%	12%	16%	9%	16%	10%	14%	8%	13%	11%	12%
		cdefg	cdefg	def	ef	f		ef	i		kmnop		kmo		km	m	m
No	4876	668	776	844	926	818	844	4876	2240	2585	1293	1437	1040	1061	2730	2101	4876
	87%	78%	78%	84%	90%	95%	98%	87%	83%	91%	83%	89%	85%	91%	86%	88%	87%
				ab	abcg	abcdg	abcdeg	abc		h		jlnp		jlnop	j	jl	j
Don't know	34	9	6	9	1	5	4	34	20	11	12	4	6	7	16	13	34
	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	*	*	1%	*	1%	1%
		d		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Yes	690	604	49	25	13	690	629	62	92	598	111	322	257	690	184	267	124
	12%	13%	10%	9%	8%	12%	13%	8%	11%	13%	8%	13%	15%	12%	17%	12%	10%
		cd				cd	g					j	jm	j	op		
No	4876	4053	437	250	137	4876	4146	730	739	4137	1232	2163	1421	4876	881	2016	1156
	87%	86%	90%	91%	90%	87%	86%	91%	88%	87%	90%	87%	85%	87%	82%	88%	90%
			ae		a			f			klm			l	n	n	
Don't know	34	29	2	*	2	34	26	7	11	23	19	11	4	34	12	3	4
	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	*%	*%
					c				i		klm			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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Yes	690 12%	367 18% b	266 8%	229 7%	408 18% c
No	4876 87%	1633 81%	2890 91% a	2816 92% d	1848 82%
Don't know	34 1%	13 1%	12 *%	26 1% d	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.

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

Base : All respondents who live stream their own videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	622	159	177	153	83	34	16	622	372	241	197	144	136	138	341	274	622
Effective Weighted Sample	427	105	123	113	61	23	11	427	261	159	149	100	97	86	249	174	427
Total	690	181	217	146	101	34	10	690	437	241	247	168	174	96	415	270	690
YouTube (Live)	328	86	100	76	**	**	**	328	242	78	132	65	95	35	196	130	328
	48%	48%	46%	52%	**	**	**	48%	55%	32%	53%	39%	55%	36%	47%	48%	48%
									i		km		km				m
Facebook (Live)	328	51	87	96	**	**	**	328	201	121	113	73	91	52	186	142	328
	48%	28%	40%	65%	**	**	**	48%	46%	50%	46%	44%	52%	54%	45%	53%	48%
				abg				a									
Instagram (Live)	323	94	116	62	**	**	**	323	194	121	136	81	80	25	217	105	323
	47%	52%	53%	43%	**	**	**	47%	44%	50%	55%	49%	46%	26%	52%	39%	47%
									mo		m		m		mo	m	m
TikTok (LIVE)	264	93	85	50	**	**	**	264	161	100	108	61	64	29	169	93	264
	38%	51%	39%	34%	**	**	**	38%	37%	41%	44%	37%	37%	30%	41%	35%	38%
		cg									m						
Twitch	177	61	66	29	**	**	**	177	143	30	62	39	46	27	101	72	177
	26%	33%	30%	20%	**	**	**	26%	33%	12%	25%	23%	26%	28%	24%	27%	26%
		c							i								
YouNow	29	2	13	11	**	**	**	29	20	9	15	4	10	*	19	10	29
	4%	1%	6%	7%	**	**	**	4%	5%	4%	6%	3%	5%	3%	5%	4%	4%
			a	a							m		m				
I post or share my own live streamed videos to other apps/ sites	12	2	4	5	**	**	**	12	10	2	4	1	6	1	5	7	12
	2%	1%	2%	4%	**	**	**	2%	2%	1%	2%	1%	4%	1%	1%	3%	2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	680	181	213	142	**	**	**	680	433	235	247	167	167	95	413	262	680
	99%	100%	98%	97%	**	**	**	99%	99%	97%	100%	99%	96%	98%	100%	97%	99%
											l				lo		
Don't know	10	1	4	4	**	**	**	10	4	6	1	1	6	2	1	8	10
	1%	1%	2%	3%	**	**	**	1%	1%	3%	1%	1%	4%	2%	1%	3%	1%
											jn				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.

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

Base : All respondents who live stream their own videos

	Total	NATION				N ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	k	l	m	n	o	p
Unweighted total	622	472	53	45	52	622	556	66	83	539	100	277	245	622	152	236	112
Effective Weighted Sample	427	353	44	26	37	427	380	49	51	376	66	184	180	427	106	159	83
Total	690	604	49	25	13	690	629	62	92	598	111	322	257	690	184	267	124
YouTube (Live)	328 48%	292 48%	** **	** **	** **	328 48%	306 49%	** **	** **	288 48%	55 50%	157 49%	116 45%	328 48%	80 43%	137 51%	54 44%
Facebook (Live)	328 48%	287 47%	** **	** **	** **	328 48%	295 47%	** **	** **	280 47%	36 32%	140 43%	152 59%	328 48%	83 45%	142 53%	61 49%
Instagram (Live)	323 47%	286 47%	** **	** **	** **	323 47%	301 48%	** **	** **	274 46%	39 35%	142 44%	142 55%	323 47%	91 49%	113 42%	70 56%
TikTok (LIVE)	264 38%	242 40%	** **	** **	** **	264 38%	246 39%	** **	** **	225 38%	43 39%	114 36%	107 41%	264 38%	82 44%	89 33%	47 38%
Twitch	177 26%	158 26%	** **	** **	** **	177 26%	165 26%	** **	** **	163 27%	30 27%	74 23%	73 29%	177 26%	36 20%	59 22%	38 30%
YouNow	29 4%	28 5%	** **	** **	** **	29 4%	25 4%	** **	** **	26 4%	3 2%	12 4%	14 6%	29 4%	8 4%	15 6%	1 1%
I post or share my own live streamed videos to other apps/ sites	12 2%	10 2%	** **	** **	** **	12 2%	11 2%	** **	** **	8 1%	1 1%	7 2%	4 2%	12 2%	* **	7 3%	1 1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	680 99%	596 99%	** **	** **	** **	680 99%	619 98%	** **	** **	589 98%	107 97%	316 98%	257 100%	680 99%	182 99%	263 98%	123 99%
Don't know	10 1%	8 1%	** **	** **	** **	10 1%	10 2%	** **	** **	10 2%	4 3%	6 2%	- -%	10 1%	2 1%	4 2%	1 1%

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

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

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

Base : All respondents who live stream their own videos

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	622	326	245	267	288
Effective Weighted Sample	427	221	171	168	223
Total	690	367	266	229	408
YouTube (Live)	328 48%	172 47%	119 45%	99 43%	199 49%
Facebook (Live)	328 48%	167 46%	141 53%	96 42%	205 50%
Instagram (Live)	323 47%	186 51%	119 45%	97 42%	203 50%
TikTok (LIVE)	264 38%	152 41%	93 35%	84 37%	155 38%
Twitch	177 26%	103 28%	62 23%	65 28%	93 23%
YouNow	29 4%	14 4%	13 5%	5 2%	20 5%
I post or share my own live streamed videos to other apps/ sites	12 2%	9 2%	1 *%	4 2%	6 1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	680 99%	366 100%	264 99%	227 99%	401 98%
Don't know	10 1%	1 *%	2 1%	1 1%	6 2%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
YouTube (Live)	328	86	100	76	47	13	6	328	242	78	132	65	95	35	196	130	328
	6%	10%	10%	8%	5%	2%	1%	6%	9%	3%	8%	4%	8%	3%	6%	5%	6%
		defg	defg	def	ef			ef	i		kmnop		kmop		km	m	km
Facebook (Live)	328	51	87	96	64	24	7	328	201	121	113	73	91	52	186	142	328
	6%	6%	9%	10%	6%	3%	1%	6%	7%	4%	7%	5%	7%	4%	6%	6%	6%
		ef	efg	defg	ef	f		ef	i		km		km				
Instagram (Live)	323	94	116	62	37	11	3	323	194	121	136	81	80	25	217	105	323
	6%	11%	12%	6%	4%	1%	*%	6%	7%	4%	9%	5%	7%	2%	7%	4%	6%
		cdefg	cdefg	def	ef	f		def	i		kmnop	m	mo		kmo	m	mo
TikTok (LIVE)	264	93	85	50	27	7	2	264	161	100	108	61	64	29	169	93	264
	5%	11%	9%	5%	3%	1%	*%	5%	6%	4%	7%	4%	5%	2%	5%	4%	5%
		cdefg	cdefg	def	ef			def	i		kmnop		m		mo	m	m
Twitch	177	61	66	29	18	1	3	177	143	30	62	39	46	27	101	72	177
	3%	7%	7%	3%	2%	*%	*%	3%	5%	1%	4%	2%	4%	2%	3%	3%	3%
		cdefg	cdefg	ef	ef			def	i		km						
YouNow	29	2	13	11	2	-	2	29	20	9	15	4	10	*	19	10	29
	1%	*%	1%	1%	*%	-%	*%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%
			adefg	def							km		m		m		m
I post or share my own live streamed videos to other apps/ sites	12	2	4	5	-	-	-	12	10	2	4	1	6	1	5	7	12
	*%	*%	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
				f					i				k				
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	680	181	213	142	101	34	9	680	433	235	247	167	167	95	413	262	680
	12%	21%	21%	14%	10%	4%	1%	12%	16%	8%	16%	10%	14%	8%	13%	11%	12%
		cdefg	cdefg	def	ef	f		ef	i		kmnop		kmo		kmo	m	m
DO NOT LIVE STREAM THEIR OWN VIDEOS	4876	668	776	844	926	818	844	4876	2240	2585	1293	1437	1040	1061	2730	2101	4876
	87%	78%	78%	84%	90%	95%	98%	87%	83%	91%	83%	89%	85%	91%	86%	88%	87%
				ab	abcg	abcdg	abcdg	abc		h		jlmp		jlmp	j	jl	j

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Don't know	44	9	10	14	1	5	5	44	24	18	12	5	12	9	17	22	44
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
		d	d	d				d									
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 11)	.3	.5	.5	.3	.2	.1	*	.3	.4	.2	.4	.2	.3	.1	.3	.2	.3
		cdefg	cdefg	defg	ef	f		def	i		kmnop	m	kmop		kmo	m	km
Standard deviation	.83	1.03	1.07	.96	.67	.37	.32	.83	.98	.62	.98	.67	.96	.59	.84	.81	.83
Standard error	.01	.04	.03	.03	.02	.01	.01	.01	.02	.01	.02	.02	.03	.01	.01	.02	.01

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
YouTube (Live)	328 6%	292 6%	20 4%	10 4%	6 4%	328 6%	306 6%	23 3%	41 5%	288 6%	55 4%	157 6%	116 7%	328 6%	80 7%	137 6%	54 4%
		c					g					j	j	j	p		
Facebook (Live)	328 6%	287 6%	26 5%	11 4%	4 2%	328 6%	295 6%	33 4%	48 6%	280 6%	36 3%	140 6%	152 9%	328 6%	83 8%	142 6%	61 5%
		d	d			d						j	jkm	j	p		
Instagram (Live)	323 6%	286 6%	18 4%	13 5%	6 4%	323 6%	301 6%	22 3%	49 6%	274 6%	39 3%	142 6%	142 8%	323 6%	91 8%	113 5%	70 5%
		bd				g						j	jkm	j	op		
TikTok (LIVE)	264 5%	242 5%	6 1%	11 4%	5 3%	264 5%	246 5%	18 2%	39 5%	225 5%	43 3%	114 5%	107 6%	264 5%	82 8%	89 4%	47 4%
		b		b		b	g						jkm	j	op		
Twitch	177 3%	158 3%	12 2%	4 1%	4 2%	177 3%	165 3%	12 1%	14 2%	163 3%	30 2%	74 3%	73 4%	177 3%	36 3%	59 3%	38 3%
		c				c	g			h			jkm				
YouNow	29 1%	28 1%	- -%	1 *%	* *%	29 1%	25 1%	4 *%	3 *%	26 1%	3 *%	12 *%	14 1%	29 1%	8 1%	15 1%	1 *%
													j		p	p	
I post or share my own live streamed videos to other apps/ sites	12 *%	10 *%	1 *%	* *%	1 1%	12 *%	11 *%	2 *%	4 1%	8 *%	1 *%	7 *%	4 *%	12 *%	* *%	7 *%	1 *%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	680 12%	596 13%	47 10%	25 9%	13 8%	680 12%	619 13%	62 8%	92 11%	589 12%	107 8%	316 13%	257 15%	680 12%	182 17%	263 12%	123 10%
		cd				d	g					j	jkm	j	op		
DO NOT LIVE STREAM THEIR OWN VIDEOS	4876 87%	4053 86%	437 90%	250 91%	137 90%	4876 87%	4146 86%	730 91%	739 88%	4137 87%	1232 90%	2163 87%	1421 85%	4876 87%	881 82%	2016 88%	1156 90%
				ae	a			f			klm			l		n	n

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Don't know	44	38	4	*	2	44	36	7	11	33	22	17	4	44	14	7	5
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%	1%	*%	*%
				c							klm			l	op		
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 11)	.3	.3	.2	.2	.2	.3	.3	.1	.2	.3	.2	.3	.4	.3	.4	.2	.2
		bcd				bcd	g					j	jkm	j	op		
Standard deviation	.83	.86	.59	.66	.65	.83	.86	.56	.78	.83	.59	.79	1.02	.83	.93	.80	.75
Standard error	.01	.01	.02	.03	.03	.01	.01	.02	.03	.01	.02	.01	.02	.01	.03	.02	.02

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
YouTube (Live)	328	172	119	99	199
	6%	9%	4%	3%	9%
		b			c
Facebook (Live)	328	167	141	96	205
	6%	8%	4%	3%	9%
		b			c
Instagram (Live)	323	186	119	97	203
	6%	9%	4%	3%	9%
		b			c
TikTok (LIVE)	264	152	93	84	155
	5%	8%	3%	3%	7%
		b			c
Twitch	177	103	62	65	93
	3%	5%	2%	2%	4%
		b			c
YouNow	29	14	13	5	20
	1%	1%	*%	*%	1%
					c
I post or share my own live streamed videos to other apps/ sites	12	9	1	4	6
	*%	*%	*%	*%	*%
		b			
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	680	366	264	227	401
	12%	18%	8%	7%	18%
		b			c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
DO NOT LIVE STREAM THEIR OWN VIDEOS	4876	1633	2890	2816	1848
	87%	81%	91%	92%	82%
			a	d	
Don't know	44	15	14	27	9
	1%	1%	*%	1%	*%
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 11)	.3	.4	.2	.1	.4
		b			c
Standard deviation	.83	1.00	.68	.60	.99
Standard error	.01	.02	.01	.01	.02
Columns Tested: a,b - c,d					

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
None used	4920	677	787	858	927	823	848	4920	2264	2602	1306	1442	1052	1070	2748	2122	4920
	88%	79%	79%	86%	90%	96%	99%	88%	84%	92%	84%	90%	86%	92%	87%	89%	88%
				ab	abc	abcdg	abcdeg	ab		h		ijn		ijnop	j	ijn	j
Only one site or app used	271	65	75	58	47	21	5	271	166	104	83	66	62	59	148	121	271
	5%	8%	8%	6%	5%	2%	1%	5%	6%	4%	5%	4%	5%	5%	5%	5%	5%
		defg	defg	ef	ef	f		ef	i								
More than one site or app used	409	116	138	84	54	13	4	409	268	131	164	101	105	36	265	141	409
	7%	13%	14%	8%	5%	2%	*%	7%	10%	5%	11%	6%	9%	3%	8%	6%	7%
		cdefg	cdefg	def	ef	f		ef	i		kmnop	m	mo		kmo	m	m
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 11)	.3	.5	.5	.3	.2	.1	*	.3	.4	.2	.4	.2	.3	.1	.3	.2	.3
		cdefg	cdefg	defg	ef	f		def	i		kmnop	m	kmop		kmo	m	km
Standard deviation	.83	1.03	1.07	.96	.67	.37	.32	.83	.98	.62	.98	.67	.96	.59	.84	.81	.83
Standard error	.01	.04	.03	.03	.02	.01	.01	.01	.02	.01	.02	.02	.03	.01	.01	.02	.01

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
None used	4920	4090	441	250	139	4920	4182	737	750	4170	1254	2179	1424	4920	896	2023	1161
	88%	87%	90%	91%	92%	88%	87%	92%	89%	88%	92%	87%	85%	88%	83%	88%	90%
			a	ae				f			klm	l		l		n	n
Only one site or app used	271	233	24	8	6	271	240	31	33	238	44	130	97	271	73	106	46
	5%	5%	5%	3%	4%	5%	5%	4%	4%	5%	3%	5%	6%	5%	7%	5%	4%
												j	j	j	op		
More than one site or app used	409	363	23	17	7	409	378	31	59	350	64	186	160	409	109	157	77
	7%	8%	5%	6%	4%	7%	8%	4%	7%	7%	5%	7%	9%	7%	10%	7%	6%
		bd				bd	g					j	jkm	j	op		
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 11)	.3	.3	.2	.2	.2	.3	.3	.1	.2	.3	.2	.3	.4	.3	.4	.2	.2
		bcd				bcd	g					j	jkm	j	op		
Standard deviation	.83	.86	.59	.66	.65	.83	.86	.56	.78	.83	.59	.79	1.02	.83	.93	.80	.75
Standard error	.01	.01	.02	.03	.03	.01	.01	.02	.03	.01	.02	.01	.02	.01	.03	.02	.02

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
None used	4920	1648	2904	2843	1857
	88%	82%	92%	93%	82%
			a	d	
Only one site or app used	271	142	114	106	149
	5%	7%	4%	3%	7%
		b			c
More than one site or app used	409	224	149	121	252
	7%	11%	5%	4%	11%
		b			c
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 11)	.3	.4	.2	.1	.4
		b			c
Standard deviation	.83	1.00	.68	.60	.99
Standard error	.01	.02	.01	.01	.02

Columns Tested: a,b - c,d

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

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	3551	753	842	756	627	383	191	3551	1784	1725	988	1007	809	704	1995	1513	3551
	63%	88%	84%	76%	61%	45%	22%	63%	66%	61%	64%	63%	66%	60%	63%	63%	63%
		cdefg	cdefg	defg	ef	f		ef	i				m				
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	680	181	213	142	101	34	9	680	433	235	247	167	167	95	413	262	680
	12%	21%	21%	14%	10%	4%	1%	12%	16%	8%	16%	10%	14%	8%	13%	11%	12%
		cdefg	cdefg	def	ef	f		ef	i		kmnop		kmo		kmo	m	m
TOTAL - EITHER OF THESE ACTIVITIES	3564	756	843	761	629	383	192	3564	1790	1732	992	1009	814	706	2001	1520	3564
	64%	88%	84%	76%	61%	45%	22%	64%	66%	61%	64%	63%	67%	61%	63%	64%	64%
		cdefg	cdefg	defg	ef	f		ef	i				m				
TOTAL - BOTH OF THESE ACTIVITIES	667	178	212	137	99	34	8	667	427	228	243	164	162	93	407	255	667
	12%	21%	21%	14%	10%	4%	1%	12%	16%	8%	16%	10%	13%	8%	13%	11%	12%
		cdefg	cdefg	def	ef	f		ef	i		kmnop		km		kmo	m	m
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	2036	101	157	239	399	474	665	2036	907	1105	561	599	406	458	1160	864	2036
	36%	12%	16%	24%	39%	55%	78%	36%	34%	39%	36%	37%	33%	39%	37%	36%	36%
				ab	abc	abcdg	abcdg	abc		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.

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	3551	2951	323	180	97	3551	3125	427	563	2988	515	1611	1425	3551	783	1383	769
	63%	63%	66%	66%	64%	63%	65%	53%	67%	63%	38%	65%	85%	63%	73%	60%	60%
							g					j	jkm	j	op		
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	680	596	47	25	13	680	619	62	92	589	107	316	257	680	182	263	123
	12%	13%	10%	9%	8%	12%	13%	8%	11%	12%	8%	13%	15%	12%	17%	12%	10%
		cd				d	g					j	jkm	j	op		
TOTAL - EITHER OF THESE ACTIVITIES	3564	2963	324	180	98	3564	3136	429	563	3001	516	1620	1429	3564	786	1387	771
	64%	63%	66%	66%	64%	64%	65%	54%	67%	63%	38%	65%	85%	64%	73%	61%	60%
							g					j	jkm	j	op		
TOTAL - BOTH OF THESE ACTIVITIES	667	584	46	25	13	667	608	60	92	576	107	307	253	667	179	259	121
	12%	12%	10%	9%	8%	12%	13%	7%	11%	12%	8%	12%	15%	12%	17%	11%	9%
		cd				d	g					j	jkm	j	op		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	2036	1724	164	95	54	2036	1666	370	279	1757	846	876	253	2036	291	899	513
	36%	37%	34%	34%	36%	36%	35%	46%	33%	37%	62%	35%	15%	36%	27%	39%	40%
							f				klm	l		l		n	n

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

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

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	3551 63%	1381 69%	1856 59%	1630 53%	1709 76%
		b			c
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	680 12%	366 18%	264 8%	227 7%	401 18%
		b			c
TOTAL - EITHER OF THESE ACTIVITIES	3564 64%	1387 69%	1863 59%	1637 53%	1715 76%
		b			c
TOTAL - BOTH OF THESE ACTIVITIES	667 12%	359 18%	257 8%	221 7%	395 17%
		b			c
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	2036 36%	626 31%	1305 41%	1434 47%	543 24%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Facebook	3930	500	715	800	777	611	527	3930	1731	2165	1041	1124	888	840	2166	1728	3930
	70%	58%	71%	80%	75%	71%	62%	70%	64%	76%	67%	70%	73%	72%	69%	72%	70%
			af	abdefg	afg	af	af	af		h			jn	jn		jn	
Instagram	2950	715	745	594	501	278	115	2950	1170	1736	842	898	669	510	1740	1179	2950
	53%	83%	75%	59%	49%	32%	13%	53%	43%	61%	54%	56%	55%	44%	55%	49%	53%
		bcdefg	cdefg	defg	ef	f		ef		h	mo	mo	mo		mo	m	mo
TikTok	1906	646	516	348	246	129	21	1906	834	1039	520	549	459	347	1070	806	1906
	34%	75%	52%	35%	24%	15%	2%	34%	31%	37%	34%	34%	38%	30%	34%	34%	34%
		bcdefg	cdefg	def	ef	f		def		h		m	m		m	m	m
Twitter	1840	408	378	354	353	220	126	1840	972	840	576	574	369	310	1150	679	1840
	33%	48%	38%	35%	34%	26%	15%	33%	36%	30%	37%	36%	30%	27%	36%	28%	33%
		bcdefg	efg	ef	ef	f		ef	i		lmop	lmo			lmop		mo
Snapchat	1612	680	441	231	189	56	15	1612	658	918	426	447	401	304	873	706	1612
	29%	79%	44%	23%	18%	7%	2%	29%	24%	32%	27%	28%	33%	26%	28%	30%	29%
		bcdefg	cdefg	def	ef	f		cdef		h			jkmpn				
Pinterest	1096	269	225	212	172	135	83	1096	311	760	358	333	225	174	691	399	1096
	20%	31%	23%	21%	17%	16%	10%	20%	12%	27%	23%	21%	18%	15%	22%	17%	20%
		bcdefg	def	def	f	f		ef		h	lmop	mo	m		lmop		mo
LinkedIn	891	114	182	183	190	131	90	891	499	386	384	294	142	67	678	209	891
	16%	13%	18%	18%	18%	15%	11%	16%	18%	14%	25%	18%	12%	6%	21%	9%	16%
			af	af	af	f		f	i		klmnop	lmo	mo		klmnop	m	lmo
Reddit	608	214	169	101	79	37	9	608	395	198	195	182	141	85	377	226	608
	11%	25%	17%	10%	8%	4%	1%	11%	15%	7%	13%	11%	12%	7%	12%	9%	11%
		bcdefg	cdefg	ef	ef	f		def	i		mo	m	m		mo	m	m
BeReal	191	131	38	13	6	*	3	191	78	106	64	61	43	19	125	62	191
	3%	15%	4%	1%	1%	*%	*%	3%	3%	4%	4%	4%	3%	2%	4%	3%	3%
		bcdefg	cdef	ef				cdef			mo	m	m		mo		m
Tumblr	167	61	54	26	13	8	4	167	85	74	49	37	57	20	86	77	167
	3%	7%	5%	3%	1%	1%	*%	3%	3%	3%	3%	2%	5%	2%	3%	3%	3%
		cdefg	cdefg	ef				def			m		kmnp			m	m

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Yubo	121	61	30	12	6	4	8	121	66	53	46	27	34	14	73	48	121
	2%	7%	3%	1%	1%	1%	1%	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%
		bcdefg	cdef					def			km		m		m		m
I use other social media apps or sites	89	11	7	14	16	20	20	89	58	31	22	30	13	23	52	36	89
	2%	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%
						b	b		i								
USES ANY APPS OR SITES FOR SOCIAL MEDIA	5031	845	974	955	931	730	597	5031	2376	2594	1392	1464	1113	1012	2856	2126	5031
	90%	99%	97%	95%	91%	85%	70%	90%	88%	91%	90%	91%	91%	87%	90%	89%	90%
		cdefg	defg	defg	ef	f		ef		h		m	m		m		m
None/ I do not use any social media apps or sites	528	9	15	43	87	119	254	528	304	221	152	136	98	139	288	237	528
	9%	1%	1%	4%	8%	14%	30%	9%	11%	8%	10%	8%	8%	12%	9%	10%	9%
				ab	abc	abcdg	abcdg	abc	i					klnp			
Don't know	41	3	11	2	11	7	6	41	17	22	8	8	8	13	16	21	41
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			c		c												
ONLY USES FACEBOOK	858	11	43	113	180	211	301	858	440	413	181	225	190	257	406	447	858
	15%	1%	4%	11%	17%	25%	35%	15%	16%	15%	12%	14%	16%	22%	13%	19%	15%
			a	ab	abc	abcdg	abcdg	abc					j	ijklnop		jknp	jn
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 12)	2.8	4.4	3.5	2.9	2.5	1.9	1.2	2.8	2.5	2.9	2.9	2.8	2.8	2.3	2.9	2.6	2.8
		bcdefg	cdefg	defg	ef	f		def		h	mop	mo	mo		mop	m	mo
Standard deviation	2.01	2.05	1.92	1.76	1.77	1.51	1.25	2.01	1.98	2.00	2.09	1.99	2.03	1.84	2.04	1.96	2.01
Standard error	.03	.07	.06	.05	.06	.05	.04	.03	.04	.04	.05	.05	.06	.05	.04	.04	.03

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Facebook	3930	3245	361	208	116	3930	3334	597	606	3325	778	1768	1369	3930	805	1652	906
	70%	69%	74%	76%	77%	70%	69%	75%	72%	70%	57%	71%	81%	70%	75%	72%	71%
			a	ae	ae			f				j	jkm	j			
Instagram	2950	2462	268	134	86	2950	2603	346	464	2485	452	1309	1182	2950	611	1117	684
	53%	53%	55%	49%	57%	53%	54%	43%	55%	52%	33%	52%	70%	53%	57%	49%	53%
					c		g					j	jkm	j	o		o
TikTok	1906	1598	161	93	55	1906	1725	182	313	1593	288	867	751	1906	461	670	396
	34%	34%	33%	34%	36%	34%	36%	23%	37%	33%	21%	35%	45%	34%	43%	29%	31%
							g					j	jkm	j	op		
Twitter	1840	1503	184	95	58	1840	1615	225	172	1667	204	781	851	1840	337	740	495
	33%	32%	38%	35%	38%	33%	34%	28%	20%	35%	15%	31%	51%	33%	31%	32%	39%
			ae		ae		g			h		j	jkm	j			no
Snapchat	1612	1343	149	67	53	1612	1463	149	300	1312	255	733	617	1612	414	531	303
	29%	29%	31%	24%	35%	29%	30%	19%	36%	28%	19%	29%	37%	29%	38%	23%	24%
			c		ace		g		i			j	jkm	j	op		
Pinterest	1096	910	100	54	33	1096	943	154	116	981	112	456	527	1096	259	434	237
	20%	19%	20%	20%	22%	20%	20%	19%	14%	21%	8%	18%	31%	20%	24%	19%	18%
									h			j	jkm	j	op		
LinkedIn	891	746	82	37	25	891	773	118	53	838	80	337	474	891	99	337	351
	16%	16%	17%	14%	17%	16%	16%	15%	6%	18%	6%	13%	28%	16%	9%	15%	27%
										h		j	jkm	jk		n	no
Reddit	608	481	80	27	20	608	556	52	37	571	36	223	349	608	130	243	153
	11%	10%	16%	10%	13%	11%	12%	7%	4%	12%	3%	9%	21%	11%	12%	11%	12%
			ace				g			h		j	jkm	jk			
BeReal	191	165	12	8	6	191	179	12	26	165	24	72	95	191	44	56	40
	3%	4%	3%	3%	4%	3%	4%	1%	3%	3%	2%	3%	6%	3%	4%	2%	3%
							g						jkm	j	o		
Tumblr	167	140	17	7	3	167	159	8	15	152	12	52	103	167	36	70	33
	3%	3%	4%	3%	2%	3%	3%	1%	2%	3%	1%	2%	6%	3%	3%	3%	3%
							g					j	jkm	jk			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Yubo	121	110	5	4	2	121	114	7	22	99	27	51	43	121	25	47	19
	2%	2%	1%	1%	1%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%	2%	1%
I use other social media apps or sites	89	78	6	3	2	89	77	12	9	80	12	42	34	89	13	46	16
	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	5031	4187	453	251	141	5031	4339	692	764	4268	1078	2282	1650	5031	1011	2027	1147
	90%	89%	93%	91%	93%	90%	90%	87%	91%	90%	79%	91%	98%	90%	94%	89%	89%
			ae		ae		g					j	jkm	j	op		
None/ I do not use any social media apps or sites	528	464	32	23	9	528	429	99	65	463	265	198	30	528	60	249	132
	9%	10%	6%	8%	6%	9%	9%	12%	8%	10%	19%	8%	2%	9%	6%	11%	10%
		bd				bd		f			klm	l		l		n	n
Don't know	41	36	3	1	1	41	33	8	13	27	18	15	2	41	6	10	5
	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	*%	*%
									i		l	l		l			
ONLY USES FACEBOOK	858	709	73	58	18	858	690	168	135	724	368	381	104	858	166	404	170
	15%	15%	15%	21%	12%	15%	14%	21%	16%	15%	27%	15%	6%	15%	15%	18%	13%
			abde			d		f			klm	l		l		p	
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 12)	2.8	2.7	2.9	2.7	3.0	2.8	2.8	2.3	2.5	2.8	1.7	2.7	3.8	2.8	3.0	2.6	2.8
			ace		ace		g		h			j	jkm	j	op		o
Standard deviation	2.01	2.02	2.02	1.95	1.91	2.01	2.04	1.78	1.81	2.04	1.54	1.83	2.09	2.01	2.05	2.00	2.00
Standard error	.03	.03	.08	.08	.08	.03	.03	.06	.06	.03	.04	.03	.05	.03	.06	.04	.05

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Facebook	3930 70%	1432 71%	2259 71%	2046 67%	1748 77%
					c
Instagram	2950 53%	1086 54%	1622 51%	1338 44%	1439 64%
					c
TikTok	1906 34%	802 40%	938 30%	804 26%	968 43%
		b			c
Twitter	1840 33%	702 35%	1028 32%	932 30%	825 37%
					c
Snapchat	1612 29%	678 34%	769 24%	683 22%	799 35%
		b			c
Pinterest	1096 20%	461 23%	559 18%	532 17%	521 23%
		b			c
LinkedIn	891 16%	277 14%	565 18%	463 15%	402 18%
			a		c
Reddit	608 11%	271 13%	303 10%	314 10%	263 12%
		b			
BeReal	191 3%	111 5%	68 2%	98 3%	70 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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Tumblr	167	90	67	86	65
	3%	4%	2%	3%	3%
		b			
Yubo	121	67	40	42	66
	2%	3%	1%	1%	3%
		b			c
I use other social media apps or sites	89	46	42	63	22
	2%	2%	1%	2%	1%
		b		d	
USES ANY APPS OR SITES FOR SOCIAL MEDIA	5031	1844	2805	2597	2182
	90%	92%	89%	85%	97%
		b			c
None/ I do not use any social media apps or sites	528	155	344	452	67
	9%	8%	11%	15%	3%
			a	d	
Don't know	41	14	18	21	10
	1%	1%	1%	1%	*%
ONLY USES FACEBOOK	858	303	505	597	233
	15%	15%	16%	19%	10%
				d	
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 12)	2.8	3.0	2.6	2.4	3.2
		b			c
Standard deviation	2.01	2.14	1.93	2.03	1.89
Standard error	.03	.04	.03	.03	.05

Columns Tested: a,b - c,d

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
None used	569	12	26	45	98	127	260	569	321	243	160	144	107	152	305	259	569
	10%	1%	3%	5%	9%	15%	30%	10%	12%	9%	10%	9%	9%	13%	10%	11%	10%
				a	abc	abcdg	abcdeg	abc	i					klnp			
Only one site or app used	1278	58	121	191	259	293	356	1278	686	576	297	352	275	348	648	623	1278
	23%	7%	12%	19%	25%	34%	42%	23%	25%	20%	19%	22%	23%	30%	21%	26%	23%
			a	ab	abc	abcdg	abcdeg	abc	i					ijklnop		jknp	jn
More than one site or app used	3754	787	853	764	672	438	241	3754	1691	2018	1096	1112	838	664	2208	1502	3754
	67%	92%	85%	76%	65%	51%	28%	67%	63%	71%	71%	69%	69%	57%	70%	63%	67%
		bcdefg	cdefg	defg	ef	f		ef	h	mop	mo	mo	mo	57%	mop	m	mo
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of apps/ sites used (out of 12)	2.8	4.4	3.5	2.9	2.5	1.9	1.2	2.8	2.5	2.9	2.9	2.8	2.8	2.3	2.9	2.6	2.8
		bcdefg	cdefg	defg	ef	f		def		h	mop	mo	mo		mop	m	mo
Standard deviation	2.01	2.05	1.92	1.76	1.77	1.51	1.25	2.01	1.98	2.00	2.09	1.99	2.03	1.84	2.04	1.96	2.01
Standard error	.03	.07	.06	.05	.06	.05	.04	.03	.04	.04	.05	.05	.06	.05	.04	.04	.03

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

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
None used	569	500	35	24	10	569	462	106	78	490	283	213	32	569	66	259	137
	10%	11%	7%	9%	7%	10%	10%	13%	9%	10%	21%	9%	2%	10%	6%	11%	11%
		bd				bd		f			klm	l		l		n	n
Only one site or app used	1278	1069	108	74	27	1278	1058	220	202	1076	520	545	201	1278	235	569	255
	23%	23%	22%	27%	18%	23%	22%	28%	24%	23%	38%	22%	12%	23%	22%	25%	20%
		d		d		d		f			klm	l		l		p	
More than one site or app used	3754	3118	345	176	114	3754	3282	472	561	3192	558	1737	1449	3754	776	1458	892
	67%	67%	71%	64%	76%	67%	68%	59%	67%	67%	41%	70%	86%	67%	72%	64%	69%
			c		ace		g					j	jkm	j	o		o
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of apps/ sites used (out of 12)	2.8	2.7	2.9	2.7	3.0	2.8	2.8	2.3	2.5	2.8	1.7	2.7	3.8	2.8	3.0	2.6	2.8
			ace		ace		g			h		j	jkm	j	op		o
Standard deviation	2.01	2.02	2.02	1.95	1.91	2.01	2.04	1.78	1.81	2.04	1.54	1.83	2.09	2.01	2.05	2.00	2.00
Standard error	.03	.03	.08	.08	.08	.03	.03	.06	.06	.03	.04	.03	.05	.03	.06	.04	.05

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

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
None used	569 10%	169 8%	362 11% a	473 15% d	76 3%
Only one site or app used	1278 23%	432 21%	733 23%	841 27% d	378 17%
More than one site or app used	3754 67%	1412 70% b	2072 65%	1756 57%	1804 80% c
Base for stats	5600	2013	3167	3071	2258
Mean number of apps/ sites used (out of 12)	2.8	3.0 b	2.6	2.4	3.2 c
Standard deviation	2.01	2.14	1.93	2.03	1.89
Standard error	.03	.04	.03	.03	.05

Columns Tested: a,b - c,d

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

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

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5460	840	927	1064	869	866	894	5460	2459	2943	1434	1472	1065	1443	2906	2508	5460
Effective Weighted Sample	3507	546	615	728	592	533	545	3507	1601	1872	946	967	711	907	1912	1572	3507
Total	5031	845	974	955	931	730	597	5031	2376	2594	1392	1464	1113	1012	2856	2126	5031
Facebook	2450	98	315	517	548	488	483	2450	1136	1301	572	657	575	625	1229	1200	2450
	49%	12%	32%	54%	59%	67%	81%	49%	48%	50%	41%	45%	52%	62%	43%	56%	49%
			a	abg	abg	abcdg	abcdeg	ab					jkn	jklnop		jklnp	jkln
Instagram	932	198	315	213	141	51	15	932	290	624	305	323	194	107	627	301	932
	19%	23%	32%	22%	15%	7%	3%	19%	12%	24%	22%	22%	17%	11%	22%	14%	19%
		defg	acdefg	defg	ef	f		def		h	lmop	lmop	mo		lmop	m	mo
TikTok	546	229	154	68	58	32	5	546	258	278	132	166	139	98	298	237	546
	11%	27%	16%	7%	6%	4%	1%	11%	11%	11%	9%	11%	12%	10%	10%	11%	11%
		bcdefg	cdefg	ef	f	f		cdef									
Snapchat	373	249	74	27	14	8	1	373	182	178	113	98	91	57	211	149	373
	7%	29%	8%	3%	2%	1%	*%	7%	8%	7%	8%	7%	8%	6%	7%	7%	7%
		bcdefg	cdef	ef	f			cdef			m		m				
Twitter	347	33	47	69	89	76	34	347	249	96	118	106	59	64	224	123	347
	7%	4%	5%	7%	10%	10%	6%	7%	10%	4%	8%	7%	5%	6%	8%	6%	7%
				a	abfg	abcfg		a		i	lo				lo		
LinkedIn	119	*	13	17	32	33	23	119	100	18	63	32	17	6	95	23	119
	2%	*%	1%	2%	3%	5%	4%	2%	4%	1%	5%	2%	2%	1%	3%	1%	2%
			a	a	ab	abcg	abcg	a		i	klmop	mo			lmop		mo
Pinterest	97	10	12	17	22	18	18	97	44	50	36	28	14	19	64	33	97
	2%	1%	1%	2%	2%	2%	3%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%
							ab				l						
Reddit	84	20	28	13	11	10	1	84	68	14	33	25	10	15	58	25	84
	2%	2%	3%	1%	1%	1%	*%	2%	3%	1%	2%	2%	1%	1%	2%	1%	2%
		f	dfg	f		f		f		i	lo						
Yubo	10	1	5	2	*	-	2	10	6	4	4	3	1	2	7	3	10
	*%	*%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Tumblr	9	3	3	1	1	*	-	9	3	6	1	*	4	3	1	7	9
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BeReal	9	3	5	1	-	-	-	9	5	3	4	-	1	3	4	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.

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

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5460	840	927	1064	869	866	894	5460	2459	2943	1434	1472	1065	1443	2906	2508	5460
Effective Weighted Sample	3507	546	615	728	592	533	545	3507	1601	1872	946	967	711	907	1912	1572	3507
Total	5031	845	974	955	931	730	597	5031	2376	2594	1392	1464	1113	1012	2856	2126	5031
Other social media app or site	49	-	1	10	10	13	15	49	33	16	11	23	7	8	33	15	49
	1%	-%	*%	ab	ab	ab	abg	ab	i	1%	1%	o	1%	1%	1%	1%	1%
Don't know	8	1	1	*	4	1	1	8	2	5	*	3	1	4	4	5	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.

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

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5460	3796	553	549	562	5460	4652	808	753	4707	1120	2516	1802	5460	1044	2246	1277
Effective Weighted Sample	3507	2705	394	366	418	3507	3005	503	467	3051	693	1585	1226	3507	660	1442	850
Total	5031	4187	453	251	141	5031	4339	692	764	4268	1078	2282	1650	5031	1011	2027	1147
Facebook	2450	2020	223	139	68	2450	2044	405	392	2057	615	1108	711	2450	514	1112	512
	49%	48%	49%	55%	48%	49%	47%	59%	51%	48%	57%	49%	43%	49%	51%	55%	45%
			ade					f			klm	l		l	p	p	
Instagram	932	785	79	40	28	932	826	107	140	792	133	404	395	932	148	354	261
	19%	19%	17%	16%	20%	19%	19%	15%	18%	19%	12%	18%	24%	19%	15%	17%	23%
												j	jkm	j			no
TikTok	546	472	35	27	12	546	508	38	104	442	111	271	164	546	133	176	98
	11%	11%	8%	11%	8%	11%	12%	6%	14%	10%	10%	12%	10%	11%	13%	9%	9%
		b				b	g		i						op		
Snapchat	373	317	35	11	10	373	342	31	90	283	101	165	103	373	116	84	56
	7%	8%	8%	4%	7%	7%	8%	4%	12%	7%	9%	7%	6%	7%	11%	4%	5%
		c	c			c	g		i		l				op		
Twitter	347	272	43	18	13	347	299	48	20	327	53	154	138	347	46	150	109
	7%	6%	10%	7%	9%	7%	7%	7%	3%	8%	5%	7%	8%	7%	5%	7%	9%
			ae		a				h				j			n	n
LinkedIn	119	105	8	4	1	119	96	23	4	115	23	54	41	119	5	41	52
	2%	3%	2%	2%	1%	2%	2%	3%	1%	3%	2%	2%	2%	2%	*	2%	5%
		d							h							n	no
Pinterest	97	87	4	3	3	97	81	16	6	91	18	48	32	97	16	38	21
	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Reddit	84	58	17	6	3	84	70	14	2	82	6	36	42	84	19	32	24
	2%	1%	4%	2%	2%	2%	2%	2%	*	2%	1%	2%	3%	2%	2%	2%	2%
			ae						h				j	j			
Yubo	10	10	-	*	-	10	8	2	-	10	2	8	*	10	3	6	-
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%
Tumblr	9	4	3	1	2	9	9	-	*	8	*	4	5	9	3	2	3
	*%	*%	1%	*%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
			a		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.

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

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5460	3796	553	549	562	5460	4652	808	753	4707	1120	2516	1802	5460	1044	2246	1277
Effective Weighted Sample	3507	2705	394	366	418	3507	3005	503	467	3051	693	1585	1226	3507	660	1442	850
Total	5031	4187	453	251	141	5031	4339	692	764	4268	1078	2282	1650	5031	1011	2027	1147
BeReal	9 *%	7 *%	1 *%	- -%	* *%	9 *%	9 *%	- -%	- -%	9 *%	3 *%	1 *%	4 *%	9 *%	- -%	5 *%	1 *%
Other social media app or site	49 1%	42 1%	5 1%	1 *%	1 1%	49 1%	43 1%	5 1%	3 *%	46 1%	9 1%	27 1%	12 1%	49 1%	7 1%	25 1%	10 1%
Don't know	8 *%	8 *%	- -%	* *%	* *%	8 *%	6 *%	2 *%	1 *%	7 *%	4 *%	4 *%	1 *%	8 *%	1 *%	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.

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

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5460	2090	2999	3453	1708
Effective Weighted Sample	3507	1342	1934	2177	1253
Total	5031	1844	2805	2597	2182
Facebook	2450 49%	864 47%	1450 52% a	1322 51%	1060 49%
Instagram	932 19%	304 16%	553 20% a	420 16%	458 21% c
TikTok	546 11%	246 13% b	241 9%	234 9%	255 12% c
Snapchat	373 7%	174 9% b	134 5%	185 7%	146 7%
Twitter	347 7%	114 6%	212 8%	208 8% d	129 6%
LinkedIn	119 2%	34 2%	77 3%	71 3%	41 2%
Pinterest	97 2%	38 2%	48 2%	52 2%	38 2%
Reddit	84 2%	34 2%	46 2%	54 2%	27 1%
Yubo	10 *%	8 *%	2 *%	5 *%	4 *%
Tumblr	9 *%	2 *%	4 *%	3 *%	5 *%
BeReal	9 *%	7 *%	2 *%	1 *%	5 *%

Columns Tested: a,b - c,d

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

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

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5460	2090	2999	3453	1708
Effective Weighted Sample	3507	1342	1934	2177	1253
Total	5031	1844	2805	2597	2182
Other social media app or site	49 1%	18 1%	31 1%	38 1% d	10 *%
Don't know	8 *%	3 *%	4 *%	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Facebook	2450	98	315	517	548	488	483	2450	1136	1301	572	657	575	625	1229	1200	2450
	44%	11%	32%	52%	53%	57%	56%	44%	42%	46%	37%	41%	47%	54%	39%	50%	44%
			a	abg	abg	abg	abg	ab		h			jkn	jklnp		jknp	jn
Instagram	932	198	315	213	141	51	15	932	290	624	305	323	194	107	627	301	932
	17%	23%	32%	21%	14%	6%	2%	17%	11%	22%	20%	20%	16%	9%	20%	13%	17%
		defg	acdefg	defg	ef	f		ef		h	lmop	lmop	mo		lmop	m	mo
TikTok	546	229	154	68	58	32	5	546	258	278	132	166	139	98	298	237	546
	10%	27%	15%	7%	6%	4%	1%	10%	10%	10%	8%	10%	11%	8%	9%	10%	10%
		bcdefg	cdefg	ef	f	f		cdef					jm				
Snapchat	373	249	74	27	14	8	1	373	182	178	113	98	91	57	211	149	373
	7%	29%	7%	3%	1%	1%	*%	7%	7%	6%	7%	6%	7%	5%	7%	6%	7%
		bcdefg	cdef	ef	f			cdef			m		m				m
Twitter	347	33	47	69	89	76	34	347	249	96	118	106	59	64	224	123	347
	6%	4%	5%	7%	9%	9%	4%	6%	9%	3%	8%	7%	5%	6%	7%	5%	6%
				af	abfg	abfg		af		i	lo				lo		
LinkedIn	119	*	13	17	32	33	23	119	100	18	63	32	17	6	95	23	119
	2%	*%	1%	2%	3%	4%	3%	2%	4%	1%	4%	2%	1%	1%	3%	1%	2%
			a	a	ab	abcg	a	a		i	klmop	mo			lmop		mo
Pinterest	97	10	12	17	22	18	18	97	44	50	36	28	14	19	64	33	97
	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%
Reddit	84	20	28	13	11	10	1	84	68	14	33	25	10	15	58	25	84
	2%	2%	3%	1%	1%	1%	*%	2%	3%	*%	2%	2%	1%	1%	2%	1%	2%
		f	cdefg	f	f	f		f		i	lo						
Yubo	10	1	5	2	*	-	2	10	6	4	4	3	1	2	7	3	10
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Tumblr	9	3	3	1	1	*	-	9	3	6	1	*	4	3	1	7	9
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BeReal	9	3	5	1	-	-	-	9	5	3	4	-	1	3	4	4	9
	*%	*%	1%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
			f														

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Other social media app or site	49	-	1	10	10	13	15	49	33	16	11	23	7	8	33	15	49
	1%	-%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				ab	ab	ab	abg	ab	i			o					
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	5023	844	972	954	927	729	596	5023	2374	2589	1392	1461	1112	1009	2853	2121	5023
	90%	99%	97%	95%	90%	85%	70%	90%	88%	91%	90%	91%	91%	87%	90%	89%	90%
		cdefg	defg	defg	ef	f		ef		h	m	m	m		m		m
DO NOT USE SOCIAL MEDIA SITES OR APPS	528	9	15	43	87	119	254	528	304	221	152	136	98	139	288	237	528
	9%	1%	1%	4%	8%	14%	30%	9%	11%	8%	10%	8%	8%	12%	9%	10%	9%
				ab	abc	abcdg	abcdeg	abc	i					klmp			
Don't know	49	4	13	2	15	9	7	49	20	27	8	12	9	16	20	26	49
	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			c		c									jn			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Facebook	2450	2020	223	139	68	2450	2044	405	392	2057	615	1108	711	2450	514	1112	512
	44%	43%	46%	51%	45%	44%	43%	51%	47%	43%	45%	44%	42%	44%	48%	49%	40%
			ae					f							p	p	
Instagram	932	785	79	40	28	932	826	107	140	792	133	404	395	932	148	354	261
	17%	17%	16%	15%	18%	17%	17%	13%	17%	17%	10%	16%	24%	17%	14%	15%	20%
							g					j	jkm	j			no
TikTok	546	472	35	27	12	546	508	38	104	442	111	271	164	546	133	176	98
	10%	10%	7%	10%	8%	10%	11%	5%	12%	9%	8%	11%	10%	10%	12%	8%	8%
		b					g		i			j			op		
Snapchat	373	317	35	11	10	373	342	31	90	283	101	165	103	373	116	84	56
	7%	7%	7%	4%	7%	7%	7%	4%	11%	6%	7%	7%	6%	7%	11%	4%	4%
		c	c			c	g		i						op		
Twitter	347	272	43	18	13	347	299	48	20	327	53	154	138	347	46	150	109
	6%	6%	9%	7%	9%	6%	6%	6%	2%	7%	4%	6%	8%	6%	4%	7%	8%
			ae		ae				h			j	jkm	j		n	n
LinkedIn	119	105	8	4	1	119	96	23	4	115	23	54	41	119	5	41	52
	2%	2%	2%	1%	1%	2%	2%	3%	*%	2%	2%	2%	2%	2%	*%	2%	4%
									h							n	no
Pinterest	97	87	4	3	3	97	81	16	6	91	18	48	32	97	16	38	21
	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%
Reddit	84	58	17	6	3	84	70	14	2	82	6	36	42	84	19	32	24
	2%	1%	4%	2%	2%	2%	1%	2%	*%	2%	*%	1%	3%	2%	2%	1%	2%
			ae						h			j	jkm	j			
Yubo	10	10	-	*	-	10	8	2	-	10	2	8	*	10	3	6	-
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%
Tumblr	9	4	3	1	2	9	9	-	*	8	*	4	5	9	3	2	3
	*%	*%	1%	*%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
			a		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
BeReal	9 *%	7 *%	1 *%	- -%	* *%	9 *%	9 *%	- -%	- -%	9 *%	3 *%	1 *%	4 *%	9 *%	- -%	5 *%	1 *%
Other social media app or site	49 1%	42 1%	5 1%	1 *%	1 1%	49 1%	43 1%	5 1%	3 *%	46 1%	9 1%	27 1%	12 1%	49 1%	7 1%	25 1%	10 1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	5023 90%	4179 89%	453 93% ae	250 91%	141 93% ae	5023 90%	4333 90% g	691 86%	762 91%	4261 90%	1075 79%	2279 91% j	1649 98% jkm	5023 90% j	1010 94% op	2024 89%	1145 89%
DO NOT USE SOCIAL MEDIA SITES OR APPS	528 9%	464 10% bd	32 6%	23 8%	9 6%	528 9% bd	429 9%	99 12% f	65 8%	463 10%	265 19% klm	198 8% l	30 2%	528 9% l	60 6%	249 11% n	132 10% n
Don't know	49 1%	43 1%	3 1%	1 *%	1 1%	49 1%	39 1%	10 1%	15 2% i	34 1%	22 2% klm	19 1% l	3 *%	49 1% l	7 1%	13 1%	7 1%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Facebook	2450 44%	864 43%	1450 46%	1322 43%	1060 47%
					c
Instagram	932 17%	304 15%	553 17%	420 14%	458 20%
					c
TikTok	546 10%	246 12%	241 8%	234 8%	255 11%
		b			c
Snapchat	373 7%	174 9%	134 4%	185 6%	146 6%
		b			
Twitter	347 6%	114 6%	212 7%	208 7%	129 6%
LinkedIn	119 2%	34 2%	77 2%	71 2%	41 2%
Pinterest	97 2%	38 2%	48 2%	52 2%	38 2%
Reddit	84 2%	34 2%	46 1%	54 2%	27 1%
Yubo	10 *%	8 *%	2 *%	5 *%	4 *%
		b			
Tumblr	9 *%	2 *%	4 *%	3 *%	5 *%
BeReal	9 *%	7 *%	2 *%	1 *%	5 *%
		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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Other social media app or site	49	18	31	38	10
	1%	1%	1%	1%	*%
				d	
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	5023	1841	2801	2593	2179
	90%	91%	88%	84%	97%
		b		c	
DO NOT USE SOCIAL MEDIA SITES OR APPS	528	155	344	452	67
	9%	8%	11%	15%	3%
			a	d	
Don't know	49	17	22	25	12
	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.

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

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5460	840	927	1064	869	866	894	5460	2459	2943	1434	1472	1065	1443	2906	2508	5460
Effective Weighted Sample	3507	546	615	728	592	533	545	3507	1601	1872	946	967	711	907	1912	1572	3507
Total	5031	845	974	955	931	730	597	5031	2376	2594	1392	1464	1113	1012	2856	2126	5031
I often share, post or comment on social media sites or apps	1349	275	364	271	223	139	77	1349	635	694	423	349	280	276	771	557	1349
	27%	33%	37%	28%	24%	19%	13%	27%	27%	27%	30%	24%	25%	27%	27%	26%	27%
		defg	cdefg	ef	ef	f		ef			klop						
I sometimes share, post or comment on social media sites or apps	1624	279	305	344	311	219	166	1624	732	871	422	486	400	303	908	702	1624
	32%	33%	31%	36%	33%	30%	28%	32%	31%	34%	30%	33%	36%	30%	32%	33%	32%
				ef	f			f					jmn				
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	2973	554	669	615	534	358	243	2973	1367	1565	845	835	680	579	1680	1259	2973
	59%	66%	69%	64%	57%	49%	41%	59%	58%	60%	61%	57%	61%	57%	59%	59%	59%
		defg	defg	defg	ef	f		ef									
I usually just 'like' things on social media sites or apps	1137	229	200	185	203	174	147	1137	499	626	292	357	250	228	649	479	1137
	23%	27%	21%	19%	22%	24%	25%	23%	21%	24%	21%	24%	23%	23%	23%	23%	23%
		bcdg					c			h							
I tend to only read things on these sites or apps and rarely like or post anything	897	60	97	148	192	195	204	897	502	388	249	265	180	197	515	378	897
	18%	7%	10%	16%	21%	27%	34%	18%	21%	15%	18%	18%	16%	19%	18%	18%	18%
				ab	abc	abcdg	abcdeg	ab	i								
Don't know	24	2	8	6	2	3	3	24	9	14	6	7	3	8	13	10	24
	*%	*%	1%	1%	*%	*%	1%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%

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

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

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

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5460	3796	553	549	562	5460	4652	808	753	4707	1120	2516	1802	5460	1044	2246	1277
Effective Weighted Sample	3507	2705	394	366	418	3507	3005	503	467	3051	693	1585	1226	3507	660	1442	850
Total	5031	4187	453	251	141	5031	4339	692	764	4268	1078	2282	1650	5031	1011	2027	1147
I often share, post or comment on social media sites or apps	1349 27%	1128 27%	115 25%	73 29%	34 24%	1349 27%	1194 28%	155 22%	204 27%	1146 27%	196 18%	605 27%	547 33%	1349 27%	330 33%	541 27%	268 23%
I sometimes share, post or comment on social media sites or apps	1624 32%	1361 33%	135 30%	82 33%	46 32%	1624 32%	1418 33%	207 30%	249 33%	1375 32%	302 28%	753 33%	561 34%	1624 32%	330 33%	654 32%	371 32%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	2973 59%	2489 59%	250 55%	155 62%	79 56%	2973 59%	2612 60%	361 52%	453 59%	2520 59%	498 46%	1359 60%	1108 67%	2973 59%	660 65%	1196 59%	640 56%
I usually just 'like' things on social media sites or apps	1137 23%	942 22%	103 23%	59 23%	34 24%	1137 23%	955 22%	182 26%	194 25%	944 22%	284 26%	540 24%	307 19%	1137 23%	226 22%	433 21%	262 23%
I tend to only read things on these sites or apps and rarely like or post anything	897 18%	736 18%	97 21%	37 15%	26 19%	897 18%	748 17%	148 21%	111 15%	786 18%	277 26%	382 17%	232 14%	897 18%	120 12%	394 19%	243 21%
Don't know	24 *%	20 *%	3 1%	* *%	1 1%	24 *%	24 1%	1 *%	6 1%	18 *%	19 2%	2 *%	3 *%	24 *%	5 *%	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.

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

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	5460	2090	2999	3453	1708
Effective Weighted Sample	3507	1342	1934	2177	1253
Total	5031	1844	2805	2597	2182
I often share, post or comment on social media sites or apps	1349 27%	575 31% b	661 24%	547 21% c	722 33%
I sometimes share, post or comment on social media sites or apps	1624 32%	624 34%	861 31%	799 31%	740 34%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	2973 59%	1199 65% b	1521 54%	1346 52%	1462 67% c
I usually just 'like' things on social media sites or apps	1137 23%	375 20%	680 24% a	671 26% d	415 19%
I tend to only read things on these sites or apps and rarely like or post anything	897 18%	260 14%	596 21% a	565 22% d	298 14%
Don't know	24 *%	11 1%	7 *%	15 1%	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.

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5809	850	944	1103	931	947	1034	5809	2678	3071	1520	1568	1128	1546	3088	2674	5809
Effective Weighted Sample	3729	553	627	752	636	584	637	3729	1738	1955	1001	1030	753	968	2031	1675	3729
Total	5322	853	993	991	991	806	688	5322	2550	2709	1461	1553	1173	1085	3014	2258	5322
Follow friends	3425	583	656	670	654	475	388	3425	1446	1937	934	1002	776	675	1936	1451	3425
	64%	68%	66%	68%	66%	59%	56%	64%	57%	72%	64%	65%	66%	62%	64%	64%	64%
		ef	ef	ef	ef			ef		h							
Follow companies or brands that I like	1963	397	488	440	344	202	92	1963	778	1156	604	591	423	324	1195	747	1963
	37%	47%	49%	44%	35%	25%	13%	37%	30%	43%	41%	38%	36%	30%	40%	33%	37%
		defg	defg	defg	ef	f		ef		h	lmop	mo	m		mop		mo
Find people that are like me/ that share my interests	1849	422	444	341	327	211	104	1849	879	946	546	539	417	333	1085	751	1849
	35%	49%	45%	34%	33%	26%	15%	35%	34%	35%	37%	35%	36%	31%	36%	33%	35%
		cdefg	cdefg	ef	ef	f		ef			mo		m		m		m
Follow celebrities or influencers	1763	464	456	395	274	123	50	1763	654	1076	470	517	418	338	987	756	1763
	33%	54%	46%	40%	28%	15%	7%	33%	26%	40%	32%	33%	36%	31%	33%	33%	33%
		bcdefg	cdefg	defg	ef	f		def		h							
Support causes or organisations by sharing or commenting on posts	1062	176	224	212	184	160	105	1062	431	611	330	306	230	185	635	415	1062
	20%	21%	23%	21%	19%	20%	15%	20%	17%	23%	23%	20%	20%	17%	21%	18%	20%
		f	f	f	f	f		f		h	mo				mo		m
Discuss/ debate things with people I know in real life	1053	188	197	212	197	156	104	1053	583	455	320	307	211	205	627	417	1053
	20%	22%	20%	21%	20%	19%	15%	20%	23%	17%	22%	20%	18%	19%	21%	18%	20%
		f	f	f	f			f	i		lo						
Sign petitions	1028	154	177	183	211	180	123	1028	405	601	291	320	202	206	611	407	1028
	19%	18%	18%	19%	21%	22%	18%	19%	16%	22%	20%	21%	17%	19%	20%	18%	19%
						b				h							

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5809	850	944	1103	931	947	1034	5809	2678	3071	1520	1568	1128	1546	3088	2674	5809
Effective Weighted Sample	3729	553	627	752	636	584	637	3729	1738	1955	1001	1030	753	968	2031	1675	3729
Total	5322	853	993	991	991	806	688	5322	2550	2709	1461	1553	1173	1085	3014	2258	5322
Follow journalists or particular news outlets	889	159	198	194	163	118	57	889	445	428	291	278	168	140	570	309	889
	17%	19%	20%	20%	16%	15%	8%	17%	17%	16%	20%	18%	14%	13%	19%	14%	17%
		f	efg	ef	f	f		f			lmop	lmo			lmop		mo
Discuss/ debate things with people I do not know in real life	851	174	191	160	156	109	62	851	481	354	278	246	160	160	524	321	851
	16%	20%	19%	16%	16%	13%	9%	16%	19%	13%	19%	16%	14%	15%	17%	14%	16%
		cdefg	efg	f	f	f		f	i		lmop				lo		
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	696	100	180	138	134	94	50	696	301	386	257	197	123	114	454	237	696
	13%	12%	18%	14%	14%	12%	7%	13%	12%	14%	18%	13%	10%	11%	15%	10%	13%
		f	acdefg	f	f	f		f		h	klmop				lmop		lmo
ANY OF THESE	4678	812	941	893	854	673	504	4678	2190	2434	1310	1371	1041	912	2682	1953	4678
	88%	95%	95%	90%	86%	83%	73%	88%	86%	90%	90%	88%	89%	84%	89%	87%	88%
		cdefg	cdefg	def	f	f		ef		h	mo	m	m		mo		m
None of these	572	21	40	84	126	130	171	572	329	238	143	157	120	149	300	269	572
	11%	2%	4%	9%	13%	16%	25%	11%	13%	9%	10%	10%	10%	14%	10%	12%	11%
				ab	abc	abcg	abcdeg	ab	i					jklnp			
Don't know	72	20	12	13	10	4	13	72	31	37	8	24	12	24	32	36	72
	1%	2%	1%	1%	1%	*	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%
		e					e					j		jn		j	j

SUMMARY

ANY FOLLOWING FRIENDS/
INFLUENCERS/ NEWS/
COMPANIES

4123	714	810	809	776	583	430	4123	1844	2231	1141	1199	937	806	2340	1742	4123
77%	84%	82%	82%	78%	72%	63%	77%	72%	82%	78%	77%	80%	74%	78%	77%	77%
	defg	efg	efg	ef	f		ef		h	m		m		m		m

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5809	850	944	1103	931	947	1034	5809	2678	3071	1520	1568	1128	1546	3088	2674	5809
Effective Weighted Sample	3729	553	627	752	636	584	637	3729	1738	1955	1001	1030	753	968	2031	1675	3729
Total	5322	853	993	991	991	806	688	5322	2550	2709	1461	1553	1173	1085	3014	2258	5322
ANY SUPPORTING CAUSES/ PETITIONS	1572	259	305	302	295	244	167	1572	655	890	473	464	321	299	937	620	1572
	30%	30%	31%	30%	30%	30%	24%	30%	26%	33%	32%	30%	27%	28%	31%	27%	30%
		f	f	f	f	f		f		h	lmo				mo		
ANY DISCUSSING/ DEBATING	1464	290	290	280	274	200	131	1464	811	630	458	418	292	284	875	577	1464
	28%	34%	29%	28%	28%	25%	19%	28%	32%	23%	31%	27%	25%	26%	29%	26%	28%
		cdefg	f	f	f	f		f	i		klmop				lo		

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5809	4044	590	586	589	5809	4948	861	797	5012	1248	2698	1835	5809	1097	2399	1365
Effective Weighted Sample	3729	2879	420	394	439	3729	3193	537	496	3244	773	1698	1250	3729	693	1538	907
Total	5322	4435	475	264	147	5322	4587	734	808	4513	1187	2427	1678	5322	1051	2146	1222
Follow friends	3425	2825	323	175	102	3425	2947	478	528	2897	603	1526	1290	3425	692	1385	811
	64%	64%	68%	66%	69%	64%	64%	65%	65%	64%	51%	63%	77%	64%	66%	65%	66%
					ae							j	jkm	j			
Follow companies or brands that I like	1963	1606	204	86	67	1963	1710	253	255	1708	186	834	940	1963	386	779	509
	37%	36%	43%	33%	45%	37%	37%	34%	32%	38%	16%	34%	56%	37%	37%	36%	42%
			ace		ace					h		j	jkm	j			no
Find people that are like me/ that share my interests	1849	1536	165	90	58	1849	1621	229	236	1613	207	786	853	1849	434	732	416
	35%	35%	35%	34%	39%	35%	35%	31%	29%	36%	17%	32%	51%	35%	41%	34%	34%
										h		j	jkm	j	op		
Follow celebrities or influencers	1763	1476	159	79	48	1763	1558	205	278	1485	199	771	792	1763	395	676	414
	33%	33%	33%	30%	33%	33%	34%	28%	34%	33%	17%	32%	47%	33%	38%	31%	34%
							g					j	jkm	j	o		
Support causes or organisations by sharing or commenting on posts	1062	878	94	58	32	1062	908	153	114	948	87	388	584	1062	207	464	246
	20%	20%	20%	22%	22%	20%	20%	21%	14%	21%	7%	16%	35%	20%	20%	22%	20%
										h		j	jkm	jk			
Discuss/ debate things with people I know in real life	1053	887	102	39	25	1053	920	132	100	953	81	422	547	1053	247	421	236
	20%	20%	21%	15%	17%	20%	20%	18%	12%	21%	7%	17%	33%	20%	23%	20%	19%
		c	c			c				h		j	jkm	jk	op		
Sign petitions	1028	861	88	49	29	1028	899	129	128	900	96	384	548	1028	229	466	211
	19%	19%	19%	19%	20%	19%	20%	18%	16%	20%	8%	16%	33%	19%	22%	22%	17%
										h		j	jkm	jk	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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5809	4044	590	586	589	5809	4948	861	797	5012	1248	2698	1835	5809	1097	2399	1365
Effective Weighted Sample	3729	2879	420	394	439	3729	3193	537	496	3244	773	1698	1250	3729	693	1538	907
Total	5322	4435	475	264	147	5322	4587	734	808	4513	1187	2427	1678	5322	1051	2146	1222
Follow journalists or particular news outlets	889	726	97	34	32	889	780	109	105	784	71	323	495	889	155	367	247
	17%	16%	20%	13%	22%	17%	17%	15%	13%	17%	6%	13%	29%	17%	15%	17%	20%
			ac		ace					h		j	jkm	jk			n
Discuss/ debate things with people I do not know in real life	851	707	79	42	23	851	749	101	82	769	76	334	438	851	188	364	192
	16%	16%	17%	16%	15%	16%	16%	14%	10%	17%	6%	14%	26%	16%	18%	17%	16%
										h		j	jkm	jk			
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	696	564	81	37	15	696	592	104	65	631	43	221	433	696	150	284	186
	13%	13%	17%	14%	10%	13%	13%	14%	8%	14%	4%	9%	26%	13%	14%	13%	15%
			ade							h		j	jkm	jk			
ANY OF THESE	4678	3884	422	236	135	4678	4044	633	711	3967	905	2163	1596	4678	957	1894	1066
	88%	88%	89%	89%	92%	88%	88%	86%	88%	88%	76%	89%	95%	88%	91%	88%	87%
					ae							j	jkm	j	p		
None of these	572	488	49	27	9	572	478	94	76	497	237	247	75	572	89	240	149
	11%	11%	10%	10%	6%	11%	10%	13%	9%	11%	20%	10%	4%	11%	8%	11%	12%
		d	d	d	d	d					klm	l		l			n
Don't know	72	63	5	1	3	72	65	7	22	50	44	17	6	72	5	12	7
	1%	1%	1%	*	2%	1%	1%	1%	3%	1%	4%	1%	*	1%	1%	1%	1%
					c				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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5809	4044	590	586	589	5809	4948	861	797	5012	1248	2698	1835	5809	1097	2399	1365
Effective Weighted Sample	3729	2879	420	394	439	3729	3193	537	496	3244	773	1698	1250	3729	693	1538	907
Total	5322	4435	475	264	147	5322	4587	734	808	4513	1187	2427	1678	5322	1051	2146	1222
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	4123	3419	380	206	118	4123	3558	565	626	3497	739	1901	1475	4123	818	1689	956
	77%	77%	80%	78%	80%	77%	78%	77%	77%	77%	62%	78%	88%	77%	78%	79%	78%
												j	jk	j			
ANY SUPPORTING CAUSES/ PETITIONS	1572	1316	131	81	44	1572	1369	203	192	1380	156	617	796	1572	327	689	336
	30%	30%	28%	31%	30%	30%	30%	28%	24%	31%	13%	25%	47%	30%	31%	32%	28%
										h		j	jk	jk		p	
ANY DISCUSSING/ DEBATING	1464	1229	135	63	37	1464	1284	180	147	1317	138	609	711	1464	342	604	314
	28%	28%	28%	24%	25%	28%	28%	24%	18%	29%	12%	25%	42%	28%	33%	28%	26%
										h		j	jk	j	op		

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	5809	2202	3212	3753	1743
Effective Weighted Sample	3729	1418	2064	2375	1277
Total	5322	1932	2984	2827	2229
Follow friends	3425	1251	1945	1764	1541
	64%	65%	65%	62%	69%
					c
Follow companies or brands that I like	1963	726	1121	921	985
	37%	38%	38%	33%	44%
					c
Find people that are like me/ that share my interests	1849	773	929	942	830
	35%	40%	31%	33%	37%
		b			c
Follow celebrities or influencers	1763	713	936	807	873
	33%	37%	31%	29%	39%
		b			c
Support causes or organisations by sharing or commenting on posts	1062	463	540	530	486
	20%	24%	18%	19%	22%
		b			c
Discuss/ debate things with people I know in real life	1053	454	531	502	508
	20%	24%	18%	18%	23%
		b			c
Sign petitions	1028	472	510	503	495
	19%	24%	17%	18%	22%
		b			c

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	5809	2202	3212	3753	1743
Effective Weighted Sample	3729	1418	2064	2375	1277
Total	5322	1932	2984	2827	2229
Follow journalists or particular news outlets	889	371	480	444	406
	17%	19%	16%	16%	18%
		b			
Discuss/ debate things with people I do not know in real life	851	393	394	400	416
	16%	20%	13%	14%	19%
		b			c
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	696	301	362	295	379
	13%	16%	12%	10%	17%
		b			c
ANY OF THESE	4678	1753	2579	2410	2042
	88%	91%	86%	85%	92%
		b			c
None of these	572	159	376	382	167
	11%	8%	13%	14%	8%
			a	d	
Don't know	72	20	29	35	20
	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.

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5809	2202	3212	3753	1743
Effective Weighted Sample	3729	1418	2064	2375	1277
Total	5322	1932	2984	2827	2229
SUMMARY					
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	4123 77%	1514 78%	2326 78%	2120 75%	1825 82%
					c
ANY SUPPORTING CAUSES/ PETITIONS	1572 30%	687 36%	804 27%	779 28%	730 33%
		b			c
ANY DISCUSSING/ DEBATING	1464 28%	629 33%	724 24%	693 25%	707 32%
		b			c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
YouTube	4469	799	896	868	799	657	451	4469	2268	2143	1253	1306	992	872	2560	1864	4469
	80%	93%	90%	87%	78%	77%	53%	80%	84%	76%	81%	81%	81%	75%	81%	78%	80%
		bcdefg	defg	defg	f	f		f	i		m	m	m		mo	m	m
Facebook	4140	558	783	838	802	622	537	4140	1861	2244	1110	1175	937	878	2285	1815	4140
	74%	65%	78%	84%	78%	73%	63%	74%	69%	79%	71%	73%	77%	75%	72%	76%	74%
			aefg	abdefg	aefg	af		af		h			jn	j		jn	
Instagram	3160	774	813	639	519	293	123	3160	1305	1806	909	958	722	541	1867	1263	3160
	56%	90%	81%	64%	50%	34%	14%	56%	48%	64%	59%	60%	59%	46%	59%	53%	56%
		bcdefg	cdefg	defg	ef	f		def		h		mo	mo	mo		mop	m
TikTok	2333	727	630	443	333	160	40	2333	1063	1230	639	666	552	440	1304	991	2333
	42%	85%	63%	44%	32%	19%	5%	42%	39%	43%	41%	41%	45%	38%	41%	42%	42%
		bcdefg	cdefg	def	ef	f		def		h			m			m	m
Twitter	1840	408	378	354	353	220	126	1840	972	840	576	574	369	310	1150	679	1840
	33%	48%	38%	35%	34%	26%	15%	33%	36%	30%	37%	36%	30%	27%	36%	28%	33%
		bcdefg	efg	ef	ef	f		ef	i		lmop	lmo			lmop		mo
Snapchat	1779	725	497	268	209	61	19	1779	759	982	479	487	451	328	966	779	1779
	32%	85%	50%	27%	20%	7%	2%	32%	28%	35%	31%	30%	37%	28%	31%	33%	32%
		bcdefg	cdefg	def	ef	f		cdef		h			jkmnop			m	m
Pinterest	1096	269	225	212	172	135	83	1096	311	760	358	333	225	174	691	399	1096
	20%	31%	23%	21%	17%	16%	10%	20%	12%	27%	23%	21%	18%	15%	22%	17%	20%
		bcdefg	def	def	f	f		ef		h	lmop	mo	m		lmop		mo
LinkedIn	891	114	182	183	190	131	90	891	499	386	384	294	142	67	678	209	891
	16%	13%	18%	18%	18%	15%	11%	16%	18%	14%	25%	18%	12%	6%	21%	9%	16%
			af	af	af	f		f	i		klmnop	lmo	mo		klmnop	m	lmo
Twitch	695	297	196	113	66	15	8	695	521	154	211	192	162	122	403	283	695
	12%	35%	20%	11%	6%	2%	1%	12%	19%	5%	14%	12%	13%	10%	13%	12%	12%
		bcdefg	cdefg	def	ef			def	i		m						
Reddit	608	214	169	101	79	37	9	608	395	198	195	182	141	85	377	226	608
	11%	25%	17%	10%	8%	4%	1%	11%	15%	7%	13%	11%	12%	7%	12%	9%	11%
		bcdefg	cdefg	ef	ef	f		def	i		mo	m	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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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Vimeo	249	36	63	68	29	34	20	249	164	81	88	76	56	29	164	85	249
	4%	4%	6%	7%	3%	4%	2%	4%	6%	3%	6%	5%	5%	2%	5%	4%	4%
			dfg	adefg				f	i		mo	m	m		mo		m
Dailymotion	200	43	56	41	24	27	10	200	136	57	66	60	39	35	126	74	200
	4%	5%	6%	4%	2%	3%	1%	4%	5%	2%	4%	4%	3%	3%	4%	3%	4%
		df	defg	f		f		f	i								
BeReal	191	131	38	13	6	*	3	191	78	106	64	61	43	19	125	62	191
	3%	15%	4%	1%	1%	%	%	3%	3%	4%	4%	4%	3%	2%	4%	3%	3%
		bcdefg	cdef	ef				cdef			mo	m	m		mo		m
Tumblr	167	61	54	26	13	8	4	167	85	74	49	37	57	20	86	77	167
	3%	7%	5%	3%	1%	1%	%	3%	3%	3%	3%	2%	5%	2%	3%	3%	3%
		cdefg	cdefg	ef				def			m		kmnp		m		m
OnlyFans	127	31	58	21	11	3	3	127	104	22	45	28	36	17	72	53	127
	2%	4%	6%	2%	1%	%	%	2%	4%	1%	3%	2%	3%	1%	2%	2%	2%
		def	cdefg	ef				def	i		m		m				
Yubo	121	61	30	12	6	4	8	121	66	53	46	27	34	14	73	48	121
	2%	7%	3%	1%	1%	%	1%	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%
		bcdefg	cdef					def			km		m		m		m
YouNow	70	16	26	17	7	-	3	70	48	21	22	26	14	5	48	19	70
	1%	2%	3%	2%	1%	-%	%	1%	2%	1%	1%	2%	1%	%	2%	1%	1%
		ef	defg	ef	e			ef	i		m	mo			mo		m
BitChute	68	5	30	21	7	2	3	68	55	13	23	12	23	9	35	32	68
	1%	1%	3%	2%	1%	%	%	1%	2%	%	2%	1%	2%	1%	1%	1%	1%
			adefg	adef				ef	i				km				
ANY OF THESE	5312	853	993	991	987	806	682	5312	2547	2702	1460	1548	1173	1082	3007	2255	5312
	95%	100%	99%	99%	96%	94%	80%	95%	94%	95%	94%	96%	96%	93%	95%	95%	95%
		defg	defg	defg	f	f		f				jmo	jm		m		m
NONE OF THESE	288	4	7	9	42	51	175	288	150	136	93	61	46	83	154	129	288
	5%	%	1%	1%	4%	6%	20%	5%	6%	5%	6%	4%	4%	7%	5%	5%	5%
					abc	abc	abcdeg	abc			kl			klmp		k	

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
YouTube	4469	3717	403	222	127	4469	3917	553	646	3823	811	2073	1572	4469	896	1793	1050
	80%	79%	83%	81%	84%	80%	82%	69%	77%	80%	60%	83%	94%	80%	83%	78%	82%
					ae		g					jm	jkm	j	o		o
Facebook	4140	3424	376	219	121	4140	3522	618	648	3493	842	1866	1414	4140	866	1725	934
	74%	73%	77%	80%	80%	74%	73%	77%	77%	73%	62%	75%	84%	74%	80%	75%	73%
			ae	ae				f				j	jkm	j	op		
Instagram	3160	2643	279	145	93	3160	2799	361	495	2665	504	1413	1236	3160	648	1207	715
	56%	56%	57%	53%	61%	56%	58%	45%	59%	56%	37%	57%	74%	56%	60%	53%	56%
					ace		g					j	jkm	j	o		
TikTok	2333	1954	192	118	69	2333	2105	228	392	1941	371	1073	887	2333	580	832	463
	42%	42%	39%	43%	46%	42%	44%	28%	47%	41%	27%	43%	53%	42%	54%	36%	36%
							g		i			j	jkm	j	op		
Twitter	1840	1503	184	95	58	1840	1615	225	172	1667	204	781	851	1840	337	740	495
	33%	32%	38%	35%	38%	33%	34%	28%	20%	35%	15%	31%	51%	33%	31%	32%	39%
			ae	ae	ae		g		h			j	jkm	j			no
Snapchat	1779	1485	162	74	58	1779	1618	162	332	1448	300	810	663	1779	451	598	332
	32%	32%	33%	27%	38%	32%	34%	20%	39%	30%	22%	32%	39%	32%	42%	26%	26%
					ace		g		i			j	jkm	j	op		
Pinterest	1096	910	100	54	33	1096	943	154	116	981	112	456	527	1096	259	434	237
	20%	19%	20%	20%	22%	20%	20%	19%	14%	21%	8%	18%	31%	20%	24%	19%	18%
									h			j	jkm	j	op		
LinkedIn	891	746	82	37	25	891	773	118	53	838	80	337	474	891	99	337	351
	16%	16%	17%	14%	17%	16%	16%	15%	6%	18%	6%	13%	28%	16%	9%	15%	27%
									h			j	jkm	jk		n	no
Twitch	695	570	82	26	17	695	639	57	61	634	95	317	283	695	175	249	127
	12%	12%	17%	9%	11%	12%	13%	7%	7%	13%	7%	13%	17%	12%	16%	11%	10%
			acde				g		h			j	jkm	j	op		
Reddit	608	481	80	27	20	608	556	52	37	571	36	223	349	608	130	243	153
	11%	10%	16%	10%	13%	11%	12%	7%	4%	12%	3%	9%	21%	11%	12%	11%	12%
			ace				g		h			j	jkm	jk			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Vimeo	249 4%	209 4%	24 5%	11 4%	5 3%	249 4%	226 5%	23 3%	23 3%	226 5%	18 1%	91 4%	140 8%	249 4%	44 4%	105 5%	65 5%
Dailymotion	200 4%	179 4%	11 2%	6 2%	5 3%	200 4%	182 4%	18 2%	11 1%	189 4%	18 1%	62 2%	120 7%	200 4%	46 4%	86 4%	42 3%
BeReal	191 3%	165 4%	12 3%	8 3%	6 4%	191 3%	179 4%	12 1%	26 3%	165 3%	24 2%	72 3%	95 6%	191 3%	44 4%	56 2%	40 3%
Tumblr	167 3%	140 3%	17 4%	7 3%	3 2%	167 3%	159 3%	8 1%	15 2%	152 3%	12 1%	52 2%	103 6%	167 3%	36 3%	70 3%	33 3%
OnlyFans	127 2%	104 2%	13 3%	8 3%	2 1%	127 2%	115 2%	12 2%	11 1%	115 2%	13 1%	49 2%	65 4%	127 2%	23 2%	58 3%	19 1%
Yubo	121 2%	110 2%	5 1%	4 1%	2 1%	121 2%	114 2%	7 1%	22 3%	99 2%	27 2%	51 2%	43 3%	121 2%	25 2%	47 2%	19 1%
YouNow	70 1%	62 1%	4 1%	3 1%	1 1%	70 1%	65 1%	4 1%	9 1%	61 1%	19 1%	22 1%	28 2%	70 1%	21 2%	28 1%	5 *%
BitChute	68 1%	61 1%	5 1%	1 *%	* *%	68 1%	64 1%	4 1%	12 1%	56 1%	7 1%	32 1%	29 2%	68 1%	18 2%	33 1%	7 1%
ANY OF THESE	5312 95%	4426 94%	475 97%	264 96%	147 97%	5312 95%	4580 95%	732 92%	806 96%	4506 95%	1182 87%	2423 97%	1678 100%	5312 95%	1051 97%	2143 94%	1220 95%
NONE OF THESE	288 5%	260 6%	13 3%	11 4%	4 3%	288 5%	221 5%	67 8%	36 4%	252 5%	179 13%	73 3%	3 *%	288 5%	27 3%	143 6%	64 5%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
YouTube	4469 80%	1641 81%	2497 79%	2336 76%	1919 85%
					c
Facebook	4140 74%	1534 76%	2331 74%	2115 69%	1861 82%
					c
Instagram	3160 56%	1191 59%	1700 54%	1417 46%	1546 68%
		b			c
TikTok	2333 42%	968 48%	1145 36%	964 31%	1205 53%
		b			c
Twitter	1840 33%	702 35%	1028 32%	932 30%	825 37%
					c
Snapchat	1779 32%	764 38%	836 26%	737 24%	894 40%
		b			c
Pinterest	1096 20%	461 23%	559 18%	532 17%	521 23%
		b			c
LinkedIn	891 16%	277 14%	565 18%	463 15%	402 18%
			a		c
Twitch	695 12%	332 16%	306 10%	312 10%	317 14%
		b			c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Reddit	608 11%	271 13%	303 10%	314 10%	263 12%
Vimeo	249 4%	115 6%	122 4%	122 4%	113 5%
Dailymotion	200 4%	101 5%	88 3%	105 3%	88 4%
BeReal	191 3%	111 5%	68 2%	98 3%	70 3%
Tumblr	167 3%	90 4%	67 2%	86 3%	65 3%
OnlyFans	127 2%	66 3%	44 1%	55 2%	58 3%
Yubo	121 2%	67 3%	40 1%	42 1%	66 3%
YouNow	70 1%	40 2%	21 1%	21 1%	35 2%
BitChute	68 1%	37 2%	25 1%	27 1%	34 2%

Columns Tested: a,b - c,d

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

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

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
ANY OF THESE	5312	1928	2978	2820	2227
	95%	96%	94%	92%	99%
		b			c
NONE OF THESE	288	85	189	251	31
	5%	4%	6%	8%	1%
			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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	19	1	8	6	1	2	1	19	15	3	6	4	7	2	10	9	19
	*%	*%	1%	1%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%
			df						i								
USE MORE THAN ONE PROFILE	3	*	1	-	-	-	2	3	3	*	1	-	2	*	1	2	3
	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	3	-	-	2	1	-	-	3	2	1	2	-	-	1	2	1	3
	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	43	4	21	13	5	*	*	43	35	8	14	9	14	6	23	20	43
	1%	*%	2%	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
			adefg	ef				ef	i								
DON'T USE THIS APP/ SITE	5532	852	970	979	1022	855	854	5532	2642	2824	1529	1596	1197	1155	3126	2352	5532
	99%	99%	97%	98%	99%	100%	100%	99%	98%	100%	98%	99%	98%	99%	99%	99%	99%
		bc			bc	bcg	bcg	b		h		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	19	17	2	-	-	19	18	*	1	17	1	4	13	19	4	13	*
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%
													jkm			p	
USE MORE THAN ONE PROFILE	3	3	-	-	-	3	3	-	-	3	-	*	3	3	-	2	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	-%
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	3	3	-	-	3	-	-	3	3	2	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%	-%
USE BUT DON'T HAVE A PROFILE	43	38	3	1	*	43	39	4	10	33	6	27	9	43	12	18	7
	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%
DON'T USE THIS APP/ SITE	5532	4625	483	274	151	5532	4738	794	830	4702	1354	2463	1653	5532	1060	2253	1276
	99%	99%	99%	100%	100%	99%	99%	99%	99%	99%	99%	99%	98%	99%	98%	99%	99%
											l						no

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	19 *%	10 1%	6 *%	8 *%	9 *%
USE MORE THAN ONE PROFILE	3 *%	2 *%	* *%	- -%	2 *%
DON'T KNOW HOW MANY PROFILES	3 *%	2 *%	- -%	- -%	3 *%
					c
USE BUT DON'T HAVE A PROFILE	43 1%	23 1%	18 1%	19 1%	20 1%
DON'T USE THIS APP/ SITE	5532 99%	1977 98%	3143 99%	3044 99%	2224 98%
			a		

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	32	5	8	6	5	6	2	32	21	11	11	8	6	8	18	14	32
	1%	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
USE MORE THAN ONE PROFILE	6	1	5	-	-	-	-	6	2	4	3	-	2	1	3	3	6
	*%	*%	1%	fg	fg	fg	fg	*%	*%	*%	*%	fg	fg	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	-	-	*	-	*	*	-	-	-	*	-	*
	*%	*%	fg	fg	fg	fg	fg	*%	fg	*%	*%	fg	fg	fg	*%	fg	*%
USE BUT DON'T HAVE A PROFILE	162	37	42	35	19	21	7	162	114	42	52	52	31	27	104	57	162
	3%	4%	4%	f	2%	2%	1%	3%	4%	1%	3%	3%	3%	2%	3%	2%	3%
DON'T USE THIS APP/ SITE	5400	815	944	959	1004	830	847	5400	2561	2780	1487	1549	1181	1129	3035	2310	5400
	96%	95%	94%	96%	98%	97%	99%	96%	95%	98%	96%	96%	97%	97%	96%	97%	96%
				ab	b	abce	b			h							

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	32	31	*	1	*	32	30	2	4	28	3	9	20	32	7	19	3
	1%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	1%	1%	1%	1%	*%
													jkm				
USE MORE THAN ONE PROFILE	6	5	-	*	-	6	6	-	-	6	-	2	4	6	1	4	*
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	-	-	-	*	*	*	-	-	*	-	-	*	*	-	-	-
	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%
					ae												
USE BUT DON'T HAVE A PROFILE	162	143	10	5	4	162	146	16	7	155	15	51	96	162	38	64	39
	3%	3%	2%	2%	3%	3%	3%	2%	1%	3%	1%	2%	6%	3%	4%	3%	3%
										h			jkm	j			
DON'T USE THIS APP/ SITE	5400	4507	477	269	147	5400	4620	780	831	4569	1343	2433	1561	5400	1032	2200	1242
	96%	96%	98%	98%	97%	96%	96%	98%	99%	96%	99%	98%	93%	96%	96%	96%	97%
									i		klm	lm	l				

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	32 1%	19 1%	11 *%	14 *%	16 1%
		b			
USE MORE THAN ONE PROFILE	6 *%	* *%	4 *%	1 *%	4 *%
DON'T KNOW HOW MANY PROFILES	* *%	- -%	- -%	- -%	* *%
USE BUT DON'T HAVE A PROFILE	162 3%	82 4%	73 2%	90 3%	68 3%
		b			
DON'T USE THIS APP/ SITE	5400 96%	1912 95%	3079 97%	2966 97%	2170 96%
			a		

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	3400	409	598	703	692	549	450	3400	1484	1892	870	972	799	724	1842	1523	3400
	61%	48%	60%	70%	67%	64%	52%	61%	55%	67%	56%	60%	66%	62%	58%	64%	61%
			af	abefg	abfg	af		af		h		j	jknp	jn		jnp	j
USE MORE THAN ONE PROFILE	309	37	75	84	71	25	16	309	129	172	87	79	73	69	166	142	309
	6%	4%	8%	8%	7%	3%	2%	6%	5%	6%	6%	5%	6%	6%	5%	6%	6%
		f	aefg	aefg	ef			ef									
DON'T KNOW HOW MANY PROFILES	18	4	6	2	1	*	5	18	8	9	6	1	-	10	7	10	18
	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
														klnp			
USE BUT DON'T HAVE A PROFILE	414	109	104	49	38	47	67	414	241	171	147	122	65	75	269	140	414
	7%	13%	10%	5%	4%	6%	8%	7%	9%	6%	9%	8%	5%	6%	9%	6%	7%
		cdefg	cdeg				cd	cd	i		lmop	l			lmo		lo
DON'T USE THIS APP/ SITE	1460	299	217	162	226	235	320	1460	836	594	443	434	283	286	876	569	1460
	26%	35%	22%	16%	22%	27%	37%	26%	31%	21%	29%	27%	23%	25%	28%	24%	26%
		bcdeg	c		c	bcd	bcdeg	bcd	i		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	3400	2800	313	184	102	3400	2895	505	550	2850	664	1535	1190	3400	692	1422	803
	61%	60%	64%	67%	68%	61%	60%	63%	65%	60%	49%	61%	71%	61%	64%	62%	63%
			ae	ae	ae				i			j	jk	j			
USE MORE THAN ONE PROFILE	309	262	25	15	7	309	242	67	33	276	35	128	145	309	75	137	63
	6%	6%	5%	5%	4%	6%	5%	8%	4%	6%	3%	5%	9%	6%	7%	6%	5%
								f				j	jk	j			
DON'T KNOW HOW MANY PROFILES	18	16	-	1	1	18	15	3	5	13	6	8	4	18	9	4	*
	*%	*%	-%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%
															op		
USE BUT DON'T HAVE A PROFILE	414	345	38	20	11	414	371	43	60	354	137	195	75	414	90	163	68
	7%	7%	8%	7%	7%	7%	8%	5%	7%	7%	10%	8%	4%	7%	8%	7%	5%
							g				lm	l	l	p			
DON'T USE THIS APP/ SITE	1460	1262	111	55	30	1460	1279	181	194	1265	519	629	267	1460	211	561	350
	26%	27%	23%	20%	20%	26%	27%	23%	23%	27%	38%	25%	16%	26%	20%	25%	27%
		cd				cd	g				klm	l	l	n	n	n	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	3400	1196	1993	1775	1518
	61%	59%	63%	58%	67%
			a		c
USE MORE THAN ONE PROFILE	309	142	146	122	171
	6%	7%	5%	4%	8%
		b			c
DON'T KNOW HOW MANY PROFILES	18	5	4	7	8
	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	414	190	187	211	165
	7%	9%	6%	7%	7%
		b			
DON'T USE THIS APP/ SITE	1460	480	837	955	397
	26%	24%	26%	31%	18%
				d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	2022	393	502	449	373	217	87	2022	809	1194	555	613	468	367	1168	835	2022
	36%	46%	50%	45%	36%	25%	10%	36%	30%	42%	36%	38%	38%	32%	37%	35%	36%
		defg	cdefg	defg	ef	f		ef		h	m	m	m		m		m
USE MORE THAN ONE PROFILE	629	264	193	98	55	13	5	629	224	384	187	208	137	90	395	227	629
	11%	31%	19%	10%	5%	2%	1%	11%	8%	14%	12%	13%	11%	8%	12%	10%	11%
		bcdefg	cdefg	def	ef			def		h	mo	mo	m		mo		m
DON'T KNOW HOW MANY PROFILES	23	6	7	4	3	2	2	23	11	13	4	7	9	3	11	12	23
	*%	1%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	486	110	111	88	87	61	28	486	261	216	163	130	108	80	293	189	486
	9%	13%	11%	9%	8%	7%	3%	9%	10%	8%	11%	8%	9%	7%	9%	8%	9%
		cdefg	ef	f	f	f		f	i		mo				m		
DON'T USE THIS APP/ SITE	2440	83	187	361	510	564	734	2440	1393	1031	644	651	498	623	1294	1121	2440
	44%	10%	19%	36%	50%	66%	86%	44%	52%	36%	41%	40%	41%	54%	41%	47%	44%
			a	ab	abcg	abcdg	abcdeg	abc	i					ijklnop		ijklnp	n

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	2022	1680	194	88	60	2022	1777	246	316	1706	292	926	801	2022	407	780	490
	36%	36%	40%	32%	40%	36%	37%	31%	37%	36%	21%	37%	48%	36%	38%	34%	38%
			c		c		g					j	jkm	j		o	
USE MORE THAN ONE PROFILE	629	544	47	25	13	629	563	65	91	537	65	268	293	629	143	234	138
	11%	12%	10%	9%	8%	11%	12%	8%	11%	11%	5%	11%	17%	11%	13%	10%	11%
		d					g					j	jkm	j	o		
DON'T KNOW HOW MANY PROFILES	23	22	-	1	1	23	22	2	6	18	6	10	7	23	5	2	2
	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%
															o		
USE BUT DON'T HAVE A PROFILE	486	397	38	32	19	486	438	48	83	403	141	209	135	486	93	191	85
	9%	8%	8%	12%	13%	9%	9%	6%	10%	8%	10%	8%	8%	9%	9%	8%	7%
				a	abe		g										
DON'T USE THIS APP/ SITE	2440	2043	209	130	58	2440	2002	438	346	2093	857	1082	445	2440	430	1079	569
	44%	44%	43%	47%	39%	44%	42%	55%	41%	44%	63%	43%	26%	44%	40%	47%	44%
		d		d		d		f			klm	l		l		n	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	2022 36%	702 35%	1155 36%	896 29%	1036 46%
					c
USE MORE THAN ONE PROFILE	629 11%	294 15%	293 9%	303 10%	287 13%
		b			c
DON'T KNOW HOW MANY PROFILES	23 *%	9 *%	9 *%	12 *%	6 *%
USE BUT DON'T HAVE A PROFILE	486 9%	187 9%	242 8%	207 7%	217 10%
					c
DON'T USE THIS APP/ SITE	2440 44%	822 41%	1468 46%	1653 54%	712 32%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	685	71	142	138	156	112	67	685	376	306	296	242	91	51	538	143	685
	12%	8%	14%	14%	15%	13%	8%	12%	14%	11%	19%	15%	7%	4%	17%	6%	12%
			af	af	afg	af		af	i		klmop	lmop	m		lmop		lmo
USE MORE THAN ONE PROFILE	24	5	3	3	9	2	2	24	15	10	13	4	7	*	16	8	24
	*%	1%	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%	1%	*%	1%	*%	*%
											m		m		m		
DON'T KNOW HOW MANY PROFILES	5	-	-	2	1	-	3	5	2	3	2	3	-	-	5	-	5
	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	177	39	37	41	25	16	19	177	106	66	73	45	43	16	118	58	177
	3%	5%	4%	4%	2%	2%	2%	3%	4%	2%	5%	3%	4%	1%	4%	2%	3%
		def	e	ef					i		kmop	m	m		mo	m	m
DON'T USE THIS APP/ SITE	4709	743	818	817	839	727	767	4709	2198	2452	1169	1315	1078	1097	2483	2175	4709
	84%	87%	82%	82%	82%	85%	89%	84%	82%	86%	75%	82%	88%	94%	79%	91%	84%
		bcd					bcdeg			h		jn	jknp	jklnop	j	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND 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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	685 12%	568 12%	70 14%	27 10%	20 13%	685 12%	583 12%	102 13%	35 4%	650 14%	55 4%	247 10%	383 23%	685 12%	61 6%	242 11%	305 24%
										h		j	lkm	jk		n	o
USE MORE THAN ONE PROFILE	24 *%	24 1%	- -%	* *%	* *%	24 *%	19 *%	5 1%	- -%	24 1%	3 *%	14 1%	7 *%	24 *%	3 *%	15 1%	3 *%
DON'T KNOW HOW MANY PROFILES	5 *%	5 *%	- -%	- -%	1 *%	5 *%	5 *%	- -%	1 *%	5 *%	- -%	3 *%	2 *%	5 *%	2 *%	3 *%	- -%
USE BUT DON'T HAVE A PROFILE	177 3%	150 3%	13 3%	10 4%	4 3%	177 3%	165 3%	11 1%	18 2%	159 3%	21 2%	73 3%	82 5%	177 3%	32 3%	77 3%	43 3%
							g					j	lkm	j			
DON'T USE THIS APP/ SITE	4709 84%	3940 84%	406 83%	237 86%	126 83%	4709 84%	4029 84%	681 85%	789 94%	3920 82%	1282 94%	2159 87%	1207 72%	4709 84%	979 91%	1949 85%	933 73%
									i		klm	lm	l	op	p		

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	685 12%	199 10%	454 14% a	375 12%	292 13%
USE MORE THAN ONE PROFILE	24 *%	4 *%	15 *%	4 *%	18 1% c
DON'T KNOW HOW MANY PROFILES	5 *%	5 *%	1 *%	3 *%	2 *%
USE BUT DON'T HAVE A PROFILE	177 3%	69 3%	96 3%	81 3%	90 4% c
DON'T USE THIS APP/ SITE	4709 84%	1737 86% b	2602 82%	2607 85% d	1856 82%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	42	12	20	6	4	-	1	42	36	6	17	5	14	6	22	20	42
	1%	1%	2%	1%	*%	-%	*%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%
		ef	cdefg	e				ef	i		k		k				
USE MORE THAN ONE PROFILE	9	2	3	2	-	-	2	9	6	2	4	-	4	*	4	5	9
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
													k				
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	-	-	*	-	*	-	-	-	*	-	*	*
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	75	17	34	13	7	3	-	75	61	13	24	22	17	10	46	27	75
	1%	2%	3%	1%	1%	*%	-%	1%	2%	*%	2%	1%	1%	1%	1%	1%	1%
		def	cdefg	f	f			ef	i								
DON'T USE THIS APP/ SITE	5473	826	942	979	1018	854	854	5473	2593	2816	1508	1581	1184	1147	3089	2332	5473
	98%	96%	94%	98%	99%	100%	100%	98%	96%	99%	97%	98%	97%	99%	98%	98%	98%
				b	abg	abcg	abcg	b		h				jl			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	42 1%	36 1%	4 1%	2 1%	1 *%	42 1%	39 1%	4 *%	- -%	42 1%	* *%	13 1%	29 2%	42 1%	10 1%	19 1%	6 *%
USE MORE THAN ONE PROFILE	9 *%	8 *%	- -%	1 *%	* *%	9 *%	9 *%	* *%	- -%	9 *%	* *%	1 *%	8 *%	9 *%	2 *%	6 *%	- -%
DON'T KNOW HOW MANY PROFILES	* *%	* *%	- -%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	75 1%	59 1%	9 2%	5 2%	1 1%	75 1%	67 1%	8 1%	11 1%	64 1%	12 1%	35 1%	28 2%	75 1%	11 1%	33 1%	12 1%
DON'T USE THIS APP/ SITE	5473 98%	4582 98%	475 97%	267 97%	149 99%	5473 98%	4687 98%	787 98%	831 99%	4643 98%	1349 99%	2447 98%	1616 96%	5473 98%	1055 98%	2228 97%	1265 99%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	42 1%	19 1%	16 1%	21 1%	20 1%
USE MORE THAN ONE PROFILE	9 *%	5 *%	3 *%	2 *%	6 *%
DON'T KNOW HOW MANY PROFILES	* *%	* *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	75 1%	42 2%	25 1%	33 1%	32 1%
DON'T USE THIS APP/ SITE	5473 98%	1948 97%	3123 99%	3015 98%	2200 97%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	619	175	125	118	102	64	34	619	158	443	204	192	125	93	396	218	619
	11%	20%	13%	12%	10%	7%	4%	11%	6%	16%	13%	12%	10%	8%	13%	9%	11%
		bcdefg	ef	ef	f	f	ef	ef		h	mo	mo			mo		mo
USE MORE THAN ONE PROFILE	29	11	8	5	3	1	1	29	13	16	15	9	3	2	24	5	29
	1%	1%	1%	*%	*%	*%	*%	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%
		defg	ef								lmo				o		
DON'T KNOW HOW MANY PROFILES	7	*	2	*	*	1	3	7	2	5	*	3	1	2	3	3	7
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	442	82	90	89	67	70	45	442	139	296	139	129	96	76	268	172	442
	8%	10%	9%	9%	7%	8%	5%	8%	5%	10%	9%	8%	8%	7%	8%	7%	8%
		f	f	f		f		f		h	m						
DON'T USE THIS APP/ SITE	4504	589	775	788	856	722	775	4504	2386	2077	1195	1276	995	990	2470	1985	4504
	80%	69%	77%	79%	83%	84%	90%	80%	88%	73%	77%	79%	82%	85%	78%	83%	80%
			a	a	abc	abcg	abcdeg	a	i				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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	619	504	62	29	23	619	525	94	55	564	50	245	324	619	143	248	136
	11%	11%	13%	11%	16%	11%	11%	12%	7%	12%	4%	10%	19%	11%	13%	11%	11%
					ace					h		j	jkm	j			
USE MORE THAN ONE PROFILE	29	23	5	*	*	29	26	2	3	26	3	8	17	29	5	10	7
	1%	*%	1%	*%	*%	1%	1%	*%	*%	1%	*%	*%	1%	1%	*%	*%	1%
													jkm				
DON'T KNOW HOW MANY PROFILES	7	5	1	*	*	7	6	*	*	6	*	4	2	7	1	3	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	442	377	32	24	9	442	385	57	57	385	59	198	184	442	110	172	94
	8%	8%	7%	9%	6%	8%	8%	7%	7%	8%	4%	8%	11%	8%	10%	8%	7%
												j	jkm	j	op		
DON'T USE THIS APP/ SITE	4504	3776	388	221	119	4504	3859	645	726	3777	1249	2040	1154	4504	819	1852	1047
	80%	81%	80%	80%	78%	80%	80%	81%	86%	79%	92%	82%	69%	80%	76%	81%	82%
									i		klm	l	l		n	n	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	619	266	322	291	307
	11%	13%	10%	9%	14%
		b			c
USE MORE THAN ONE PROFILE	29	17	9	20	6
	1%	1%	*%	1%	*%
		b			
DON'T KNOW HOW MANY PROFILES	7	3	1	5	1
	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	442	174	227	216	205
	8%	9%	7%	7%	9%
					c
DON'T USE THIS APP/ SITE	4504	1553	2609	2539	1738
	80%	77%	82%	83%	77%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	336	123	96	64	31	18	3	336	209	116	107	105	73	46	213	120	336
	6%	14%	10%	6%	3%	2%	*%	6%	8%	4%	7%	7%	6%	4%	7%	5%	6%
		bcdefg	cdefg	def	f	f		def	i		mo	m	m		mo		m
USE MORE THAN ONE PROFILE	43	19	13	4	4	-	4	43	32	11	18	9	14	2	27	16	43
	1%	2%	1%	*%	*%	-%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		cdefg	e					e	i		m		m		m		m
DON'T KNOW HOW MANY PROFILES	5	-	5	-	-	-	-	5	5	-	2	3	-	-	5	-	5
	*%	-%	1%	-%	-%	-%	-%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%
			cfg						i								
USE BUT DON'T HAVE A PROFILE	223	73	55	32	43	19	2	223	149	70	68	65	53	37	133	90	223
	4%	8%	5%	3%	4%	2%	*%	4%	6%	2%	4%	4%	4%	3%	4%	4%	4%
		bcdefg	cef	f	ef	f		ef	i								
DON'T USE THIS APP/ SITE	4992	643	831	899	950	820	848	4992	2302	2639	1357	1426	1079	1079	2784	2158	4992
	89%	75%	83%	90%	92%	96%	99%	89%	85%	93%	87%	89%	88%	93%	88%	91%	89%
			a	ab	abg	abcdg	abcdg	ab		h				jklnop		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	336 6%	257 5%	53 11% ace	14 5%	12 8% a	336 6%	305 6% g	31 4%	18 2% h	318 7%	15 1%	112 4% j	209 12% jkm	336 6% jk	65 6%	134 6%	98 8%
USE MORE THAN ONE PROFILE	43 1%	32 1%	8 2% ae	2 1%	1 *% ae	43 1%	38 1%	5 1%	1 *% h	43 1%	2 *% h	19 1% j	22 1% j	43 1% j	8 1%	18 1%	7 1%
DON'T KNOW HOW MANY PROFILES	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	- -%	5 *%	2 *%	3 *%	- -%	5 *%	- -%	2 *%	3 *%
USE BUT DON'T HAVE A PROFILE	223 4%	187 4%	19 4%	10 4%	7 5%	223 4%	208 4% g	16 2%	19 2%	204 4% h	17 1%	89 4% j	118 7% jkm	223 4% j	57 5%	89 4%	45 4%
DON'T USE THIS APP/ SITE	4992 89%	4205 90% b	408 84%	248 90% b	132 87%	4992 89% b	4245 88%	747 93% f	804 96% i	4188 88%	1326 97% klm	2272 91% lm	1332 79% l	4992 89% l	948 88%	2043 89%	1131 88%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	336 6%	148 7%	176 6%	190 6%	138 6%
USE MORE THAN ONE PROFILE	43 1%	22 1%	18 1%	19 1%	19 1%
DON'T KNOW HOW MANY PROFILES	5 *%	2 *%	3 *%	3 *%	2 *%
USE BUT DON'T HAVE A PROFILE	223 4%	99 5%	106 3%	102 3%	103 5%
DON'T USE THIS APP/ SITE	4992 89%	1743 87%	2864 90%	2756 90%	1995 88%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	1269	533	350	183	150	46	7	1269	484	761	315	346	339	245	661	584	1269
	23%	62%	35%	18%	15%	5%	1%	23%	18%	27%	20%	22%	28%	21%	21%	24%	23%
		bcdefg	cdefg	ef	ef	f		cdef		h			jkmp			jmn	
USE MORE THAN ONE PROFILE	128	73	39	10	4	2	*	128	73	44	47	37	28	14	84	42	128
	2%	8%	4%	1%	*%	*%	*%	2%	3%	2%	3%	2%	2%	1%	3%	2%	2%
		bcdefg	cdefg	f				cdef	i		mo				m		m
DON'T KNOW HOW MANY PROFILES	19	10	5	4	-	-	*	19	14	5	4	8	3	2	12	5	19
	*%	1%	1%	*%	-%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%
		defg															
USE BUT DON'T HAVE A PROFILE	363	110	103	72	55	13	11	363	188	172	113	97	81	67	209	148	363
	6%	13%	10%	7%	5%	1%	1%	6%	7%	6%	7%	6%	7%	6%	7%	6%	6%
		cdefg	cdefg	ef	ef			ef									
DON'T USE THIS APP/ SITE	3821	132	503	732	820	796	838	3821	1938	1855	1074	1122	769	836	2195	1605	3821
	68%	15%	50%	73%	80%	93%	98%	68%	72%	65%	69%	70%	63%	72%	69%	67%	68%
			a	abg	abcg	abcdg	abcdg	ab	i		l	l		lop	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	1269	1050	126	49	44	1269	1143	126	226	1042	180	575	511	1269	304	443	250
	23%	22%	26%	18%	29%	23%	24%	16%	27%	22%	13%	23%	30%	23%	28%	19%	19%
		c	c		ace	c	g		i			j	jkm	j	op		
USE MORE THAN ONE PROFILE	128	115	7	5	1	128	122	6	29	99	21	63	44	128	34	42	19
	2%	2%	1%	2%	1%	2%	3%	1%	3%	2%	2%	3%	3%	2%	3%	2%	1%
		d				d	g		i						op		
DON'T KNOW HOW MANY PROFILES	19	19	-	-	*	19	19	-	4	15	7	7	4	19	8	3	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%	1%	*%	*%
															o		
USE BUT DON'T HAVE A PROFILE	363	301	29	20	13	363	334	30	72	292	92	165	103	363	105	109	62
	6%	6%	6%	7%	8%	6%	7%	4%	9%	6%	7%	7%	6%	6%	10%	5%	5%
							g		i						op		
DON'T USE THIS APP/ SITE	3821	3201	326	200	94	3821	3184	637	510	3310	1061	1686	1018	3821	626	1688	952
	68%	68%	67%	73%	62%	68%	66%	80%	61%	70%	78%	68%	61%	68%	58%	74%	74%
		d		d		d		f	h		klm	l		l		n	n

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	1269 23%	514 26%	635 20%	556 18%	633 28%
		b			c
USE MORE THAN ONE PROFILE	128 2%	75 4%	42 1%	39 1%	71 3%
		b			c
DON'T KNOW HOW MANY PROFILES	19 *%	11 1%	5 *%	3 *%	11 *%
		b			c
USE BUT DON'T HAVE A PROFILE	363 6%	164 8%	154 5%	139 5%	180 8%
		b			c
DON'T USE THIS APP/ SITE	3821 68%	1249 62%	2331 74%	2334 76%	1364 60%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	1325	415	387	259	167	85	12	1325	559	750	353	376	336	240	730	576	1325
	24%	48%	39%	26%	16%	10%	1%	24%	21%	26%	23%	23%	28%	21%	23%	24%	24%
		bcdefg	cdefg	def	ef	f		def		h			jkmp		m	m	
USE MORE THAN ONE PROFILE	263	158	65	18	16	3	3	263	123	127	102	62	51	43	164	94	263
	5%	18%	6%	2%	2%	*%	*%	5%	5%	4%	7%	4%	4%	4%	5%	4%	5%
		bcdefg	cdef	ef	ef			cdef			klmop						
DON'T KNOW HOW MANY PROFILES	12	5	5	-	1	1	-	12	4	9	-	5	-	5	5	5	12
	*%	1%	1%	-%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
		cf	cf											j			
USE BUT DON'T HAVE A PROFILE	732	149	173	165	149	71	25	732	377	344	183	223	164	152	406	316	732
	13%	17%	17%	17%	14%	8%	3%	13%	14%	12%	12%	14%	13%	13%	13%	13%	13%
		efg	efg	efg	ef	f		ef									
DON'T USE THIS APP/ SITE	3267	130	370	557	696	697	817	3267	1634	1607	914	943	668	725	1857	1393	3267
	58%	15%	37%	56%	68%	81%	95%	58%	61%	57%	59%	59%	55%	62%	59%	58%	58%
			a	ab	abcg	abcdg	abcdeg	ab	i				lop				

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	1325	1102	121	60	43	1325	1191	134	206	1119	161	592	572	1325	310	484	304
	24%	24%	25%	22%	28%	24%	25%	17%	24%	24%	12%	24%	34%	24%	29%	21%	24%
					ace		g					j	jkm	j	op		
USE MORE THAN ONE PROFILE	263	233	17	10	3	263	249	14	38	225	38	138	87	263	76	81	39
	5%	5%	4%	4%	2%	5%	5%	2%	4%	5%	3%	6%	5%	5%	7%	4%	3%
		d				d	g					j	j	j	op		
DON'T KNOW HOW MANY PROFILES	12	12	-	-	-	12	11	1	5	8	8	2	3	12	-	1	2
	*%	*%	-%	-%	-%	*%	*%	*%	1%	*%	1%	*%	*%	*%	-%	*%	*%
											k						
USE BUT DON'T HAVE A PROFILE	732	606	54	48	24	732	653	79	143	589	164	342	226	732	194	266	118
	13%	13%	11%	18%	16%	13%	14%	10%	17%	12%	12%	14%	13%	13%	18%	12%	9%
				abe	b		g		i						op		
DON'T USE THIS APP/ SITE	3267	2733	295	157	82	3267	2696	571	450	2817	990	1422	794	3267	498	1454	820
	58%	58%	61%	57%	54%	58%	56%	72%	53%	59%	73%	57%	47%	58%	46%	64%	64%
								f	h		klm	l		l	n	n	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	1325 24%	516 26%	697 22%	576 19%	696 31%
		b			c
USE MORE THAN ONE PROFILE	263 5%	159 8%	78 2%	102 3%	123 5%
		b			c
DON'T KNOW HOW MANY PROFILES	12 *%	7 *%	2 *%	8 *%	- -%
USE BUT DON'T HAVE A PROFILE	732 13%	286 14%	367 12%	278 9%	386 17%
		b			c
DON'T USE THIS APP/ SITE	3267 58%	1046 52%	2022 64%	2107 69%	1053 47%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	85 2%	32 4%	31 3%	10 1%	2 *%	5 1%	3 *%	85 2%	33 1%	49 2%	28 2%	23 1%	21 2%	11 1%	51 2%	32 1%	85 2%
		cdefg	cdefg					df									
USE MORE THAN ONE PROFILE	19 *%	9 1%	6 1%	- -%	3 *%	- -%	- -%	19 *%	9 *%	7 *%	3 *%	4 *%	7 1%	4 *%	8 *%	11 *%	19 *%
		cefg	cef														
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%
USE BUT DON'T HAVE A PROFILE	63 1%	19 2%	17 2%	16 2%	8 1%	2 *%	1 *%	63 1%	43 2%	18 1%	17 1%	10 1%	27 2%	6 1%	27 1%	34 1%	63 1%
		defg	ef	ef	f			ef	i				kmnp			m	
DON'T USE THIS APP/ SITE	5433 97%	796 93%	946 95%	974 97%	1015 99%	849 99%	853 100%	5433 97%	2612 97%	2763 97%	1504 97%	1571 98%	1163 95%	1144 98%	3075 97%	2307 97%	5433 97%
				ab	abg	abcg	abcg	ab				l		jlop	l		l

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	85	69	11	3	2	85	81	4	8	77	4	18	63	85	14	44	20
	2%	1%	2%	1%	1%	2%	2%	*%	1%	2%	*%	1%	4%	2%	1%	2%	2%
							g						jkm	jk			
USE MORE THAN ONE PROFILE	19	17	2	-	1	19	18	1	2	17	3	8	8	19	8	3	4
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
														o			
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	63	54	4	4	1	63	60	3	5	58	6	25	32	63	13	24	9
	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	*%	1%	2%	1%	1%	1%	1%
													jkm				
DON'T USE THIS APP/ SITE	5433	4547	471	268	148	5433	4642	791	827	4606	1349	2444	1578	5433	1042	2216	1251
	97%	97%	96%	97%	98%	97%	97%	99%	98%	97%	99%	98%	94%	97%	97%	97%	97%
								f			klm	lm		l			

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	85 2%	47 2%	34 1%	51 2%	30 1%
USE MORE THAN ONE PROFILE	19 *%	9 *%	9 *%	12 *%	5 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	63 1%	34 2%	24 1%	23 1%	29 1%
DON'T USE THIS APP/ SITE	5433 97%	1924 96%	3100 98%	2984 97%	2193 97%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	325	142	88	54	31	8	2	325	262	54	92	103	79	49	195	129	325
	6%	17%	9%	5%	3%	1%	*%	6%	10%	2%	6%	6%	7%	4%	6%	5%	6%
		bcdefg	cdefg	def	ef			def	i			m	m		m		m
USE MORE THAN ONE PROFILE	41	15	17	1	6	-	2	41	31	10	10	10	15	6	20	21	41
	1%	2%	2%	*%	1%	-%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		cefg	cefg					ce	i								
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	-	-	3	2	*	-	3	-	-	3	-	3
	*%	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%	-%	*%	-%	*%
		g															
USE BUT DON'T HAVE A PROFILE	326	137	91	58	30	7	4	326	225	90	109	77	67	67	185	134	326
	6%	16%	9%	6%	3%	1%	*%	6%	8%	3%	7%	5%	6%	6%	6%	6%	6%
		bcdefg	cdefg	def	ef			def	i		k						
DON'T USE THIS APP/ SITE	4905	561	804	887	962	842	849	4905	2176	2683	1342	1417	1058	1043	2758	2101	4905
	88%	65%	80%	89%	94%	98%	99%	88%	81%	95%	86%	88%	87%	90%	87%	88%	88%
			a	ab	abcg	abcdg	abcdg	ab		h				j			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	325	262	42	11	10	325	299	27	24	302	31	150	144	325	72	120	70
	6%	6%	9%	4%	7%	6%	6%	3%	3%	6%	2%	6%	9%	6%	7%	5%	5%
			ace				g			h		j	jkm	j			
USE MORE THAN ONE PROFILE	41	37	3	-	1	41	38	3	1	40	6	16	19	41	10	16	1
	1%	1%	1%	-%	*%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	*%
															p	p	
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	3	3	-	*	2	2	*	-	3	-	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	326	269	37	15	6	326	299	27	37	290	55	151	120	326	93	114	55
	6%	6%	8%	5%	4%	6%	6%	3%	4%	6%	4%	6%	7%	6%	9%	5%	4%
			d				g					j	j	j	op		
DON'T USE THIS APP/ SITE	4905	4116	405	249	135	4905	4163	742	781	4124	1267	2178	1398	4905	903	2037	1157
	88%	88%	83%	91%	89%	88%	87%	93%	93%	87%	93%	87%	83%	88%	84%	89%	90%
		b		b	b	b		f	i		klm	l		l		n	n

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	325 6%	146 7%	158 5%	162 5%	135 6%
		b			
USE MORE THAN ONE PROFILE	41 1%	23 1%	15 *%	19 1%	18 1%
		b			
DON'T KNOW HOW MANY PROFILES	3 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	326 6%	160 8%	133 4%	131 4%	163 7%
		b			c
DON'T USE THIS APP/ SITE	4905 88%	1682 84%	2861 90%	2759 90%	1942 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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	1289	248	262	265	259	170	85	1289	681	597	395	382	270	235	777	505	1289
	23%	29%	26%	27%	25%	20%	10%	23%	25%	21%	25%	24%	22%	20%	25%	21%	23%
		efg	ef	efg	ef	f		f	i		mo	m		mo			
USE MORE THAN ONE PROFILE	167	68	33	23	31	8	4	167	81	74	56	67	31	11	123	42	167
	3%	8%	3%	2%	3%	1%	*%	3%	3%	3%	4%	4%	3%	1%	4%	2%	3%
		bcdefg	ef	ef	ef			ef			mo	mop	m		mo		mo
DON'T KNOW HOW MANY PROFILES	10	4	1	2	-	-	3	10	4	6	4	6	-	1	9	1	10
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	o	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	374	88	83	63	63	42	34	374	206	163	123	119	68	63	242	132	374
	7%	10%	8%	6%	6%	5%	4%	7%	8%	6%	8%	7%	6%	5%	8%	6%	7%
		cdefg	ef	f				f	i		mo	o		mo			
DON'T USE THIS APP/ SITE	3760	449	622	646	676	637	731	3760	1726	1997	976	1035	851	854	2011	1705	3760
	67%	52%	62%	65%	66%	74%	85%	67%	64%	70%	63%	64%	70%	73%	64%	72%	67%
			a	a	a	abcdg	abcdg	ab		h			jkn	jknp		jknp	jn

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	1289	1041	141	64	43	1289	1120	169	118	1171	112	551	623	1289	221	542	371
	23%	22%	29%	23%	29%	23%	23%	21%	14%	25%	8%	22%	37%	23%	21%	24%	29%
			ae		ae					h		j	jkm	j			no
USE MORE THAN ONE PROFILE	167	139	16	9	2	167	152	14	6	161	8	66	93	167	29	71	36
	3%	3%	3%	3%	2%	3%	3%	2%	1%	3%	1%	3%	6%	3%	3%	3%	3%
										h		j	jkm	j			
DON'T KNOW HOW MANY PROFILES	10	10	-	-	*	10	10	-	1	9	3	5	2	10	-	5	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	374	313	27	22	12	374	332	42	48	326	81	159	133	374	86	122	86
	7%	7%	6%	8%	8%	7%	7%	5%	6%	7%	6%	6%	8%	7%	8%	5%	7%
															o		
DON'T USE THIS APP/ SITE	3760	3184	303	179	94	3760	3187	574	669	3091	1158	1714	831	3760	741	1546	789
	67%	68%	62%	65%	62%	67%	66%	72%	80%	65%	85%	69%	49%	67%	69%	68%	61%
		bd				bd		f	i		klm	l		l	p	p	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	1289	458	773	664	581
	23%	23%	24%	22%	26%
					c
USE MORE THAN ONE PROFILE	167	87	76	96	63
	3%	4%	2%	3%	3%
		b			
DON'T KNOW HOW MANY PROFILES	10	7	-	6	3
	*%	*%	-%	*%	*%
		b			
USE BUT DON'T HAVE A PROFILE	374	150	178	167	178
	7%	7%	6%	5%	8%
		b			c
DON'T USE THIS APP/ SITE	3760	1312	2140	2139	1433
	67%	65%	68%	70%	63%
				d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	38 1%	5 1%	7 1%	13 1%	4 *%	6 1%	4 *%	38 1%	26 1%	11 *%	14 1%	11 1%	9 1%	4 *%	25 1%	13 1%	38 1%
USE MORE THAN ONE PROFILE	5 *%	1 *%	3 *%	* *%	1 *%	- -%	- -%	5 *%	2 *%	3 *%	4 *%	- -%	2 *%	- -%	4 *%	2 *%	5 *%
DON'T KNOW HOW MANY PROFILES	4 *%	- -%	* *%	3 *%	- -%	- -%	- -%	4 *%	3 *%	* *%	- -%	- -%	3 *%	* *%	- -%	4 *%	4 *%
USE BUT DON'T HAVE A PROFILE	202 4%	30 3%	52 5%	51 5%	24 2%	28 3%	16 2%	202 4%	131 5%	66 2%	70 5%	65 4%	41 3%	25 2%	135 4%	66 3%	202 4%
DON'T USE THIS APP/ SITE	5351 96%	822 96%	937 94%	932 93%	1000 97%	823 96%	837 98%	5351 96%	2534 94%	2757 97%	1465 94%	1532 95%	1164 95%	1135 98%	2997 95%	2299 96%	5351 96%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	38	32	4	-	2	38	36	2	1	37	1	10	27	38	3	18	12
	1%	1%	1%	-%	1%	1%	1%	*%	*%	1%	*%	*%	2%	1%	*%	1%	1%
					c								jkm	j			
USE MORE THAN ONE PROFILE	5	5	-	*	-	5	5	-	-	5	1	1	3	5	-	2	1
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%
DON'T KNOW HOW MANY PROFILES	4	3	-	-	*	4	3	*	3	*	-	3	*	4	3	*	-
	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%
									i								
USE BUT DON'T HAVE A PROFILE	202	168	20	11	3	202	182	20	19	183	15	77	110	202	38	85	52
	4%	4%	4%	4%	2%	4%	4%	2%	2%	4%	1%	3%	7%	4%	4%	4%	4%
			d									j	jkm	j			
DON'T USE THIS APP/ SITE	5351	4477	464	264	146	5351	4575	776	819	4532	1344	2405	1541	5351	1033	2181	1219
	96%	96%	95%	96%	97%	96%	95%	97%	97%	95%	99%	96%	92%	96%	96%	95%	95%
								f	i		klm	l	l				

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	38 1%	19 1%	19 1%	17 1%	20 1%
USE MORE THAN ONE PROFILE	5 *%	- -%	4 *%	1 *%	2 *%
DON'T KNOW HOW MANY PROFILES	4 *%	3 *%	- -%	- -%	4 *%
					c
USE BUT DON'T HAVE A PROFILE	202 4%	93 5%	99 3%	105 3%	87 4%
		b			
DON'T USE THIS APP/ SITE	5351 96%	1898 94%	3045 96%	2948 96%	2145 95%
			a		

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	12 *%	3 *%	6 1% f	1 *%	2 *%	- -%	- -%	12 *%	6 *%	5 *%	7 *%	3 *%	- -%	* *%	10 *%	* *%	12 *%
USE MORE THAN ONE PROFILE	8 *%	2 *%	1 *%	2 *%	1 *%	- -%	2 *%	8 *%	6 *%	2 *%	2 *%	* *%	2 *%	1 *%	3 *%	3 *%	8 *%
DON'T KNOW HOW MANY PROFILES	* *%	* *%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%
USE BUT DON'T HAVE A PROFILE	50 1%	11 1% ef	20 2% defg	14 1% ef	4 *%	- -%	1 *%	50 1% ef	36 1% i	13 *%	13 1%	22 1% m	12 1%	4 *%	34 1% m	15 1%	50 1%
DON'T USE THIS APP/ SITE	5530 99%	841 98%	974 97%	983 98%	1021 99% b	857 100% abcdg	854 100% abcbg	5530 99% b	2650 98%	2816 99% h	1530 99%	1583 98%	1206 99%	1159 100% jknp	3113 98%	2365 99% kn	5530 99%

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

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

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

Base : All respondents

	Total	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	12 *%	11 *%	- -%	1 *%	* *%	12 *%	9 *%	2 *%	2 *%	9 *%	1 *%	6 *%	4 *%	12 *%	4 *%	6 *%	- -%
USE MORE THAN ONE PROFILE	8 *%	7 *%	* *%	- -%	- -%	8 *%	8 *%	- -%	- -%	8 *%	3 *%	- -%	5 *%	8 *%	* *%	2 *%	1 *%
DON'T KNOW HOW MANY PROFILES	* *%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	50 1%	44 1%	4 1%	2 1%	* *%	50 1%	48 1%	2 *%	7 1%	43 1%	14 1%	15 1%	20 1%	50 1%	17 2%	20 1%	4 *%
DON'T USE THIS APP/ SITE	5530 99%	4625 99%	483 99%	272 99%	150 99%	5530 99%	4736 99%	794 99%	833 99%	4698 99%	1342 99%	2474 99%	1653 98%	5530 99%	1057 98%	2258 99%	1278 100%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	12 *%	5 *%	6 *%	2 *%	8 *% c
USE MORE THAN ONE PROFILE	8 *%	4 *%	1 *%	2 *%	3 *%
DON'T KNOW HOW MANY PROFILES	* *%	* *%	- -%	- -%	* *%
USE BUT DON'T HAVE A PROFILE	50 1%	31 2%	14 *%	18 1%	24 1%
DON'T USE THIS APP/ SITE	5530 99%	1973 98%	3146 99%	3049 99%	2223 98%
		b	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	1774	394	467	386	268	192	68	1774	1012	742	488	521	406	334	1008	740	1774
	32%	46%	47%	39%	26%	22%	8%	32%	38%	26%	31%	32%	33%	29%	32%	31%	32%
		cdefg	cdefg	defg	f	f		def	i				m				
USE MORE THAN ONE PROFILE	268	134	62	34	25	8	6	268	172	86	106	71	52	34	177	87	268
	5%	16%	6%	3%	2%	1%	1%	5%	6%	3%	7%	4%	4%	3%	6%	4%	5%
		bcdefg	cdef	ef	ef			def	i		klmop				mo		m
DON'T KNOW HOW MANY PROFILES	30	10	9	5	4	1	1	30	18	12	5	15	5	4	21	9	30
	1%	1%	1%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	1%	*%	1%
		ef	f														
USE BUT DON'T HAVE A PROFILE	2396	262	357	443	501	456	377	2396	1066	1303	654	700	528	500	1354	1027	2396
	43%	31%	36%	44%	49%	53%	44%	43%	40%	46%	42%	43%	43%	43%	43%	43%	43%
				ab	abg	abcfg	ab	ab		h							
DON'T USE THIS APP/ SITE	1131	58	104	132	230	201	406	1131	430	694	299	302	228	292	601	521	1131
	20%	7%	10%	13%	22%	23%	47%	20%	16%	24%	19%	19%	19%	25%	19%	22%	20%
			a	a	abc	abc	abcdeg	abc		h				ijklnop		n	

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

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

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

Base : All respondents

	Total	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	1774	1475	172	78	50	1774	1571	203	232	1543	221	770	781	1774	396	690	421
	32%	31%	35%	28%	33%	32%	33%	25%	28%	32%	16%	31%	46%	32%	37%	30%	33%
			c				g		h			j	jkm	j	o		
USE MORE THAN ONE PROFILE	268	228	21	15	5	268	241	27	18	250	39	129	100	268	68	92	45
	5%	5%	4%	5%	3%	5%	5%	3%	2%	5%	3%	5%	6%	5%	6%	4%	4%
									h			j	j	j	op		
DON'T KNOW HOW MANY PROFILES	30	27	1	1	1	30	29	1	3	27	10	11	9	30	7	7	3
	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	2396	1987	209	129	71	2396	2075	322	393	2003	540	1164	682	2396	424	1004	581
	43%	42%	43%	47%	47%	43%	43%	40%	47%	42%	40%	47%	41%	43%	39%	44%	45%
												jlm			n	n	
DON'T USE THIS APP/ SITE	1131	969	85	53	25	1131	885	246	196	935	551	422	109	1131	182	493	234
	20%	21%	17%	19%	16%	20%	18%	31%	23%	20%	40%	17%	6%	20%	17%	22%	18%
		d				d		f			klm	l		kl		np	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	1774	721	918	859	839
	32%	36%	29%	28%	37%
		b			c
USE MORE THAN ONE PROFILE	268	133	118	137	100
	5%	7%	4%	4%	4%
		b			
DON'T KNOW HOW MANY PROFILES	30	17	9	12	12
	1%	1%	*%	*%	1%
		b			
USE BUT DON'T HAVE A PROFILE	2396	770	1452	1328	968
	43%	38%	46%	43%	43%
			a		
DON'T USE THIS APP/ SITE	1131	373	670	735	339
	20%	19%	21%	24%	15%
				d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	40	31	7	2	-	-	-	40	21	19	15	10	11	4	25	16	40
	1%	4%	1%	*%	-%	-%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
		bcdefg	def					def									
USE MORE THAN ONE PROFILE	12	2	8	-	-	-	2	12	12	*	9	1	2	-	10	2	12
	*%	*%	1%	-%	-%	-%	*%	*%	*%	*%	1%	*%	*%	-%	*%	*%	*%
			cdeg					i			kmop						
DON'T KNOW HOW MANY PROFILES	4	3	-	-	-	-	1	4	4	-	1	3	-	-	4	-	4
	*%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	65	24	15	10	6	4	6	65	29	34	21	13	21	9	34	31	65
	1%	3%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
		cdefg															
DON'T USE THIS APP/ SITE	5479	796	970	988	1023	853	849	5479	2631	2784	1506	1582	1185	1151	3088	2336	5479
	98%	93%	97%	99%	99%	100%	99%	98%	98%	98%	97%	98%	97%	99%	98%	98%	98%
			a	ab	abg	abg	abg	a				j		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	40 1%	35 1%	4 1%	1 *%	1 1%	40 1%	37 1%	3 *%	12 1%	29 1%	8 1%	15 1%	16 1%	40 1%	13 1%	11 *%	4 *%
USE MORE THAN ONE PROFILE	12 *%	12 *%	* *%	- -%	- -%	12 *%	12 *%	- -%	* *%	12 *%	1 *%	5 *%	5 *%	12 *%	3 *%	3 *%	3 *%
DON'T KNOW HOW MANY PROFILES	4 *%	3 *%	1 *%	- -%	- -%	4 *%	4 *%	- -%	- -%	4 *%	4 *%	- -%	- -%	4 *%	- -%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	65 1%	61 1%	* *%	3 1%	1 1%	65 1%	61 1%	3 *%	9 1%	55 1%	13 1%	30 1%	21 1%	65 1%	8 1%	33 1%	11 1%
DON'T USE THIS APP/ SITE	5479 98%	4576 98%	482 99%	271 99%	149 99%	5479 98%	4687 98%	792 99%	820 97%	4659 98%	1334 98%	2444 98%	1638 97%	5479 98%	1053 98%	2239 98%	1265 99%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	40 1%	20 1%	15 *%	15 *%	23 1%
USE MORE THAN ONE PROFILE	12 *%	9 *%	1 *%	6 *%	4 *%
DON'T KNOW HOW MANY PROFILES	4 *%	4 *%	- -%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	65 1%	33 2%	24 1%	21 1%	39 2%
DON'T USE THIS APP/ SITE	5479 98%	1947 97%	3127 99%	3028 99%	2192 97%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USE ONE PROFILE	113	90	15	6	2	*	-	113	36	73	44	36	23	8	80	31	113
	2%	11%	1%	1%	*%	*%	-%	2%	1%	3%	3%	2%	2%	1%	3%	1%	2%
		bcdefg	def	f				cdef		h	mo	m	m		mo		m
USE MORE THAN ONE PROFILE	16	3	7	2	1	-	2	16	14	1	4	5	3	4	9	6	16
	*%	*%		*%	*%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%
			e						i								
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1	1
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	61	37	16	5	3	-	1	61	27	31	17	19	17	7	36	23	61
	1%	4%	2%	*%	*%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	cdef					ef									
DON'T USE THIS APP/ SITE	5409	726	962	987	1023	857	855	5409	2620	2731	1488	1548	1177	1145	3036	2322	5409
	97%	85%	96%	99%	99%	100%	100%	97%	97%	96%	96%	96%	97%	98%	96%	97%	97%
			a	abg	abg	abcg	abcg	a						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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USE ONE PROFILE	113	96	9	5	3	113	105	8	13	100	6	47	61	113	26	30	26
	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	*%	2%	4%	2%	2%	1%	2%
												j	lkm	j			
USE MORE THAN ONE PROFILE	16	14	1	1	*	16	16	-	3	13	6	4	5	16	2	6	4
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	1	*	-	-	*	1	1	-	-	1	-	*	*	1	-	*	-
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	-%
					ae												
USE BUT DON'T HAVE A PROFILE	61	55	2	2	2	61	57	4	10	51	12	20	29	61	16	20	10
	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	2%	1%	1%
													k				
DON'T USE THIS APP/ SITE	5409	4522	475	267	146	5409	4623	787	816	4593	1338	2424	1586	5409	1033	2230	1244
	97%	96%	97%	97%	96%	97%	96%	99%	97%	97%	98%	97%	94%	97%	96%	98%	97%
								f			lm	l		l		n	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USE ONE PROFILE	113 2%	59 3%	49 2%	65 2%	36 2%
USE MORE THAN ONE PROFILE	16 *%	11 1%	3 *%	4 *%	8 *%
DON'T KNOW HOW MANY PROFILES	1 *%	* *%	* *%	* *%	- -%
USE BUT DON'T HAVE A PROFILE	61 1%	40 2%	15 *%	28 1%	26 1%
DON'T USE THIS APP/ SITE	5409 97%	1903 95%	3100 98%	2972 97%	2188 97%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
INSTAGRAM	629	264	193	98	55	13	5	629	224	384	187	208	137	90	395	227	629
	11%	31%	19%	10%	5%	2%	1%	11%	8%	14%	12%	13%	11%	8%	12%	10%	11%
		bcdefg	cdefg	def	ef		def			h	mo	mo	m		mo		m
FACEBOOK	309	37	75	84	71	25	16	309	129	172	87	79	73	69	166	142	309
	6%	4%	8%	8%	7%	3%	2%	6%	5%	6%	6%	5%	6%	6%	5%	6%	6%
		f	aefg	aefg	ef		ef										
YOUTUBE	268	134	62	34	25	8	6	268	172	86	106	71	52	34	177	87	268
	5%	16%	6%	3%	2%	1%	1%	5%	6%	3%	7%	4%	4%	3%	6%	4%	5%
		bcdefg	cdef	ef	ef		def		i		klmop				mo		m
TIKTOK	263	158	65	18	16	3	3	263	123	127	102	62	51	43	164	94	263
	5%	18%	6%	2%	2%	*%	*%	5%	5%	4%	7%	4%	4%	4%	5%	4%	5%
		bcdefg	cdef	ef	ef		cdef				klmop						
TWITTER	167	68	33	23	31	8	4	167	81	74	56	67	31	11	123	42	167
	3%	8%	3%	2%	3%	1%	*%	3%	3%	3%	4%	4%	3%	1%	4%	2%	3%
		bcdefg	ef	ef	ef		ef				mo	mop	m		mo		mo
SNAPCHAT	128	73	39	10	4	2	*	128	73	44	47	37	28	14	84	42	128
	2%	8%	4%	1%	*%	*%	*%	2%	3%	2%	3%	2%	2%	1%	3%	2%	2%
		bcdefg	cdefg	f			cdef		i		mo				m		m
REDDIT	43	19	13	4	4	-	4	43	32	11	18	9	14	2	27	16	43
	1%	2%	1%	*%	*%	-%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		cdefg	e				e		i		m		m		m		m
TWITCH	41	15	17	1	6	-	2	41	31	10	10	10	15	6	20	21	41
	1%	2%	2%	*%	1%	-%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		cefg	cefg				ce		i								
PINTEREST	29	11	8	5	3	1	1	29	13	16	15	9	3	2	24	5	29
	1%	1%	1%	*%	*%	*%	*%	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%
		defg	ef								lmo				o		
LINKEDIN	24	5	3	3	9	2	2	24	15	10	13	4	7	*	16	8	24
	*%	1%	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%	1%	*%	1%	*%	*%
											m		m		m		

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
TUMBLR	19 *% cefg	9 1% cefg	6 1% cef	- -%	3 *% d	- -% e	- -% f	19 *% g	9 *% h	7 *% i	3 *% j	4 *% k	7 1% l	4 *% m	8 *% n	11 *% o	19 *% p
BEREAL	16 *% e	3 *% e	7 1% e	2 *% e	1 *% e	- -% e	2 *% e	16 *% e	14 1% i	1 *% i	4 *% j	5 *% k	3 *% l	4 *% m	9 *% n	6 *% o	16 *% p
YUBO	12 *% i	2 *% i	8 1% cdeg	- -% cdeg	- -% cdeg	- -% cdeg	2 *% cdeg	12 *% cdeg	12 *% i	* *% i	9 1% kmop	1 *% k	2 *% l	- -% m	10 *% n	2 *% o	12 *% p
ONLYFANS	9 *% k	2 *% k	3 *% k	2 *% k	- -% k	- -% k	2 *% k	9 *% k	6 *% k	2 *% k	4 *% k	- -% k	4 *% k	* *% k	4 *% k	5 *% k	9 *% k
YOUNOW	8 *% k	2 *% k	1 *% k	2 *% k	1 *% k	- -% k	2 *% k	8 *% k	6 *% k	2 *% k	2 *% k	* *% k	2 *% k	1 *% k	3 *% k	3 *% k	8 *% k
DAILYMOTION	6 *% fg	1 *% fg	5 1% fg	- -% fg	- -% fg	- -% fg	- -% fg	6 *% fg	2 *% fg	4 *% fg	3 *% fg	- -% fg	2 *% fg	1 *% fg	3 *% fg	3 *% fg	6 *% fg
VIMEO	5 *% k	1 *% k	3 *% k	* *% k	1 *% k	- -% k	- -% k	5 *% k	2 *% k	3 *% k	4 *% k	- -% k	2 *% k	- -% k	4 *% k	2 *% k	5 *% k
BITCHUTE	3 *% k	* *% k	1 *% k	- -% k	- -% k	- -% k	2 *% k	3 *% k	3 *% k	* *% k	1 *% k	- -% k	2 *% k	* *% k	1 *% k	2 *% k	3 *% k
ANY OF THESE	1214 22% bcdefg	453 53% bcdefg	334 33% cdefg	206 21% def	144 14% ef	51 6% f	26 3% f	1214 22% def	569 21% mop	609 21% mop	394 25% mop	356 22% mo	262 21% m	189 16% jklmp	750 24% mo	451 19% jklmp	1214 22% mo
NONE OF THESE	4386 78% a	404 47% a	666 67% a	794 79% ab	885 86% abcg	806 94% abcdg	831 97% abcdeg	4386 78% ab	2128 79% h	2228 79% i	1158 75% j	1253 78% k	958 79% l	975 84% m	2411 76% n	1933 81% o	4386 78% 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 TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
INSTAGRAM	629	544	47	25	13	629	563	65	91	537	65	268	293	629	143	234	138
	11%	12%	10%	9%	8%	11%	12%	8%	11%	11%	5%	11%	17%	11%	13%	10%	11%
		d					g					j	jkm	j	o		
FACEBOOK	309	262	25	15	7	309	242	67	33	276	35	128	145	309	75	137	63
	6%	6%	5%	5%	4%	6%	5%	8%	4%	6%	3%	5%	9%	6%	7%	6%	5%
								f				j	jkm	j			
YOUTUBE	268	228	21	15	5	268	241	27	18	250	39	129	100	268	68	92	45
	5%	5%	4%	5%	3%	5%	5%	3%	2%	5%	3%	5%	6%	5%	6%	4%	4%
										h		j	j	j	op		
TIKTOK	263	233	17	10	3	263	249	14	38	225	38	138	87	263	76	81	39
	5%	5%	4%	4%	2%	5%	5%	2%	4%	5%	3%	6%	5%	5%	7%	4%	3%
		d				d	g					j	j	j	op		
TWITTER	167	139	16	9	2	167	152	14	6	161	8	66	93	167	29	71	36
	3%	3%	3%	3%	2%	3%	3%	2%	1%	3%	1%	3%	6%	3%	3%	3%	3%
										h		j	jkm	j			
SNAPCHAT	128	115	7	5	1	128	122	6	29	99	21	63	44	128	34	42	19
	2%	2%	1%	2%	1%	2%	3%	1%	3%	2%	2%	3%	3%	2%	3%	2%	1%
		d				d	g		i						op		
REDDIT	43	32	8	2	1	43	38	5	1	43	2	19	22	43	8	18	7
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			ae							h		j	j	j			
TWITCH	41	37	3	-	1	41	38	3	1	40	6	16	19	41	10	16	1
	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					*			*	*		*	1%	1%	1%	p	p	
PINTEREST	29	23	5	*	*	29	26	2	3	26	3	8	17	29	5	10	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
													1%	1%	*	*	
													jkm				
LINKEDIN	24	24	-	*	*	24	19	5	-	24	3	14	7	24	3	15	3
	1%	1%	0%	1%	1%	1%	1%	1%	0%	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
TUMBLR	19 *%	17 *%	2 *%	- -%	1 *%	19 *%	18 *%	1 *%	2 *%	17 *%	3 *%	8 *%	8 *%	19 *%	8 1%	3 *%	4 *%
BEREAL	16 *%	14 *%	1 *%	1 *%	* *%	16 *%	16 *%	- -%	3 *%	13 *%	6 *%	4 *%	5 *%	16 *%	2 *%	6 *%	4 *%
YUBO	12 *%	12 *%	* *%	- -%	- -%	12 *%	12 *%	- -%	* *%	12 *%	1 *%	5 *%	5 *%	12 *%	3 *%	3 *%	3 *%
ONLYFANS	9 *%	8 *%	- -%	1 *%	* *%	9 *%	9 *%	* *%	- -%	9 *%	* *%	1 *%	8 *%	9 *%	2 *%	6 *%	- -%
YOUNOW	8 *%	7 *%	* *%	- -%	- -%	8 *%	8 *%	- -%	- -%	8 *%	3 *%	- -%	5 *%	8 *%	* *%	2 *%	1 *%
DAILYMOTION	6 *%	5 *%	- -%	* *%	- -%	6 *%	6 *%	- -%	- -%	6 *%	- -%	2 *%	4 *%	6 *%	1 *%	4 *%	* *%
VIMEO	5 *%	5 *%	- -%	* *%	- -%	5 *%	5 *%	- -%	- -%	5 *%	1 *%	1 *%	3 *%	5 *%	- -%	2 *%	1 *%
BITCHUTE	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	- -%	* *%	3 *%	3 *%	- -%	2 *%	- -%
ANY OF THESE	1214 22%	1040 22%	93 19%	56 20%	25 17%	1214 22%	1073 22%	142 18%	159 19%	1055 22%	166 12%	546 22%	498 30%	1214 22%	299 28%	446 20%	240 19%
NONE OF THESE	4386 78%	3646 78%	394 81%	219 80%	126 83%	4386 78%	3729 78%	657 82%	683 81%	3703 78%	1195 88%	1950 78%	1183 70%	4386 78%	779 72%	1840 80%	1044 81%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
INSTAGRAM	629	294	293	303	287
	11%	15%	9%	10%	13%
		b			c
FACEBOOK	309	142	146	122	171
	6%	7%	5%	4%	8%
		b			c
YOUTUBE	268	133	118	137	100
	5%	7%	4%	4%	4%
		b			
TIKTOK	263	159	78	102	123
	5%	8%	2%	3%	5%
		b			c
TWITTER	167	87	76	96	63
	3%	4%	2%	3%	3%
		b			
SNAPCHAT	128	75	42	39	71
	2%	4%	1%	1%	3%
		b			c
REDDIT	43	22	18	19	19
	1%	1%	1%	1%	1%
TWITCH	41	23	15	19	18
	1%	1%	*%	1%	1%
		b			
PINTEREST	29	17	9	20	6
	1%	1%	*%	1%	*%
		b			
LINKEDIN	24	4	15	4	18
	*%	*%	*%	*%	1%
					c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
TUMBLR	19 *%	9 *%	9 *%	12 *%	5 *%
BEREAL	16 *%	11 1% b	3 *%	4 *%	8 *%
YUBO	12 *%	9 *% b	1 *%	6 *%	4 *%
ONLYFANS	9 *%	5 *%	3 *%	2 *%	6 *%
YOUNOW	8 *%	4 *%	1 *%	2 *%	3 *%
DAILYMOTION	6 *%	* *%	4 *%	1 *%	4 *%
VIMEO	5 *%	- -%	4 *%	1 *%	2 *%
BITCHUTE	3 *%	2 *%	* *%	- -%	2 *%
ANY OF THESE	1214 22%	592 29% b	533 17%	550 18%	565 25% c
NONE OF THESE	4386 78%	1422 71%	2634 83% a	2520 82% d	1693 75%

Columns Tested: a,b - c,d

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1192	434	295	223	128	67	45	1192	509	650	357	339	229	255	696	484	1192
Effective Weighted Sample	789	283	199	154	89	48	32	789	343	428	241	228	160	162	469	313	789
Total	1214	453	334	206	144	51	26	1214	569	609	394	356	262	189	750	451	1214
INSTAGRAM	629	264	193	98	55	**	**	629	224	384	187	208	137	90	395	227	629
	52%	58%	58%	48%	38%	**	**	52%	39%	63%	47%	59%	52%	48%	53%	50%	52%
		cd	d					d		h		jm					
FACEBOOK	309	37	75	84	71	**	**	309	129	172	87	79	73	69	166	142	309
	25%	8%	23%	41%	50%	**	**	25%	23%	28%	22%	22%	28%	37%	22%	32%	25%
			a	abg	abg			a						jknp		jknp	
YOUTUBE	268	134	62	34	25	**	**	268	172	86	106	71	52	34	177	87	268
	22%	30%	19%	16%	18%	**	**	22%	30%	14%	27%	20%	20%	18%	24%	19%	22%
		bcdg							i		mo						
TIKTOK	263	158	65	18	16	**	**	263	123	127	102	62	51	43	164	94	263
	22%	35%	19%	9%	11%	**	**	22%	22%	21%	26%	17%	20%	23%	22%	21%	22%
		bcdg	c					cd			k						
TWITTER	167	68	33	23	31	**	**	167	81	74	56	67	31	11	123	42	167
	14%	15%	10%	11%	21%	**	**	14%	14%	12%	14%	19%	12%	6%	16%	9%	14%
				bc							m	mo			mo		mo
SNAPCHAT	128	73	39	10	4	**	**	128	73	44	47	37	28	14	84	42	128
	11%	16%	12%	5%	3%	**	**	11%	13%	7%	12%	10%	11%	7%	11%	9%	11%
		cdg	cd					cd	i								
REDDIT	43	19	13	4	4	**	**	43	32	11	18	9	14	2	27	16	43
	4%	4%	4%	2%	3%	**	**	4%	6%	2%	4%	3%	5%	1%	4%	4%	4%
									i				m				
TWITCH	41	15	17	1	6	**	**	41	31	10	10	10	15	6	20	21	41
	3%	3%	5%	1%	4%	**	**	3%	5%	2%	3%	3%	6%	3%	3%	5%	3%
			c						i								
PINTEREST	29	11	8	5	3	**	**	29	13	16	15	9	3	2	24	5	29
	2%	2%	3%	2%	2%	**	**	2%	2%	3%	4%	2%	1%	1%	3%	1%	2%
											o						
LINKEDIN	24	5	3	3	9	**	**	24	15	10	13	4	7	*	16	8	24
	2%	1%	1%	1%	6%	**	**	2%	3%	2%	3%	1%	3%	*%	2%	2%	2%
				abcg							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 TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1192	434	295	223	128	67	45	1192	509	650	357	339	229	255	696	484	1192
Effective Weighted Sample	789	283	199	154	89	48	32	789	343	428	241	228	160	162	469	313	789
Total	1214	453	334	206	144	51	26	1214	569	609	394	356	262	189	750	451	1214
TUMBLR	19 2%	9 2%	6 2%	- -%	3 2%	** **	** **	19 2%	9 2%	7 1%	3 1%	4 1%	7 3%	4 2%	8 1%	11 2%	19 2%
BEREAL	16 1%	3 1%	7 2%	2 1%	1 *%	** **	** **	16 1%	14 3%	1 *%	4 1%	5 2%	3 1%	4 2%	9 1%	6 1%	16 1%
YUBO	12 1%	2 *%	8 2%	- -%	- -%	** **	** **	12 1%	12 2%	* *%	9 2%	1 *%	2 1%	- -%	10 1%	2 *%	12 1%
ONLYFANS	9 1%	2 *%	3 1%	2 1%	- -%	** **	** **	9 1%	6 1%	2 *%	4 1%	- -%	4 2%	* *%	4 1%	5 1%	9 1%
YOUNOW	8 1%	2 *%	1 *%	2 1%	1 1%	** **	** **	8 1%	6 1%	2 *%	2 1%	* *%	2 1%	1 1%	3 *%	3 1%	8 1%
DAILYMOTION	6 *%	1 *%	5 2%	- -%	- -%	** **	** **	6 *%	2 *%	4 1%	3 1%	- -%	2 1%	1 *%	3 *%	3 1%	6 *%
VIMEO	5 *%	1 *%	3 1%	* *%	1 1%	** **	** **	5 *%	2 *%	3 *%	4 1%	- -%	2 1%	- -%	4 *%	2 *%	5 *%
BITCHUTE	3 *%	* *%	1 *%	- -%	- -%	** **	** **	3 *%	3 1%	* *%	1 *%	- -%	2 1%	* *%	1 *%	2 1%	3 *%
ANY OF THESE	1214 100%	453 100%	334 100%	206 100%	144 100%	** **	** **	1214 100%	569 100%	609 100%	394 100%	356 100%	262 100%	189 100%	750 100%	451 100%	1214 100%

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1192	861	115	115	101	1192	1041	151	145	1047	146	528	515	1192	250	430	257
Effective Weighted Sample	789	631	86	70	84	789	695	94	91	699	98	337	356	789	173	283	172
Total	1214	1040	93	56	25	1214	1073	142	159	1055	166	546	498	1214	299	446	240
INSTAGRAM	629	544	47	25	13	629	563	65	91	537	65	268	293	629	143	234	138
	52%	52%	50%	45%	51%	52%	53%	46%	57%	51%	39%	49%	59%	52%	48%	52%	58%
													jkm	j			
FACEBOOK	309	262	25	15	7	309	242	67	33	276	35	128	145	309	75	137	63
	25%	25%	27%	27%	26%	25%	23%	47%	21%	26%	21%	24%	29%	25%	25%	31%	26%
								f									
YOUTUBE	268	228	21	15	5	268	241	27	18	250	39	129	100	268	68	92	45
	22%	22%	22%	26%	19%	22%	22%	19%	11%	24%	23%	24%	20%	22%	23%	21%	19%
										h							
TIKTOK	263	233	17	10	3	263	249	14	38	225	38	138	87	263	76	81	39
	22%	22%	19%	17%	10%	22%	23%	10%	24%	21%	23%	25%	17%	22%	25%	18%	16%
						d	g					l			p		
TWITTER	167	139	16	9	2	167	152	14	6	161	8	66	93	167	29	71	36
	14%	13%	17%	17%	10%	14%	14%	10%	4%	15%	5%	12%	19%	14%	10%	16%	15%
										h		j	jkm	j			
SNAPCHAT	128	115	7	5	1	128	122	6	29	99	21	63	44	128	34	42	19
	11%	11%	7%	9%	5%	11%	11%	4%	18%	9%	13%	12%	9%	11%	11%	10%	8%
							g		i								
REDDIT	43	32	8	2	1	43	38	5	1	43	2	19	22	43	8	18	7
	4%	3%	9%	4%	2%	4%	4%	4%	*	4%	1%	4%	4%	4%	3%	4%	3%
			ae														
TWITCH	41	37	3	-	1	41	38	3	1	40	6	16	19	41	10	16	1
	3%	4%	3%	-%	2%	3%	4%	2%	*	4%	4%	3%	4%	3%	3%	4%	-%
															p	p	
PINTEREST	29	23	5	*	*	29	26	2	3	26	3	8	17	29	5	10	7
	2%	2%	5%	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%
LINKEDIN	24	24	-	*	*	24	19	5	-	24	3	14	7	24	3	15	3
	2%	2%	-%	1%	1%	2%	2%	3%	-%	2%	2%	2%	1%	2%	1%	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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND 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	1192	861	115	115	101	1192	1041	151	145	1047	146	528	515	1192	250	430	257
Effective Weighted Sample	789	631	86	70	84	789	695	94	91	699	98	337	356	789	173	283	172
Total	1214	1040	93	56	25	1214	1073	142	159	1055	166	546	498	1214	299	446	240
TUMBLR	19 2%	17 2%	2 2%	- -%	1 2%	19 2%	18 2%	1 1%	2 1%	17 2%	3 2%	8 1%	8 2%	19 2%	8 3%	3 1%	4 1%
BEREAL	16 1%	14 1%	1 1%	1 1%	* 1%	16 1%	16 1%	- -%	3 2%	13 1%	6 4%	4 1%	5 1%	16 1%	2 1%	6 1%	4 1%
YUBO	12 1%	12 1%	* *%	- -%	- -%	12 1%	12 1%	- -%	* *%	12 1%	1 1%	5 1%	5 1%	12 1%	3 1%	3 1%	3 1%
ONLYFANS	9 1%	8 1%	- -%	1 1%	* 1%	9 1%	9 1%	* *%	- -%	9 1%	* *%	1 *%	8 2%	9 1%	2 1%	6 1%	- -%
YOUNOW	8 1%	7 1%	* *%	- -%	- -%	8 1%	8 1%	- -%	- -%	8 1%	3 2%	- -%	5 1%	8 1%	* *%	2 *%	1 *%
DAILYMOTION	6 *%	5 1%	- -%	* 1%	- -%	6 *%	6 1%	- -%	- -%	6 1%	- -%	2 *%	4 1%	6 *%	1 *%	4 1%	* *%
VIMEO	5 *%	5 *%	- -%	* 1%	- -%	5 *%	5 1%	- -%	- -%	5 1%	1 1%	1 *%	3 1%	5 *%	- -%	2 *%	1 1%
BITCHUTE	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	- -%	* *%	3 1%	3 *%	- -%	2 *%	- -%
ANY OF THESE	1214 100%	1040 100%	93 100%	56 100%	25 100%	1214 100%	1073 100%	142 100%	159 100%	1055 100%	166 100%	546 100%	498 100%	1214 100%	299 100%	446 100%	240 100%

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1192	570	528	665	412
Effective Weighted Sample	789	385	347	428	308
Total	1214	592	533	550	565
INSTAGRAM	629 52%	294 50%	293 55%	303 55%	287 51%
FACEBOOK	309 25%	142 24%	146 27%	122 22%	171 30% c
YOUTUBE	268 22%	133 22%	118 22%	137 25% d	100 18%
TIKTOK	263 22%	159 27% b	78 15%	102 19%	123 22%
TWITTER	167 14%	87 15%	76 14%	96 17% d	63 11%
SNAPCHAT	128 11%	75 13% b	42 8%	39 7%	71 13% c
REDDIT	43 4%	22 4%	18 3%	19 4%	19 3%
TWITCH	41 3%	23 4%	15 3%	19 3%	18 3%
PINTEREST	29 2%	17 3%	9 2%	20 4% d	6 1%
LINKEDIN	24 2%	4 1%	15 3% a	4 1%	18 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.

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1192	570	528	665	412
Effective Weighted Sample	789	385	347	428	308
Total	1214	592	533	550	565
TUMBLR	19 2%	9 1%	9 2%	12 2%	5 1%
BEREAL	16 1%	11 2%	3 1%	4 1%	8 1%
YUBO	12 1%	9 2%	1 *%	6 1%	4 1%
ONLYFANS	9 1%	5 1%	3 1%	2 *%	6 1%
YOUNOW	8 1%	4 1%	1 *%	2 *%	3 1%
DAILYMOTION	6 *%	* *%	4 1%	1 *%	4 1%
VIMEO	5 *%	- -%	4 1%	1 *%	2 *%
BITCHUTE	3 *%	2 *%	* *%	- -%	2 *%
ANY OF THESE	1214 100%	592 100%	533 100%	550 100%	565 100%

Columns Tested: a,b - c,d

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	56	7	19	17	6	4	3	56	44	12	18	11	14	13	29	27	56
Effective Weighted Sample	39	5	15	11	5	3	2	39	30	9	14	8	10	10	22	17	39
Total	68	5	30	21	7	2	3	68	55	13	23	12	23	9	35	32	68
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	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	56	47	5	3	1	56	51	5	7	49	7	25	24	56	12	26	7	
Effective Weighted Sample	39	34	5	3	1	39	36	3	5	35	5	16	19	39	9	19	4	
Total	68	61	5	1	*	68	64	4	12	56	7	32	29	68	18	33	7	
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	56	28	22	28	20
Effective Weighted Sample	39	19	16	17	17
Total	68	37	25	27	34
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~k	~l	~m	n	~o	p
Unweighted total	205	39	52	49	26	26	13	205	133	66	60	55	30	59	115	89	205
Effective Weighted Sample	133	25	37	32	16	17	8	133	88	41	42	37	23	36	79	54	133
Total	200	43	56	41	24	27	10	200	136	57	66	60	39	35	126	74	200
USE ONE PROFILE	32	**	**	**	**	**	**	32	21	**	**	**	**	**	18	**	32
	16%	**	**	**	**	**	**	16%	15%	**	**	**	**	**	14%	**	16%
USE MORE THAN ONE PROFILE	6	**	**	**	**	**	**	6	2	**	**	**	**	**	3	**	6
	3%	**	**	**	**	**	**	3%	1%	**	**	**	**	**	3%	**	3%
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	**	**	*	-	**	**	**	**	**	*	**	*
	*0%	**	**	**	**	**	**	*0%	-%	**	**	**	**	**	*0%	**	*0%
USE BUT DON'T HAVE A PROFILE	162	**	**	**	**	**	**	162	114	**	**	**	**	**	104	**	162
	81%	**	**	**	**	**	**	81%	83%	**	**	**	**	**	83%	**	81%

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

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

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

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

	Total	NATION				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	205	150	15	18	22	205	180	25	12	193	12	74	119	205	41	84	46
Effective Weighted Sample	133	111	11	16	20	133	117	17	7	126	8	43	82	133	28	57	30
Total	200	179	11	6	5	200	182	18	11	189	18	62	120	200	46	86	42
USE ONE PROFILE	32	31	**	**	**	32	30	**	**	28	**	**	20	32	**	**	**
	16%	17%	**	**	**	16%	16%	**	**	15%	**	**	17%	16%	**	**	**
USE MORE THAN ONE PROFILE	6	5	**	**	**	6	6	**	**	6	**	**	4	6	**	**	**
	3%	3%	**	**	**	3%	3%	**	**	3%	**	**	3%	3%	**	**	**
DON'T KNOW HOW MANY PROFILES	*	-	**	**	**	*	*	**	**	*	**	**	*	*	**	**	**
	*%	-%	**	**	**	*%	*%	**	**	*%	**	**	*%	*%	**	**	**
USE BUT DON'T HAVE A PROFILE	162	143	**	**	**	162	146	**	**	155	**	**	96	162	**	**	**
	81%	80%	**	**	**	81%	80%	**	**	82%	**	**	80%	81%	**	**	**

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	205	98	95	128	65
Effective Weighted Sample	133	63	60	76	51
Total	200	101	88	105	88
USE ONE PROFILE	32 16%	**	**	14 13%	**
USE MORE THAN ONE PROFILE	6 3%	**	**	1 1%	**
DON'T KNOW HOW MANY PROFILES	* *%	**	**	- -%	**
USE BUT DON'T HAVE A PROFILE	162 81%	**	**	90 86%	**

Columns Tested: a,b - c,d

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	4599	568	765	934	761	757	814	4599	1970	2591	1166	1216	916	1265	2382	2181	4599
Effective Weighted Sample	2963	368	503	648	518	471	503	2963	1293	1648	769	800	614	803	1568	1378	2963
Total	4140	558	783	838	802	622	537	4140	1861	2244	1110	1175	937	878	2285	1815	4140
USE ONE PROFILE	3400	409	598	703	692	549	450	3400	1484	1892	870	972	799	724	1842	1523	3400
	82%	73%	76%	84%	86%	88%	84%	82%	80%	84%	78%	83%	85%	82%	81%	84%	82%
				ab	abg	abcfg	ab	ab		h		j	jn	j	jn	j	
USE MORE THAN ONE PROFILE	309	37	75	84	71	25	16	309	129	172	87	79	73	69	166	142	309
	7%	7%	10%	10%	9%	4%	3%	7%	7%	8%	8%	7%	8%	8%	7%	8%	7%
		f	ef	efg	ef			ef									
DON'T KNOW HOW MANY PROFILES	18	4	6	2	1	*	5	18	8	9	6	1	-	10	7	10	18
	*%	1%	1%	*%	*%	*%	1%	*%	*%	*%	1%	*%	-%	1%	*%	1%	*%
														klnp			
USE BUT DON'T HAVE A PROFILE	414	109	104	49	38	47	67	414	241	171	147	122	65	75	269	140	414
	10%	19%	13%	6%	5%	8%	12%	10%	13%	8%	13%	10%	7%	9%	12%	8%	10%
		bcdefg	cdeg				cde	cd	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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	4599	3167	465	482	485	4599	3876	723	655	3944	921	2104	1555	4599	912	1950	1073
Effective Weighted Sample	2963	2268	331	322	362	2963	2504	459	406	2566	576	1316	1063	2963	573	1251	722
Total	4140	3424	376	219	121	4140	3522	618	648	3493	842	1866	1414	4140	866	1725	934
USE ONE PROFILE	3400	2800	313	184	102	3400	2895	505	550	2850	664	1535	1190	3400	692	1422	803
	82%	82%	83%	84%	85%	82%	82%	82%	85%	82%	79%	82%	84%	82%	80%	82%	86%
													j				no
USE MORE THAN ONE PROFILE	309	262	25	15	7	309	242	67	33	276	35	128	145	309	75	137	63
	7%	8%	7%	7%	5%	7%	7%	11%	5%	8%	4%	7%	10%	7%	9%	8%	7%
								f		h		j	jkm	j			
DON'T KNOW HOW MANY PROFILES	18	16	-	1	1	18	15	3	5	13	6	8	4	18	9	4	*
	*%	*%	-%	*%	1%	*%	*%	1%	1%	*%	1%	*%	*%	*%	1%	*%	*%
															op		
USE BUT DON'T HAVE A PROFILE	414	345	38	20	11	414	371	43	60	354	137	195	75	414	90	163	68
	10%	10%	10%	9%	9%	10%	11%	7%	9%	10%	16%	10%	5%	10%	10%	9%	7%
							g				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.

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	4599	1779	2535	2905	1488
Effective Weighted Sample	2963	1138	1646	1837	1097
Total	4140	1534	2331	2115	1861
USE ONE PROFILE	3400	1196	1993	1775	1518
	82%	78%	86%	84%	82%
			a		
USE MORE THAN ONE PROFILE	309	142	146	122	171
	7%	9%	6%	6%	9%
		b			c
DON'T KNOW HOW MANY PROFILES	18	5	4	7	8
	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	414	190	187	211	165
	10%	12%	8%	10%	9%
		b			

Columns Tested: a,b - c,d

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3283	773	765	719	473	349	204	3283	1292	1943	893	945	669	743	1838	1412	3283
Effective Weighted Sample	2156	501	506	502	332	223	128	2156	853	1274	608	627	452	475	1235	902	2156
Total	3160	774	813	639	519	293	123	3160	1305	1806	909	958	722	541	1867	1263	3160
USE ONE PROFILE	2022	393	502	449	373	217	87	2022	809	1194	555	613	468	367	1168	835	2022
	64%	51%	62%	70%	72%	74%	71%	64%	62%	66%	61%	64%	65%	68%	63%	66%	64%
		a	abg	abg	abg	abg	a	a						jn	j		
USE MORE THAN ONE PROFILE	629	264	193	98	55	13	5	629	224	384	187	208	137	90	395	227	629
	20%	34%	24%	15%	11%	4%	4%	20%	17%	21%	21%	22%	19%	17%	21%	18%	20%
		bcdefg	cdef	def	ef			cdef		h		m			m		
DON'T KNOW HOW MANY PROFILES	23	6	7	4	3	2	2	23	11	13	4	7	9	3	11	12	23
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	486	110	111	88	87	61	28	486	261	216	163	130	108	80	293	189	486
	15%	14%	14%	14%	17%	21%	23%	15%	20%	12%	18%	14%	15%	15%	16%	15%	15%
					abcg	abcg			i		k						

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3283	2271	322	324	366	3283	2878	405	472	2811	472	1468	1338	3283	634	1239	784
Effective Weighted Sample	2156	1673	236	227	266	2156	1901	256	295	1869	305	941	919	2156	414	811	533
Total	3160	2643	279	145	93	3160	2799	361	495	2665	504	1413	1236	3160	648	1207	715
USE ONE PROFILE	2022	1680	194	88	60	2022	1777	246	316	1706	292	926	801	2022	407	780	490
	64%	64%	70%	60%	65%	64%	63%	68%	64%	64%	58%	66%	65%	64%	63%	65%	68%
			c									j	j	j			
USE MORE THAN ONE PROFILE	629	544	47	25	13	629	563	65	91	537	65	268	293	629	143	234	138
	20%	21%	17%	17%	14%	20%	20%	18%	18%	20%	13%	19%	24%	20%	22%	19%	19%
		d				d						j	jk	j			
DON'T KNOW HOW MANY PROFILES	23	22	-	1	1	23	22	2	6	18	6	10	7	23	5	2	2
	1%	1%	-%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	486	397	38	32	19	486	438	48	83	403	141	209	135	486	93	191	85
	15%	15%	14%	22%	21%	15%	16%	13%	17%	15%	28%	15%	11%	15%	14%	16%	12%
			abe		abe						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.

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3283	1272	1759	1829	1218
Effective Weighted Sample	2156	831	1168	1157	902
Total	3160	1191	1700	1417	1546
USE ONE PROFILE	2022	702	1155	896	1036
	64%	59%	68%	63%	67%
			a		
USE MORE THAN ONE PROFILE	629	294	293	303	287
	20%	25%	17%	21%	19%
		b			
DON'T KNOW HOW MANY PROFILES	23	9	9	12	6
	1%	1%	1%	1%	*%
USE BUT DON'T HAVE A PROFILE	486	187	242	207	217
	15%	16%	14%	15%	14%

Columns Tested: a,b - c,d

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

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

Base : All respondents who use LinkedIn for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	953	121	196	198	170	141	127	953	502	446	400	312	134	103	712	237	953
Effective Weighted Sample	634	79	136	141	121	84	79	634	335	298	266	213	92	66	479	152	634
Total	891	114	182	183	190	131	90	891	499	386	384	294	142	67	678	209	891
USE ONE PROFILE	685	71	142	138	156	112	67	685	376	306	296	242	91	51	538	143	685
	77%	62%	78%	75%	82%	86%	74%	77%	75%	79%	77%	82%	65%	76%	79%	68%	77%
		a	a	a	a	a	a	a			lo	lo			lo	lo	lo
USE MORE THAN ONE PROFILE	24	5	3	3	9	2	2	24	15	10	13	4	7	*	16	8	24
	3%	4%	2%	2%	5%	2%	2%	3%	3%	3%	3%	1%	5%	1%	2%	4%	3%
													k				
DON'T KNOW HOW MANY PROFILES	5	-	-	2	1	-	3	5	2	3	2	3	-	-	5	-	5
	1%	-%	-%	1%	*%	-%	3%	1%	*%	1%	1%	1%	-%	-%	1%	-%	1%
							g										
USE BUT DON'T HAVE A PROFILE	177	39	37	41	25	16	19	177	106	66	73	45	43	16	118	58	177
	20%	34%	20%	22%	13%	12%	21%	20%	21%	17%	19%	15%	30%	23%	17%	28%	20%
		bdeg											jkn			jkn	

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

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

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

Base : All respondents who use LinkedIn for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	953	661	109	81	102	953	824	129	55	898	74	349	530	953	100	345	392
Effective Weighted Sample	634	488	83	60	87	634	555	79	34	600	50	222	367	634	63	235	262
Total	891	746	82	37	25	891	773	118	53	838	80	337	474	891	99	337	351
USE ONE PROFILE	685	568	70	**	20	685	583	102	**	650	**	247	383	685	61	242	305
	77%	76%	85%	**	81%	77%	75%	86%	**	78%	**	73%	81%	77%	62%	72%	87%
								f					k				no
USE MORE THAN ONE PROFILE	24	24	-	**	*	24	19	5	**	24	**	14	7	24	3	15	3
	3%	3%	-%	**	1%	3%	3%	4%	**	3%	**	4%	2%	3%	3%	5%	1%
																p	
DON'T KNOW HOW MANY PROFILES	5	5	-	**	1	5	5	-	**	5	**	3	2	5	2	3	-
	1%	1%	-%	**	2%	1%	1%	-%	**	1%	**	1%	*%	1%	2%	1%	-%
															p		
USE BUT DON'T HAVE A PROFILE	177	150	13	**	4	177	165	11	**	159	**	73	82	177	32	77	43
	20%	20%	15%	**	16%	20%	21%	9%	**	19%	**	22%	17%	20%	33%	23%	12%
							g								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.

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

Base : All respondents who use LinkedIn for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	953	297	609	609	310
Effective Weighted Sample	634	195	407	401	234
Total	891	277	565	463	402
USE ONE PROFILE	685	199	454	375	292
	77%	72%	80%	81%	73%
			a	d	
USE MORE THAN ONE PROFILE	24	4	15	4	18
	3%	1%	3%	1%	4%
					c
DON'T KNOW HOW MANY PROFILES	5	5	1	3	2
	1%	2%	*%	1%	1%
		b			
USE BUT DON'T HAVE A PROFILE	177	69	96	81	90
	20%	25%	17%	17%	22%
		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.

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~k	~l	~m	~n	~o	p
Unweighted total	122	32	45	26	12	4	3	122	100	20	47	22	27	24	69	51	122
Effective Weighted Sample	87	21	35	20	9	3	2	87	73	13	36	16	21	16	51	35	87
Total	127	31	58	21	11	3	3	127	104	22	45	28	36	17	72	53	127
USE ONE PROFILE	42	**	**	**	**	**	**	42	36	**	**	**	**	**	**	**	42
	33%	**	**	**	**	**	**	33%	35%	**	**	**	**	**	**	**	33%
USE MORE THAN ONE PROFILE	9	**	**	**	**	**	**	9	6	**	**	**	**	**	**	**	9
	7%	**	**	**	**	**	**	7%	6%	**	**	**	**	**	**	**	7%
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	**	**	*	-	**	**	**	**	**	**	**	*
	*0%	**	**	**	**	**	**	*0%	-%	**	**	**	**	**	**	**	*0%
USE BUT DON'T HAVE A PROFILE	75	**	**	**	**	**	**	75	61	**	**	**	**	**	**	**	75
	59%	**	**	**	**	**	**	59%	59%	**	**	**	**	**	**	**	59%

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

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p	
Significance Level: 95%																		
Unweighted total	122	84	15	14	9	122	109	13	8	114	10	42	70	122	20	55	21	
Effective Weighted Sample	87	66	12	9	8	87	78	9	7	81	7	31	51	87	15	41	14	
Total	127	104	13	8	2	127	115	12	11	115	13	49	65	127	23	58	19	
USE ONE PROFILE	42	**	**	**	**	42	39	**	**	42	**	**	**	42	**	**	**	
	33%	**	**	**	**	33%	34%	**	**	37%	**	**	**	33%	**	**	**	
USE MORE THAN ONE PROFILE	9	**	**	**	**	9	9	**	**	9	**	**	**	9	**	**	**	
	7%	**	**	**	**	7%	8%	**	**	8%	**	**	**	7%	**	**	**	
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	*	*	**	**	*	**	**	**	*	**	**	**	
	*%	**	**	**	**	*%	*%	**	**	*%	**	**	**	*%	**	**	**	
USE BUT DON'T HAVE A PROFILE	75	**	**	**	**	75	67	**	**	64	**	**	**	75	**	**	**	
	59%	**	**	**	**	59%	59%	**	**	55%	**	**	**	59%	**	**	**	

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	122	66	43	66	42
Effective Weighted Sample	87	45	32	43	35
Total	127	66	44	55	58
USE ONE PROFILE	42	**	**	**	**
	33%	**	**	**	**
USE MORE THAN ONE PROFILE	9	**	**	**	**
	7%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**
	*%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	75	**	**	**	**
	59%	**	**	**	**

Columns Tested: a,b - c,d

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

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

Base : All respondents who use Pinterest for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1171	265	208	239	164	168	127	1171	301	847	355	335	209	264	690	473	1171
Effective Weighted Sample	755	174	139	161	106	108	79	755	196	545	242	217	140	166	458	293	755
Total	1096	269	225	212	172	135	83	1096	311	760	358	333	225	174	691	399	1096
USE ONE PROFILE	619	175	125	118	102	64	34	619	158	443	204	192	125	93	396	218	619
	56%	65%	56%	56%	59%	47%	41%	56%	51%	58%	57%	58%	56%	54%	57%	55%	56%
		efg	f	f	f			f									
USE MORE THAN ONE PROFILE	29	11	8	5	3	1	1	29	13	16	15	9	3	2	24	5	29
	3%	4%	4%	2%	2%	*%	1%	3%	4%	2%	4%	3%	1%	1%	3%	1%	3%
											o						
DON'T KNOW HOW MANY PROFILES	7	*	2	*	*	1	3	7	2	5	*	3	1	2	3	3	7
	1%	*%	1%	*%	*%	1%	4%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%
							acg										
USE BUT DON'T HAVE A PROFILE	442	82	90	89	67	70	45	442	139	296	139	129	96	76	268	172	442
	40%	30%	40%	42%	39%	51%	54%	40%	45%	39%	39%	39%	43%	44%	39%	43%	40%
				a		ag	abdg	a									

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

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

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

Base : All respondents who use Pinterest for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	1171	800	120	119	132	1171	1002	169	128	1043	113	477	580	1171	251	461	264
Effective Weighted Sample	755	578	86	83	94	755	654	101	72	684	66	298	394	755	163	291	182
Total	1096	910	100	54	33	1096	943	154	116	981	112	456	527	1096	259	434	237
USE ONE PROFILE	619	504	62	29	23	619	525	94	55	564	50	245	324	619	143	248	136
	56%	55%	62%	54%	72%	56%	56%	61%	48%	57%	45%	54%	61%	56%	55%	57%	57%
					ace								jk				
USE MORE THAN ONE PROFILE	29	23	5	*	*	29	26	2	3	26	3	8	17	29	5	10	7
	3%	3%	5%	1%	1%	3%	3%	2%	2%	3%	3%	2%	3%	3%	2%	2%	3%
DON'T KNOW HOW MANY PROFILES	7	5	1	*	*	7	6	*	*	6	*	4	2	7	1	3	-
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	*%	1%	*%	1%	-%
USE BUT DON'T HAVE A PROFILE	442	377	32	24	9	442	385	57	57	385	59	198	184	442	110	172	94
	40%	41%	32%	44%	26%	40%	41%	37%	50%	39%	52%	43%	35%	40%	43%	40%	40%
		d		d		d					l	l					

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

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

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

Base : All respondents who use Pinterest for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1171	501	595	705	408
Effective Weighted Sample	755	323	386	452	297
Total	1096	461	559	532	521
USE ONE PROFILE	619	266	322	291	307
	56%	58%	58%	55%	59%
USE MORE THAN ONE PROFILE	29	17	9	20	6
	3%	4%	2%	4%	1%
				d	
DON'T KNOW HOW MANY PROFILES	7	3	1	5	1
	1%	1%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	442	174	227	216	205
	40%	38%	41%	41%	39%

Columns Tested: a,b - c,d

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

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

Base : All respondents who use Reddit for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	648	215	172	138	73	37	13	648	399	231	192	189	131	131	381	262	648
Effective Weighted Sample	441	146	117	96	55	25	9	441	272	160	134	129	96	88	263	176	441
Total	608	214	169	101	79	37	9	608	395	198	195	182	141	85	377	226	608
USE ONE PROFILE	336	123	96	64	**	**	**	336	209	116	107	105	73	46	213	120	336
	55%	57%	57%	64%	**	**	**	55%	53%	59%	55%	58%	52%	54%	56%	53%	55%
USE MORE THAN ONE PROFILE	43	19	13	4	**	**	**	43	32	11	18	9	14	2	27	16	43
	7%	9%	7%	4%	**	**	**	7%	8%	6%	9%	5%	10%	2%	7%	7%	7%
													m				
DON'T KNOW HOW MANY PROFILES	5	-	5	-	**	**	**	5	5	-	2	3	-	-	5	-	5
	1%	-%	3%	-%	**	**	**	1%	1%	-%	1%	2%	-%	-%	1%	-%	1%
			a														
USE BUT DON'T HAVE A PROFILE	223	73	55	32	**	**	**	223	149	70	68	65	53	37	133	90	223
	37%	34%	32%	32%	**	**	**	37%	38%	35%	35%	36%	38%	43%	35%	40%	37%

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

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

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

Base : All respondents who use Reddit for social media

	Total	NATION				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	648	414	98	60	76	648	585	63	41	607	40	238	370	648	126	246	167
Effective Weighted Sample	441	316	79	39	58	441	403	38	28	413	24	160	257	441	88	167	118
Total	608	481	80	27	20	608	556	52	37	571	36	223	349	608	130	243	153
USE ONE PROFILE	336	257	**	**	**	336	305	**	**	318	**	112	209	336	65	134	98
	55%	53%	**	**	**	55%	55%	**	**	56%	**	50%	60%	55%	50%	55%	64%
																	n
USE MORE THAN ONE PROFILE	43	32	**	**	**	43	38	**	**	43	**	19	22	43	8	18	7
	7%	7%	**	**	**	7%	7%	**	**	8%	**	9%	6%	7%	6%	7%	4%
DON'T KNOW HOW MANY PROFILES	5	5	**	**	**	5	5	**	**	5	**	3	-	5	-	2	3
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	-%	1%	-%	1%	2%
USE BUT DON'T HAVE A PROFILE	223	187	**	**	**	223	208	**	**	204	**	89	118	223	57	89	45
	37%	39%	**	**	**	37%	37%	**	**	36%	**	40%	34%	37%	44%	37%	29%
															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.

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

Base : All respondents who use Reddit for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	648	299	315	400	207
Effective Weighted Sample	441	203	219	262	161
Total	608	271	303	314	263
USE ONE PROFILE	336	148	176	190	138
	55%	55%	58%	61%	53%
USE MORE THAN ONE PROFILE	43	22	18	19	19
	7%	8%	6%	6%	7%
DON'T KNOW HOW MANY PROFILES	5	2	3	3	2
	1%	1%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	223	99	106	102	103
	37%	37%	35%	32%	39%

Columns Tested: a,b - c,d

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

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

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1773	716	475	313	166	69	34	1773	712	1027	431	476	409	427	907	836	1773
Effective Weighted Sample	1159	463	309	216	120	44	20	1159	473	664	298	308	274	276	605	536	1159
Total	1779	725	497	268	209	61	19	1779	759	982	479	487	451	328	966	779	1779
USE ONE PROFILE	1269	533	350	183	150	**	**	1269	484	761	315	346	339	245	661	584	1269
	71%	73%	70%	68%	72%	**	**	71%	64%	78%	66%	71%	75%	75%	68%	75%	71%
										h			jn	j		jn	
USE MORE THAN ONE PROFILE	128	73	39	10	4	**	**	128	73	44	47	37	28	14	84	42	128
	7%	10%	8%	4%	2%	**	**	7%	10%	5%	10%	8%	6%	4%	9%	5%	7%
		cd	cd					d	i		mo				mo		
DON'T KNOW HOW MANY PROFILES	19	10	5	4	-	**	**	19	14	5	4	8	3	2	12	5	19
	1%	1%	1%	1%	-%	**	**	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
									i								
USE BUT DON'T HAVE A PROFILE	363	110	103	72	55	**	**	363	188	172	113	97	81	67	209	148	363
	20%	15%	21%	27%	26%	**	**	20%	25%	17%	24%	20%	18%	20%	22%	19%	20%
			a	ag	a			a	i								

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1773	1198	186	159	230	1773	1583	190	300	1473	261	800	709	1773	411	589	352
Effective Weighted Sample	1159	891	139	119	173	1159	1040	121	182	984	167	515	488	1159	269	394	236
Total	1779	1485	162	74	58	1779	1618	162	332	1448	300	810	663	1779	451	598	332
USE ONE PROFILE	1269	1050	126	49	44	1269	1143	126	226	1042	180	575	511	1269	304	443	250
	71%	71%	78%	66%	75%	71%	71%	78%	68%	72%	60%	71%	77%	71%	67%	74%	75%
			c									j	jkm	j			
USE MORE THAN ONE PROFILE	128	115	7	5	1	128	122	6	29	99	21	63	44	128	34	42	19
	7%	8%	4%	7%	2%	7%	8%	4%	9%	7%	7%	8%	7%	7%	8%	7%	6%
		d				d											
DON'T KNOW HOW MANY PROFILES	19	19	-	-	*	19	19	-	4	15	7	7	4	19	8	3	2
	1%	1%	-%	-%	*%	1%	1%	-%	1%	1%	2%	1%	1%	1%	2%	1%	1%
USE BUT DON'T HAVE A PROFILE	363	301	29	20	13	363	334	30	72	292	92	165	103	363	105	109	62
	20%	20%	18%	27%	22%	20%	21%	18%	22%	20%	31%	20%	16%	20%	23%	18%	19%
											klm	l		l			

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1773	763	846	907	691
Effective Weighted Sample	1159	495	562	565	507
Total	1779	764	836	737	894
USE ONE PROFILE	1269	514	635	556	633
	71%	67%	76%	75%	71%
			a		
USE MORE THAN ONE PROFILE	128	75	42	39	71
	7%	10%	5%	5%	8%
		b			
DON'T KNOW HOW MANY PROFILES	19	11	5	3	11
	1%	2%	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	363	164	154	139	180
	20%	21%	18%	19%	20%

Columns Tested: a,b - c,d

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2350	716	576	512	295	178	73	2350	1004	1309	574	643	510	590	1217	1100	2350
Effective Weighted Sample	1549	465	385	358	209	110	44	1549	672	856	401	424	346	379	826	707	1549
Total	2333	727	630	443	333	160	40	2333	1063	1230	639	666	552	440	1304	991	2333
USE ONE PROFILE	1325	415	387	259	167	85	**	1325	559	750	353	376	336	240	730	576	1325
	57%	57%	61%	59%	50%	53%	**	57%	53%	61%	55%	57%	61%	54%	56%	58%	57%
			d	d						h							
USE MORE THAN ONE PROFILE	263	158	65	18	16	3	**	263	123	127	102	62	51	43	164	94	263
	11%	22%	10%	4%	5%	2%	**	11%	12%	10%	16%	9%	9%	10%	13%	9%	11%
		bcdeg	cde					cde			klmop						
DON'T KNOW HOW MANY PROFILES	12	5	5	-	1	1	**	12	4	9	-	5	-	5	5	5	12
	1%	1%	1%	-%	*%	1%	**	1%	*%	1%	-%	1%	-%	1%	*%	1%	1%
														jl			
USE BUT DON'T HAVE A PROFILE	732	149	173	165	149	71	**	732	377	344	183	223	164	152	406	316	732
	31%	21%	27%	37%	45%	44%	**	31%	35%	28%	29%	33%	30%	35%	31%	32%	31%
			a	abg	abg	abg		a	i								

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2350	1622	221	237	270	2350	2094	256	366	1984	330	1081	938	2350	535	839	479
Effective Weighted Sample	1549	1202	162	160	199	1549	1383	167	225	1331	216	685	660	1549	358	558	324
Total	2333	1954	192	118	69	2333	2105	228	392	1941	371	1073	887	2333	580	832	463
USE ONE PROFILE	1325	1102	121	60	43	1325	1191	134	206	1119	161	592	572	1325	310	484	304
	57%	56%	63%	51%	62%	57%	57%	59%	53%	58%	43%	55%	65%	57%	54%	58%	66%
			c		c							j	jkm	j			no
USE MORE THAN ONE PROFILE	263	233	17	10	3	263	249	14	38	225	38	138	87	263	76	81	39
	11%	12%	9%	8%	4%	11%	12%	6%	10%	12%	10%	13%	10%	11%	13%	10%	8%
		d	d		d		g								p		
DON'T KNOW HOW MANY PROFILES	12	12	-	-	-	12	11	1	5	8	8	2	3	12	-	1	2
	1%	1%	-%	-%	-%	1%	1%	*%	1%	*%	2%	*%	*%	1%	-%	*%	1%
											klm						
USE BUT DON'T HAVE A PROFILE	732	606	54	48	24	732	653	79	143	589	164	342	226	732	194	266	118
	31%	31%	28%	41%	35%	31%	31%	35%	37%	30%	44%	32%	25%	31%	33%	32%	25%
			abe								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.

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2350	991	1152	1199	951
Effective Weighted Sample	1549	654	763	754	701
Total	2333	968	1145	964	1205
USE ONE PROFILE	1325	516	697	576	696
	57%	53%	61%	60%	58%
			a		
USE MORE THAN ONE PROFILE	263	159	78	102	123
	11%	16%	7%	11%	10%
		b			
DON'T KNOW HOW MANY PROFILES	12	7	2	8	-
	1%	1%	*%	1%	-%
				d	
USE BUT DON'T HAVE A PROFILE	732	286	367	278	386
	31%	30%	32%	29%	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.

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

Base : All respondents who use Tumblr for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	~o	p
Unweighted total	165	62	45	28	14	10	6	165	81	75	51	37	42	33	88	75	165
Effective Weighted Sample	110	39	34	19	9	6	4	110	53	52	39	25	30	21	63	47	110
Total	167	61	54	26	13	8	4	167	85	74	49	37	57	20	86	77	167
USE ONE PROFILE	85	**	**	**	**	**	**	85	**	**	**	**	**	**	**	**	85
	51%	**	**	**	**	**	**	51%	**	**	**	**	**	**	**	**	51%
USE MORE THAN ONE PROFILE	19	**	**	**	**	**	**	19	**	**	**	**	**	**	**	**	19
	11%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	**	11%
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**	1
	*0%	**	**	**	**	**	**	*0%	**	**	**	**	**	**	**	**	*0%
USE BUT DON'T HAVE A PROFILE	63	**	**	**	**	**	**	63	**	**	**	**	**	**	**	**	63
	38%	**	**	**	**	**	**	38%	**	**	**	**	**	**	**	**	38%

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

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

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

Base : All respondents who use Tumblr for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	165	116	19	16	14	165	152	13	13	152	13	53	99	165	33	63	32	
Effective Weighted Sample	110	85	15	14	11	110	103	9	7	104	9	32	70	110	21	43	24	
Total	167	140	17	7	3	167	159	8	15	152	12	52	103	167	36	70	33	
USE ONE PROFILE	85	69	**	**	**	85	81	**	**	77	**	**	**	85	**	**	**	
	51%	49%	**	**	**	51%	51%	**	**	50%	**	**	**	51%	**	**	**	
USE MORE THAN ONE PROFILE	19	17	**	**	**	19	18	**	**	17	**	**	**	19	**	**	**	
	11%	12%	**	**	**	11%	11%	**	**	11%	**	**	**	11%	**	**	**	
DON'T KNOW HOW MANY PROFILES	1	1	**	**	**	1	-	**	**	1	**	**	**	1	**	**	**	
	*%	*%	**	**	**	*%	-%	**	**	*%	**	**	**	*%	**	**	**	
USE BUT DON'T HAVE A PROFILE	63	54	**	**	**	63	60	**	**	58	**	**	**	63	**	**	**	
	38%	39%	**	**	**	38%	38%	**	**	38%	**	**	**	38%	**	**	**	

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

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

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

Base : All respondents who use Tumblr for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	165	93	62	99	47
Effective Weighted Sample	110	62	42	61	37
Total	167	90	67	86	65
USE ONE PROFILE	85 51%	**	**	**	**
USE MORE THAN ONE PROFILE	19 11%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	1 *%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	63 38%	**	**	**	**

Columns Tested: a,b - c,d

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

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

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	AGE						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	671	277	189	124	54	14	13	671	489	160	189	186	134	153	375	287	671
Effective Weighted Sample	448	183	128	86	37	9	8	448	328	106	134	123	98	89	257	186	448
Total	695	297	196	113	66	15	8	695	521	154	211	192	162	122	403	283	695
USE ONE PROFILE	325	142	88	54	**	**	**	325	262	54	92	103	79	49	195	129	325
	47%	48%	45%	48%	**	**	**	47%	50%	35%	44%	54%	49%	40%	48%	45%	47%
USE MORE THAN ONE PROFILE	41	15	17	1	**	**	**	41	31	10	10	10	15	6	20	21	41
	6%	5%	9%	1%	**	**	**	6%	6%	6%	5%	5%	9%	5%	5%	7%	6%
DON'T KNOW HOW MANY PROFILES	3	3	-	-	**	**	**	3	2	*	-	3	-	-	3	-	3
	*%	1%	-%	-%	**	**	**	*%	*%	*%	-%	1%	-%	-%	1%	-%	*%
USE BUT DON'T HAVE A PROFILE	326	137	91	58	**	**	**	326	225	90	109	77	67	67	185	134	326
	47%	46%	46%	51%	**	**	**	47%	43%	59%	52%	40%	42%	55%	46%	47%	47%

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

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

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

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	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	671	453	87	64	67	671	607	64	53	618	81	296	294	671	149	236	126
Effective Weighted Sample	448	338	67	54	52	448	410	38	32	417	51	193	209	448	100	160	90
Total	695	570	82	26	17	695	639	57	61	634	95	317	283	695	175	249	127
USE ONE PROFILE	325	262	**	**	**	325	299	**	**	302	**	150	144	325	72	120	70
	47%	46%	**	**	**	47%	47%	**	**	48%	**	47%	51%	47%	41%	48%	56%
USE MORE THAN ONE PROFILE	41	37	**	**	**	41	38	**	**	40	**	16	19	41	10	16	1
	6%	6%	**	**	**	6%	6%	**	**	6%	**	5%	7%	6%	6%	6%	1%
DON'T KNOW HOW MANY PROFILES	3	3	**	**	**	3	3	**	**	2	**	*	-	3	-	-	-
	*%	*%	**	**	**	*%	*%	**	**	*%	**	*%	-%	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	326	269	**	**	**	326	299	**	**	290	**	151	120	326	93	114	55
	47%	47%	**	**	**	47%	47%	**	**	46%	**	47%	42%	47%	53%	46%	44%

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

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

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

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	671	319	295	375	221
Effective Weighted Sample	448	215	198	232	175
Total	695	332	306	312	317
USE ONE PROFILE	325 47%	146 44%	158 52%	162 52%	135 43%
USE MORE THAN ONE PROFILE	41 6%	23 7%	15 5%	19 6%	18 6%
DON'T KNOW HOW MANY PROFILES	3 *	2 1%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	326 47%	160 48%	133 43%	131 42%	163 51%

Columns Tested: a,b - c,d

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

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

Base : All respondents who use Twitter for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2039	418	386	414	332	287	202	2039	1020	989	611	617	359	438	1228	797	2039
Effective Weighted Sample	1338	273	254	283	226	190	146	1338	678	645	403	412	248	279	815	516	1338
Total	1840	408	378	354	353	220	126	1840	972	840	576	574	369	310	1150	679	1840
USE ONE PROFILE	1289	248	262	265	259	170	85	1289	681	597	395	382	270	235	777	505	1289
	70%	61%	69%	75%	73%	77%	68%	70%	70%	71%	68%	67%	73%	76%	68%	74%	70%
			a	a	a	ag		a						jkn		kn	
USE MORE THAN ONE PROFILE	167	68	33	23	31	8	4	167	81	74	56	67	31	11	123	42	167
	9%	17%	9%	7%	9%	4%	3%	9%	8%	9%	10%	12%	8%	4%	11%	6%	9%
		bcdefg	ef		ef			ef			mo	mo	m		mo		mo
DON'T KNOW HOW MANY PROFILES	10	4	1	2	-	-	3	10	4	6	4	6	-	1	9	1	10
	1%	1%	*%	1%	-%	-%	2%	1%	*%	1%	1%	1%	-%	*%	1%	*%	1%
							bdeg										
USE BUT DON'T HAVE A PROFILE	374	88	83	63	63	42	34	374	206	163	123	119	68	63	242	132	374
	20%	22%	22%	18%	18%	19%	27%	20%	21%	19%	21%	21%	19%	20%	21%	19%	20%
							cd										

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

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

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

Base : All respondents who use Twitter for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2039	1359	233	208	239	2039	1769	270	178	1861	209	882	943	2039	343	808	568
Effective Weighted Sample	1338	1002	174	142	193	1338	1176	163	108	1233	129	559	652	1338	221	530	389
Total	1840	1503	184	95	58	1840	1615	225	172	1667	204	781	851	1840	337	740	495
USE ONE PROFILE	1289	1041	141	64	43	1289	1120	169	118	1171	112	551	623	1289	221	542	371
	70%	69%	76%	68%	75%	70%	69%	75%	69%	70%	55%	71%	73%	70%	66%	73%	75%
												j	j	j		n	n
USE MORE THAN ONE PROFILE	167	139	16	9	2	167	152	14	6	161	8	66	93	167	29	71	36
	9%	9%	9%	10%	4%	9%	9%	6%	3%	10%	4%	8%	11%	9%	9%	10%	7%
		d		d		d				h			j				
DON'T KNOW HOW MANY PROFILES	10	10	-	-	*	10	10	-	1	9	3	5	2	10	-	5	2
	1%	1%	-%	-%	-%	1%	1%	-%	-%	1%	1%	1%	-%	1%	-%	1%	-%
USE BUT DON'T HAVE A PROFILE	374	313	27	22	12	374	332	42	48	326	81	159	133	374	86	122	86
	20%	21%	15%	23%	20%	20%	21%	18%	28%	20%	40%	20%	16%	20%	26%	16%	17%
									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.

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

Base : All respondents who use Twitter for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2039	800	1125	1266	665
Effective Weighted Sample	1338	527	740	825	492
Total	1840	702	1028	932	825
USE ONE PROFILE	1289	458	773	664	581
	70%	65%	75%	71%	70%
			a		
USE MORE THAN ONE PROFILE	167	87	76	96	63
	9%	12%	7%	10%	8%
		b			
DON'T KNOW HOW MANY PROFILES	10	7	-	6	3
	1%	1%	-%	1%	*%
		b			
USE BUT DON'T HAVE A PROFILE	374	150	178	167	178
	20%	21%	17%	18%	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.

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~k	~l	~m	n	~o	p
Unweighted total	257	36	52	66	34	40	29	257	165	87	95	76	42	44	171	86	257
Effective Weighted Sample	171	24	36	44	23	28	21	171	113	55	66	49	32	28	115	57	171
Total	249	36	63	68	29	34	20	249	164	81	88	76	56	29	164	85	249
USE ONE PROFILE	38	**	**	**	**	**	**	38	26	**	**	**	**	**	25	**	38
	15%	**	**	**	**	**	**	15%	16%	**	**	**	**	**	15%	**	15%
USE MORE THAN ONE PROFILE	5	**	**	**	**	**	**	5	2	**	**	**	**	**	4	**	5
	2%	**	**	**	**	**	**	2%	1%	**	**	**	**	**	2%	**	2%
DON'T KNOW HOW MANY PROFILES	4	**	**	**	**	**	**	4	3	**	**	**	**	**	-	**	4
	1%	**	**	**	**	**	**	1%	2%	**	**	**	**	**	-%	**	1%
USE BUT DON'T HAVE A PROFILE	202	**	**	**	**	**	**	202	131	**	**	**	**	**	135	**	202
	81%	**	**	**	**	**	**	81%	80%	**	**	**	**	**	83%	**	81%

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

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST	
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	~k	l	m	~n	o	~p	
Unweighted total	257	183	32	22	20	257	228	29	16	241	15	87	155	257	40	108	72	
Effective Weighted Sample	171	134	22	14	18	171	153	18	10	165	11	55	108	171	26	73	49	
Total	249	209	24	11	5	249	226	23	23	226	18	91	140	249	44	105	65	
USE ONE PROFILE	38	32	**	**	**	38	36	**	**	37	**	**	27	38	**	18	**	
	15%	16%	**	**	**	15%	16%	**	**	16%	**	**	19%	15%	**	17%	**	
USE MORE THAN ONE PROFILE	5	5	**	**	**	5	5	**	**	5	**	**	3	5	**	2	**	
	2%	2%	**	**	**	2%	2%	**	**	2%	**	**	2%	2%	**	2%	**	
DON'T KNOW HOW MANY PROFILES	4	3	**	**	**	4	3	**	**	*	**	**	*	4	**	*	**	
	1%	2%	**	**	**	1%	1%	**	**	*%	**	**	*%	1%	**	*%	**	
USE BUT DON'T HAVE A PROFILE	202	168	**	**	**	202	182	**	**	183	**	**	110	202	**	85	**	
	81%	80%	**	**	**	81%	80%	**	**	81%	**	**	78%	81%	**	81%	**	

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	257	116	127	166	75
Effective Weighted Sample	171	76	85	113	60
Total	249	115	122	122	113
USE ONE PROFILE	38 15%	19 16%	19 16%	17 14%	** **
USE MORE THAN ONE PROFILE	5 2%	- -%	4 4%	1 1%	** **
DON'T KNOW HOW MANY PROFILES	4 1%	3 3%	- -%	- -%	** **
USE BUT DON'T HAVE A PROFILE	202 81%	93 81%	99 81%	105 86%	** **

Columns Tested: a,b - c,d

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

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

Base : All respondents who use YouNow to watch or share live stream videos

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	57	18	20	13	4	-	2	57	38	17	19	21	9	6	40	15	57
Effective Weighted Sample	42	12	15	10	4	-	2	42	27	14	14	15	7	5	29	11	42
Total	70	16	26	17	7	-	3	70	48	21	22	26	14	5	48	19	70
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use YouNow to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	57	42	5	6	4	57	53	4	7	50	12	17	28	57	16	21	5
Effective Weighted Sample	42	34	4	6	3	42	39	3	5	37	10	12	21	42	11	17	3
Total	70	62	4	3	1	70	65	4	9	61	19	22	28	70	21	28	5
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use YouNow to watch or share live stream videos

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	57	30	18	22	23
Effective Weighted Sample	42	22	13	14	19
Total	70	40	21	21	35
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

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

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	4863	804	851	962	764	774	708	4863	2376	2430	1294	1319	963	1244	2613	2207	4863
Effective Weighted Sample	3147	522	568	655	528	480	448	3147	1539	1576	856	880	645	780	1736	1390	3147
Total	4469	799	896	868	799	657	451	4469	2268	2143	1253	1306	992	872	2560	1864	4469
USE ONE PROFILE	1774	394	467	386	268	192	68	1774	1012	742	488	521	406	334	1008	740	1774
	40%	49%	52%	44%	34%	29%	15%	40%	45%	35%	39%	40%	41%	38%	39%	40%	40%
		defg	cdefg	defg	f	f		def	i								
USE MORE THAN ONE PROFILE	268	134	62	34	25	8	6	268	172	86	106	71	52	34	177	87	268
	6%	17%	7%	4%	3%	1%	1%	6%	8%	4%	8%	5%	5%	4%	7%	5%	6%
		bcdefg	cdef	ef	ef			cdef	i		klmop				mo		m
DON'T KNOW HOW MANY PROFILES	30	10	9	5	4	1	1	30	18	12	5	15	5	4	21	9	30
	1%	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	2396	262	357	443	501	456	377	2396	1066	1303	654	700	528	500	1354	1027	2396
	54%	33%	40%	51%	63%	69%	84%	54%	47%	61%	52%	54%	53%	57%	53%	55%	54%
			a	ab	abcg	abcdg	abcdeg	ab		h				jn			

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

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

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

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	4863	3364	501	495	503	4863	4181	682	638	4225	839	2291	1721	4863	936	1982	1164
Effective Weighted Sample	3147	2422	360	335	374	3147	2715	437	396	2761	523	1446	1178	3147	594	1290	775
Total	4469	3717	403	222	127	4469	3917	553	646	3823	811	2073	1572	4469	896	1793	1050
USE ONE PROFILE	1774	1475	172	78	50	1774	1571	203	232	1543	221	770	781	1774	396	690	421
	40%	40%	43%	35%	39%	40%	40%	37%	36%	40%	27%	37%	50%	40%	44%	38%	40%
			c									j	jkm	j	o		
USE MORE THAN ONE PROFILE	268	228	21	15	5	268	241	27	18	250	39	129	100	268	68	92	45
	6%	6%	5%	7%	4%	6%	6%	5%	3%	7%	5%	6%	6%	6%	8%	5%	4%
										h					op		
DON'T KNOW HOW MANY PROFILES	30	27	1	1	1	30	29	1	3	27	10	11	9	30	7	7	3
	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	2396	1987	209	129	71	2396	2075	322	393	2003	540	1164	682	2396	424	1004	581
	54%	53%	52%	58%	56%	54%	53%	58%	61%	52%	67%	56%	43%	54%	47%	56%	55%
								f	i		klm	l		l	n	n	

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

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

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

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	4863	1874	2671	3095	1510
Effective Weighted Sample	3147	1201	1745	1974	1111
Total	4469	1641	2497	2336	1919
USE ONE PROFILE	1774	721	918	859	839
	40%	44%	37%	37%	44%
		b			c
USE MORE THAN ONE PROFILE	268	133	118	137	100
	6%	8%	5%	6%	5%
		b			
DON'T KNOW HOW MANY PROFILES	30	17	9	12	12
	1%	1%	*%	*%	1%
		b			
USE BUT DON'T HAVE A PROFILE	2396	770	1452	1328	968
	54%	47%	58%	57%	50%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents who use Yubo for social media

	Total	AGE							GENDER		SEG						
		16-24 ~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	107	64	20	10	4	2	7	107	54	49	35	27	24	20	62	44	107
Effective Weighted Sample	71	41	16	7	3	1	6	71	37	33	28	17	16	14	44	27	71
Total	121	61	30	12	6	4	8	121	66	53	46	27	34	14	73	48	121
USE ONE PROFILE	40	**	**	**	**	**	**	40	**	**	**	**	**	**	**	**	40
	33%	**	**	**	**	**	**	33%	**	**	**	**	**	**	**	**	33%
USE MORE THAN ONE PROFILE	12	**	**	**	**	**	**	12	**	**	**	**	**	**	**	**	12
	10%	**	**	**	**	**	**	10%	**	**	**	**	**	**	**	**	10%
DON'T KNOW HOW MANY PROFILES	4	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**	4
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	3%
USE BUT DON'T HAVE A PROFILE	65	**	**	**	**	**	**	65	**	**	**	**	**	**	**	**	65
	54%	**	**	**	**	**	**	54%	**	**	**	**	**	**	**	**	54%

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

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

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

Base : All respondents who use Yubo for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p	
Unweighted total	107	82	7	8	10	107	99	8	19	88	22	46	39	107	20	36	14	
Effective Weighted Sample	71	61	6	7	9	71	67	5	12	59	15	28	30	71	14	26	12	
Total	121	110	5	4	2	121	114	7	22	99	27	51	43	121	25	47	19	
USE ONE PROFILE	40 33%	** **	** **	** **	** **	40 33%	** **	** **	** **	** **	** **	** **	** **	40 33%	** **	** **	** **	
USE MORE THAN ONE PROFILE	12 10%	** **	** **	** **	** **	12 10%	** **	** **	** **	** **	** **	** **	** **	12 10%	** **	** **	** **	
DON'T KNOW HOW MANY PROFILES	4 3%	** **	** **	** **	** **	4 3%	** **	** **	** **	** **	** **	** **	** **	4 3%	** **	** **	** **	
USE BUT DON'T HAVE A PROFILE	65 54%	** **	** **	** **	** **	65 54%	** **	** **	** **	** **	** **	** **	** **	65 54%	** **	** **	** **	

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

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

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

Base : All respondents who use Yubo for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	107	60	35	51	37
Effective Weighted Sample	71	39	26	32	32
Total	121	67	40	42	66
USE ONE PROFILE	40 33%	**	**	**	**
USE MORE THAN ONE PROFILE	12 10%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	4 3%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	65 54%	**	**	**	**

Columns Tested: a,b - c,d

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

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

Base : All respondents who use BeReal for social media

	Total	AGE							GENDER		SEG						
		16-24 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	193	140	32	13	4	1	3	193	67	119	62	61	38	29	123	67	193
Effective Weighted Sample	129	92	24	8	4	1	2	129	47	79	44	40	26	18	84	42	129
Total	191	131	38	13	6	*	3	191	78	106	64	61	43	19	125	62	191
USE ONE PROFILE	113	90	**	**	**	**	**	113	**	73	**	**	**	**	80	**	113
	59%	69%	**	**	**	**	**	59%	**	69%	**	**	**	**	64%	**	59%
USE MORE THAN ONE PROFILE	16	3	**	**	**	**	**	16	**	1	**	**	**	**	9	**	16
	8%	3%	**	**	**	**	**	8%	**	1%	**	**	**	**	7%	**	8%
DON'T KNOW HOW MANY PROFILES	1	1	**	**	**	**	**	1	**	1	**	**	**	**	-	**	1
	*0%	1%	**	**	**	**	**	*0%	**	1%	**	**	**	**	-%	**	*0%
USE BUT DON'T HAVE A PROFILE	61	37	**	**	**	**	**	61	**	31	**	**	**	**	36	**	61
	32%	28%	**	**	**	**	**	32%	**	29%	**	**	**	**	29%	**	32%

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

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

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

Base : All respondents who use BeReal for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	193	130	19	17	27	193	179	14	23	170	21	70	102	193	39	52	41	
Effective Weighted Sample	129	102	16	15	25	129	119	10	14	117	13	47	70	129	27	36	30	
Total	191	165	12	8	6	191	179	12	26	165	24	72	95	191	44	56	40	
USE ONE PROFILE	113	96	**	**	**	113	105	**	**	100	**	**	61	113	**	**	**	
	59%	58%	**	**	**	59%	59%	**	**	61%	**	**	64%	59%	**	**	**	
USE MORE THAN ONE PROFILE	16	14	**	**	**	16	16	**	**	13	**	**	5	16	**	**	**	
	8%	8%	**	**	**	8%	9%	**	**	8%	**	**	6%	8%	**	**	**	
DON'T KNOW HOW MANY PROFILES	1	*	**	**	**	1	1	**	**	1	**	**	*	1	**	**	**	
	*%	*%	**	**	**	*%	*%	**	**	*%	**	**	*%	*%	**	**	**	
USE BUT DON'T HAVE A PROFILE	61	55	**	**	**	61	57	**	**	51	**	**	29	61	**	**	**	
	32%	34%	**	**	**	32%	32%	**	**	31%	**	**	30%	32%	**	**	**	

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

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

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

Base : All respondents who use BeReal for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT ~b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	193	108	72	115	50
Effective Weighted Sample	129	70	51	73	40
Total	191	111	68	98	70
USE ONE PROFILE	113	59	**	65	**
	59%	53%	**	67%	**
USE MORE THAN ONE PROFILE	16	11	**	4	**
	8%	10%	**	4%	**
DON'T KNOW HOW MANY PROFILES	1	*	**	*	**
	*%	*%	**	*%	**
USE BUT DON'T HAVE A PROFILE	61	40	**	28	**
	32%	36%	**	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.

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1192	434	295	223	128	67	45	1192	509	650	357	339	229	255	696	484	1192
Effective Weighted Sample	789	283	199	154	89	48	32	789	343	428	241	228	160	162	469	313	789
Total	1214	453	334	206	144	51	26	1214	569	609	394	356	262	189	750	451	1214
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	428	158	119	79	48	**	**	428	174	238	143	132	88	61	275	149	428
	35%	35%	36%	38%	33%	**	**	35%	30%	39%	36%	37%	34%	32%	37%	33%	35%
										h							
I have separate account(s) for business purposes/ for promoting my business	369	107	112	78	53	**	**	369	184	172	167	93	56	48	260	105	369
	30%	24%	33%	38%	37%	**	**	30%	32%	28%	42%	26%	21%	26%	35%	23%	30%
			a	a	a			a			klmnop				klmo		lo
I have different accounts for sharing/ posting my own content and for following other people	324	137	102	44	26	**	**	324	163	149	122	88	59	48	210	107	324
	27%	30%	30%	22%	18%	**	**	27%	29%	25%	31%	25%	22%	26%	28%	24%	27%
		cd	d														
I have one account for my closest friends and another for my wider circle of friends	258	138	55	28	22	**	**	258	131	116	80	74	62	39	154	101	258
	21%	30%	17%	14%	16%	**	**	21%	23%	19%	20%	21%	24%	21%	20%	22%	21%
		bcdg						c									
I have more than one but I no longer use them all	253	109	77	28	23	**	**	253	132	114	80	62	66	44	142	110	253
	21%	24%	23%	14%	16%	**	**	21%	23%	19%	20%	17%	25%	23%	19%	24%	21%
		c	c					c									

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

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

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1192	434	295	223	128	67	45	1192	509	650	357	339	229	255	696	484	1192
Effective Weighted Sample	789	283	199	154	89	48	32	789	343	428	241	228	160	162	469	313	789
Total	1214	453	334	206	144	51	26	1214	569	609	394	356	262	189	750	451	1214
I have a 'real' or authentic account and another that is my curated or photoshopped one	169	71	48	26	13	**	**	169	103	57	71	34	42	21	105	63	169
	14%	16%	14%	12%	9%	**	**	14%	18%	9%	18%	10%	16%	11%	14%	14%	14%
									i		k						
I have an account for my parents/ family to see	161	79	41	25	9	**	**	161	94	56	65	40	30	24	104	54	161
	13%	18%	12%	12%	6%	**	**	13%	17%	9%	16%	11%	12%	13%	14%	12%	13%
									i								
Some other reason	48	8	11	9	11	**	**	48	19	28	8	20	9	11	28	20	48
	4%	2%	3%	5%	8%	**	**	4%	3%	5%	2%	6%	3%	6%	4%	4%	4%
					a							j		j			
Don't know	34	13	3	7	7	**	**	34	19	13	3	11	8	12	14	20	34
	3%	3%	1%	3%	5%	**	**	3%	3%	2%	1%	3%	3%	6%	2%	4%	3%
					b									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.

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	1192	861	115	115	101	1192	1041	151	145	1047	146	528	515	1192	250	430	257
Effective Weighted Sample	789	631	86	70	84	789	695	94	91	699	98	337	356	789	173	283	172
Total	1214	1040	93	56	25	1214	1073	142	159	1055	166	546	498	1214	299	446	240
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	428	361	39	21	7	428	373	55	46	381	36	191	201	428	107	166	96
	35%	35%	41%	38%	30%	35%	35%	39%	29%	36%	21%	35%	40%	35%	36%	37%	40%
												j	j	j			
I have separate account(s) for business purposes/ for promoting my business	369	325	21	16	6	369	326	43	34	335	26	161	180	369	79	149	92
	30%	31%	23%	29%	23%	30%	30%	30%	21%	32%	16%	30%	36%	30%	27%	33%	38%
										h		j	j	j			n
I have different accounts for sharing/ posting my own content and for following other people	324	276	28	16	5	324	301	23	43	281	32	163	130	324	74	134	52
	27%	27%	30%	28%	18%	27%	28%	17%	27%	27%	19%	30%	26%	27%	25%	30%	22%
							g					j				p	
I have one account for my closest friends and another for my wider circle of friends	258	219	20	15	5	258	230	28	32	227	33	115	111	258	78	82	45
	21%	21%	21%	26%	18%	21%	21%	20%	20%	21%	20%	21%	22%	21%	26%	18%	19%
I have more than one but I no longer use them all	253	216	16	17	5	253	225	28	23	230	35	105	114	253	76	79	36
	21%	21%	17%	30%	20%	21%	21%	20%	15%	22%	21%	19%	23%	21%	26%	18%	15%
															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.

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	1192	861	115	115	101	1192	1041	151	145	1047	146	528	515	1192	250	430	257
Effective Weighted Sample	789	631	86	70	84	789	695	94	91	699	98	337	356	789	173	283	172
Total	1214	1040	93	56	25	1214	1073	142	159	1055	166	546	498	1214	299	446	240
I have a 'real' or authentic account and another that is my curated or photoshopped one	169	153	9	6	2	169	159	10	18	152	35	67	65	169	52	53	27
	14%	15%	10%	10%	7%	14%	15%	7%	11%	14%	21%	12%	13%	14%	17%	12%	11%
							g				kl						
I have an account for my parents/ family to see	161	139	14	7	1	161	144	16	15	146	20	73	68	161	43	61	22
	13%	13%	15%	12%	3%	13%	13%	12%	9%	14%	12%	13%	14%	13%	14%	14%	9%
		d	d	d		d											
Some other reason	48	41	2	3	1	48	38	9	6	42	5	19	24	48	14	19	10
	4%	4%	2%	6%	6%	4%	4%	7%	4%	4%	3%	3%	5%	4%	5%	4%	4%
Don't know	34	31	2	1	1	34	28	6	7	27	13	11	9	34	7	10	3
	3%	3%	3%	1%	3%	3%	3%	4%	4%	3%	8%	2%	2%	3%	2%	2%	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.

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1192	570	528	665	412
Effective Weighted Sample	789	385	347	428	308
Total	1214	592	533	550	565
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	428 35%	197 33%	196 37%	204 37%	203 36%
I have separate account(s) for business purposes/ for promoting my business	369 30%	171 29%	173 32%	145 26%	197 35% c
I have different accounts for sharing/ posting my own content and for following other people	324 27%	185 31% b	120 23%	134 24%	155 27%
I have one account for my closest friends and another for my wider circle of friends	258 21%	153 26% b	90 17%	124 23%	110 20%
I have more than one but I no longer use them all	253 21%	148 25% b	95 18%	102 19%	131 23%

Columns Tested: a,b - c,d

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

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1192	570	528	665	412
Effective Weighted Sample	789	385	347	428	308
Total	1214	592	533	550	565
I have a 'real' or authentic account and another that is my curated or photoshopped one	169	105	51	69	75
	14%	18%	9%	13%	13%
		b			
I have an account for my parents/ family to see	161	101	42	65	82
	13%	17%	8%	12%	15%
		b			
Some other reason	48	26	19	20	28
	4%	4%	4%	4%	5%
Don't know	34	10	19	16	14
	3%	2%	4%	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.

SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	5336	852	996	987	995	809	698	5336	2536	2736	1482	1545	1184	1075	3026	2259	5336
	95%	99%	100%	99%	97%	94%	81%	95%	94%	96%	95%	96%	97%	92%	96%	95%	95%
		defg	defg	defg	ef	f		f		h	m	m	mop		m	m	m
USES SOCIAL MEDIA APPS OR SITES	5031	845	974	955	931	730	597	5031	2376	2594	1392	1464	1113	1012	2856	2126	5031
	90%	99%	97%	95%	91%	85%	70%	90%	88%	91%	90%	91%	91%	87%	90%	89%	90%
		cdefg	defg	defg	ef	f		ef		h		m	m		m		m
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	5028	851	991	977	941	737	531	5028	2451	2515	1398	1467	1110	1005	2865	2115	5028
	90%	99%	99%	98%	92%	86%	62%	90%	91%	89%	90%	91%	91%	86%	91%	89%	90%
		cdefg	cdefg	defg	ef	f		ef	i		m	mo	m		mo		m
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	3564	756	843	761	629	383	192	3564	1790	1732	992	1009	814	706	2001	1520	3564
	64%	88%	84%	76%	61%	45%	22%	64%	66%	61%	64%	63%	67%	61%	63%	64%	64%
		cdefg	cdefg	defg	ef	f		ef	i				m				
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
	98%	100%	100%	100%	99%	99%	89%	98%	97%	98%	97%	98%	99%	97%	98%	98%	98%
		fg	defg	efg	fg	f		f		h			jmno				
USES NONE OF THESE	121	4	-	4	7	12	94	121	72	47	40	31	11	37	71	48	121
	2%	0%	0%	0%	1%	1%	11%	2%	3%	2%	3%	2%	1%	3%	2%	2%	2%
					b	bc	abcdeg	abcd	i		l			l	l	l	l
USES ALL FOUR TYPES OF APPS/ SITES	3431	747	829	742	599	351	163	3431	1708	1681	972	962	781	674	1933	1454	3431
	61%	87%	83%	74%	58%	41%	19%	61%	63%	59%	63%	60%	64%	58%	61%	61%	61%
		bcdefg	cdefg	defg	ef	f		ef	i		m		m				m

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

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

SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	5336	4452	472	265	147	5336	4594	742	827	4509	1208	2421	1672	5336	1033	2153	1240
	95%	95%	97%	96%	97%	95%	96%	93%	98%	95%	89%	97%	99%	95%	96%	94%	97%
							g		i			jm	jkm	j			o
USES SOCIAL MEDIA APPS OR SITES	5031	4187	453	251	141	5031	4339	692	764	4268	1078	2282	1650	5031	1011	2027	1147
	90%	89%	93%	91%	93%	90%	90%	87%	91%	90%	79%	91%	98%	90%	94%	89%	89%
			ae		ae		g					j	jkm	j	op		
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	5028	4183	450	252	144	5028	4367	662	765	4263	997	2345	1668	5028	1004	2008	1162
	90%	89%	92%	92%	95%	90%	91%	83%	91%	90%	73%	94%	99%	90%	93%	88%	90%
					ace		g					jm	jkm	j	o		o
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	3564	2963	324	180	98	3564	3136	429	563	3001	516	1620	1429	3564	786	1387	771
	64%	63%	66%	66%	64%	64%	65%	54%	67%	63%	38%	65%	85%	64%	73%	61%	60%
							g					j	jkm	j	op		
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
	98%	98%	99%	98%	99%	98%	98%	97%	99%	98%	94%	99%	100%	98%	99%	97%	98%
									i			jm	jkm	j	o		
USES NONE OF THESE	121	110	5	4	1	121	95	26	6	115	77	27	*	121	11	59	28
	2%	2%	1%	2%	1%	2%	2%	3%	1%	2%	6%	1%	***	2%	1%	3%	2%
									h		klm	l		kl		n	
USES ALL FOUR TYPES OF APPS/ SITES	3431	2847	314	175	94	3431	3024	407	535	2895	470	1550	1411	3431	770	1326	744
	61%	61%	64%	64%	62%	61%	63%	51%	64%	61%	35%	62%	84%	61%	71%	58%	58%
							g					j	jkm	j	op		

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

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

SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	5336 95%	1933 96%	2997 95%	2835 92%	2234 99%
					c
USES SOCIAL MEDIA APPS OR SITES	5031 90%	1844 92%	2805 89%	2597 85%	2182 97%
		b			c
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	5028 90%	1835 91%	2801 88%	2594 84%	2177 96%
		b			c
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	3564 64%	1387 69%	1863 59%	1637 53%	1715 76%
		b			c
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	5479 98%	1980 98%	3084 97%	2960 96%	2247 100%
					c
USES NONE OF THESE	121 2%	34 2%	83 3%	110 4%	11 *%
				d	
USES ALL FOUR TYPES OF APPS/ SITES	3431 61%	1340 67%	1786 56%	1534 50%	1694 75%
		b			c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
YouTube	4469	799	896	868	799	657	451	4469	2268	2143	1253	1306	992	872	2560	1864	4469
	80%	93%	90%	87%	78%	77%	53%	80%	84%	76%	81%	81%	81%	75%	81%	78%	80%
		bcdefg	defg	defg	f	f		f	i		m	m	m		mo	m	m
WhatsApp	4439	685	884	881	837	659	494	4439	2022	2372	1260	1315	985	835	2575	1820	4439
	79%	80%	88%	88%	81%	77%	58%	79%	75%	84%	81%	82%	81%	72%	81%	76%	79%
		f	adefg	adefg	ef	f		f		h	mo	mo	mo		mop	m	mo
Facebook	4298	594	828	860	826	634	556	4298	1946	2310	1156	1202	986	909	2358	1896	4298
	77%	69%	83%	86%	80%	74%	65%	77%	72%	81%	74%	75%	81%	78%	75%	80%	77%
			aefg	adefg	aefg	f		af		h			jknop	n		jknop	
Instagram	3205	780	825	650	528	298	125	3205	1328	1826	916	971	737	550	1887	1287	3205
	57%	91%	82%	65%	51%	35%	15%	57%	49%	64%	59%	60%	60%	47%	60%	54%	57%
		bcdefg	cdefg	defg	ef	f		def		h	mo	mo	mo		mo	m	mo
TikTok	2333	727	630	443	333	160	40	2333	1063	1230	639	666	552	440	1304	991	2333
	42%	85%	63%	44%	32%	19%	5%	42%	39%	43%	41%	41%	45%	38%	41%	42%	42%
		bcdefg	cdefg	def	ef	f		def		h			m			m	m
Snapchat	1920	753	538	302	230	73	23	1920	834	1046	515	513	489	368	1028	857	1920
	34%	88%	54%	30%	22%	9%	3%	34%	31%	37%	33%	32%	40%	32%	33%	36%	34%
		bcdefg	cdefg	def	ef	f		cdef		h			jkmnop			kmn	
FaceTime	1903	461	433	338	309	207	156	1903	736	1141	587	537	451	310	1124	762	1903
	34%	54%	43%	34%	30%	24%	18%	34%	27%	40%	38%	33%	37%	27%	36%	32%	34%
		bcdefg	cdefg	ef	ef	f		def		h	kmop	m	mo		mo	m	m
Twitter	1840	408	378	354	353	220	126	1840	972	840	576	574	369	310	1150	679	1840
	33%	48%	38%	35%	34%	26%	15%	33%	36%	30%	37%	36%	30%	27%	36%	28%	33%
		bcdefg	efg	ef	ef	f		ef	i		lmop	lmo			lmop		mo
Microsoft Teams	1410	271	317	323	294	155	49	1410	688	712	544	534	195	124	1078	319	1410
	25%	32%	32%	32%	29%	18%	6%	25%	25%	25%	35%	33%	16%	11%	34%	13%	25%
		efg	efg	efg	ef	f		ef			lmop	lmop	m		lmop	m	lmo
Zoom	1242	177	256	238	241	183	147	1242	601	626	504	402	186	141	906	327	1242
	22%	21%	26%	24%	23%	21%	17%	22%	22%	22%	32%	25%	15%	12%	29%	14%	22%
			af	f	f	f		f			klmnop	lmo			klmnop		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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Pinterest	1096	269	225	212	172	135	83	1096	311	760	358	333	225	174	691	399	1096
	20%	31%	23%	21%	17%	16%	10%	20%	12%	27%	23%	21%	18%	15%	22%	17%	20%
		bcdefg	def	def	f	f	ef			h	lmop	mo	m		lmop		mo
iMessage (by Apple)	1092	302	279	192	176	81	61	1092	422	650	360	309	234	180	669	413	1092
	19%	35%	28%	19%	17%	9%	7%	19%	16%	23%	23%	19%	19%	15%	21%	17%	19%
		bcdefg	cdefg	ef	ef		ef			h	klmop	m	m		mo		m
LinkedIn	891	114	182	183	190	131	90	891	499	386	384	294	142	67	678	209	891
	16%	13%	18%	18%	18%	15%	11%	16%	18%	14%	25%	18%	12%	6%	21%	9%	16%
			af	af	af	f	f	f	i		klmnop	lmo	mo		klmnop	m	lmo
Skype	751	95	146	143	146	114	107	751	439	304	276	219	160	94	495	254	751
	13%	11%	15%	14%	14%	13%	12%	13%	16%	11%	18%	14%	13%	8%	16%	11%	13%
									i		klmop	mo	m		mop	m	mo
Twitch	695	297	196	113	66	15	8	695	521	154	211	192	162	122	403	283	695
	12%	35%	20%	11%	6%	2%	1%	12%	19%	5%	14%	12%	13%	10%	13%	12%	12%
		bcdefg	cdefg	def	ef		def		i		m						
Reddit	608	214	169	101	79	37	9	608	395	198	195	182	141	85	377	226	608
	11%	25%	17%	10%	8%	4%	1%	11%	15%	7%	13%	11%	12%	7%	12%	9%	11%
		bcdefg	cdefg	ef	ef	f	def	def	i		mo	m	m		mo	m	m
Discord	525	249	131	79	49	12	5	525	377	128	165	142	132	79	306	210	525
	9%	29%	13%	8%	5%	1%	1%	9%	14%	5%	11%	9%	11%	7%	10%	9%	9%
		bcdefg	cdefg	def	ef		def	def	i		m		m		m		m
Google Chat/ Google Meet/ Google Duo	423	103	96	82	82	36	24	423	223	194	174	99	99	49	273	148	423
	8%	12%	10%	8%	8%	4%	3%	8%	8%	7%	11%	6%	8%	4%	9%	6%	8%
		cdefg	ef	ef	ef		ef	ef			klmnop	m	m		kmo	m	m
Telegram	420	77	107	88	76	45	27	420	259	158	148	116	95	59	264	155	420
	7%	9%	11%	9%	7%	5%	3%	7%	10%	6%	10%	7%	8%	5%	8%	6%	7%
		ef	defg	ef	f		ef	ef	i		kmop	m	m		mo		m
Vimeo	249	36	63	68	29	34	20	249	164	81	88	76	56	29	164	85	249
	4%	4%	6%	7%	3%	4%	2%	4%	6%	3%	6%	5%	5%	2%	5%	4%	4%
			dfg	adefg			f	f	i		mo	m	m		mo		m

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Dailymotion	200	43	56	41	24	27	10	200	136	57	66	60	39	35	126	74	200
	4%	5%	6%	4%	2%	3%	1%	4%	5%	2%	4%	4%	3%	3%	4%	3%	4%
		df	defg	f		f		f	i								
Viber	193	39	53	36	34	14	17	193	119	71	69	45	48	26	114	74	193
	3%	5%	5%	4%	3%	2%	2%	3%	4%	2%	4%	3%	4%	2%	4%	3%	3%
		ef	efg	ef				ef	i		km		m		m		
BeReal	191	131	38	13	6	*	3	191	78	106	64	61	43	19	125	62	191
	3%	15%	4%	1%	1%	%	%	3%	3%	4%	4%	4%	3%	2%	4%	3%	3%
		bcdefg	cdef	ef				cdef			mo	m	m		mo		m
Tumblr	167	61	54	26	13	8	4	167	85	74	49	37	57	20	86	77	167
	3%	7%	5%	3%	1%	1%	%	3%	3%	3%	3%	2%	5%	2%	3%	3%	3%
		cdefg	cdefg	ef				def			m		kmnp		m		m
WeChat	155	30	40	39	23	14	9	155	85	62	57	38	35	22	95	57	155
	3%	4%	4%	4%	2%	2%	1%	3%	3%	2%	4%	2%	3%	2%	3%	2%	3%
		ef	ef	ef				f			mo						
Kik	132	30	40	24	24	10	5	132	82	48	32	29	42	29	62	71	132
	2%	3%	4%	2%	2%	1%	1%	2%	3%	2%	2%	2%	3%	3%	2%	3%	2%
		ef	efg	f	f			f	i				kn		n		
OnlyFans	127	31	58	21	11	3	3	127	104	22	45	28	36	17	72	53	127
	2%	4%	6%	2%	1%	%	%	2%	4%	1%	3%	2%	3%	1%	2%	2%	2%
		def	cdefg	ef				def	i		m		m				
Yubo	121	61	30	12	6	4	8	121	66	53	46	27	34	14	73	48	121
	2%	7%	3%	1%	1%	%	1%	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%
		bcdefg	cdef					def			km		m		m		m
Signal	111	9	34	31	16	14	8	111	77	34	48	26	22	15	74	37	111
	2%	1%	3%	3%	2%	2%	1%	2%	3%	1%	3%	2%	2%	1%	2%	2%	2%
			adefg	af				f	i		kmop						
Slack	109	16	38	29	21	1	5	109	74	34	50	36	15	8	86	24	109
	2%	2%	4%	3%	2%	%	1%	2%	3%	1%	3%	2%	1%	1%	3%	1%	2%
		ef	aefg	ef	ef			ef	i		lmop	mo			lmo		mo

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
YouNow	70 1%	16 2%	26 3%	17 2%	7 1%	- -%	3 *%	70 1%	48 2%	21 1%	22 1%	26 2%	14 1%	5 *%	48 2%	19 1%	70 1%
		ef	defg	ef	e			ef	i		m	mo			mo		m
Clubhouse	69 1%	21 2%	16 2%	19 2%	11 1%	1 *%	2 *%	69 1%	44 2%	21 1%	25 2%	16 1%	23 2%	2 *%	41 1%	25 1%	69 1%
		efg	ef	ef	e			ef	i		m	m	m		m	m	m
BitChute	68 1%	5 1%	30 3%	21 2%	7 1%	2 *%	3 *%	68 1%	55 2%	13 *%	23 2%	12 1%	23 2%	9 1%	35 1%	32 1%	68 1%
			adefg	adef				ef	i				km				
Other sites/ apps used	4 *%	- -%	- -%	* *%	- -%	* *%	4 *%	4 *%	3 *%	1 *%	2 *%	1 *%	- -%	1 *%	3 *%	1 *%	4 *%
							g										
ANY OF THESE	5479 98%	853 100%	1000 100%	996 100%	1021 99%	845 99%	764 89%	5479 98%	2625 97%	2790 98%	1513 97%	1578 98%	1209 99%	1127 97%	3091 98%	2336 98%	5479 98%
		fg	defg	efg	fg	f		f		h			jmnp				
NONE OF THESE	121 2%	4 *%	- -%	4 *%	7 1%	12 1%	94 11%	121 2%	72 3%	47 2%	40 3%	31 2%	11 1%	37 3%	71 2%	48 2%	121 2%
					b	bc	abcdeg	abcd	i		l			l	l	l	l
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean score	6.3	9.2	8.1	6.8	5.8	4.6	3.1	6.3	6.3	6.3	7.0	6.5	6.4	5.2	6.7	5.8	6.3
		bcdefg	cdefg	defg	ef	f		def			klmnop	mo	mo		klmnop	m	mo
Standard deviation	3.91	3.69	3.98	3.55	3.19	2.75	2.76	3.91	4.18	3.58	4.19	3.69	4.12	3.30	3.95	3.79	3.91
Standard error	.05	.13	.13	.11	.10	.09	.08	.05	.08	.06	.10	.09	.12	.08	.07	.07	.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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
YouTube	4469	3717	403	222	127	4469	3917	553	646	3823	811	2073	1572	4469	896	1793	1050
	80%	79%	83%	81%	84%	80%	82%	69%	77%	80%	60%	83%	94%	80%	83%	78%	82%
					ae		g					jm	jkm	j	o		o
WhatsApp	4439	3729	368	210	132	4439	3840	599	690	3749	871	2019	1524	4439	834	1792	1086
	79%	80%	75%	76%	87%	79%	80%	75%	82%	79%	64%	81%	91%	79%	77%	78%	85%
		b			abce		g					j	jkm	j			no
Facebook	4298	3560	388	224	124	4298	3672	626	666	3631	894	1942	1437	4298	892	1781	966
	77%	76%	80%	82%	82%	77%	76%	78%	79%	76%	66%	78%	85%	77%	83%	78%	75%
			ae	ae	ae							j	jkm	j	op		
Instagram	3205	2677	284	150	94	3205	2837	368	510	2695	519	1435	1242	3205	659	1227	721
	57%	57%	58%	55%	62%	57%	59%	46%	61%	57%	38%	58%	74%	57%	61%	54%	56%
					ace		g					j	jkm	j	op		
TikTok	2333	1954	192	118	69	2333	2105	228	392	1941	371	1073	887	2333	580	832	463
	42%	42%	39%	43%	46%	42%	44%	28%	47%	41%	27%	43%	53%	42%	54%	36%	36%
							g		i			j	jkm	j	op		
Snapchat	1920	1600	171	87	62	1920	1741	179	361	1559	334	880	697	1920	492	643	360
	34%	34%	35%	32%	41%	34%	36%	22%	43%	33%	25%	35%	41%	34%	46%	28%	28%
					ace		g		i			j	jkm	j	op		
FaceTime	1903	1618	146	94	45	1903	1630	274	270	1633	292	841	767	1903	388	702	457
	34%	35%	30%	34%	30%	34%	34%	34%	32%	34%	21%	34%	46%	34%	36%	31%	36%
												j	jkm	j	o		o
Twitter	1840	1503	184	95	58	1840	1615	225	172	1667	204	781	851	1840	337	740	495
	33%	32%	38%	35%	38%	33%	34%	28%	20%	35%	15%	31%	51%	33%	31%	32%	39%
			ae		ae		g			h		j	jkm	j			no
Microsoft Teams	1410	1163	141	68	37	1410	1227	183	108	1302	146	521	740	1410	201	519	496
	25%	25%	29%	25%	25%	25%	26%	23%	13%	27%	11%	21%	44%	25%	19%	23%	39%
										h		j	jkm	jk		n	no
Zoom	1242	1033	122	44	42	1242	1086	156	72	1170	102	496	642	1242	206	494	378
	22%	22%	25%	16%	28%	22%	23%	20%	9%	25%	7%	20%	38%	22%	19%	22%	29%
		c	c		ace	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Pinterest	1096	910	100	54	33	1096	943	154	116	981	112	456	527	1096	259	434	237
	20%	19%	20%	20%	22%	20%	20%	19%	14%	21%	8%	18%	31%	20%	24%	19%	18%
										h		j	lkm	j	op		
iMessage (by Apple)	1092	925	92	48	26	1092	951	141	134	957	123	468	499	1092	226	398	291
	19%	20%	19%	17%	17%	19%	20%	18%	16%	20%	9%	19%	30%	19%	21%	17%	23%
										h		j	lkm	j	o		o
LinkedIn	891	746	82	37	25	891	773	118	53	838	80	337	474	891	99	337	351
	16%	16%	17%	14%	17%	16%	16%	15%	6%	18%	6%	13%	28%	16%	9%	15%	27%
										h		j	lkm	jk		n	no
Skype	751	633	65	32	20	751	633	118	39	712	83	301	366	751	124	328	197
	13%	14%	13%	12%	13%	13%	13%	15%	5%	15%	6%	12%	22%	13%	11%	14%	15%
										h		j	lkm	j			n
Twitch	695	570	82	26	17	695	639	57	61	634	95	317	283	695	175	249	127
	12%	12%	17%	9%	11%	12%	13%	7%	7%	13%	7%	13%	17%	12%	16%	11%	10%
			acde				g			h		j	lkm	j	op		
Reddit	608	481	80	27	20	608	556	52	37	571	36	223	349	608	130	243	153
	11%	10%	16%	10%	13%	11%	12%	7%	4%	12%	3%	9%	21%	11%	12%	11%	12%
			ace				g			h		j	lkm	jk			
Discord	525	436	56	21	12	525	482	43	41	484	68	222	233	525	134	166	118
	9%	9%	12%	8%	8%	9%	10%	5%	5%	10%	5%	9%	14%	9%	12%	7%	9%
			c				g			h		j	lkm	j	op		
Google Chat/ Google Meet/ Google Duo	423	383	27	9	5	423	379	44	47	376	41	155	225	423	69	162	115
	8%	8%	5%	3%	3%	8%	8%	6%	6%	8%	3%	6%	13%	8%	6%	7%	9%
		cd				cd	g					j	lkm	j			
Telegram	420	347	43	22	8	420	366	53	51	368	46	164	208	420	90	181	93
	7%	7%	9%	8%	5%	7%	8%	7%	6%	8%	3%	7%	12%	7%	8%	8%	7%
												j	lkm	j			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND 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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Vimeo	249 4%	209 4%	24 5%	11 4%	5 3%	249 4%	226 5%	23 3%	23 3%	226 5%	18 1%	91 4%	140 8%	249 4%	44 4%	105 5%	65 5%
Dailymotion	200 4%	179 4%	11 2%	6 2%	5 3%	200 4%	182 4%	18 2%	11 1%	189 4%	18 1%	62 2%	120 7%	200 4%	46 4%	86 4%	42 3%
Viber	193 3%	171 4%	10 2%	7 3%	4 3%	193 3%	172 4%	21 3%	33 4%	160 3%	35 3%	67 3%	83 5%	193 3%	40 4%	67 3%	44 3%
BeReal	191 3%	165 4%	12 3%	8 3%	6 4%	191 3%	179 4%	12 1%	26 3%	165 3%	24 2%	72 3%	95 6%	191 3%	44 4%	56 2%	40 3%
Tumblr	167 3%	140 3%	17 4%	7 3%	3 2%	167 3%	159 3%	8 1%	15 2%	152 3%	12 1%	52 2%	103 6%	167 3%	36 3%	70 3%	33 3%
WeChat	155 3%	135 3%	11 2%	8 3%	2 1%	155 3%	141 3%	14 2%	14 2%	141 3%	24 2%	53 2%	76 5%	155 3%	25 2%	71 3%	27 2%
Kik	132 2%	114 2%	8 2%	7 3%	3 2%	132 2%	119 2%	13 2%	13 2%	119 3%	18 1%	49 2%	62 4%	132 2%	45 4%	49 2%	19 2%
OnlyFans	127 2%	104 2%	13 3%	8 3%	2 1%	127 2%	115 2%	12 2%	11 1%	115 2%	13 1%	49 2%	65 4%	127 2%	23 2%	58 3%	19 1%
Yubo	121 2%	110 2%	5 1%	4 1%	2 1%	121 2%	114 2%	7 1%	22 3%	99 2%	27 2%	51 2%	43 3%	121 2%	25 2%	47 2%	19 1%
Signal	111 2%	97 2%	9 2%	3 1%	3 2%	111 2%	97 2%	14 2%	10 1%	101 2%	13 1%	46 2%	52 3%	111 2%	15 1%	49 2%	25 2%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Slack	109 2%	95 2%	8 2%	3 1%	3 2%	109 2%	102 2%	7 1%	2 *% h	108 2%	8 1%	40 2% j	61 4% jkm	109 2% j	16 1%	42 2%	43 3% no
YouNow	70 1%	62 1%	4 1%	3 1%	1 1%	70 1%	65 1%	4 1%	9 1%	61 1%	19 1%	22 1%	28 2% k	70 1% p	21 2% p	28 1% p	5 *% p
Clubhouse	69 1%	67 1% bc	1 *% bc	* *% bc	1 1%	69 1% bc	56 1%	13 2%	14 2%	55 1%	12 1%	29 1%	28 2%	69 1%	16 1%	28 1%	9 1%
BitChute	68 1%	61 1%	5 1%	1 *% bc	* *% bc	68 1% bc	64 1%	4 1%	12 1%	56 1%	7 1%	32 1%	29 2% j	68 1% p	18 2% p	33 1% p	7 1%
Other sites/ apps used	4 *% bc	3 *% bc	1 *% bc	* *% bc	- -% bc	4 *% bc	4 *% bc	* *% bc	- -% bc	4 *% bc	3 *% bc	1 *% bc	- -% bc	4 *% bc	- -% bc	2 *% bc	1 *% bc
ANY OF THESE	5479 98%	4576 98%	482 99%	270 98%	150 99%	5479 98%	4706 98%	773 97%	835 99% i	4644 98%	1284 94%	2469 99% jm	1681 100% jkm	5479 98% j	1067 99% o	2227 97% o	1256 98% o
NONE OF THESE	121 2%	110 2%	5 1%	4 2%	1 1%	121 2%	95 2%	26 3%	6 1% h	115 2% h	77 6% klm	27 1% l	* *% kl	121 2% kl	11 1%	59 3% n	28 2%
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean score	6.3	6.3	6.5 c	6.1	6.6 c	6.3	6.5 g	5.4	5.6	6.5 h	4.0	6.2 j	8.6 jkm	6.3 j	6.7 o	6.0 o	6.7 o
Standard deviation	3.91	3.98	3.59	3.50	3.41	3.91	3.97	3.36	3.21	4.00	2.89	3.40	4.04	3.91	3.89	3.95	3.75
Standard error	.05	.06	.15	.14	.14	.05	.06	.11	.11	.06	.08	.06	.09	.05	.12	.08	.10

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
YouTube	4469 80%	1641 81%	2497 79%	2336 76%	1919 85%
					c
WhatsApp	4439 79%	1558 77%	2567 81%	2268 74%	1972 87%
			a		c
Facebook	4298 77%	1604 80%	2399 76%	2195 71%	1924 85%
		b			c
Instagram	3205 57%	1210 60%	1720 54%	1437 47%	1566 69%
		b			c
TikTok	2333 42%	968 48%	1145 36%	964 31%	1205 53%
		b			c
Snapchat	1920 34%	814 40%	904 29%	796 26%	967 43%
		b			c
FaceTime	1903 34%	683 34%	1061 33%	889 29%	913 40%
					c
Twitter	1840 33%	702 35%	1028 32%	932 30%	825 37%
					c
Microsoft Teams	1410 25%	452 22%	873 28%	615 20%	736 33%
			a		c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Zoom	1242	456	724	643	562
	22%	23%	23%	21%	25%
					c
Pinterest	1096	461	559	532	521
	20%	23%	18%	17%	23%
		b			c
iMessage (by Apple)	1092	423	592	519	531
	19%	21%	19%	17%	24%
					c
LinkedIn	891	277	565	463	402
	16%	14%	18%	15%	18%
			a		c
Skype	751	279	415	389	328
	13%	14%	13%	13%	15%
Twitch	695	332	306	312	317
	12%	16%	10%	10%	14%
		b			c
Reddit	608	271	303	314	263
	11%	13%	10%	10%	12%
		b			
Discord	525	264	222	246	231
	9%	13%	7%	8%	10%
		b			c
Google Chat/ Google Meet/ Google Duo	423	178	224	200	197
	8%	9%	7%	7%	9%
		b			c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Telegram	420	178	221	191	209
	7%	9%	7%	6%	9%
		b			c
Vimeo	249	115	122	122	113
	4%	6%	4%	4%	5%
		b			
Dailymotion	200	101	88	105	88
	4%	5%	3%	3%	4%
		b			
Viber	193	64	115	79	95
	3%	3%	4%	3%	4%
					c
BeReal	191	111	68	98	70
	3%	5%	2%	3%	3%
		b			
Tumblr	167	90	67	86	65
	3%	4%	2%	3%	3%
		b			
WeChat	155	67	80	49	90
	3%	3%	3%	2%	4%
					c
Kik	132	69	51	57	65
	2%	3%	2%	2%	3%
		b			c
OnlyFans	127	66	44	55	58
	2%	3%	1%	2%	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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Yubo	121 2%	67 3% b	40 1%	42 1%	66 3% c
Signal	111 2%	42 2%	61 2%	52 2%	54 2%
Slack	109 2%	48 2%	59 2%	39 1%	64 3% c
YouNow	70 1%	40 2% b	21 1%	21 1%	35 2% c
Clubhouse	69 1%	33 2% b	26 1%	15 *%	45 2% c
BitChute	68 1%	37 2% b	25 1%	27 1%	34 2%
Other sites/ apps used	4 *%	2 *%	2 *%	4 *%	- -%
ANY OF THESE	5479 98%	1980 98%	3084 97%	2960 96%	2247 100% c
NONE OF THESE	121 2%	34 2%	83 3%	110 4% d	11 *%
Base for stats	5600	2013	3167	3071	2258
Mean score	6.3	6.8 b	6.1	5.6	7.3 c
Standard deviation	3.91	4.12	3.76	3.79	3.78

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Total	5600	2013	3167	3071	2258
Standard error	.05	.09	.06	.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.

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962	
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824	
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479	
Strongly disagree	236 4%	58 7%	38 4%	31 3%	27 3%	35 4%	47 6%	236 4%	131 5%	103 4%	86 6%	48 3%	43 4%	57 5%	134 4%	100 4%	236 4%	
		bcdeg				bcdg			d		kl			k				
Slightly disagree	411 8%	70 8%	60 6%	56 6%	86 8%	56 7%	83 11%	411 8%	216 8%	188 7%	118 8%	101 6%	88 7%	102 9%	219 7%	190 8%	411 8%	
					c		bceg							k				
Neither agree nor disagree	981 18%	129 15%	142 14%	163 16%	183 18%	173 20%	192 25%	981 18%	459 17%	510 18%	245 16%	289 18%	223 18%	217 19%	535 17%	441 19%	981 18%	
						ab	abcdeg		b									
Slightly agree	1925 35%	257 30%	341 34%	389 39%	380 37%	307 36%	251 33%	1925 35%	879 33%	1032 37%	513 34%	574 36%	440 36%	375 33%	1087 35%	816 35%	1925 35%	
				afg	a	a		a		h								
Strongly agree	1823 33%	325 38%	415 41%	347 35%	332 33%	262 31%	143 19%	1823 33%	864 33%	930 33%	528 35%	540 34%	396 33%	343 30%	1068 35%	739 32%	1823 33%	
		defg		cdefg	f	f	f	f			m			m				
Don't know	103 2%	14 2%	4 *%	11 1%	14 1%	12 1%	48 6%	103 2%	76 3%	26 1%	23 2%	25 2%	19 2%	32 3%	48 2%	51 2%	103 2%	
		b					abcdeg		b	i				jkn				
SUMMARY CODES																		
TOTAL DISAGREE	647 12%	128 15%	98 10%	86 9%	113 11%	91 11%	131 17%	647 12%	347 13%	291 10%	204 13%	149 9%	131 11%	159 14%	353 11%	290 12%	647 12%	
		bcdeg					bcdg		c	i	k			klnp		k	k	
TOTAL AGREE	3748 68%	582 68%	756 76%	736 74%	712 70%	569 67%	393 52%	3748 68%	1743 66%	1963 70%	1041 69%	1115 71%	836 69%	718 64%	2155 70%	1554 67%	3748 68%	
		f		afg	afg	f	f	f		h	m		mo	m		mo		
TOTAL NEITHER/ DON'T KNOW	1084 20%	143 17%	146 15%	174 17%	197 19%	185 22%	240 31%	1084 20%	535 20%	536 19%	268 18%	314 20%	242 20%	250 22%	583 19%	492 21%	1084 20%	
					b	abc	abcdeg		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.

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
Strongly disagree	236 4%	206 4%	15 3%	10 4%	6 4%	236 4%	203 4%	33 4%	39 5%	197 4%	82 6% klm	108 4% l	41 2%	236 4% l	45 4%	90 4%	47 4%
Slightly disagree	411 8%	334 7%	42 9%	21 8%	15 10% a	411 8%	357 8%	55 7%	62 7%	349 8%	123 10% lm	193 8% l	95 6%	411 8% l	75 7%	158 7%	96 8%
Neither agree nor disagree	981 18%	837 18% b	63 13%	52 19% b	28 18% b	981 18% b	841 18%	140 18%	159 19%	822 18%	369 29% klm	413 17% l	181 11%	981 18% l	183 17%	373 17%	200 16%
Slightly agree	1925 35%	1599 35%	180 37%	95 35%	50 34%	1925 35%	1636 35%	289 37%	291 35%	1634 35%	384 30%	882 36% j	650 39% jm	1925 35% j	362 34%	811 36%	448 36%
Strongly agree	1823 33%	1513 33%	174 36%	87 32%	50 33%	1823 33%	1584 34%	239 31%	266 32%	1557 34%	284 22%	831 34% j	704 42% jkm	1823 33% j	383 36%	751 34%	442 35%
Don't know	103 2%	87 2%	9 2%	5 2%	2 1%	103 2%	85 2%	18 2%	18 2%	85 2%	42 3% klm	42 2% l	10 1%	103 2% l	18 2%	44 2%	21 2%
SUMMARY CODES																	
TOTAL DISAGREE	647 12%	539 12%	57 12%	31 11%	21 14%	647 12%	560 12%	87 11%	102 12%	546 12%	205 16% klm	301 12% l	136 8%	647 12% l	120 11%	247 11%	144 11%
TOTAL AGREE	3748 68%	3113 68%	354 73% ade	182 67%	100 67%	3748 68%	3220 68%	528 68%	557 67%	3191 69%	668 52%	1712 69% j	1355 81% jkm	3748 68% j	745 70%	1562 70%	890 71%

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

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	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	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
TOTAL NEITHER/ DON'T KNOW	1084	924	72	58	29	1084	926	158	177	907	411	455	190	1084	201	417	222
	20%	20%	15%	21%	20%	20%	20%	20%	21%	20%	32%	18%	11%	20%	19%	19%	18%
		b		b		b					klm	l		l			

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

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
Strongly disagree	236 4%	115 6% b	98 3%	131 4%	82 4%
Slightly disagree	411 8%	163 8%	217 7%	235 8%	147 7%
Neither agree nor disagree	981 18%	362 18%	498 16%	602 20% d	313 14%
Slightly agree	1925 35%	650 33%	1157 38% a	1043 35%	815 36%
Strongly agree	1823 33%	649 33%	1067 35%	879 30%	868 39% c
Don't know	103 2%	40 2%	47 2%	70 2% d	22 1%
SUMMARY CODES					
TOTAL DISAGREE	647 12%	278 14% b	315 10%	366 12%	230 10%
TOTAL AGREE	3748 68%	1299 66%	2224 72% a	1922 65%	1682 75% c

Columns Tested: a,b - c,d

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
TOTAL NEITHER/ DON'T KNOW	1084	402	545	672	335
	20%	20%	18%	23%	15%
		b		d	

Columns Tested: a,b - c,d

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
Strongly disagree	603	70	52	75	124	124	157	603	346	249	160	186	125	130	346	255	603
	11%	8%	5%	8%	12%	15%	21%	11%	13%	9%	11%	12%	10%	12%	11%	11%	11%
		b			abc	abcg	abcdeg	bc	i								
Slightly disagree	734	101	118	134	151	119	111	734	360	367	185	238	147	159	423	305	734
	13%	12%	12%	13%	15%	14%	15%	13%	14%	13%	12%	15%	12%	14%	14%	13%	13%
Neither agree nor disagree	1312	156	203	243	242	254	214	1312	653	648	345	365	297	291	710	589	1312
	24%	18%	20%	24%	24%	30%	28%	24%	25%	23%	23%	23%	25%	26%	23%	25%	24%
				a	a	abcdg	abg	ab									
Slightly agree	1541	284	346	323	288	192	108	1541	658	863	457	423	349	303	880	652	1541
	28%	33%	35%	32%	28%	23%	14%	28%	25%	31%	30%	27%	29%	27%	28%	28%	28%
		efg	defg	efg	ef	f		ef		h							
Strongly agree	1094	221	271	204	194	126	77	1094	499	581	316	311	258	194	627	452	1094
	20%	26%	27%	20%	19%	15%	10%	20%	19%	21%	21%	20%	21%	17%	20%	19%	20%
		cdefg	cdefg	ef	f	f		ef			m		m		m		
Don't know	195	21	10	16	21	29	97	195	108	83	50	54	34	49	104	83	195
	4%	2%	1%	2%	2%	3%	13%	4%	4%	3%	3%	3%	3%	4%	3%	4%	4%
						bc	abcdeg	bc									
SUMMARY CODES																	
TOTAL DISAGREE	1337	171	170	209	275	243	268	1337	706	616	345	424	272	289	769	561	1337
	24%	20%	17%	21%	27%	29%	35%	24%	27%	22%	23%	27%	22%	26%	25%	24%	24%
					abc	abcg	abcdeg	abc	i			jl					
TOTAL AGREE	2634	505	617	527	482	319	185	2634	1158	1443	772	734	606	498	1507	1104	2634
	48%	59%	62%	53%	47%	38%	24%	48%	44%	52%	51%	47%	50%	44%	49%	47%	48%
		cdefg	cdefg	defg	ef	f		ef		h	km		m		m		m
TOTAL NEITHER/ DON'T KNOW	1507	177	213	260	264	283	310	1507	762	731	396	419	331	341	815	671	1507
	28%	21%	21%	26%	26%	34%	41%	28%	29%	26%	26%	27%	27%	30%	26%	29%	28%
				ab	a	abcdg	abcdeg	ab						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.

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
Strongly disagree	603 11%	493 11%	61 13%	32 12%	18 12%	603 11%	523 11%	80 10%	76 9%	527 11%	173 14% lm	280 11% l	144 9% l	603 11% l	110 10%	254 11%	145 12%
Slightly disagree	734 13%	619 14%	62 13%	36 13%	18 12%	734 13%	632 13%	103 13%	108 13%	627 14%	166 13%	365 15% l	202 12%	734 13%	146 14%	322 14%	155 12%
Neither agree nor disagree	1312 24%	1105 24%	114 24%	62 23%	32 21%	1312 24%	1125 24%	188 24%	219 26%	1093 24%	373 29% klm	589 24% l	335 20%	1312 24% l	249 23%	494 22%	297 24%
Slightly agree	1541 28%	1290 28%	136 28%	67 25%	47 31% c	1541 28%	1329 28%	212 27%	209 25%	1331 29%	294 23%	679 28% j	558 33% jkm	1541 28% j	329 31%	610 27%	373 30%
Strongly agree	1094 20%	904 20%	98 20%	61 23%	30 20%	1094 20%	944 20%	150 19%	194 23% i	900 19%	187 15%	478 19% j	424 25% jkm	1094 20% j	213 20%	467 21%	243 19%
Don't know	195 4%	165 4%	12 2%	12 5%	5 4%	195 4%	154 3%	42 5% f	30 4%	165 4%	91 7% klm	78 3% l	19 1%	195 4% l	20 2%	79 4% n	42 3%
SUMMARY CODES																	
TOTAL DISAGREE	1337 24%	1111 24%	122 25%	68 25%	36 24%	1337 24%	1155 25%	183 24%	184 22%	1154 25%	339 26% l	645 26% l	346 21%	1337 24% l	256 24%	577 26%	300 24%
TOTAL AGREE	2634 48%	2194 48%	234 49%	128 47%	77 52%	2634 48%	2273 48%	361 47%	403 48%	2231 48%	480 37%	1157 47% j	981 58% jkm	2634 48% j	542 51%	1077 48%	616 49%

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

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
TOTAL NEITHER/ DON'T KNOW	1507	1271	126	74	37	1507	1278	229	249	1258	464	666	354	1507	269	573	339
	28%	28%	26%	27%	25%	28%	27%	30%	30%	27%	36%	27%	21%	28%	25%	26%	27%
											klm	l	l				

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

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
Strongly disagree	603 11%	196 10%	367 12%	394 13% d	185 8%
Slightly disagree	734 13%	265 13%	422 14%	418 14%	277 12%
Neither agree nor disagree	1312 24%	449 23%	735 24%	753 25% d	491 22%
Slightly agree	1541 28%	565 29%	870 28%	724 24%	747 33% c
Strongly agree	1094 20%	452 23% b	574 19%	528 18%	516 23% c
Don't know	195 4%	52 3%	116 4%	144 5% d	31 1%
SUMMARY CODES					
TOTAL DISAGREE	1337 24%	461 23%	789 26%	812 27% d	463 21%
TOTAL AGREE	2634 48%	1017 51% b	1444 47%	1252 42%	1262 56% c

Columns Tested: a,b - c,d

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
TOTAL NEITHER/ DON'T KNOW	1507	501	851	897	522
	28%	25%	28%	30%	23%
				d	

Columns Tested: a,b - c,d

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
Strongly disagree	299 5%	59 7%	46 5%	43 4%	38 4%	44 5%	69 9%	299 5%	175 7%	119 4%	76 5%	80 5%	63 5%	74 7%	156 5%	138 6%	299 5%
Slightly disagree	263 5%	51 6%	42 4%	54 5%	46 4%	37 4%	33 4%	263 5%	152 6%	109 4%	83 5%	77 5%	55 5%	48 4%	160 5%	102 4%	263 5%
Neither agree nor disagree	659 12%	128 15%	109 11%	119 12%	120 12%	100 12%	84 11%	659 12%	373 14%	280 10%	174 11%	189 12%	141 12%	152 13%	362 12%	293 13%	659 12%
Slightly agree	1687 31%	213 25%	294 29%	321 32%	315 31%	277 33%	267 35%	1687 31%	836 32%	834 30%	455 30%	511 32%	388 32%	322 29%	966 31%	711 30%	1687 31%
Strongly agree	2526 46%	389 46%	502 50%	451 45%	492 48%	385 46%	306 40%	2526 46%	1061 40%	1433 51%	712 47%	713 45%	551 46%	522 46%	1425 46%	1073 46%	2526 46%
Don't know	45 1%	13 2%	6 1%	8 1%	10 1%	2 *	5 1%	45 1%	28 1%	15 1%	13 1%	9 1%	10 1%	9 1%	22 1%	19 1%	45 1%
SUMMARY CODES																	
TOTAL DISAGREE	561 10%	110 13%	89 9%	96 10%	84 8%	80 10%	102 13%	561 10%	327 12%	228 8%	159 11%	157 10%	118 10%	122 11%	316 10%	240 10%	561 10%
TOTAL AGREE	4213 77%	602 71%	796 80%	772 78%	807 79%	663 78%	573 75%	4213 77%	1898 72%	2267 81%	1167 77%	1224 78%	939 78%	844 75%	2391 77%	1783 76%	4213 77%
TOTAL NEITHER/ DON'T KNOW	704 13%	141 17%	115 12%	127 13%	130 13%	102 12%	89 12%	704 13%	401 15%	295 11%	186 12%	198 13%	152 13%	161 14%	384 12%	313 13%	704 13%

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

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
Strongly disagree	299 5%	257 6%	22 5%	12 5%	7 5%	299 5%	262 6%	36 5%	51 6%	248 5%	99 8%	132 5%	62 4%	299 5%	73 7%	113 5%	64 5%
Slightly disagree	263 5%	220 5%	26 5%	9 3%	7 5%	263 5%	227 5%	35 5%	45 5%	217 5%	63 5%	141 6%	56 3%	263 5%	52 5%	94 4%	60 5%
Neither agree nor disagree	659 12%	570 12%	50 10%	26 10%	13 9%	659 12%	565 12%	95 12%	114 14%	546 12%	230 18%	288 12%	133 8%	659 12%	139 13%	226 10%	110 9%
Slightly agree	1687 31%	1422 31%	127 26%	88 32%	51 34%	1687 31%	1435 30%	252 33%	238 29%	1449 31%	407 32%	774 31%	492 29%	1687 31%	289 27%	709 32%	426 34%
Strongly agree	2526 46%	2067 45%	255 53%	134 50%	70 47%	2526 46%	2179 46%	347 45%	372 45%	2154 46%	461 36%	1125 46%	933 55%	2526 46%	510 48%	1072 48%	588 47%
Don't know	45 1%	41 1%	2 *%	1 *%	1 *%	45 1%	37 1%	7 1%	15 2%	30 1%	24 2%	8 *%	5 *%	45 1%	3 *%	12 1%	8 1%
SUMMARY CODES																	
TOTAL DISAGREE	561 10%	477 10%	48 10%	22 8%	14 10%	561 10%	490 10%	72 9%	96 12%	465 10%	161 13%	273 11%	118 7%	561 10%	125 12%	207 9%	123 10%
TOTAL AGREE	4213 77%	3488 76%	382 79%	221 82%	122 81%	4213 77%	3614 77%	599 78%	610 73%	3603 78%	868 68%	1900 77%	1425 85%	4213 77%	799 75%	1781 80%	1014 81%

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

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
TOTAL NEITHER/ DON'T KNOW	704	611	52	27	14	704	602	102	129	576	254	296	139	704	142	238	118
	13%	13%	11%	10%	9%	13%	13%	13%	15%	12%	20%	12%	8%	13%	13%	11%	9%
		d				d					klm	l		l	p		

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

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
Strongly disagree	299 5%	113 6%	158 5%	180 6% d	99 4%
Slightly disagree	263 5%	112 6% b	122 4%	139 5%	105 5%
Neither agree nor disagree	659 12%	248 13%	323 10%	375 13% d	223 10%
Slightly agree	1687 31%	522 26%	1064 35% a	935 32%	691 31%
Strongly agree	2526 46%	972 49% b	1400 45%	1310 44%	1121 50% c
Don't know	45 1%	13 1%	17 1%	21 1%	10 *%
SUMMARY CODES					
TOTAL DISAGREE	561 10%	225 11% b	280 9%	319 11%	203 9%
TOTAL AGREE	4213 77%	1494 75%	2465 80% a	2245 76%	1812 81% c

Columns Tested: a,b - c,d

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
TOTAL NEITHER/ DON'T KNOW	704	261	340	396	232
	13%	13%	11%	13%	10%
				d	

Columns Tested: a,b - c,d

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
Strongly disagree	264 5%	46 5%	52 5%	29 3%	38 4%	30 4%	69 9%	264 5%	146 6%	115 4%	94 6%	56 4%	47 4%	64 6%	150 5%	111 5%	264 5%
		c	c				abcdeg	c	i		kl			k			
Slightly disagree	435 8%	93 11%	75 8%	74 7%	65 6%	62 7%	66 9%	435 8%	219 8%	209 7%	123 8%	115 7%	103 8%	91 8%	239 8%	194 8%	435 8%
		bcdeg															
Neither agree nor disagree	1784 33%	252 30%	296 30%	311 31%	335 33%	312 37%	278 36%	1784 33%	774 29%	994 36%	408 27%	505 32%	430 36%	427 38%	913 30%	858 37%	1784 33%
						abcg	abc			h		j	jn	jknp		jknp	jn
Slightly agree	1946 36%	265 31%	346 35%	384 39%	402 39%	298 35%	251 33%	1946 36%	978 37%	944 34%	579 38%	613 39%	386 32%	354 31%	1191 39%	740 32%	1946 36%
				af	af			a	i		lmo	lmop			lmop		mo
Strongly agree	928 17%	168 20%	221 22%	177 18%	163 16%	131 16%	68 9%	928 17%	456 17%	465 17%	291 19%	251 16%	216 18%	161 14%	543 18%	377 16%	928 17%
		f	cdefg	f	f	f		f			kmo		m		m		m
Don't know	122 2%	29 3%	10 1%	21 2%	18 2%	11 1%	32 4%	122 2%	52 2%	63 2%	17 1%	38 2%	27 2%	30 3%	55 2%	56 2%	122 2%
		be					bcdeg	b				j		j		j	j
SUMMARY CODES																	
TOTAL DISAGREE	699 13%	139 16%	127 13%	102 10%	103 10%	92 11%	135 18%	699 13%	365 14%	324 12%	217 14%	172 11%	150 12%	155 14%	389 13%	305 13%	699 13%
							bcdeg		i		k			k			
TOTAL AGREE	2875 52%	433 51%	567 57%	561 56%	565 55%	429 51%	320 42%	2875 52%	1434 55%	1409 50%	870 58%	864 55%	602 50%	515 46%	1734 56%	1117 48%	2875 52%
		f	aefg	aef	f	f		f	i		lmop	lmo			lmop		mo
TOTAL NEITHER/ DON'T KNOW	1906 35%	282 33%	305 31%	332 33%	354 35%	324 38%	309 41%	1906 35%	826 31%	1057 38%	425 28%	542 34%	457 38%	457 41%	968 31%	914 39%	1906 35%
						b	abcdg	b		h		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.

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
Strongly disagree	264 5%	232 5%	15 3%	12 4%	5 4%	264 5%	221 5%	43 6%	51 6%	212 5%	88 7%	111 4%	57 3%	264 5%	52 5%	102 5%	54 4%
Slightly disagree	435 8%	364 8%	37 8%	22 8%	12 8%	435 8%	383 8%	52 7%	60 7%	375 8%	103 8%	217 9%	108 6%	435 8%	90 8%	169 8%	88 7%
Neither agree nor disagree	1784 33%	1495 33%	142 29%	95 35%	52 35%	1784 33%	1526 32%	258 33%	345 41%	1439 31%	532 41%	822 33%	412 25%	1784 33%	352 33%	708 32%	344 27%
Slightly agree	1946 36%	1606 35%	195 40%	93 34%	52 35%	1946 36%	1675 36%	272 35%	246 29%	1700 37%	361 28%	893 36%	683 41%	1946 36%	353 33%	841 38%	495 39%
Strongly agree	928 17%	768 17%	90 19%	45 17%	25 17%	928 17%	792 17%	136 18%	104 12%	824 18%	135 10%	389 16%	404 24%	928 17%	202 19%	371 17%	249 20%
Don't know	122 2%	112 2%	3 1%	3 1%	3 2%	122 2%	109 2%	12 2%	29 3%	93 2%	65 5%	37 1%	16 1%	122 2%	17 2%	36 2%	25 2%
SUMMARY CODES																	
TOTAL DISAGREE	699 13%	596 13%	52 11%	34 12%	17 11%	699 13%	604 13%	95 12%	111 13%	588 13%	191 15%	328 13%	165 10%	699 13%	142 13%	271 12%	142 11%
TOTAL AGREE	2875 52%	2374 52%	285 59%	139 51%	77 51%	2875 52%	2467 52%	408 53%	350 42%	2524 54%	496 39%	1282 52%	1088 65%	2875 52%	556 52%	1212 54%	745 59%

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

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
TOTAL NEITHER/ DON'T KNOW	1906	1607	145	98	56	1906	1635	270	374	1531	597	859	428	1906	369	744	369
	35%	35%	30%	36%	37%	35%	35%	35%	45%	33%	47%	35%	25%	35%	35%	33%	29%
		b			b				i		klm	l		l	p	p	

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

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
Strongly disagree	264 5%	116 6%	130 4%	155 5%	93 4%
Slightly disagree	435 8%	168 8%	232 8%	246 8%	160 7%
Neither agree nor disagree	1784 33%	619 31%	981 32%	980 33%	715 32%
Slightly agree	1946 36%	679 34%	1172 38%	1026 35%	836 37%
Strongly agree	928 17%	354 18%	507 16%	481 16%	409 18%
Don't know	122 2%	44 2%	62 2%	72 2%	34 1%
SUMMARY CODES					
TOTAL DISAGREE	699 13%	284 14%	363 12%	401 14%	254 11%
TOTAL AGREE	2875 52%	1032 52%	1679 54%	1507 51%	1245 55%
TOTAL NEITHER/ DON'T KNOW	1906 35%	663 33%	1043 34%	1052 36%	749 33%

Columns Tested: a,b - c,d

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

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
Strongly disagree	422 8%	69 8%	73 7%	47 5%	82 8%	54 6%	97 13%	422 8%	234 9%	184 7%	122 8%	121 8%	86 7%	90 8%	243 8%	176 8%	422 8%
		c	c		c		abcdeg	c	i								
Slightly disagree	912 17%	191 22%	217 22%	191 19%	159 16%	84 10%	70 9%	912 17%	378 14%	528 19%	245 16%	298 19%	189 16%	169 15%	543 18%	358 15%	912 17%
		defg	defg	ef	ef		ef		h			mo					
Neither agree nor disagree	2115 39%	268 31%	335 34%	377 38%	377 37%	381 45%	376 49%	2115 39%	971 37%	1112 40%	555 37%	613 39%	474 39%	459 41%	1168 38%	933 40%	2115 39%
		a	a	abcdg	abcdg	ab											
Slightly agree	1293 24%	202 24%	227 23%	256 26%	258 25%	212 25%	137 18%	1293 24%	629 24%	655 23%	375 25%	369 23%	279 23%	255 23%	744 24%	534 23%	1293 24%
		f	f	f	f	f	f	f									
Strongly agree	638 12%	105 12%	137 14%	116 12%	124 12%	104 12%	52 7%	638 12%	361 14%	268 10%	194 13%	151 10%	159 13%	128 11%	344 11%	286 12%	638 12%
		f	f	f	f	f		f	i		k		k			k	
Don't know	99 2%	18 2%	11 1%	9 1%	21 2%	10 1%	31 4%	99 2%	53 2%	43 2%	22 1%	27 2%	22 2%	27 2%	49 2%	48 2%	99 2%
							abcdeg										
SUMMARY CODES																	
TOTAL DISAGREE	1334 24%	260 31%	290 29%	238 24%	241 24%	138 16%	167 22%	1334 24%	612 23%	712 26%	367 24%	419 27%	276 23%	259 23%	786 25%	535 23%	1334 24%
		cdefg	cdefg	e	e		e	e				o					
TOTAL AGREE	1931 35%	307 36%	364 36%	372 37%	382 37%	316 37%	189 25%	1931 35%	989 38%	923 33%	569 38%	520 33%	438 36%	383 34%	1088 35%	821 35%	1931 35%
		f	f	f	f	f		f	i		k						
TOTAL NEITHER/ DON'T KNOW	2214 40%	286 34%	346 35%	386 39%	398 39%	391 46%	407 53%	2214 40%	1024 39%	1155 41%	577 38%	640 41%	495 41%	485 43%	1217 39%	981 42%	2214 40%
					a	abcdg	abcdeg	ab						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.

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
Strongly disagree	422 8%	354 8%	36 7%	22 8%	11 7%	422 8%	351 7%	71 9%	54 6%	368 8%	139 11% klm	172 7%	105 6%	422 8%	74 7%	168 8%	107 9%
Slightly disagree	912 17%	759 17%	82 17%	44 16%	27 18%	912 17%	801 17%	111 14%	129 15%	783 17%	131 10%	408 17% j	364 22% jkm	912 17% j	207 19% o	347 16%	219 17%
Neither agree nor disagree	2115 39%	1762 39%	186 39%	104 39%	62 41%	2115 39%	1804 38%	310 40%	353 42%	1762 38%	571 44% klm	943 38%	585 35%	2115 39% l	366 34%	848 38%	491 39% n
Slightly agree	1293 24%	1067 23%	122 25%	67 25%	37 25%	1293 24%	1105 23%	188 24%	189 23%	1104 24%	265 21%	633 26% j	390 23%	1293 24%	253 24%	545 24%	301 24%
Strongly agree	638 12%	551 12% d	51 11%	24 9%	12 8%	638 12% d	558 12%	79 10%	85 10%	553 12%	129 10%	279 11%	229 14% j	638 12%	153 14% p	280 13% p	124 10%
Don't know	99 2%	84 2%	6 1%	8 3%	2 1%	99 2%	86 2%	14 2%	26 3% i	74 2%	49 4% klm	34 1% l	9 1%	99 2% l	12 1%	39 2%	13 1%
SUMMARY CODES																	
TOTAL DISAGREE	1334 24%	1113 24%	118 24%	66 25%	38 25%	1334 24%	1152 24%	182 24%	183 22%	1151 25%	270 21%	580 23%	469 28% jkm	1334 24% j	281 26%	515 23%	326 26%
TOTAL AGREE	1931 35%	1617 35%	173 36%	92 34%	48 32%	1931 35%	1664 35%	267 35%	274 33%	1657 36%	394 31%	912 37% j	619 37% j	1931 35% j	407 38%	825 37%	425 34%

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

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

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
TOTAL NEITHER/ DON'T KNOW	2214	1846	191	112	64	2214	1890	324	378	1836	620	977	593	2214	379	887	504
	40%	40%	40%	42%	43%	40%	40%	42%	45%	40%	48%	40%	35%	40%	36%	40%	40%
									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.

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
Strongly disagree	422 8%	172 9%	223 7%	256 9% d	144 6%
Slightly disagree	912 17%	352 18%	498 16%	462 16%	419 19% c
Neither agree nor disagree	2115 39%	692 35%	1247 40% a	1228 41% d	788 35%
Slightly agree	1293 24%	467 24%	740 24%	651 22%	576 26% c
Strongly agree	638 12%	270 14% b	322 10%	293 10%	310 14% c
Don't know	99 2%	26 1%	54 2%	68 2% d	11 *%
SUMMARY CODES					
TOTAL DISAGREE	1334 24%	525 27% b	722 23%	719 24%	563 25%
TOTAL AGREE	1931 35%	737 37%	1061 34%	945 32%	886 39% c

Columns Tested: a,b - c,d

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

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
TOTAL NEITHER/ DON'T KNOW	2214	718	1301	1297	798
	40%	36%	42%	44%	36%
			a	d	

Columns Tested: a,b - c,d

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
Strongly disagree	441	47	54	55	79	84	123	441	237	197	131	139	72	95	270	167	441
	8%	6%	5%	5%	8%	10%	16%	8%	9%	7%	9%	9%	6%	8%	9%	7%	8%
						abc	abcdeg	abc	i		l	l			l		l
Slightly disagree	900	169	185	166	154	104	122	900	366	526	245	291	190	169	537	359	900
	16%	20%	19%	17%	15%	12%	16%	16%	14%	19%	16%	18%	16%	15%	17%	15%	16%
		deg	e	e			e			h		mo					
Neither agree nor disagree	2292	258	324	411	476	427	396	2292	1044	1225	589	681	490	508	1271	998	2292
	42%	30%	32%	41%	47%	51%	52%	42%	40%	44%	39%	43%	41%	45%	41%	43%	42%
				ab	abcg	abcg	abcg	ab		h				jn			
Slightly agree	1181	230	267	244	205	162	73	1181	619	547	363	330	288	195	693	483	1181
	22%	27%	27%	24%	20%	19%	10%	22%	24%	20%	24%	21%	24%	17%	22%	21%	22%
		defg	defg	def	f	f		f	i		mo	m	m		m	m	m
Strongly agree	594	137	163	110	95	60	28	594	326	263	173	126	142	144	298	285	594
	11%	16%	16%	11%	9%	7%	4%	11%	12%	9%	11%	8%	12%	13%	10%	12%	11%
		cdefg	cdefg	ef	f	f		ef	i		k		k	kn	kn	kn	k
Don't know	69	12	8	9	12	8	21	69	34	33	11	11	27	17	22	44	69
	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
							bcdeg						jknp	n		jknp	n
SUMMARY CODES																	
TOTAL DISAGREE	1342	216	239	221	233	188	245	1342	602	723	377	430	262	263	807	526	1342
	24%	25%	24%	22%	23%	22%	32%	24%	23%	26%	25%	27%	22%	23%	26%	23%	24%
							abcdeg			h		lmo			lo		
TOTAL AGREE	1776	367	430	354	301	222	102	1776	945	810	535	456	430	339	991	768	1776
	32%	43%	43%	36%	29%	26%	13%	32%	36%	29%	35%	29%	36%	30%	32%	33%	32%
		cdefg	cdefg	def	f	f		ef	i		km		km		k	k	k
TOTAL NEITHER/ DON'T KNOW	2362	270	332	420	488	435	417	2362	1078	1258	600	692	517	525	1293	1042	2362
	43%	32%	33%	42%	48%	51%	55%	43%	41%	45%	40%	44%	43%	47%	42%	45%	43%
				ab	abcg	abcg	abcdg	ab		h				jnp	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.

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
Strongly disagree	441 8%	382 8%	28 6%	18 7%	14 9%	441 8%	374 8%	67 9%	60 7%	381 8%	138 11% klm	192 8%	103 6%	441 8% l	75 7%	156 7%	126 10% no
Slightly disagree	900 16%	739 16%	84 17%	54 20%	23 16%	900 16%	767 16%	134 17%	144 17%	756 16%	182 14%	405 16%	310 18% j	900 16%	166 16%	372 17%	206 16%
Neither agree nor disagree	2292 42%	1889 41%	218 45%	114 42%	71 47% ae	2292 42%	1967 42%	326 42%	358 43%	1935 42%	590 46% lm	1045 42% l	636 38%	2292 42% l	407 38%	949 43% n	539 43%
Slightly agree	1181 22%	1001 22%	96 20%	56 21%	28 19%	1181 22%	1022 22%	160 21%	162 19%	1019 22%	227 18%	544 22% j	406 24% j	1181 22% j	258 24%	485 22%	258 21%
Strongly agree	594 11%	507 11% d	51 11%	25 9%	12 8%	594 11%	515 11%	79 10%	87 10%	507 11%	113 9%	261 11%	220 13% jkm	594 11%	150 14% op	246 11%	109 9%
Don't know	69 1%	59 1%	6 1%	3 1%	2 1%	69 1%	61 1%	8 1%	24 3% i	45 1%	34 3% klm	21 1%	6 *% l	69 1%	10 1%	19 1%	17 1%
SUMMARY CODES																	
TOTAL DISAGREE	1342 24%	1121 24%	112 23%	72 27%	37 25%	1342 24%	1141 24%	201 26%	204 24%	1137 24%	320 25%	597 24%	413 25%	1342 24%	241 23%	528 24%	332 26%
TOTAL AGREE	1776 32%	1507 33% d	147 31%	81 30%	40 27%	1776 32% d	1537 33%	239 31%	250 30%	1526 33%	340 26% j	806 33% j	626 37% jkm	1776 32% j	408 38% op	731 33%	367 29%

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

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
TOTAL NEITHER/ DON'T KNOW	2362	1948	223	117	73	2362	2028	334	382	1980	624	1066	642	2362	417	968	556
	43%	43%	46%	43%	49%	43%	43%	43%	46%	43%	49%	43%	38%	43%	39%	43%	44%
					ae						klm	l		l			n

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

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
Strongly disagree	441 8%	166 8%	255 8%	300 10% d	125 6%
Slightly disagree	900 16%	348 18%	490 16%	451 15%	403 18% c
Neither agree nor disagree	2292 42%	785 40%	1329 43% a	1344 45% d	852 38%
Slightly agree	1181 22%	433 22%	672 22%	557 19%	563 25% c
Strongly agree	594 11%	225 11%	306 10%	254 9%	298 13% c
Don't know	69 1%	21 1%	32 1%	54 2% d	6 *%
SUMMARY CODES					
TOTAL DISAGREE	1342 24%	514 26%	746 24%	751 25%	529 24%
TOTAL AGREE	1776 32%	659 33%	978 32%	810 27%	861 38% c

Columns Tested: a,b - c,d

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
TOTAL NEITHER/ DON'T KNOW	2362	807	1361	1398	858
	43%	41%	44%	47%	38%
			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.

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
I often see views that I disagree with	1193	209	228	253	221	172	110	1193	616	552	378	330	241	233	708	474	1193
	22%	25%	23%	25%	22%	20%	14%	22%	23%	20%	25%	21%	20%	21%	23%	20%	22%
		f	f	efg	f	f	f	f	i		klmop						
I sometimes see views that I disagree with	3096	480	607	575	587	461	384	3096	1414	1658	818	951	706	594	1769	1300	3096
	57%	56%	61%	58%	58%	55%	50%	57%	54%	59%	54%	60%	58%	53%	57%	56%	57%
		f	efg	f	f			f		h		jmop	m		m		m
I rarely see views that I disagree with	775	116	120	121	128	136	153	775	409	357	226	201	173	170	427	343	775
	14%	14%	12%	12%	13%	16%	20%	14%	16%	13%	15%	13%	14%	15%	14%	15%	14%
						bc	abcdg		i								
Don't know	415	48	44	46	85	76	116	415	186	223	91	95	89	130	186	219	415
	8%	6%	4%	5%	8%	9%	15%	8%	7%	8%	6%	6%	7%	12%	6%	9%	8%
					bc	abc	abcdeg	bc						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.

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
I often see views that I disagree with	1193 22%	973 21%	117 24%	66 25%	37 25%	1193 22%	1019 22%	174 23%	162 19%	1031 22%	174 14%	518 21%	497 30%	1193 22%	252 24%	475 21%	305 24%
I sometimes see views that I disagree with	3096 57%	2576 56%	275 57%	161 59%	85 57%	3096 57%	2667 57%	430 56%	448 54%	2648 57%	644 50%	1425 58%	1012 60%	3096 57%	596 56%	1298 58%	711 57%
I rarely see views that I disagree with	775 14%	662 14%	62 13%	31 11%	19 13%	775 14%	665 14%	110 14%	128 15%	647 14%	268 21%	360 15%	138 8%	775 14%	154 14%	310 14%	159 13%
Don't know	415 8%	365 8%	29 6%	13 5%	8 6%	415 8%	356 8%	59 8%	98 12%	317 7%	197 15%	166 7%	34 2%	415 8%	65 6%	143 6%	80 6%

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

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
I often see views that I disagree with	1193 22%	487 25% b	620 20%	579 20% c	566 25%
I sometimes see views that I disagree with	3096 57%	1087 55%	1798 58% a	1650 56%	1321 59%
I rarely see views that I disagree with	775 14%	287 14%	431 14%	443 15% d	277 12%
Don't know	415 8%	119 6%	235 8%	288 10% d	84 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.

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
All of the time	475	130	120	87	72	36	31	475	241	224	124	142	119	81	266	200	475
	9%	15%	12%	9%	7%	4%	4%	9%	9%	8%	8%	9%	10%	7%	9%	9%	9%
		cdefg	cdefg	ef	ef			ef					m				
Most of the time	1159	272	343	226	149	91	78	1159	563	575	325	304	245	266	629	511	1159
	21%	32%	34%	23%	15%	11%	10%	21%	21%	21%	22%	19%	20%	24%	20%	22%	21%
		cdefg	cdefg	def	ef			def						kn			
Sometimes	3413	428	511	646	734	618	477	3413	1593	1789	936	1015	769	672	1951	1441	3413
	62%	50%	51%	65%	72%	73%	62%	62%	61%	64%	62%	64%	64%	60%	63%	62%	62%
		ab	ab	ab	ab	ab	ab	ab	ab	h		m					
EVER	5047	829	974	958	955	744	586	5047	2397	2588	1385	1461	1133	1019	2846	2152	5047
	92%	97%	97%	96%	94%	88%	77%	92%	91%	93%	92%	93%	94%	90%	92%	92%	92%
		defg	defg	defg	ef	f		ef					m				
Never	158	10	16	18	24	41	49	158	83	74	47	47	36	27	95	63	158
	3%	1%	2%	2%	2%	5%	6%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%
						abcdg	abcdg	a									
Don't know	274	14	10	20	43	60	128	274	145	128	80	69	40	81	150	121	274
	5%	2%	1%	2%	4%	7%	17%	5%	6%	5%	5%	4%	3%	7%	5%	5%	5%
					abc	abcdg	abcdg	abc			l			klnop		l	l

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

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

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
All of the time	475	401	41	21	12	475	429	46	68	407	98	205	168	475	121	162	101
	9%	9%	8%	8%	8%	9%	9%	6%	8%	9%	8%	8%	10%	9%	11%	7%	8%
Most of the time	1159	972	98	55	33	1159	1016	143	197	961	240	538	378	1159	286	420	239
	21%	21%	20%	20%	22%	21%	22%	18%	24%	21%	19%	22%	23%	21%	27%	19%	19%
Sometimes	3413	2839	304	173	96	3413	2892	522	505	2908	751	1559	1083	3413	607	1453	812
	62%	62%	63%	64%	64%	62%	61%	67%	60%	63%	58%	63%	64%	62%	57%	65%	65%
EVER	5047	4212	443	249	142	5047	4336	710	771	4276	1089	2301	1630	5047	1015	2035	1152
	92%	92%	92%	92%	95%	92%	92%	92%	92%	92%	85%	93%	97%	92%	95%	91%	92%
Never	158	131	17	8	3	158	133	25	24	134	64	65	29	158	15	76	37
	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	5%	3%	2%	3%	1%	3%	3%
Don't know	274	233	22	14	5	274	236	38	41	234	131	102	23	274	37	116	66
	5%	5%	5%	5%	3%	5%	5%	5%	5%	5%	10%	4%	1%	5%	3%	5%	5%

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

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

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
All of the time	475	211	216	225	215
	9%	11%	7%	8%	10%
		b			c
Most of the time	1159	491	558	534	540
	21%	25%	18%	18%	24%
		b			c
Sometimes	3413	1156	2032	1878	1402
	62%	58%	66%	63%	62%
			a		
EVER	5047	1858	2806	2638	2158
	92%	94%	91%	89%	96%
		b			c
Never	158	41	107	110	41
	3%	2%	3%	4%	2%
			a	d	
Don't know	274	80	171	212	48
	5%	4%	6%	7%	2%
			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.

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
Yes - all or most of the time	938 17%	159 19%	195 20%	152 15%	159 16%	142 17%	131 17%	938 17%	499 19%	428 15%	308 20%	281 18%	183 15%	158 14%	589 19%	341 15%	938 17%
			c						i		lmop	mo			lmo		mo
Yes - sometimes	2409 44%	359 42%	492 49%	471 47%	468 46%	356 42%	262 34%	2409 44%	1105 42%	1287 46%	670 44%	711 45%	531 44%	482 43%	1381 45%	1014 43%	2409 44%
		f	aefg	f	f	f		f		h							
Yes - but not very often/ rarely	1084 20%	208 24%	184 18%	212 21%	210 21%	156 18%	115 15%	1084 20%	528 20%	533 19%	275 18%	320 20%	257 21%	221 20%	595 19%	478 20%	1084 20%
		befg		f	f			f									
No - I don't tend to think about whether it is true or accurate	448 8%	74 9%	69 7%	106 11%	75 7%	67 8%	57 7%	448 8%	210 8%	236 8%	88 6%	115 7%	136 11%	100 9%	203 7%	236 10%	448 8%
				bdfg									jknp	jn		jknp	jn
I don't see news stories or articles on these types of apps or sites	376 7%	19 2%	16 2%	20 2%	66 6%	96 11%	158 21%	376 7%	192 7%	182 7%	123 8%	100 6%	62 5%	91 8%	223 7%	153 7%	376 7%
					abc	abcdg	abcdeg	abc			l			l	l		
Don't know	224 4%	34 4%	44 4%	35 3%	43 4%	28 3%	41 5%	224 4%	91 3%	123 4%	48 3%	51 3%	39 3%	76 7%	100 3%	115 5%	224 4%
													jklno			jkn	
SUMMARY CODES																	
TOTAL - AT LEAST SOMETIMES	3347 61%	518 61%	687 69%	623 63%	627 61%	499 59%	393 51%	3347 61%	1603 61%	1716 61%	978 65%	992 63%	715 59%	640 57%	1970 64%	1354 58%	3347 61%
		f	acdefg	f	f	f		f			lmop	mo			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.

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE						GENDER		SEG							
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
TOTAL - EVER	4431	726	871	835	837	654	508	4431	2131	2249	1253	1312	971	861	2565	1832	4431
	81%	85%	87%	84%	82%	77%	67%	81%	81%	81%	83%	83%	80%	76%	83%	78%	81%
		efg	defg	ef	ef	f		ef			mo	mo	m		mop		mo

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

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	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	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
Yes - all or most of the time	938	776	90	44	29	938	802	136	100	838	155	429	350	938	174	401	230
	17%	17%	19%	16%	19%	17%	17%	18%	12%	18%	12%	17%	21%	17%	16%	18%	18%
										h		j	jkm	j			
Yes - sometimes	2409	1999	221	121	68	2409	2078	331	358	2051	414	1101	891	2409	495	986	587
	44%	44%	46%	45%	45%	44%	44%	43%	43%	44%	32%	45%	53%	44%	46%	44%	47%
												j	jkm	j			
Yes - but not very often/ rarely	1084	904	93	58	29	1084	933	151	196	888	268	514	299	1084	235	419	233
	20%	20%	19%	22%	20%	20%	20%	20%	23%	19%	21%	21%	18%	20%	22%	19%	19%
									i			l					
No - I don't tend to think about whether it is true or accurate	448	384	34	18	12	448	387	61	98	350	157	199	92	448	92	170	88
	8%	8%	7%	7%	8%	8%	8%	8%	12%	8%	12%	8%	5%	8%	9%	8%	7%
									i		klm	l	5%	l			
I don't see news stories or articles on these types of apps or sites	376	317	31	21	6	376	310	65	29	347	189	154	24	376	44	183	83
	7%	7%	6%	8%	4%	7%	7%	8%	3%	7%	15%	6%	1%	7%	4%	8%	7%
		d		d		d				h	klm	l		l		n	n
Don't know	224	197	14	7	6	224	196	29	54	170	101	73	26	224	27	68	36
	4%	4%	3%	3%	4%	4%	4%	4%	7%	4%	8%	3%	2%	4%	3%	3%	3%
									i		klm	l		kl			

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

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	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	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
SUMMARY CODES																	
TOTAL - AT LEAST SOMETIMES	3347	2775	311	165	96	3347	2880	467	458	2889	569	1530	1241	3347	669	1387	817
	61%	61%	64%	61%	64%	61%	61%	60%	55%	62%	44%	62%	74%	61%	63%	62%	65%
										h		j	jkm	j			
TOTAL - EVER	4431	3679	403	224	126	4431	3813	618	654	3777	837	2044	1540	4431	904	1806	1049
	81%	80%	84%	83%	84%	81%	81%	80%	78%	81%	65%	83%	92%	81%	85%	81%	84%
												j	jkm	j	o		

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

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
Yes - all or most of the time	938	388	502	523	367
	17%	20%	16%	18%	16%
		b			
Yes - sometimes	2409	846	1396	1206	1122
	44%	43%	45%	41%	50%
				c	
Yes - but not very often/ rarely	1084	431	566	556	469
	20%	22%	18%	19%	21%
		b			
No - I don't tend to think about whether it is true or accurate	448	161	254	255	161
	8%	8%	8%	9%	7%
I don't see news stories or articles on these types of apps or sites	376	99	255	306	58
	7%	5%	8%	10%	3%
			a	d	
Don't know	224	55	111	114	71
	4%	3%	4%	4%	3%
SUMMARY CODES					
TOTAL - AT LEAST SOMETIMES	3347	1234	1898	1729	1488
	61%	62%	62%	58%	66%
				c	

Columns Tested: a,b - c,d

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
TOTAL - EVER	4431	1665	2464	2285	1957
	81%	84%	80%	77%	87%
		b		c	

Columns Tested: a,b - c,d

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	4861	730	832	939	787	784	789	4861	2229	2584	1310	1339	941	1237	2649	2178	4861
Effective Weighted Sample	3115	473	544	645	539	482	492	3115	1445	1644	859	880	624	775	1739	1361	3115
Total	4431	726	871	835	837	654	508	4431	2131	2249	1253	1312	971	861	2565	1832	4431
Look at the comments/ what people have said about it	1858	342	391	339	354	244	189	1858	789	1042	522	547	400	373	1069	774	1858
	42%	47%	45%	41%	42%	37%	37%	42%	37%	46%	42%	42%	41%	43%	42%	42%	42%
		cefg	ef					f		h							
Check if it was by a trustworthy organisation	1834	273	399	359	349	246	207	1834	860	950	558	585	355	321	1143	677	1834
	41%	38%	46%	43%	42%	38%	41%	41%	40%	42%	45%	45%	37%	37%	45%	37%	41%
			ae								lmo	lmo			lmop		lmo
Think about how likely it is for the story to be true	1829	249	363	341	358	275	242	1829	863	940	551	548	382	333	1099	716	1829
	41%	34%	42%	41%	43%	42%	48%	41%	41%	42%	44%	42%	39%	39%	43%	39%	41%
			a	a	a	a	acg	a			mo				o		
Check to see if the same information appears anywhere else	1826	297	353	356	352	274	195	1826	855	943	552	535	377	346	1087	723	1826
	41%	41%	40%	43%	42%	42%	38%	41%	40%	42%	44%	41%	39%	40%	42%	39%	41%
											lo						
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	1536	266	341	288	268	193	180	1536	684	830	494	502	300	232	996	531	1536
	35%	37%	39%	34%	32%	30%	35%	35%	32%	37%	39%	38%	31%	27%	39%	29%	35%
		e	deg				e	e		h	lmop	lmop			lmop		mo
Think about whether I trust the person who shared it	1515	231	326	300	306	197	156	1515	703	790	467	466	311	262	934	573	1515
	34%	32%	37%	36%	37%	30%	31%	34%	33%	35%	37%	36%	32%	30%	36%	31%	34%
			ef	e	ef						lmo	mo			mo		m

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

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	4861	730	832	939	787	784	789	4861	2229	2584	1310	1339	941	1237	2649	2178	4861
Effective Weighted Sample	3115	473	544	645	539	482	492	3115	1445	1644	859	880	624	775	1739	1361	3115
Total	4431	726	871	835	837	654	508	4431	2131	2249	1253	1312	971	861	2565	1832	4431
Check if the story/ article was by an organisation I had heard of	1361	233	316	258	245	170	138	1361	662	672	451	435	266	200	885	466	1361
	31%	32%	36%	31%	29%	26%	27%	31%	31%	30%	36%	33%	27%	23%	35%	25%	31%
		e	cdefg					e			lmop	lmo			lmop		mo
Check to see if it is by someone who witnessed it	737	152	168	138	131	87	60	737	387	332	246	200	156	127	447	283	737
	17%	21%	19%	17%	16%	13%	12%	17%	18%	15%	20%	15%	16%	15%	17%	15%	17%
		defg	ef	f				f	i		kmop						
Use a fact checking website/ app like Full Fact	700	148	151	137	125	91	48	700	376	313	238	199	125	133	437	258	700
	16%	20%	17%	16%	15%	14%	9%	16%	18%	14%	19%	15%	13%	15%	17%	14%	16%
		defg	f	f	f	f		f	i		klop				lo		
Some other check	66	15	10	7	8	17	9	66	38	26	19	22	10	12	40	23	66
	1%	2%	1%	1%	1%	3%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
						cd											
ANY OF THESE CHECKS MADE	4019	676	824	768	764	556	431	4019	1949	2022	1172	1191	876	752	2363	1629	4019
	91%	93%	95%	92%	91%	85%	85%	91%	91%	90%	94%	91%	90%	87%	92%	89%	91%
		ef	defg	ef	ef			ef			klmop	m			mo		m
None of these / I wouldn't tend to check the information in the article to see if it was true	300	22	31	44	53	83	67	300	125	173	62	81	73	84	142	157	300
	7%	3%	4%	5%	6%	13%	13%	7%	6%	8%	5%	6%	7%	10%	6%	9%	7%
					ab	abcdg	abcdg	ab		h			j	jknp		jknp	
Don't know	111	27	16	23	20	15	10	111	57	54	19	40	22	25	59	47	111
	3%	4%	2%	3%	2%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%	3%	3%
												j					

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

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	4861	3330	512	504	515	4861	4126	735	642	4219	872	2290	1689	4861	927	2018	1196
Effective Weighted Sample	3115	2386	368	338	388	3115	2657	460	397	2730	539	1433	1147	3115	588	1298	791
Total	4431	3679	403	224	126	4431	3813	618	654	3777	837	2044	1540	4431	904	1806	1049
Look at the comments/ what people have said about it	1858	1541	172	92	54	1858	1593	265	239	1618	200	810	843	1858	348	782	460
	42%	42%	43%	41%	43%	42%	42%	43%	37%	43%	24%	40%	55%	42%	38%	43%	44%
										h		j	jkm	j			n
Check if it was by a trustworthy organisation	1834	1469	207	97	61	1834	1564	269	180	1654	193	786	853	1834	339	783	507
	41%	40%	51%	43%	48%	41%	41%	44%	27%	44%	23%	38%	55%	41%	37%	43%	48%
			ace		ae					h		j	jkm	j		n	no
Think about how likely it is for the story to be true	1829	1481	204	90	54	1829	1552	277	188	1641	231	795	801	1829	332	793	480
	41%	40%	51%	40%	43%	41%	41%	45%	29%	43%	28%	39%	52%	41%	37%	44%	46%
			acde							h		j	jkm	j		n	n
Check to see if the same information appears anywhere else	1826	1515	171	82	57	1826	1579	247	226	1600	213	782	830	1826	357	771	459
	41%	41%	43%	37%	46%	41%	41%	40%	34%	42%	25%	38%	54%	41%	40%	43%	44%
					c					h		j	jkm	j			
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	1536	1263	154	71	49	1536	1307	230	148	1388	143	640	754	1536	258	667	426
	35%	34%	38%	32%	39%	35%	34%	37%	23%	37%	17%	31%	49%	35%	29%	37%	41%
					c					h		j	jkm	jk		n	n

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

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	4861	3330	512	504	515	4861	4126	735	642	4219	872	2290	1689	4861	927	2018	1196
Effective Weighted Sample	3115	2386	368	338	388	3115	2657	460	397	2730	539	1433	1147	3115	588	1298	791
Total	4431	3679	403	224	126	4431	3813	618	654	3777	837	2044	1540	4431	904	1806	1049
Think about whether I trust the person who shared it	1515	1253	142	76	44	1515	1288	226	164	1351	174	635	706	1515	283	648	391
	34%	34%	35%	34%	35%	34%	34%	37%	25%	36%	21%	31%	46%	34%	31%	36%	37%
										h		j	jkm	jk			n
Check if the story/ article was by an organisation I had heard of	1361	1115	131	67	47	1361	1151	210	150	1211	149	550	659	1361	259	527	382
	31%	30%	33%	30%	38%	31%	30%	34%	23%	32%	18%	27%	43%	31%	29%	29%	36%
					ace					h		j	jkm	jk			no
Check to see if it is by someone who witnessed it	737	622	59	32	23	737	622	115	90	647	80	292	365	737	179	297	146
	17%	17%	15%	14%	18%	17%	16%	19%	14%	17%	10%	14%	24%	17%	20%	16%	14%
												j	jkm	jk	p		
Use a fact checking website/ app like Full Fact	700	578	67	40	16	700	610	91	72	629	65	260	375	700	148	299	148
	16%	16%	16%	18%	13%	16%	16%	15%	11%	17%	8%	13%	24%	16%	16%	17%	14%
										h		j	jkm	jk			
Some other check	66	57	4	4	1	66	61	4	11	54	8	35	22	66	13	20	13
	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
ANY OF THESE CHECKS MADE	4019	3332	371	200	116	4019	3459	560	563	3456	678	1846	1487	4019	820	1642	972
	91%	91%	92%	90%	92%	91%	91%	91%	86%	92%	81%	90%	97%	91%	91%	91%	93%
										h		j	jkm	j			

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

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	4861	3330	512	504	515	4861	4126	735	642	4219	872	2290	1689	4861	927	2018	1196
Effective Weighted Sample	3115	2386	368	338	388	3115	2657	460	397	2730	539	1433	1147	3115	588	1298	791
Total	4431	3679	403	224	126	4431	3813	618	654	3777	837	2044	1540	4431	904	1806	1049
None of these / I wouldn't tend to check the information in the article to see if it was true	300	252	25	17	6	300	257	43	56	244	121	140	38	300	63	135	62
	7%	7%	6%	8%	5%	7%	7%	7%	9%	6%	15% klm	7% l	2% l	7% l	7%	7%	6%
Don't know	111	95	7	6	3	111	96	15	35	77	38	57	15	111	21	30	16
	3%	3%	2%	3%	3%	3%	3%	2%	5% i	2% i	4% lm	3% l	1% l	3% l	2%	2%	2%

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

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	4861	1891	2683	3092	1539
Effective Weighted Sample	3115	1210	1728	1956	1130
Total	4431	1665	2464	2285	1957
Look at the comments/ what people have said about it	1858 42%	703 42%	1053 43%	978 43%	830 42%
Check if it was by a trustworthy organisation	1834 41%	687 41%	1065 43%	981 43%	804 41%
Think about how likely it is for the story to be true	1829 41%	707 42%	1039 42%	1019 45%	771 39%
Check to see if the same information appears anywhere else	1826 41%	726 44%	1027 42%	989 43%	786 40%
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	1536 35%	585 35%	876 36%	818 36%	677 35%
Think about whether I trust the person who shared it	1515 34%	586 35%	857 35%	788 34%	691 35%

Columns Tested: a,b - c,d

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	4861	1891	2683	3092	1539
Effective Weighted Sample	3115	1210	1728	1956	1130
Total	4431	1665	2464	2285	1957
Check if the story/ article was by an organisation I had heard of	1361 31%	527 32%	781 32%	709 31%	612 31%
Check to see if it is by someone who witnessed it	737 17%	308 19%	387 16%	361 16%	341 17%
Use a fact checking website/ app like Full Fact	700 16%	330 20%	336 14%	323 14%	345 18%
Some other check	66 1%	38 2%	22 1%	29 1%	30 2%
ANY OF THESE CHECKS MADE	4019 91%	1538 92%	2228 90%	2040 89%	1813 93%
None of these / I wouldn't tend to check the information in the article to see if it was true	300 7%	95 6%	182 7%	185 8%	104 5%

Columns Tested: a,b - c,d

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

IN22. And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	4861	1891	2683	3092	1539
Effective Weighted Sample	3115	1210	1728	1956	1130
Total	4431	1665	2464	2285	1957
Don't know	111	33	54	60	40
	3%	2%	2%	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.

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	850	949	1107	948	984	1124	5962	2751	3150	1566	1597	1152	1599	3163	2751	5962
Effective Weighted Sample	3824	553	631	754	648	607	688	3824	1783	2004	1033	1048	770	997	2081	1719	3824
Total	5479	853	1000	996	1021	845	764	5479	2625	2790	1513	1578	1209	1127	3091	2336	5479
Yes	2492	491	589	497	433	309	173	2492	1350	1107	778	731	542	418	1509	960	2492
	45%	58%	59%	50%	42%	37%	23%	45%	51%	40%	51%	46%	45%	37%	49%	41%	45%
		cdefg	cdefg	defg	ef	f	ef	ef	i		klmop	mo	m		mop	m	mo
No	1809	237	231	282	347	328	384	1809	798	992	480	505	397	419	985	816	1809
	33%	28%	23%	28%	34%	39%	50%	33%	30%	36%	32%	32%	33%	37%	32%	35%	33%
				b	abc	abcg	abcdeg	abc		h				jknp		n	
Don't know	1178	126	181	218	241	208	206	1178	478	691	255	342	270	291	597	560	1178
	22%	15%	18%	22%	24%	25%	27%	22%	18%	25%	17%	22%	22%	26%	19%	24%	22%
				a	ab	ab	abcg	ab		h		j	j	jknp		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.

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5962	4166	603	595	598	5962	5065	897	815	5147	1345	2744	1836	5962	1109	2480	1402
Effective Weighted Sample	3824	2961	428	400	446	3824	3266	559	509	3328	833	1728	1249	3824	700	1587	933
Total	5479	4576	482	270	150	5479	4706	773	835	4644	1284	2469	1681	5479	1067	2227	1256
Yes	2492	2070	233	115	73	2492	2179	313	340	2152	345	1096	1047	2492	526	986	619
	45%	45%	48%	43%	49%	45%	46%	40%	41%	46%	27%	44%	62%	45%	49%	44%	49%
							g			h		j	jkm	j	o		o
No	1809	1510	157	97	44	1809	1553	256	283	1525	588	864	344	1809	352	764	397
	33%	33%	33%	36%	30%	33%	33%	33%	34%	33%	46%	35%	20%	33%	33%	34%	32%
											klm	l	l	l			
Don't know	1178	996	92	58	32	1178	974	204	212	966	351	508	290	1178	189	477	240
	22%	22%	19%	22%	22%	22%	21%	26%	25%	21%	27%	21%	17%	22%	18%	21%	19%
							f		i		klm	l	l	l		n	

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

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

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5962	2248	3311	3890	1754
Effective Weighted Sample	3824	1447	2124	2453	1286
Total	5479	1980	3084	2960	2247
Yes	2492 45%	1023 52% b	1298 42%	1180 40%	1191 53% c
No	1809 33%	583 29%	1111 36% a	1111 38% d	616 27%
Don't know	1178 22%	374 19%	676 22% a	669 23% d	440 20%

Columns Tested: a,b - c,d

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

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2633	494	562	551	386	364	276	2633	1371	1231	779	716	509	607	1495	1116	2633
Effective Weighted Sample	1713	325	372	371	267	227	185	1713	896	799	518	484	341	385	1002	700	1713
Total	2492	491	589	497	433	309	173	2492	1350	1107	778	731	542	418	1509	960	2492
I reported it to the site/ app	785	172	204	171	130	75	34	785	381	393	243	230	168	133	473	301	785
	32%	35%	35%	34%	30%	24%	20%	32%	28%	36%	31%	32%	31%	32%	31%	31%	32%
		ef	ef	ef	f			ef		h							
I commented on it to say it was incorrect/ misleading	635	108	157	131	120	75	45	635	405	217	231	173	127	98	404	225	635
	25%	22%	27%	26%	28%	24%	26%	25%	30%	20%	30%	24%	23%	24%	27%	23%	25%
									i		klmo						
I shared it online and said it was incorrect/ misleading	344	97	83	69	47	32	18	344	242	98	119	92	92	38	211	130	344
	14%	20%	14%	14%	11%	10%	10%	14%	18%	9%	15%	13%	17%	9%	14%	14%	14%
		bcdefg							i		m		m		m	m	m
I did something else	18	2	6	3	1	3	1	18	9	9	7	7	1	2	13	3	18
	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
TOTAL - TOOK SOME ACTION	1429	308	364	298	230	151	76	1429	797	610	470	410	309	224	880	533	1429
	57%	63%	62%	60%	53%	49%	44%	57%	59%	55%	60%	56%	57%	54%	58%	56%	57%
		def	def	ef				ef			m						
I didn't do anything/ I ignored it	1029	170	217	197	197	154	94	1029	535	482	299	311	223	189	610	412	1029
	41%	35%	37%	40%	46%	50%	54%	41%	40%	44%	38%	42%	41%	45%	40%	43%	41%
				ab	abcg	abcg	abcg	a						j			
Don't know	34	13	7	2	6	3	3	34	17	15	8	11	10	5	19	15	34
	1%	3%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
		c															

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

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

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2633	1812	276	257	288	2633	2272	361	327	2306	345	1156	1128	2633	525	1042	671
Effective Weighted Sample	1713	1316	203	184	205	1713	1485	230	205	1513	219	726	771	1713	337	682	446
Total	2492	2070	233	115	73	2492	2179	313	340	2152	345	1096	1047	2492	526	986	619
I reported it to the site/ app	785	647	74	46	19	785	681	105	111	674	84	318	382	785	202	337	147
	32%	31%	32%	40%	25%	32%	31%	33%	33%	31%	24%	29%	36%	32%	38%	34%	24%
				ade									jkm	j	p	p	
I commented on it to say it was incorrect/ misleading	635	539	49	30	16	635	550	85	65	570	71	271	292	635	132	253	157
	25%	26%	21%	26%	22%	25%	25%	27%	19%	26%	21%	25%	28%	25%	25%	26%	25%
									h				j				
I shared it online and said it was incorrect/ misleading	344	306	18	15	5	344	314	30	53	291	56	166	123	344	86	139	69
	14%	15%	8%	13%	7%	14%	14%	10%	15%	14%	16%	15%	12%	14%	16%	14%	11%
		bd		d		bd	g								p		
I did something else	18	14	2	1	-	18	17	1	3	15	4	4	9	18	4	8	2
	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
								*				*					*
TOTAL - TOOK SOME ACTION	1429	1200	121	73	34	1429	1254	175	200	1229	197	633	598	1429	337	595	298
	57%	58%	52%	63%	46%	57%	58%	56%	59%	57%	57%	58%	57%	57%	64%	60%	48%
		d		bd		d									p	p	
I didn't do anything/ I ignored it	1029	838	110	42	39	1029	895	134	133	897	133	451	443	1029	182	388	310
	41%	40%	47%	37%	53%	41%	41%	43%	39%	42%	38%	41%	42%	41%	35%	39%	50%
			c		ace												no
Don't know	34	32	2	-	1	34	30	4	7	27	15	13	6	34	7	4	11
	1%	2%	1%	-%	1%	1%	1%	1%	2%	1%	4%	1%	1%	1%	1%	1%	2%
											klm						o

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

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

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Unweighted total	2633	1114	1358	1565	925
Effective Weighted Sample	1713	725	884	1013	678
Total	2492	1023	1298	1180	1191
I reported it to the site/ app	785	391	345	322	422
	32%	38%	27%	27%	35%
		b			c
I commented on it to say it was incorrect/ misleading	635	297	294	279	314
	25%	29%	23%	24%	26%
		b			
I shared it online and said it was incorrect/ misleading	344	196	118	141	178
	14%	19%	9%	12%	15%
		b			
I did something else	18	8	10	9	7
	1%	1%	1%	1%	1%
TOTAL - TOOK SOME ACTION	1429	679	646	604	733
	57%	66%	50%	51%	62%
		b			c
I didn't do anything/ I ignored it	1029	335	637	560	441
	41%	33%	49%	47%	37%
			a	d	
Don't know	34	9	15	17	17
	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Follow an online 'how to' tutorial to create or do something of your own	1877	366	410	376	340	213	173	1877	819	1031	599	546	389	324	1145	713	1877
	34%	43%	41%	38%	33%	25%	20%	34%	30%	36%	39%	34%	32%	28%	36%	30%	34%
		defg	defg	efg	ef	f		ef		h	klmop	mo			lmop		mo
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1638	240	372	309	277	243	196	1638	693	920	505	509	324	289	1013	612	1638
	29%	28%	37%	31%	27%	28%	23%	29%	26%	32%	33%	32%	27%	25%	32%	26%	29%
		f	acdefg	f		f		f		h	lmop	lmo			lmop		mo
Add filters to or edit photos	1258	306	346	252	194	106	56	1258	426	804	390	349	290	216	739	506	1258
	22%	36%	35%	25%	19%	12%	6%	22%	16%	28%	25%	22%	24%	19%	23%	21%	22%
		cdefg	cdefg	def	ef	f		def		h	mo		m		m		m
Create an online photo book or calendar	686	126	151	175	133	64	36	686	263	416	247	177	148	111	424	260	686
	12%	15%	15%	18%	13%	7%	4%	12%	10%	15%	16%	11%	12%	10%	13%	11%	12%
		ef	efg	defg	ef	f		ef		h	klmop				mo		m
Create an online scrapbook of ideas, on sites like Pinterest	643	190	175	121	82	44	32	643	198	434	220	175	140	101	396	241	643
	11%	22%	17%	12%	8%	5%	4%	11%	7%	15%	14%	11%	11%	9%	13%	10%	11%
		bcdefg	cdefg	def	ef			def		h	kmop				mo		m
Make a meme or gif	595	175	158	121	94	33	14	595	341	244	187	151	133	115	338	248	595
	11%	20%	16%	12%	9%	4%	2%	11%	13%	9%	12%	9%	11%	10%	11%	10%	11%
		bcdefg	cdefg	ef	ef	f		ef	i		k						
Make or edit music online (such as editing/ cutting or mixing tracks)	458	157	119	88	60	27	8	458	282	162	140	134	112	66	274	177	458
	8%	18%	12%	9%	6%	3%	1%	8%	10%	6%	9%	8%	9%	6%	9%	7%	8%
		bcdefg	defg	def	ef	f		def	i		m	m	m		m		m

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

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Make or modify a website/ app or game	352 6%	97 11%	111 11%	71 7%	48 5%	16 2%	9 1%	352 6%	223 8%	125 4%	153 10%	98 6%	68 6%	29 3%	250 8%	97 4%	352 6%
		cdefg	cdefg	ef	ef			ef	i		klmop	mo	m		lmop	m	mo
Write blogs or articles	343 6%	71 8%	87 9%	76 8%	57 6%	27 3%	26 3%	343 6%	201 7%	133 5%	138 9%	97 6%	59 5%	47 4%	235 7%	105 4%	343 6%
		ef	defg	ef	ef			ef	i		klmop	m			lmo		mo
Make a podcast	210 4%	57 7%	64 6%	49 5%	23 2%	9 1%	7 1%	210 4%	147 5%	54 2%	73 5%	49 3%	51 4%	32 3%	122 4%	83 3%	210 4%
		defg	defg	def	f			ef	i		km						
ANY OF THESE	3616 65%	703 82%	817 82%	716 72%	620 60%	427 50%	333 39%	3616 65%	1681 62%	1883 66%	1111 72%	1054 66%	780 64%	641 55%	2165 69%	1421 60%	3616 65%
		cdefg	cdefg	defg	ef	f		def		h	klmop	mo	mo		lmop	m	mo
None of these	1890 34%	134 16%	162 16%	264 26%	394 38%	416 49%	521 61%	1890 34%	958 36%	924 33%	431 28%	538 33%	422 35%	485 42%	969 31%	907 38%	1890 34%
				ab	abcg	abcdg	abcdg	abc				j	jn	jklnp		jknp	jn
Don't know	94 2%	20 2%	22 2%	20 2%	15 1%	13 2%	4 *%	94 2%	58 2%	31 1%	10 1%	17 1%	18 1%	38 3%	27 1%	56 2%	94 2%
		f	f	f	f			f	i					jklnp	jklnp	jklnp	jklnp

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

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Follow an online 'how to' tutorial to create or do something of your own	1877	1547	187	90	53	1877	1613	264	211	1666	175	829	873	1877	392	773	478
	34%	33%	38%	33%	35%	34%	34%	33%	25%	35%	13%	33%	52%	34%	36%	34%	37%
			ae							h		j	jkm	j			
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1638	1367	149	82	40	1638	1413	224	179	1459	165	719	750	1638	305	710	423
	29%	29%	31%	30%	26%	29%	29%	28%	21%	31%	12%	29%	45%	29%	28%	31%	33%
										h		j	jkm	j			n
Add filters to or edit photos	1258	1044	126	58	30	1258	1110	148	169	1090	95	504	660	1258	255	501	312
	22%	22%	26%	21%	20%	22%	23%	19%	20%	23%	7%	20%	39%	22%	24%	22%	24%
			d				g					j	jkm	j			
Create an online photo book or calendar	686	573	67	28	17	686	599	87	77	609	58	246	380	686	143	272	190
	12%	12%	14%	10%	11%	12%	12%	11%	9%	13%	4%	10%	23%	12%	13%	12%	15%
										h		j	jkm	jk			o
Create an online scrapbook of ideas, on sites like Pinterest	643	526	61	38	18	643	563	80	66	577	52	269	319	643	133	250	150
	11%	11%	13%	14%	12%	11%	12%	10%	8%	12%	4%	11%	19%	11%	12%	11%	12%
										h		j	jkm	j			
Make a meme or gif	595	502	62	21	10	595	556	39	61	534	52	234	309	595	157	222	129
	11%	11%	13%	8%	6%	11%	12%	5%	7%	11%	4%	9%	18%	11%	15%	10%	10%
		d	cd			d	g			h		j	jkm	j	op		

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

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Make or edit music online (such as editing/ cutting or mixing tracks)	458 8%	397 8%	32 6%	21 8%	10 6%	458 8%	415 9%	43 5%	54 6%	404 8%	47 3%	209 8%	203 12%	458 8%	127 12%	163 7%	95 7%
Make or modify a website/ app or game	352 6%	302 6%	26 5%	19 7%	6 4%	352 6%	331 7%	21 3%	28 3%	324 7%	46 3%	155 6%	151 9%	352 6%	75 7%	131 6%	91 7%
Write blogs or articles	343 6%	291 6%	32 7%	14 5%	6 4%	343 6%	306 6%	38 5%	24 3%	319 7%	32 2%	129 5%	182 11%	343 6%	75 7%	151 7%	68 5%
Make a podcast	210 4%	186 4%	14 3%	9 3%	2 1%	210 4%	192 4%	18 2%	16 2%	195 4%	28 2%	83 3%	98 6%	210 4%	61 6%	76 3%	40 3%
ANY OF THESE	3616 65%	3011 64%	331 68%	182 66%	93 61%	3616 65%	3149 66%	467 58%	486 58%	3130 66%	526 39%	1675 67%	1408 84%	3616 65%	777 72%	1441 63%	858 67%
None of these	1890 34%	1597 34%	148 30%	90 33%	55 36%	1890 34%	1568 33%	322 40%	323 38%	1567 33%	785 58%	793 32%	265 16%	1890 34%	288 27%	829 36%	414 32%
Don't know	94 2%	79 2%	9 2%	2 1%	4 2%	94 2%	84 2%	9 1%	32 4%	61 1%	50 4%	28 1%	8 *	94 2%	12 1%	16 1%	11 1%

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

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Follow an online 'how to' tutorial to create or do something of your own	1877	751	1038	963	850
	34%	37%	33%	31%	38%
		b			c
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1638	675	890	856	740
	29%	34%	28%	28%	33%
		b			c
Add filters to or edit photos	1258	518	668	595	622
	22%	26%	21%	19%	28%
		b			c
Create an online photo book or calendar	686	279	364	268	399
	12%	14%	11%	9%	18%
		b			c
Create an online scrapbook of ideas, on sites like Pinterest	643	318	282	285	322
	11%	16%	9%	9%	14%
		b			c
Make a meme or gif	595	279	271	275	282
	11%	14%	9%	9%	12%
		b			c

Columns Tested: a,b - c,d

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Make or edit music online (such as editing/ cutting or mixing tracks)	458	233	187	192	225
	8%	12%	6%	6%	10%
		b			c
Make or modify a website/ app or game	352	183	130	151	172
	6%	9%	4%	5%	8%
		b			c
Write blogs or articles	343	178	138	157	165
	6%	9%	4%	5%	7%
		b			c
Make a podcast	210	113	79	68	124
	4%	6%	3%	2%	5%
		b			c
ANY OF THESE	3616	1458	1927	1787	1659
	65%	72%	61%	58%	73%
		b			c
None of these	1890	533	1212	1234	576
	34%	26%	38%	40%	26%
			a	d	
Don't know	94	22	28	49	23
	2%	1%	1%	2%	1%

Columns Tested: a,b - c,d

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5457	846	943	1086	883	871	828	5457	2554	2843	1444	1480	1062	1425	2924	2487	5457
Effective Weighted Sample	3524	550	626	742	610	537	525	3524	1661	1829	951	986	710	899	1937	1565	3524
Total	5016	847	991	975	940	735	529	5016	2445	2509	1396	1466	1104	1002	2862	2107	5016
I spend too much time doing this	1358 27%	439 52%	384 39%	258 26%	164 17%	82 11%	31 6%	1358 27%	576 24%	762 30%	394 28%	406 28%	295 27%	242 24%	800 28%	538 26%	1358 27%
		bcdefg	cdefg	def	ef	f	def			h	m				m		
I am comfortable with the amount of time I spend doing this	3426 68%	370 44%	552 56%	688 71%	743 79%	615 84%	458 87%	3426 68%	1752 72%	1635 65%	943 68%	1013 69%	753 68%	698 70%	1956 68%	1451 69%	3426 68%
			a	ab	abcg	abcdg	abcdg	ab	i								
I would like to spend more time doing this	138 3%	29 3%	38 4%	19 2%	23 2%	11 2%	18 3%	138 3%	85 3%	52 2%	39 3%	30 2%	37 3%	29 3%	69 2%	66 3%	138 3%
		e	ce						i								
Don't know	94 2%	9 1%	17 2%	10 1%	10 1%	26 4%	21 4%	94 2%	31 1%	60 2%	19 1%	18 1%	19 2%	33 3%	37 1%	52 2%	94 2%
						abcdg	abcdg			h				jklnp		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.

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5457	3773	553	558	573	5457	4668	789	750	4707	1032	2588	1821	5457	1040	2229	1291
Effective Weighted Sample	3524	2714	395	373	428	3524	3030	497	470	3066	648	1633	1241	3524	661	1440	856
Total	5016	4172	449	252	144	5016	4355	661	763	4253	993	2342	1665	5016	1003	2004	1160
I spend too much time doing this	1358 27%	1120 27%	120 27%	72 29%	46 32% ae	1358 27%	1198 28%	160 24%	244 32% i	1114 26%	205 21%	591 25% j	561 34% jkm	1358 27% j	330 33% op	459 23%	311 27% o
I am comfortable with the amount of time I spend doing this	3426 68%	2863 69% d	303 68%	169 67%	91 63%	3426 68% d	2951 68%	476 72%	478 63%	2948 69% h	713 72% l	1648 70% l	1054 63%	3426 68% l	644 64%	1452 72% n	804 69% n
I would like to spend more time doing this	138 3%	111 3%	15 3%	7 3%	4 3%	138 3%	125 3%	13 2%	17 2%	121 3%	36 4%	58 2%	42 3%	138 3%	16 2%	70 4% n	28 2%
Don't know	94 2%	77 2%	11 2%	3 1%	3 2%	94 2%	81 2%	13 2%	24 3% i	70 2%	39 4% klm	44 2% l	9 1%	94 2% l	12 1%	23 1%	17 1%

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

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5457	2076	3001	3446	1709
Effective Weighted Sample	3524	1338	1947	2197	1254
Total	5016	1831	2794	2586	2176
I spend too much time doing this	1358 27%	606 33%	642 23%	618 24%	665 31%
		b			c
I am comfortable with the amount of time I spend doing this	3426 68%	1132 62%	2052 73%	1831 71%	1444 66%
			a	d	
I would like to spend more time doing this	138 3%	62 3%	58 2%	80 3%	45 2%
		b			
Don't know	94 2%	31 2%	40 1%	57 2%	22 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.

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5460	840	927	1064	869	866	894	5460	2459	2943	1434	1472	1065	1443	2906	2508	5460
Effective Weighted Sample	3507	546	615	728	592	533	545	3507	1601	1872	946	967	711	907	1912	1572	3507
Total	5031	845	974	955	931	730	597	5031	2376	2594	1392	1464	1113	1012	2856	2126	5031
I spend too much time doing this	1597	427	456	325	229	116	44	1597	570	1004	475	478	343	278	952	622	1597
	32%	51%	47%	34%	25%	16%	7%	32%	24%	39%	34%	33%	31%	27%	33%	29%	32%
		cdefg	cdefg	def	ef	f		def		h	mo	m			mo		m
I am comfortable with the amount of time I spend doing this	3255	378	477	604	671	600	525	3255	1700	1521	864	943	733	694	1808	1427	3255
	65%	45%	49%	63%	72%	82%	88%	65%	72%	59%	62%	64%	66%	69%	63%	67%	65%
				ab	abcg	abcdg	abcdeg	ab	i					jnp		jn	
I would like to spend more time doing this	115	31	30	15	20	8	10	115	74	36	35	32	26	22	67	48	115
	2%	4%	3%	2%	2%	1%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%
		cefg	e						i								
Don't know	65	8	11	10	11	5	19	65	32	33	19	12	11	18	30	29	65
	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
							abcdeg										

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

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5460	3796	553	549	562	5460	4652	808	753	4707	1120	2516	1802	5460	1044	2246	1277
Effective Weighted Sample	3507	2705	394	366	418	3507	3005	503	467	3051	693	1585	1226	3507	660	1442	850
Total	5031	4187	453	251	141	5031	4339	692	764	4268	1078	2282	1650	5031	1011	2027	1147
I spend too much time doing this	1597 32%	1313 31%	156 35%	78 31%	49 35%	1597 32%	1388 32%	209 30%	295 39%	1302 31%	235 22%	709 31%	650 39%	1597 32%	375 37%	562 28%	377 33%
									i			j	ijk	j	o		o
I am comfortable with the amount of time I spend doing this	3255 65%	2722 65%	280 62%	165 66%	88 62%	3255 65%	2790 64%	465 67%	436 57%	2819 66%	782 72%	1493 65%	967 59%	3255 65%	601 59%	1392 69%	750 65%
										h	klm	l		l		n	n
I would like to spend more time doing this	115 2%	101 2%	8 2%	2 1%	3 2%	115 2%	102 2%	13 2%	14 2%	101 2%	34 3%	54 2%	24 1%	115 2%	24 2%	50 2%	12 1%
											l					p	
Don't know	65 1%	50 1%	9 2%	5 2%	1 1%	65 1%	60 1%	5 1%	19 2%	46 1%	28 3%	27 1%	8 1%	65 1%	12 1%	22 1%	8 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.

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5460	2090	2999	3453	1708
Effective Weighted Sample	3507	1342	1934	2177	1253
Total	5031	1844	2805	2597	2182
I spend too much time doing this	1597 32%	667 36%	821 29%	681 26%	834 38%
		b			c
I am comfortable with the amount of time I spend doing this	3255 65%	1096 59%	1916 68%	1825 70%	1286 59%
			a	d	
I would like to spend more time doing this	115 2%	61 3%	42 2%	50 2%	49 2%
		b			
Don't know	65 1%	20 1%	26 1%	41 2%	14 1%
				d	

Columns Tested: a,b - c,d

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	4303	762	809	895	689	602	546	4303	2078	2171	1111	1129	878	1144	2240	2022	4303
Effective Weighted Sample	2789	499	541	616	469	364	343	2789	1365	1391	745	745	591	726	1490	1280	2789
Total	4096	778	873	795	756	521	374	4096	2078	1965	1126	1160	945	823	2285	1768	4096
I spend too much time doing this	613	160	122	121	104	56	50	613	319	286	169	167	143	127	336	270	613
	15%	21%	14%	15%	14%	11%	13%	15%	15%	15%	15%	14%	15%	15%	15%	15%	15%
		bcdefg		e			e										
I am comfortable with the amount of time I spend doing this	3002	492	616	586	586	426	297	3002	1518	1453	824	863	688	603	1687	1292	3002
	73%	63%	71%	74%	77%	82%	80%	73%	73%	74%	73%	74%	73%	73%	74%	73%	73%
			a	a	ab	abcg	abcg	a									
I would like to spend more time doing this	376	111	113	68	51	25	7	376	200	166	99	104	92	76	203	168	376
	9%	14%	13%	9%	7%	5%	2%	9%	10%	8%	9%	9%	10%	9%	9%	9%	9%
		cdefg		cdefg	ef	f	f	ef									
Don't know	105	15	22	20	15	14	19	105	41	61	34	26	21	18	60	39	105
	3%	2%	3%	2%	2%	3%	5%	3%	2%	3%	3%	2%	2%	2%	3%	2%	3%
							abcdg										

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

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	4303	3024	435	409	435	4303	3699	604	562	3741	739	1981	1567	4303	890	1734	960
Effective Weighted Sample	2789	2170	315	273	320	2789	2407	383	350	2447	470	1250	1067	2789	572	1125	642
Total	4096	3436	354	195	111	4096	3567	530	588	3509	758	1859	1463	4096	897	1629	891
I spend too much time doing this	613 15%	508 15%	56 16%	33 17%	17 15%	613 15%	555 16%	58 11%	96 16%	517 15%	114 15%	260 14%	235 16%	613 15%	162 18%	224 14%	132 15%
I am comfortable with the amount of time I spend doing this	3002 73%	2521 73%	261 74%	142 73%	78 71%	3002 73%	2589 73%	413 78%	412 70%	2590 74%	532 70%	1403 75%	1062 73%	3002 73%	629 70%	1240 76%	663 74%
I would like to spend more time doing this	376 9%	320 9%	29 8%	14 7%	13 11%	376 9%	340 10%	35 7%	58 10%	318 9%	82 11%	152 8%	140 10%	376 9%	96 11%	131 8%	76 8%
Don't know	105 3%	87 3%	9 3%	6 3%	3 3%	105 3%	82 2%	23 4%	22 4%	83 2%	30 4%	44 2%	27 2%	105 3%	10 1%	35 2%	20 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.

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	4303	1762	2250	2596	1449
Effective Weighted Sample	2789	1146	1457	1646	1065
Total	4096	1616	2170	1997	1879
I spend too much time doing this	613 15%	309 19%	249 11%	298 15%	280 15%
I am comfortable with the amount of time I spend doing this	3002 73%	1102 68%	1698 78%	1478 74%	1377 73%
I would like to spend more time doing this	376 9%	175 11%	172 8%	164 8%	187 10%
Don't know	105 3%	31 2%	51 2%	58 3%	35 2%

Columns Tested: a,b - c,d

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

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
I spend too much time doing this	887 16%	217 25%	210 21%	169 17%	120 12%	85 10%	86 10%	887 16%	383 14%	496 17%	247 16%	256 16%	205 17%	174 15%	503 16%	380 16%	887 16%
		cdefg	defg	def			def			h							
I am comfortable with the amount of time I spend doing this	4185 75%	516 60%	668 67%	737 74%	818 80%	720 84%	726 85%	4185 75%	2057 76%	2084 73%	1201 77%	1223 76%	885 73%	848 73%	2424 77%	1733 73%	4185 75%
			a	ab	abcg	abcdg	abcdg	ab	i		lmo	o			lmo		
I would like to spend more time doing this	368 7%	94 11%	94 9%	75 7%	64 6%	27 3%	13 2%	368 7%	183 7%	176 6%	75 5%	109 7%	87 7%	90 8%	184 6%	176 7%	368 7%
		cdefg	defg	ef	ef	f	ef	ef				j	j	j	j	j	j
Don't know	159 3%	30 3%	28 3%	19 2%	26 3%	25 3%	32 4%	159 3%	74 3%	81 3%	30 2%	20 1%	43 4%	52 4%	50 2%	95 4%	159 3%
							c						jkn	jknp	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.

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
I spend too much time doing this	887 16%	740 16%	71 15%	52 19%	24 16%	887 16%	778 16%	110 14%	131 16%	756 16%	158 12%	407 16%	321 19%	887 16%	197 18%	386 17%	171 13%
I am comfortable with the amount of time I spend doing this	4185 75%	3504 75%	364 75%	201 73%	116 77%	4185 75%	3553 74%	632 79%	569 68%	3617 76%	1062 78%	1857 74%	1224 73%	4185 75%	760 71%	1731 76%	1014 79%
I would like to spend more time doing this	368 7%	310 7%	34 7%	15 6%	8 5%	368 7%	333 7%	35 4%	86 10%	282 6%	69 5%	169 7%	129 8%	368 7%	99 9%	122 5%	81 6%
Don't know	159 3%	132 3%	18 4%	6 2%	4 2%	159 3%	138 3%	21 3%	56 7%	103 2%	73 5%	61 2%	8 *%	159 3%	22 2%	47 2%	18 1%

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

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

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
I spend too much time doing this	887 16%	419 21%	385 12%	459 15%	382 17%
I am comfortable with the amount of time I spend doing this	4185 75%	1373 68%	2548 80%	2367 77%	1653 73%
I would like to spend more time doing this	368 7%	167 8%	176 6%	159 5%	182 8%
Don't know	159 3%	54 3%	58 2%	85 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.

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Look up health symptoms	2495	324	431	464	503	421	351	2495	1008	1464	702	758	520	496	1460	1016	2495
	45%	38%	43%	46%	49%	49%	41%	45%	37%	52%	45%	47%	43%	43%	46%	43%	45%
				af	abfg	abfg		a		h		mo			o		
Relax	1900	379	443	390	350	225	113	1900	921	956	556	506	422	391	1062	814	1900
	34%	44%	44%	39%	34%	26%	13%	34%	34%	34%	36%	31%	35%	34%	34%	34%	34%
		defg	cdefg	efg	ef	f		ef			k						
Healthy eating/ nutrition	1868	301	427	399	334	243	164	1868	743	1105	598	558	390	303	1156	693	1868
	33%	35%	43%	40%	32%	28%	19%	33%	28%	39%	38%	35%	32%	26%	37%	29%	33%
		ef	adefg	defg	f	f		ef		h	lmop	mo	m		lmop		mo
Improve your mood/ feel happy	1465	367	375	280	247	153	44	1465	660	782	445	396	313	300	841	613	1465
	26%	43%	37%	28%	24%	18%	5%	26%	24%	28%	29%	25%	26%	26%	27%	26%	26%
		cdefg	cdefg	ef	ef	f		ef		h	k						
Follow a fitness programme/ health tracker	1340	250	374	277	240	136	65	1340	505	816	474	426	244	185	900	429	1340
	24%	29%	37%	28%	23%	16%	8%	24%	19%	29%	31%	26%	20%	16%	28%	18%	24%
		defg	acdefg	efg	ef	f		ef		h	klmop	lmo	m		lmop		lmo
Sleep	1249	317	328	252	217	97	38	1249	552	678	347	358	249	273	706	523	1249
	22%	37%	33%	25%	21%	11%	4%	22%	20%	24%	22%	22%	20%	23%	22%	22%	22%
		cdefg	cdefg	ef	ef	f		ef		h							
Get support when feeling unhappy/ anxious/ worried	1066	282	292	200	165	97	30	1066	380	661	305	292	235	217	597	452	1066
	19%	33%	29%	20%	16%	11%	4%	19%	14%	23%	20%	18%	19%	19%	19%	19%	19%
		cdefg	cdefg	ef	ef	f		ef		h							
Meditate	828	181	244	172	138	74	20	828	347	467	259	273	153	133	532	286	828
	15%	21%	24%	17%	13%	9%	2%	15%	13%	16%	17%	17%	13%	11%	17%	12%	15%
		defg	cdefg	ef	ef	f		ef		h	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.

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Feel energised	626	172	176	114	115	39	11	626	318	300	229	160	134	99	389	233	626
	11%	20%	18%	11%	11%	5%	1%	11%	12%	11%	15%	10%	11%	9%	12%	10%	11%
		cdefg	cdefg	ef	ef	f		ef			klmop				kmo		m
ANY OF THESE	4375	762	916	824	809	613	451	4375	2035	2288	1262	1274	960	842	2536	1802	4375
	78%	89%	92%	82%	79%	72%	53%	78%	75%	81%	81%	79%	79%	72%	80%	76%	78%
		cdefg	cdefg	efg	ef	f		ef		h	mop	mo	m		mo		mo
None of these	1130	65	67	160	206	237	394	1130	622	497	280	322	231	291	602	522	1130
	20%	8%	7%	16%	20%	28%	46%	20%	23%	18%	18%	20%	19%	25%	19%	22%	20%
				ab	ab	abcdg	abcdeg	abc		i				jklnp		jn	
Don't know	95	30	17	16	13	7	12	95	40	52	11	13	29	31	23	60	95
	2%	4%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	3%	1%	3%	2%
		cdefg											jkn	jknp		jknp	jknp
Base for stats	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Mean number of type of app/ site/ online service used (out of 9)	2.3	3.0	3.1	2.5	2.2	1.7	1.0	2.3	2.0	2.5	2.5	2.3	2.2	2.1	2.4	2.1	2.3
		cdefg	cdefg	defg	ef	f		ef		h	klmop	mo			lmop		mo
Standard deviation	2.07	2.17	2.17	2.05	1.97	1.77	1.26	2.07	1.88	2.19	2.15	2.04	1.95	2.05	2.10	2.00	2.07
Standard error	.03	.07	.07	.06	.06	.06	.04	.03	.04	.04	.05	.05	.06	.05	.04	.04	.03

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

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

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Look up health symptoms	2495	2057	242	123	73	2495	2115	379	321	2173	373	1109	1003	2495	466	1106	610
	45%	44%	50%	45%	48%	45%	44%	47%	38%	46%	27%	44%	60%	45%	43%	48%	48%
			ae							h		j	jkm	j		n	
Relax	1900	1565	177	97	61	1900	1651	248	268	1632	261	802	832	1900	431	738	419
	34%	33%	36%	35%	40%	34%	34%	31%	32%	34%	19%	32%	49%	34%	40%	32%	33%
			ae									j	jkm	j	op		
Healthy eating/ nutrition	1868	1539	200	69	60	1868	1609	259	245	1623	222	825	815	1868	358	767	493
	33%	33%	41%	25%	40%	33%	34%	32%	29%	34%	16%	33%	48%	33%	33%	34%	38%
			c		ace	c				h		j	jkm	j			no
Improve your mood/ feel happy	1465	1217	141	68	39	1465	1284	181	199	1266	151	637	676	1465	328	569	332
	26%	26%	29%	25%	26%	26%	27%	23%	24%	27%	11%	26%	40%	26%	30%	25%	26%
							g					j	jkm	j	op		
Follow a fitness programme/ health tracker	1340	1068	155	68	50	1340	1175	165	156	1185	130	569	638	1340	226	531	410
	24%	23%	32%	25%	33%	24%	24%	21%	19%	25%	10%	23%	38%	24%	21%	23%	32%
			ace		ace		g			h		j	jkm	j			no
Sleep	1249	1038	122	50	39	1249	1090	159	178	1072	172	518	554	1249	303	454	268
	22%	22%	25%	18%	26%	22%	23%	20%	21%	23%	13%	21%	33%	22%	28%	20%	21%
			c		c							j	jkm	j	op		
Get support when feeling unhappy/ anxious/ worried	1066	864	116	58	28	1066	933	132	143	923	107	450	510	1066	256	428	225
	19%	18%	24%	21%	18%	19%	19%	17%	17%	19%	8%	18%	30%	19%	24%	19%	18%
			ade									j	jkm	j	op		
Meditate	828	668	97	35	28	828	728	100	103	725	81	326	421	828	182	327	175
	15%	14%	20%	13%	19%	15%	15%	13%	12%	15%	6%	13%	25%	15%	17%	14%	14%
			ace		ace							j	jkm	j			

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

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

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Feel energised	626	513	74	24	15	626	564	62	75	551	80	248	298	626	125	221	161
	11%	11%	15%	9%	10%	11%	12%	8%	9%	12%	6%	10%	18%	11%	12%	10%	13%
			acde				g					j	jkm	j			o
ANY OF THESE	4375	3637	392	219	127	4375	3755	620	648	3728	838	2008	1513	4375	915	1779	994
	78%	78%	80%	80%	84%	78%	78%	78%	77%	78%	62%	80%	90%	78%	85%	78%	77%
					ae							jm	jkm	j	op		
None of these	1130	966	86	55	23	1130	956	173	166	963	480	457	157	1130	151	483	279
	20%	21%	18%	20%	15%	20%	20%	22%	20%	20%	35%	18%	9%	20%	14%	21%	22%
		d				d					klm	l		l		n	n
Don't know	95	83	9	1	2	95	90	5	28	67	44	31	11	95	12	24	10
	2%	2%	2%	*%	1%	2%	2%	1%	3%	1%	3%	1%	1%	2%	1%	1%	1%
		c	c			c	g		i		klm			l			
Base for stats	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Mean number of type of app/ site/ online service used (out of 9)	2.3	2.2	2.7	2.2	2.6	2.3	2.3	2.1	2.0	2.3	1.2	2.2	3.4	2.3	2.5	2.2	2.4
			ace		ace		g		h			j	jkm	jk	o		o
Standard deviation	2.07	2.03	2.42	1.92	2.15	2.07	2.08	1.96	1.85	2.10	1.35	1.83	2.30	2.07	1.98	2.04	2.13
Standard error	.03	.03	.10	.08	.09	.03	.03	.06	.06	.03	.04	.03	.05	.03	.06	.04	.06

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

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

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Look up health symptoms	2495 45%	1026 51% b	1331 42%	1367 45% c	1072 47% d
Relax	1900 34%	767 38% b	986 31%	926 30% c	891 39% d
Healthy eating/ nutrition	1868 33%	718 36% b	1064 34%	918 30% c	900 40% d
Improve your mood/ feel happy	1465 26%	639 32% b	741 23%	714 23% c	696 31% d
Follow a fitness programme/ health tracker	1340 24%	486 24% b	774 24%	625 20% c	671 30% d
Sleep	1249 22%	553 27% b	607 19%	601 20% c	582 26% d
Get support when feeling unhappy/ anxious/ worried	1066 19%	552 27% b	456 14%	481 16% c	537 24% d
Meditate	828 15%	379 19% b	408 13%	400 13% c	386 17% 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.

Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Feel energised	626 11%	263 13%	311 10%	293 10%	289 13%
		b			c
ANY OF THESE	4375 78%	1708 85%	2364 75%	2215 72%	1950 86%
		b			c
None of these	1130 20%	287 14%	765 24%	814 27%	279 12%
			a	d	
Don't know	95 2%	18 1%	39 1%	41 1%	30 1%
Base for stats	5600	2013	3167	3071	2258
Mean number of type of app/ site/ online service used (out of 9)	2.3	2.7 b	2.1	2.1	2.7 c
Standard deviation	2.07	2.16	2.00	2.07	2.04
Standard error	.03	.05	.03	.03	.05

Columns Tested: a,b - c,d

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Disable notifications on devices or use 'Do not Disturb' settings	1523	373	345	306	278	140	81	1523	728	769	481	455	303	275	936	577	1523
	27%	44%	34%	31%	27%	16%	9%	27%	27%	27%	31%	28%	25%	24%	30%	24%	27%
		bcdefg	defg	ef	ef	f		ef			lmop	mo			lmop		mo
Set aside time for yourself when you are not online	1424	228	295	227	255	217	203	1424	616	792	415	439	297	264	854	562	1424
	25%	27%	30%	23%	25%	25%	24%	25%	23%	28%	27%	27%	24%	23%	27%	24%	25%
			cfg							h	m	mo			mo		
Taken a deliberate break from any social media apps	1376	308	341	266	273	122	66	1376	652	702	394	423	310	230	817	540	1376
	25%	36%	34%	27%	27%	14%	8%	25%	24%	25%	25%	26%	25%	20%	26%	23%	25%
		cdefg	cdefg	ef	ef	f		ef			m	mo	m		mo		m
Deleted apps because you spend too much time on them	1267	275	315	262	224	121	71	1267	543	707	401	365	241	247	766	488	1267
	23%	32%	31%	26%	22%	14%	8%	23%	20%	25%	26%	23%	20%	21%	24%	20%	23%
		cdefg	cdefg	efg	ef	f		ef		h	lmop				lo		
Chosen not to take devices such as phones or tablets to bed with you	1188	156	217	178	202	199	235	1188	567	604	397	329	243	214	726	457	1188
	21%	18%	22%	18%	20%	23%	27%	21%	21%	21%	26%	20%	20%	18%	23%	19%	21%
						ac	abcdg	c			klmop				mo		m
Deleted apps because they are bad for your mental health/ self-esteem	773	208	224	157	105	53	27	773	348	410	234	249	146	135	482	281	773
	14%	24%	22%	16%	10%	6%	3%	14%	13%	14%	15%	15%	12%	12%	15%	12%	14%
		cdefg	cdefg	def	ef	f		def			mo	lmo			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.

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Taken a deliberate break from any other apps	690	160	156	124	123	75	52	690	352	322	206	210	141	121	416	262	690
	12%	19%	16%	12%	12%	9%	6%	12%	13%	11%	13%	13%	12%	10%	13%	11%	12%
		cdefg	efg	ef	f			ef			m				mo		
Used an app to help reduce your 'screen time' / time spent using devices	546	170	181	97	71	18	8	546	279	254	183	161	109	85	344	194	546
	10%	20%	18%	10%	7%	2%	1%	10%	10%	9%	12%	10%	9%	7%	11%	8%	10%
		cdefg	cdefg	ef	ef			def			mo	m			mo		m
ANY OF THESE	3863	724	821	715	694	495	414	3863	1872	1945	1157	1107	835	736	2264	1571	3863
	69%	84%	82%	72%	67%	58%	48%	69%	69%	69%	75%	69%	68%	63%	72%	66%	69%
		cdefg	cdefg	ef	ef	f		ef			klmop	m	m		mop		mo
None of these	1622	107	160	258	319	350	429	1622	767	838	377	482	356	395	859	751	1622
	29%	12%	16%	26%	31%	41%	50%	29%	28%	30%	24%	30%	29%	34%	27%	31%	29%
			ab	abc	abcdg	abcdg	ab					j	j	jlnp		jn	j
Don't know	116	27	19	27	16	12	15	116	58	55	19	19	29	33	38	62	116
	2%	3%	2%	3%	2%	1%	2%	2%	2%	2%	1%	1%	2%	3%	1%	3%	2%
		e											n	jkn		jkn	n
SUMMARY																	
TAKING A BREAK FROM ANY APP	1690	374	419	328	312	166	91	1690	831	832	490	508	380	290	999	671	1690
	30%	44%	42%	33%	30%	19%	11%	30%	31%	29%	32%	32%	31%	25%	32%	28%	30%
		cdefg	cdefg	ef	ef	f		ef			m	mo	m		mo		m
DELETING ANY APPS	1657	377	429	330	282	151	89	1657	755	877	521	492	316	310	1013	626	1657
	30%	44%	43%	33%	27%	18%	10%	30%	28%	31%	34%	31%	26%	27%	32%	26%	30%
		cdefg	cdefg	def	ef	f		ef		h	lmop	lmo			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.

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Disable notifications on devices or use 'Do not Disturb' settings	1523	1262	143	75	43	1523	1340	183	166	1357	174	639	710	1523	313	595	376
	27%	27%	29%	27%	28%	27%	28%	23%	20%	29%	13%	26%	42%	27%	29%	26%	29%
							g			h		j	jkm	j			
Set aside time for yourself when you are not online	1424	1197	124	66	36	1424	1232	192	163	1261	227	618	570	1424	263	605	351
	25%	26%	25%	24%	24%	25%	26%	24%	19%	26%	17%	25%	34%	25%	24%	26%	27%
										h		j	jkm	j			
Taken a deliberate break from any social media apps	1376	1147	123	70	37	1376	1207	169	202	1175	169	588	616	1376	313	530	297
	25%	24%	25%	25%	24%	25%	25%	21%	24%	25%	12%	24%	37%	25%	29%	23%	23%
							g					j	jkm	j	op		
Deleted apps because you spend too much time on them	1267	1038	124	67	38	1267	1108	159	183	1084	172	554	538	1267	274	474	303
	23%	22%	25%	24%	25%	23%	23%	20%	22%	23%	13%	22%	32%	23%	25%	21%	24%
												j	jkm	j	o		
Chosen not to take devices such as phones or tablets to bed with you	1188	981	127	51	29	1188	1017	171	112	1076	223	518	443	1188	246	520	264
	21%	21%	26%	18%	19%	21%	21%	21%	13%	23%	16%	21%	26%	21%	23%	23%	21%
			acde							h		j	jkm	j			
Deleted apps because they are bad for your mental health/ self-esteem	773	642	63	44	24	773	675	98	85	688	91	335	346	773	182	279	185
	14%	14%	13%	16%	16%	14%	14%	12%	10%	14%	7%	13%	21%	14%	17%	12%	14%
										h		j	jkm	j	o		

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

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Taken a deliberate break from any other apps	690	566	65	37	22	690	612	78	103	587	92	288	309	690	142	270	163
	12%	12%	13%	13%	15%	12%	13%	10%	12%	12%	7%	12%	18%	12%	13%	12%	13%
							g					j	jkm	j			
Used an app to help reduce your 'screen time'/ time spent using devices	546	463	51	20	12	546	486	60	75	471	70	224	253	546	151	190	106
	10%	10%	10%	7%	8%	10%	10%	7%	9%	10%	5%	9%	15%	10%	14%	8%	8%
							g					j	jkm	j	op		
ANY OF THESE	3863	3233	333	191	105	3863	3348	514	550	3312	724	1759	1366	3863	821	1542	880
	69%	69%	68%	70%	70%	69%	70%	64%	65%	70%	53%	71%	81%	69%	76%	67%	69%
							g					j	jkm	j	op		
None of these	1622	1357	143	79	43	1622	1348	274	260	1362	572	703	306	1622	239	714	390
	29%	29%	29%	29%	28%	29%	28%	34%	31%	29%	42%	28%	18%	29%	22%	31%	30%
							f				klm	l		l		n	n
Don't know	116	96	12	4	3	116	105	11	31	84	66	33	10	116	18	30	14
	2%	2%	2%	2%	2%	2%	2%	1%	4%	2%	5%	1%	1%	2%	2%	1%	1%
									i		klm			l			
SUMMARY																	
TAKING A BREAK FROM ANY APP	1690	1406	151	87	46	1690	1488	203	255	1435	227	751	709	1690	383	659	361
	30%	30%	31%	32%	31%	30%	31%	25%	30%	30%	17%	30%	42%	30%	36%	29%	28%
							g					j	jkm	j	op		
DELETING ANY APPS	1657	1373	146	91	47	1657	1453	204	224	1433	237	733	685	1657	367	622	391
	30%	29%	30%	33%	31%	30%	30%	26%	27%	30%	17%	29%	41%	30%	34%	27%	30%
							g					j	jkm	j	o		

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

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Disable notifications on devices or use 'Do not Disturb' settings	1523 27%	684 34%	758 24%	752 25%	716 32%
		b			c
Set aside time for yourself when you are not online	1424 25%	549 27%	786 25%	805 26%	579 26%
Taken a deliberate break from any social media apps	1376 25%	624 31%	658 21%	632 21%	669 30%
		b			c
Deleted apps because you spend too much time on them	1267 23%	551 27%	634 20%	605 20%	598 27%
		b			c
Chosen not to take devices such as phones or tablets to bed with you	1188 21%	444 22%	672 21%	682 22%	470 21%
Deleted apps because they are bad for your mental health/ self-esteem	773 14%	380 19%	338 11%	350 11%	380 17%
		b			c

Columns Tested: a,b - c,d

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Taken a deliberate break from any other apps	690 12%	325 16%	316 10%	344 11%	311 14%
		b			c
Used an app to help reduce your 'screen time'/ time spent using devices	546 10%	254 13%	249 8%	251 8%	261 12%
		b			c
ANY OF THESE	3863 69%	1546 77%	2052 65%	1986 65%	1687 75%
		b			c
None of these	1622 29%	435 22%	1067 34% a	1028 33% d	535 24%
Don't know	116 2%	32 2%	48 2%	56 2%	35 2%
SUMMARY					
TAKING A BREAK FROM ANY APP	1690 30%	760 38%	815 26%	785 26%	810 36%
		b			c
DELETING ANY APPS	1657 30%	739 37%	803 25%	774 25%	793 35%
		b			c

Columns Tested: a,b - c,d

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
1	721 13%	53 6%	69 7%	58 6%	131 13%	173 20%	236 28%	721 13%	388 14%	324 11%	147 9%	216 13%	107 9%	243 21%	363 11%	350 15%	721 13%
					abc	abcdg	abcdeg	abc	i			jl		ijklnop	l	jl	jl
2	1507 27%	124 14%	206 21%	144 14%	216 21%	328 38%	489 57%	1507 27%	738 27%	762 27%	446 29%	455 28%	291 24%	310 27%	900 28%	600 25%	1507 27%
			ac		ac	abcdg	abcdeg	abcd			lo	l			lo		
3	1354 24%	192 22%	311 31%	296 30%	264 26%	203 24%	87 10%	1354 24%	594 22%	744 26%	385 25%	397 25%	318 26%	245 21%	782 25%	563 24%	1354 24%
		f	adefg	aefg	f	f	f	f		h	m	m	m		m		m
4	1156 21%	185 22%	247 25%	322 32%	259 25%	113 13%	30 4%	1156 21%	543 20%	601 21%	353 23%	313 19%	286 23%	199 17%	666 21%	485 20%	1156 21%
		ef	efg	abdefg	efg	f		ef			m		km		m	m	m
5-6	570 10%	194 23%	98 10%	124 12%	117 11%	30 4%	6 1%	570 10%	275 10%	283 10%	150 10%	152 9%	164 13%	94 8%	302 10%	258 11%	570 10%
		bcdefg	ef	ef	ef	f		ef					jkmp		m	m	m
7-9	88 2%	37 4%	23 2%	21 2%	6 1%	1 *	- -%	88 2%	42 2%	44 2%	27 2%	21 1%	10 1%	26 2%	48 2%	36 2%	88 2%
		bcdefg	def	def	f			def						l			
10 or more	5 *%	5 1%	- -%	- -%	- -%	- -%	- -%	5 *%	- -%	5 *%	3 *%	1 *%	- -%	- -%	5 *%	- -%	5 *%
		cfg															
Prefer not to say	199 4%	67 8%	46 5%	34 3%	35 3%	7 1%	9 1%	199 4%	117 4%	74 3%	42 3%	54 3%	44 4%	48 4%	95 3%	93 4%	199 4%
		bcdefg	ef	ef	ef			ef	i								

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

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

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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
1	721 13%	587 13%	71 15%	41 15%	22 14%	721 13%	631 13%	90 11%	83 10%	638 13%	227 17%	340 14%	142 8%	721 13%	149 14%	324 14%	179 14%
2	1507 27%	1234 26%	154 32%	78 28%	41 27%	1507 27%	1246 26%	262 33%	173 21%	1334 28%	423 31%	644 26%	410 24%	1507 27%	126 12%	722 32%	467 36%
3	1354 24%	1143 24%	115 24%	64 23%	31 21%	1354 24%	1158 24%	196 25%	233 28%	1121 24%	281 21%	631 25%	431 26%	1354 24%	162 15%	747 33%	264 21%
4	1156 21%	981 21%	97 20%	49 18%	29 19%	1156 21%	999 21%	156 20%	175 21%	981 21%	212 16%	509 20%	432 26%	1156 21%	291 27%	443 19%	252 20%
5-6	570 10%	486 10%	34 7%	29 11%	21 14%	570 10%	505 11%	65 8%	105 12%	465 10%	97 7%	261 10%	209 12%	570 10%	300 28%	50 2%	106 8%
7-9	88 2%	73 2%	7 1%	5 2%	3 2%	88 2%	82 2%	6 1%	15 2%	73 2%	19 1%	38 2%	31 2%	88 2%	49 5%	- -%	16 1%
10 or more	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	3 *%	1 *%	3 *%	1 *%	- -%	5 *%	1 *%	- -%	- -%
Prefer not to say	199 4%	177 4%	9 2%	9 3%	4 3%	199 4%	176 4%	23 3%	54 6%	145 3%	98 7%	71 3%	25 2%	199 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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
1	721 13%	284 14%	390 12%	721 23% d	- -%
2	1507 27%	532 26%	900 28%	1296 42% d	201 9%
3	1354 24%	472 23%	775 24%	549 18%	782 35% c
4	1156 21%	383 19%	694 22% a	305 10%	838 37% c
5-6	570 10%	228 11% b	291 9%	173 6%	381 17% c
7-9	88 2%	38 2%	42 1%	26 1%	56 2% c
10 or more	5 *%	- -%	1 *%	1 *%	- -%
Prefer not to say	199 4%	77 4% b	74 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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Yes	2304	262	589	728	533	173	19	2304	1006	1272	707	614	557	412	1321	969	2304
	41%	31%	59%	73%	52%	20%	2%	41%	37%	45%	46%	38%	46%	35%	42%	41%	41%
		ef	adefg	abdefg	aefg	f		aef		h	kmnop		kmop		m	m	m
No	3071	515	362	237	454	675	828	3071	1566	1476	799	934	615	698	1733	1312	3071
	55%	60%	36%	24%	44%	79%	97%	55%	58%	52%	51%	58%	50%	60%	55%	55%	55%
		bcdg	c		bc	abcdg	abcdeg	bcd	i			jl		jlnop	l	l	l
Prefer not to say	225	80	49	35	42	10	10	225	125	89	47	60	48	54	108	102	225
	4%	9%	5%	4%	4%	1%	1%	4%	5%	3%	3%	4%	4%	5%	3%	4%	4%
		bcdefg	ef	ef	ef			ef	i								

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

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

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	POTENTIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Yes	2304	1939	207	101	58	2304	2012	292	421	1883	363	1030	899	2304	560	966	493
	41%	41%	42%	37%	38%	41%	42%	37%	50%	40%	27%	41%	53%	41%	52%	42%	38%
							g		i			j	jkm	j	op		
No	3071	2548	269	165	89	3071	2589	482	355	2715	895	1378	753	3071	518	1320	790
	55%	54%	55%	60%	59%	55%	54%	60%	42%	57%	66%	55%	45%	55%	48%	58%	62%
				ae			f		h		klm	l	l	l	n	n	n
Prefer not to say	225	199	12	9	5	225	201	24	66	159	103	87	30	225	-	-	-
	4%	4%	2%	3%	3%	4%	4%	3%	8%	3%	8%	3%	2%	4%	-%	-%	-%
									i		klm	l	l	l			

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

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

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Yes	2304 41%	771 38%	1359 43%	- -%	2258 100%
			a		c
No	3071 55%	1157 57%	1728 55%	3071 100%	- -%
				d	
Prefer not to say	225 4%	85 4%	79 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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
None/ no children aged under 18 living at home	3071	515	362	237	454	675	828	3071	1566	1476	799	934	615	698	1733	1312	3071
	55%	60%	36%	24%	44%	79%	97%	55%	58%	52%	51%	58%	50%	60%	55%	55%	55%
		bcdg	c		bc	abcdg	abcdeg	bcd	i			jl		jlnop	l	l	l
1	1129	143	292	290	271	119	14	1129	476	643	336	310	273	207	646	479	1129
	20%	17%	29%	29%	26%	14%	2%	20%	18%	23%	22%	19%	22%	18%	20%	20%	20%
		f	aefg	aefg	aefg	f		ef		h	m		m				
2	851	80	216	315	195	38	5	851	389	453	280	225	211	130	505	341	851
	15%	9%	22%	32%	19%	4%	1%	15%	14%	16%	18%	14%	17%	11%	16%	14%	15%
		ef	aefg	abdefg	aefg	f		aef			kmop		m		m	m	m
3	208	15	43	88	51	11	-	208	94	110	62	50	44	48	113	92	208
	4%	2%	4%	9%	5%	1%	-%	4%	3%	4%	4%	3%	4%	4%	4%	4%	4%
		f	aef	abdefg	aef	f		aef									
4	49	4	18	16	11	*	-	49	18	30	7	13	14	14	20	28	49
	1%	*%	2%	2%	1%	*%	-%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
			aefg	aef	ef			ef								j	
5 or more	37	3	13	15	3	4	-	37	13	24	13	5	9	11	18	20	37
	1%	*%	1%	1%	*%	*%	-%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%
			df	adefg				f									
Prefer not to say	256	96	57	39	44	11	10	256	140	101	55	71	54	57	127	111	256
	5%	11%	6%	4%	4%	1%	1%	5%	5%	4%	4%	4%	4%	5%	4%	5%	5%
		bcddefg	ef	ef	ef			ef	i								

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

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
None/ no children aged under 18 living at home	3071	2548	269	165	89	3071	2589	482	355	2715	895	1378	753	3071	518	1320	790
	55%	54%	55%	60%	59%	55%	54%	60%	42%	57%	66%	55%	45%	55%	48%	58%	62%
				ae				f		h	klm	l		l		n	n
1	1129	944	109	48	27	1129	992	137	208	921	191	502	431	1129	189	592	234
	20%	20%	22%	18%	18%	20%	21%	17%	25%	19%	14%	20%	26%	20%	18%	26%	18%
									i			j	jkm	j		np	
2	851	722	69	38	21	851	732	119	151	699	120	397	330	851	215	330	196
	15%	15%	14%	14%	14%	15%	15%	15%	18%	15%	9%	16%	20%	15%	20%	14%	15%
												j	jkm	j	op		
3	208	176	16	9	7	208	183	25	34	173	25	79	101	208	95	44	52
	4%	4%	3%	3%	5%	4%	4%	3%	4%	4%	2%	3%	6%	4%	9%	2%	4%
												j	jkm	j	op		o
4	49	39	4	4	1	49	42	6	13	35	5	22	21	49	39	-	5
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	*%	1%	1%	1%	4%	-%	*%
													j	op			o
5 or more	37	31	5	1	1	37	32	5	5	32	9	16	12	37	21	-	6
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	*%
														op			o
Prefer not to say	256	226	16	9	5	256	231	25	75	181	117	100	34	256	-	-	-
	5%	5%	3%	3%	3%	5%	5%	3%	9%	4%	9%	4%	2%	5%	-%	-%	-%
									i		klm	l		l			

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

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
None/ no children aged under 18 living at home	3071 55%	1157 57%	1728 55%	3071 100%	- -%
1	1129 20%	388 19%	664 21%	- -%	1126 50%
					c
2	851 15%	253 13%	533 17%	- -%	842 37%
			a		c
3	208 4%	74 4%	124 4%	- -%	208 9%
					c
4	49 1%	22 1%	17 1%	- -%	49 2%
					c
5 or more	37 1%	16 1%	17 1%	- -%	34 2%
					c
Prefer not to say	256 5%	104 5%	83 3%	- -%	- -%
		b			

Columns Tested: a,b - c,d

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
None/ no children aged under 18 living at home	3071	515	362	237	454	675	828	3071	1566	1476	799	934	615	698	1733	1312	3071
	55%	60%	36%	24%	44%	79%	97%	55%	58%	52%	51%	58%	50%	60%	55%	55%	55%
		bcdg	c		bc	abcdg	abcdeg	bcd	i			jl		jlnop	l	l	l
Under 1 year old	179	40	79	49	4	5	2	179	66	113	72	35	37	33	108	70	179
	3%	5%	8%	5%	*%	1%	*%	3%	2%	4%	5%	2%	3%	3%	3%	3%	3%
		def	acdefg	defg				def		h	kmop						
1-4 years old	627	79	311	180	46	10	1	627	235	388	180	167	171	107	347	278	627
	11%	9%	31%	18%	4%	1%	*%	11%	9%	14%	12%	10%	14%	9%	11%	12%	11%
		def	acdefg	adefg	ef	f		def		h			kmnp			m	
5-7 years old	529	42	192	211	74	10	1	529	238	285	161	134	117	112	295	229	529
	9%	5%	19%	21%	7%	1%	*%	9%	9%	10%	10%	8%	10%	10%	9%	10%	9%
		ef	adefg	adefg	ef	f		aef									
8-11 years old	717	38	149	328	173	24	4	717	325	383	220	189	162	140	409	302	717
	13%	4%	15%	33%	17%	3%	1%	13%	12%	13%	14%	12%	13%	12%	13%	13%	13%
		f	aef	abdefg	aefg	f		aef									
12-15 years old	795	55	87	286	281	78	7	795	363	423	240	214	203	137	454	340	795
	14%	6%	9%	29%	27%	9%	1%	14%	13%	15%	15%	13%	17%	12%	14%	14%	14%
		f	f	abefg	abefg	f		abef			m		km		m		m
16-17 years old	432	43	16	105	177	84	8	432	193	239	131	113	105	82	245	187	432
	8%	5%	2%	10%	17%	10%	1%	8%	7%	8%	8%	7%	9%	7%	8%	8%	8%
		bf		abfg	abcefg	abf		abf									
Prefer not to say	271	105	57	42	46	11	10	271	149	106	60	72	61	60	132	121	271
	5%	12%	6%	4%	4%	1%	1%	5%	6%	4%	4%	4%	5%	5%	4%	5%	5%
		bcdefg	ef	ef	ef			ef	i								

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

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
None/ no children aged under 18 living at home	3071	2548	269	165	89	3071	2589	482	355	2715	895	1378	753	3071	518	1320	790
	55%	54%	55%	60%	59%	55%	54%	60%	42%	57%	66%	55%	45%	55%	48%	58%	62%
			ae					f		h	klm	l	l		n	n	
Under 1 year old	179	146	19	7	7	179	151	28	26	153	29	66	84	179	52	80	39
	3%	3%	4%	3%	5%	3%	3%	4%	3%	3%	2%	3%	5%	3%	5%	3%	3%
													jkm				
1-4 years old	627	537	47	25	17	627	556	71	117	510	88	286	253	627	173	259	121
	11%	11%	10%	9%	11%	11%	12%	9%	14%	11%	6%	11%	15%	11%	16%	11%	9%
									i			j	jkm	j	op		
5-7 years old	529	441	48	27	13	529	461	68	94	435	58	246	226	529	160	207	100
	9%	9%	10%	10%	9%	9%	10%	9%	11%	9%	4%	10%	13%	9%	15%	9%	8%
												j	jkm	j	op		
8-11 years old	717	605	57	35	20	717	615	101	122	594	89	338	287	717	219	256	156
	13%	13%	12%	13%	13%	13%	13%	13%	14%	12%	7%	14%	17%	13%	20%	11%	12%
												j	jkm	j	op		
12-15 years old	795	669	74	32	18	795	684	110	135	659	99	355	331	795	228	288	195
	14%	14%	15%	12%	12%	14%	14%	14%	16%	14%	7%	14%	20%	14%	21%	13%	15%
												j	jkm	j	op		
16-17 years old	432	352	44	25	11	432	377	55	75	357	80	183	167	432	118	158	104
	8%	8%	9%	9%	7%	8%	8%	7%	9%	7%	6%	7%	10%	8%	11%	7%	8%
													jkm	o			
Prefer not to say	271	240	17	10	5	271	245	27	80	192	123	108	35	271	3	5	2
	5%	5%	4%	4%	3%	5%	5%	3%	9%	4%	9%	4%	2%	5%	0%	0%	0%
									i		klm	l	l	l			

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

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
None/ no children aged under 18 living at home	3071 55%	1157 57%	1728 55%	3071 100%	- -%
Under 1 year old	179 3%	61 3%	104 3%	- -%	179 8%
					c
1-4 years old	627 11%	202 10%	376 12%	- -%	627 28%
					c
5-7 years old	529 9%	179 9%	314 10%	- -%	529 23%
					c
8-11 years old	717 13%	218 11%	450 14%	- -%	717 32%
			a		c
12-15 years old	795 14%	254 13%	496 16%	- -%	795 35%
			a		c
16-17 years old	432 8%	162 8%	244 8%	- -%	432 19%
					c
Prefer not to say	271 5%	110 5%	85 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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	5009	680	877	916	932	777	826	5009	2390	2574	1431	1447	1070	1027	2878	2097	5009
	89%	79%	88%	92%	91%	91%	96%	89%	89%	91%	92%	90%	88%	88%	91%	88%	89%
			a	ab	a	a	abcdeg	a		h	lmop				lmop		
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	1765	388	355	287	329	226	181	1765	861	878	512	505	414	319	1017	733	1765
	32%	45%	36%	29%	32%	26%	21%	32%	32%	31%	33%	31%	34%	27%	32%	31%	32%
		bcdefg	cefg	f	ef	f		ef			m	m	m		m		m
ACCESS TO THE INTERNET AT HOME	5471	824	974	980	1006	839	847	5471	2639	2779	1534	1577	1198	1125	3110	2322	5471
	98%	96%	97%	98%	98%	98%	99%	98%	98%	98%	99%	98%	98%	97%	98%	97%	98%
				a			abg	a			mop	m	m		mo		
Neither – Do not connect to the internet at home	35	4	7	9	7	4	4	35	26	10	4	7	9	14	11	24	35
	1%	1%	1%	1%	1%	*%	*%	1%	1%	10%	4%	7%	9%	14%	11%	24%	35%
									i	*	*	*	1%	1%	*	1%	1%
														jn	jn		
Don't know	94	29	20	11	15	14	6	94	33	48	15	25	13	25	40	38	94
	2%	3%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%
		cdfg	f					f						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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	5009	4179	437	251	142	5009	4267	742	685	4324	1122	2244	1592	5009	931	2123	1206
	89%	89%	90%	91%	94%	89%	89%	93%	81%	91%	82%	90%	95%	89%	86%	93%	94%
					abe			f		h		j	jkm	j		n	n
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1765	1486	158	79	43	1765	1553	212	229	1536	321	746	692	1765	380	672	422
	32%	32%	32%	29%	28%	32%	32%	27%	27%	32%	24%	30%	41%	32%	35%	29%	33%
							g			h		j	jkm	j	o		
ACCESS TO THE INTERNET AT HOME	5471	4573	478	271	148	5471	4686	785	800	4670	1282	2462	1674	5471	1064	2265	1271
	98%	98%	98%	99%	98%	98%	98%	98%	95%	98%	94%	99%	100%	98%	99%	99%	99%
										h		jm	jkm	j			
Neither – Do not connect to the internet at home	35	29	4	2	1	35	29	6	12	24	19	9	2	35	7	11	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					*				i	*	klm	*	*	l		*	*
Don't know	94	84	6	2	2	94	86	8	30	64	61	24	5	94	7	10	10
	2%	2%	1%	1%	1%	2%	2%	1%	4%	1%	4%	1%	1%	2%	1%	1%	1%
									i		klm	l	*	kl		*	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	5009 89%	1747 87%	2959 93% a	2779 91%	2083 92%
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1765 32%	746 37% b	899 28%	910 30%	742 33% c
ACCESS TO THE INTERNET AT HOME	5471 98%	1981 98%	3123 99%	3010 98%	2236 99% c
Neither – Do not connect to the internet at home	35 1%	13 1%	18 1%	17 1%	12 1%
Don't know	94 2%	19 1%	26 1%	44 1%	10 *% d

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
I have no formal qualifications (and I am not still studying)	280	19	29	26	36	46	123	280	126	151	35	32	57	152	68	209	280
	5%	2%	3%	3%	4%	5%	14%	5%	5%	5%	2%	2%	5%	13%	2%	9%	5%
						abc	abcdeg	abc					jkn	jklnop		jklnp	jkn
Entry level qualification such as ESOL, ELC or Skills for Life	60	11	25	8	9	3	5	60	41	17	10	9	20	22	19	42	60
	1%	1%	2%	1%	1%	*%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%
			cdefg						i				jkn	jknp		jknp	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	604	91	92	112	144	97	66	604	319	281	80	146	155	216	227	371	604
	11%	11%	9%	11%	14%	11%	8%	11%	12%	10%	5%	9%	13%	19%	7%	16%	11%
				f	bfg	f		f				j	jkn	jklnop	j	jknp	jn
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	1017	176	125	160	184	222	150	1017	463	545	148	246	300	314	394	614	1017
	18%	21%	12%	16%	18%	26%	17%	18%	17%	19%	10%	15%	25%	27%	12%	26%	18%
		bc			b	abcdfg	b	b				jn	jknp	jknp	j	jknp	jknp
Level 1-2 vocational qualification or intermediate apprenticeship	264	32	38	48	57	45	43	264	122	138	40	58	97	68	99	165	264
	5%	4%	4%	5%	6%	5%	5%	5%	5%	5%	3%	4%	8%	6%	3%	7%	5%
													jknp	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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	726	145	132	143	102	103	101	726	346	375	188	272	150	109	461	260	726
	13%	17%	13%	14%	10%	12%	12%	13%	13%	13%	12%	17%	12%	9%	15%	11%	13%
		defg		d				d			m	jlmp	m		mo		mo
Level 3 vocational qualification or advanced apprenticeship	365	36	75	85	80	39	50	365	145	215	61	104	134	65	165	199	365
	7%	4%	7%	8%	8%	5%	6%	7%	5%	8%	4%	6%	11%	6%	5%	8%	7%
			ae	aef	ae			a		h		j	jkmp		jmnp		jn
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	381	38	56	84	85	59	59	381	182	193	117	134	74	54	252	127	381
	7%	4%	6%	8%	8%	7%	7%	7%	7%	7%	8%	8%	6%	5%	8%	5%	7%
				ab	a			a			mo	mo			mo		mo
Level 4-5 vocational qualification or higher apprenticeship	177	20	25	25	26	37	44	177	96	77	50	57	50	18	107	67	177
	3%	2%	2%	2%	3%	4%	5%	3%	4%	3%	3%	4%	4%	2%	3%	3%	3%
							abcdg				m	m	m		m	m	m
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	1015	121	248	183	205	124	133	1015	488	516	456	370	124	62	826	186	1015
	18%	14%	25%	18%	20%	15%	15%	18%	18%	18%	29%	23%	10%	5%	26%	8%	18%
			acdefg	a	aef			ae			klmp	lmop	m		lmop	m	lmo
Level 6 vocational qualification or degree apprenticeship	57	6	8	11	12	7	12	57	34	21	34	10	7	6	44	13	57
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
											klmp				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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
University higher degree (e.g. Masters, PhD or equivalent)	493	64	133	106	71	62	57	493	258	234	314	117	37	25	431	61	493
	9%	8%	13%	11%	7%	7%	7%	9%	10%	8%	20%	7%	3%	2%	14%	3%	9%
			adefg	def				f			klmnop	lmo			klmop		lmo
Still studying/ still at school	51	47	2	1	1	-	-	51	30	16	5	29	5	10	34	16	51
	1%	6%	*%	*%	*%	-%	-%	1%	1%	1%	*%	2%	*%	1%	1%	1%	1%
		bcdefg						cdef				jlop			j		
Don't know	43	17	5	3	9	3	6	43	15	26	4	5	4	24	9	27	43
	1%	2%	*%	*%	1%	*%	1%	1%	1%	1%	*%	*%	*%	2%	*%	1%	1%
		bcefg												jklnp		jkln	n
Prefer not to say	68	32	7	5	6	10	8	68	32	31	9	18	7	19	27	26	68
	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		bcdefg												jln			

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

All interviewing conducted using an online panel. Any break column with 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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
I have no formal qualifications (and I am not still studying)	280	227	33	14	6	280	231	49	62	218	150	92	25	280	78	106	17
	5%	5%	7%	5%	4%	5%	5%	6%	7%	5%	11%	4%	1%	5%	7%	5%	1%
			d						i		klm	l		kl	op	p	
Entry level qualification such as ESOL, ELC or Skills for Life	60	52	2	4	3	60	57	4	12	49	23	27	9	60	22	13	4
	1%	1%	*%	1%	2%	1%	1%	*%	1%	1%	2%	1%	1%	1%	2%	1%	*%
					b						l				op		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	604	510	56	26	12	604	519	85	118	486	191	294	113	604	177	254	58
	11%	11%	12%	9%	8%	11%	11%	11%	14%	10%	14%	12%	7%	11%	16%	11%	5%
									i		lm	l		l	op	p	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	1017	888	56	52	22	1017	860	157	183	834	293	491	213	1017	246	453	155
	18%	19%	11%	19%	14%	18%	18%	20%	22%	18%	22%	20%	13%	18%	23%	20%	12%
		bd		b		bd			i		lm	l		l	p	p	
Level 1-2 vocational qualification or intermediate apprenticeship	264	232	9	15	8	264	223	41	55	209	76	115	71	264	67	110	47
	5%	5%	2%	5%	5%	5%	5%	5%	7%	4%	6%	5%	4%	5%	6%	5%	4%
		b		b	b	b			i						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.

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	726	581	78	42	24	726	641	85	88	638	150	330	243	726	119	333	196
	13%	12%	16%	15%	16%	13%	13%	11%	10%	13%	11%	13%	14%	13%	11%	15%	15%
			a		a								j		n	n	
Level 3 vocational qualification or advanced apprenticeship	365	321	24	14	6	365	306	59	51	314	78	159	126	365	77	170	58
	7%	7%	5%	5%	4%	7%	6%	7%	6%	7%	6%	6%	7%	7%	7%	7%	5%
		d				d									p	p	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	381	292	60	18	11	381	303	78	63	318	61	189	126	381	71	163	78
	7%	6%	12%	7%	7%	7%	6%	10%	7%	7%	5%	8%	7%	7%	7%	7%	6%
			acde					f				j	j	j			
Level 4-5 vocational qualification or higher apprenticeship	177	158	8	8	3	177	157	20	14	163	45	89	42	177	25	89	47
	3%	3%	2%	3%	2%	3%	3%	3%	2%	3%	3%	4%	3%	3%	2%	4%	4%
										h							
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	1015	831	95	53	35	1015	882	133	109	905	135	425	454	1015	127	375	387
	18%	18%	19%	19%	23%	18%	18%	17%	13%	19%	10%	17%	27%	18%	12%	16%	30%
					ae					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	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Level 6 vocational qualification or degree apprenticeship	57	49	4	4	1	57	49	9	4	53	13	32	12	57	6	22	25
	1%	1%	1%	1%	1%	1%	1%	1%	0.5%	1%	1%	1%	1%	1%	1%	1%	2%
																	no
University higher degree (e.g. Masters, PhD or equivalent)	493	409	51	16	16	493	428	64	28	464	68	190	232	493	45	176	207
	9%	9%	10%	6%	10%	9%	9%	8%	3%	10%	5%	8%	14%	9%	4%	8%	16%
			c		c	c				h		j	jkm	j		n	no
Still studying/ still at school	51	44	1	3	3	51	50	2	13	38	14	32	6	51	10	12	2
	1%	1%	0.2%	1%	2%	1%	1%	0.3%	2%	1%	1%	1%	0.3%	1%	1%	1%	0.3%
					b							l			p		
Don't know	43	36	2	4	1	43	40	3	21	21	27	9	2	43	7	5	1
	1%	1%	0.4%	1%	0.2%	1%	1%	0.4%	3%	0.4%	2%	0.4%	0.3%	1%	1%	0.2%	0.1%
									i		klm			l			
Prefer not to say	68	55	9	2	2	68	58	10	21	48	35	20	9	68	1	6	2
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	0.2%	0.3%	0.2%
									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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
I have no formal qualifications (and I am not still studying)	280 5%	117 6% b	135 4%	202 7% d	63 3%
Entry level qualification such as ESOL, ELC or Skills for Life	60 1%	25 1%	29 1%	34 1%	16 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	604 11%	238 12% b	294 9%	291 9%	263 12% c
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	1017 18%	414 21% b	528 17%	588 19%	386 17%
Level 1-2 vocational qualification or intermediate apprenticeship	264 5%	112 6%	133 4%	157 5%	99 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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	726 13%	228 11%	452 14% a	416 14%	292 13%
Level 3 vocational qualification or advanced apprenticeship	365 7%	125 6%	224 7%	173 6%	176 8% c
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	381 7%	140 7%	220 7%	208 7%	158 7%
Level 4-5 vocational qualification or higher apprenticeship	177 3%	63 3%	105 3%	102 3%	70 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	1015 18%	303 15%	669 21% a	542 18%	440 20%

Columns Tested: a,b - c,d

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

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Level 6 vocational qualification or degree apprenticeship	57 1%	32 2% b	23 1%	29 1%	25 1%
University higher degree (e.g. Masters, PhD or equivalent)	493 9%	155 8%	312 10% a	245 8%	234 10% c
Still studying/ still at school	51 1%	27 1% b	17 1%	29 1%	13 1%
Don't know	43 1%	17 1% b	8 *%	21 1%	8 *%
Prefer not to say	68 1%	19 1%	18 1%	33 1%	12 1%

Columns Tested: a,b - c,d

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

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Very confident	4063	480	675	684	771	699	753	4063	1914	2115	1221	1211	840	771	2432	1611	4063
	73%	56%	68%	68%	75%	82%	88%	73%	71%	75%	79%	75%	69%	66%	77%	68%	73%
			a	a	abc	abcdg	abcdeg	abc		h	lmop	lmo			lmop		lmo
Fairly confident	1112	250	214	238	195	130	85	1112	555	537	254	308	276	265	562	540	1112
	20%	29%	21%	24%	19%	15%	10%	20%	21%	19%	16%	19%	23%	23%	18%	23%	20%
		bcdefg	ef	defg	f	f	ef	ef					jn	jknp		jknp	j
Neither confident nor not confident	275	71	70	55	47	18	14	275	153	119	48	60	83	78	107	161	275
	5%	8%	7%	5%	5%	2%	2%	5%	6%	4%	3%	4%	7%	7%	3%	7%	5%
		cdefg	efg	ef	ef			ef	i				jknp	jknp		jknp	jn
Not very confident	84	26	21	16	12	6	3	84	41	41	13	19	17	28	32	45	84
	2%	3%	2%	2%	1%	1%	*%	2%	2%	1%	1%	1%	1%	2%	1%	2%	2%
		defg	ef	f				f						jkn		jn	
Not at all confident	28	13	4	5	1	3	1	28	13	10	5	4	3	11	9	14	28
	1%	2%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	1%	1%
		defg												kn			
Don't know	17	7	7	1	2	-	1	17	10	7	7	3	*	3	11	4	17
	*%	1%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		ef	e														
Prefer not to say	20	10	9	-	1	-	-	20	10	8	4	4	*	8	8	9	20
	*%	1%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		cdefg	cdefg											l			
SUMMARY CODES																	
TOTAL CONFIDENT	5174	730	889	922	965	829	838	5174	2469	2651	1474	1519	1116	1035	2994	2151	5174
	92%	85%	89%	92%	94%	97%	98%	92%	92%	93%	95%	94%	91%	89%	95%	90%	92%
				ab	ab	abcdg	abcdg	ab		h	lmop	lmop			lmop		mo
TOTAL NOT CONFIDENT	113	39	25	22	13	10	5	113	55	51	19	22	20	39	41	59	113
	2%	5%	3%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	3%	1%	2%	2%
		cdefg	f	f				f						jklnp		jkn	n

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
TOTAL NEITHER/ DON'T KNOW	293	78	76	56	50	18	15	293	163	127	55	63	83	82	118	165	293
	5%	9%	8%	6%	5%	2%	2%	5%	6%	4%	4%	4%	7%	7%	4%	7%	5%
		cdefg	defg	ef	ef			ef	i				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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Very confident	4063	3356	380	211	115	4063	3460	602	524	3538	889	1787	1350	4063	697	1759	1063
	73%	72%	78%	77%	76%	73%	72%	75%	62%	74%	65%	72%	80%	73%	65%	77%	83%
			ae	a						h		j	jkm	j		n	no
Fairly confident	1112	953	87	44	28	1112	958	154	196	916	288	529	282	1112	281	397	188
	20%	20%	18%	16%	18%	20%	20%	19%	23%	19%	21%	21%	17%	20%	26%	17%	15%
		c							i		l	l	l	l	op		
Neither confident nor not confident	275	243	13	14	6	275	244	32	71	205	102	132	35	275	67	102	19
	5%	5%	3%	5%	4%	5%	5%	4%	8%	4%	7%	5%	2%	5%	6%	4%	1%
		b		b		b			i		klm	l	l	l	p	p	
Not very confident	84	77	1	4	2	84	78	7	27	58	43	32	9	84	20	22	9
	2%	2%	*%	1%	1%	2%	2%	1%	3%	1%	3%	1%	1%	2%	2%	1%	1%
		b		b	b	b			i		klm	l	l	l	p		
Not at all confident	28	23	4	-	1	28	28	1	12	17	18	8	2	28	2	4	3
	1%	*%	1%	-%	*%	1%	1%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%
									i		klm			l			
Don't know	17	16	1	-	-	17	15	3	7	11	13	2	-	17	6	1	2
	*%	*%	*%	-%	-%	*%	*%	*%	1%	*%	1%	*%	-%	*%	1%	*%	*%
									i		klm			l	o		
Prefer not to say	20	18	1	1	1	20	19	1	6	14	10	6	3	20	5	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	-%
															op		
SUMMARY CODES																	
TOTAL CONFIDENT	5174	4309	468	256	142	5174	4418	756	720	4455	1177	2315	1632	5174	978	2157	1251
	92%	92%	96%	93%	94%	92%	92%	95%	85%	94%	86%	93%	97%	92%	91%	94%	97%
			ae					f		h		j	jkm	j		n	no
TOTAL NOT CONFIDENT	113	101	5	4	3	113	105	7	39	74	61	40	11	113	22	25	12
	2%	2%	1%	1%	2%	2%	2%	1%	5%	2%	4%	2%	1%	2%	2%	1%	1%
							g		i		klm	l	l	l			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
TOTAL NEITHER/ DON'T KNOW	293	259	14	14	6	293	259	34	77	215	114	134	35	293	72	103	21
	5%	6%	3%	5%	4%	5%	5%	4%	9%	5%	8%	5%	2%	5%	7%	5%	2%
		b				b			i		klm	l		l	op	p	

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

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

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Very confident	4063 73%	1355 67%	2479 78% a	2354 77% d	1601 71%
Fairly confident	1112 20%	443 22% b	569 18%	532 17% c	500 22%
Neither confident nor not confident	275 5%	141 7% b	85 3%	124 4%	111 5%
Not very confident	84 2%	54 3% b	22 1%	40 1%	28 1%
Not at all confident	28 1%	13 1% b	6 *%	9 *%	9 *%
Don't know	17 *%	6 *%	4 *%	9 *%	2 *%
Prefer not to say	20 *%	1 *%	3 *%	3 *%	7 *%
SUMMARY CODES					
TOTAL CONFIDENT	5174 92%	1798 89%	3048 96% a	2886 94%	2102 93%
TOTAL NOT CONFIDENT	113 2%	67 3% b	27 1%	49 2%	36 2%

Columns Tested: a,b - c,d

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

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
TOTAL NEITHER/ DON'T KNOW	293	148	89	134	114
	5%	7%	3%	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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Yes – (English is first/ main language)	5289	769	931	943	978	827	842	5289	2526	2703	1479	1515	1149	1103	2994	2252	5289
	94%	90%	93%	94%	95%	96%	98%	94%	94%	95%	95%	94%	94%	95%	95%	94%	94%
		a	a	a	abg	abcdeg	a			h							
No	288	76	64	52	50	30	16	288	158	128	70	88	71	53	158	124	288
	5%	9%	6%	5%	5%	4%	2%	5%	6%	5%	5%	5%	6%	5%	5%	5%	5%
		cdefg	ef	f	f	f		f									
Prefer not to say	23	12	6	5	1	-	-	23	13	7	3	6	*	8	9	8	23
	*%	1%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		defg	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.

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Yes – (English is first/ main language)	5289	4413	471	259	146	5289	4520	769	765	4524	1270	2372	1590	5289	1010	2191	1224
	94%	94%	97%	94%	97%	94%	94%	96%	91%	95%	93%	95%	95%	94%	94%	96%	95%
			a		a			f		h						n	
No	288	253	15	15	5	288	260	28	74	214	79	118	87	288	62	95	59
	5%	5%	3%	6%	3%	5%	5%	3%	9%	4%	6%	5%	5%	5%	6%	4%	5%
		bd				d			i								
Prefer not to say	23	20	2	*	1	23	21	2	3	20	12	6	4	23	7	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	-%	*%
											k				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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Yes – (English is first/ main language)	5289	1919	3003	2926	2141
	94%	95%	95%	95%	95%
No	288	86	162	139	110
	5%	4%	5%	5%	5%
Prefer not to say	23	9	2	6	7
	*%	*%	*%	*%	*%
		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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Being bought on mortgage	1635	198	324	440	390	219	64	1635	743	884	588	516	365	165	1104	530	1635
	29%	23%	32%	44%	38%	26%	7%	29%	28%	31%	38%	32%	30%	14%	35%	22%	29%
		f	aef	abdefg	abefg	f		af		h	klmop	mo	mo		lmop	m	mo
Owned outright by the household	1571	156	122	114	207	351	621	1571	822	732	575	442	288	261	1017	549	1571
	28%	18%	12%	11%	20%	41%	72%	28%	30%	26%	37%	28%	24%	22%	32%	23%	28%
		bc			bc	abcdg	abcdg	abcd	i		klmnop	mo			klmop		lmo
Rented from Local Authority/ Housing Association/ Trust	1051	165	220	201	203	165	98	1051	476	555	135	221	253	423	356	676	1051
	19%	19%	22%	20%	20%	19%	11%	19%	18%	20%	9%	14%	21%	36%	11%	28%	19%
		f	f	f	f	f		f				jn	jkn	jklnop	j	jklnp	jkln
Rented from private landlord	1065	197	280	220	196	107	66	1065	534	520	212	351	264	231	562	495	1065
	19%	23%	28%	22%	19%	12%	8%	19%	20%	18%	14%	22%	22%	20%	18%	21%	19%
		efg	cdefg	ef	ef	f		ef				jnp	jn	j	j	jn	j
Something else	93	32	25	9	16	5	6	93	27	66	10	33	20	30	43	50	93
	2%	4%	3%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	3%	1%	2%	2%
		cdefg	cef					e		h		j	j	jn		j	j
Don't know	93	69	15	5	1	2	1	93	52	40	22	22	14	29	44	43	93
	2%	8%	2%	1%	*%	*%	*%	2%	2%	1%	1%	1%	1%	3%	1%	2%	2%
		bcdefg	def					cdef						ln			
Prefer not to say	92	41	14	11	16	9	2	92	44	41	11	24	17	26	35	42	92
	2%	5%	1%	1%	2%	1%	*%	2%	2%	1%	1%	1%	1%	2%	1%	2%	2%
		bcdefg	f	f	f	f		f						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.

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	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Being bought on mortgage	1635	1350	157	75	54	1635	1385	250	245	1390	266	705	653	1635	218	587	602
	29%	29%	32%	27%	36%	29%	29%	31%	29%	29%	20%	28%	39%	29%	20%	26%	47%
					ace							j	jkm	j	n	no	
Owned outright by the household	1571	1307	128	91	44	1571	1277	293	133	1438	516	684	347	1571	211	747	390
	28%	28%	26%	33%	29%	28%	27%	37%	16%	30%	38%	27%	21%	28%	20%	33%	30%
				abe				f	h		klm	l	l	l	n	n	
Rented from Local Authority/ Housing Association/ Trust	1051	871	117	45	18	1051	929	122	218	833	281	505	250	1051	389	437	60
	19%	19%	24%	16%	12%	19%	19%	15%	26%	18%	21%	20%	15%	19%	36%	19%	5%
		d	acde	d		d	g		i		l	l		l	op	p	
Rented from private landlord	1065	919	64	54	28	1065	962	103	174	891	187	490	378	1065	221	469	210
	19%	20%	13%	20%	19%	19%	20%	13%	21%	19%	14%	20%	22%	19%	20%	20%	16%
		b		b	b	b	g					j	jm	j	p	p	
Something else	93	78	6	6	3	93	78	14	13	79	20	43	30	93	19	31	15
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%
Don't know	93	82	7	2	2	93	84	9	29	64	53	31	5	93	14	8	3
	2%	2%	1%	1%	1%	2%	2%	1%	3%	1%	4%	1%	1%	2%	1%	1%	1%
									i		klm	l		l	op		
Prefer not to say	92	79	9	1	2	92	86	6	30	63	38	37	18	92	5	8	3
	2%	2%	2%	1%	2%	2%	2%	1%	4%	1%	3%	1%	1%	2%	1%	1%	1%
									i		klm					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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Being bought on mortgage	1635 29%	460 23%	1077 34% a	657 21%	929 41% c
Owned outright by the household	1571 28%	521 26%	965 30% a	1181 38% d	341 15%
Rented from Local Authority/ Housing Association/ Trust	1051 19%	526 26% b	442 14%	524 17%	471 21% c
Rented from private landlord	1065 19%	409 20%	574 18%	539 18%	481 21% c
Something else	93 2%	41 2%	48 2%	76 2% d	16 1%
Don't know	93 2%	39 2% b	22 1%	58 2% d	7 *%
Prefer not to say	92 2%	18 1%	38 1%	36 1%	14 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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Your mental health? Anxiety, depression, or trauma-related conditions, for example	848 15%	237 28%	187 19%	144 14%	143 14%	95 11%	42 5%	848 15%	300 11%	518 18%	181 12%	212 13%	169 14%	274 24%	392 12%	442 19%	848 15%
		bcdefg	cdefg	f	f	f		ef		h				ijklnop		ijklnp	jn
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	494 9%	63 7%	54 5%	58 6%	74 7%	96 11%	149 17%	494 9%	259 10%	229 8%	112 7%	130 8%	99 8%	144 12%	242 8%	243 10%	494 9%
						abcd	abcdeg	bc						ijklnp		jn	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	412 7%	141 16%	82 8%	49 5%	55 5%	43 5%	41 5%	412 7%	189 7%	214 8%	134 9%	89 6%	90 7%	95 8%	223 7%	185 8%	412 7%
		bcdefg	cdef					cef			k			k		k	k
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	393 7%	47 5%	48 5%	54 5%	71 7%	81 9%	91 11%	393 7%	173 6%	217 8%	81 5%	109 7%	81 7%	115 10%	190 6%	196 8%	393 7%
						abcg	abcdg	b						ijklnp		jn	j
Breathing? Breathlessness or chest pains	347 6%	57 7%	50 5%	41 4%	46 4%	69 8%	84 10%	347 6%	182 7%	162 6%	71 5%	95 6%	55 5%	122 10%	167 5%	177 7%	347 6%
		c				bcd	abcdg	c						ijklnop		jln	j

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Hearing? Poor hearing, partial hearing, or are deaf	321	46	34	33	38	52	117	321	186	131	91	82	66	79	172	145	321
	6%	5%	3%	3%	4%	6%	14%	6%	7%	5%	6%	5%	5%	7%	5%	6%	6%
						bc	abcdeg	bcd	i								
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	310	94	73	51	52	30	11	310	155	143	75	66	58	106	140	164	310
	6%	11%	7%	5%	5%	3%	1%	6%	6%	5%	5%	4%	5%	9%	4%	7%	6%
		bcdefg	ef	f	f	f		ef						jkinop		jkln	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	209	39	42	28	33	33	34	209	124	81	53	45	50	56	98	107	209
	4%	5%	4%	3%	3%	4%	4%	4%	5%	3%	3%	3%	4%	5%	3%	4%	4%
									i					kn		kn	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	199	76	55	28	26	9	4	199	120	69	49	58	42	49	107	91	199
	4%	9%	6%	3%	3%	1%	*%	4%	4%	2%	3%	4%	3%	4%	3%	4%	4%
		bcdefg	cdefg	ef	ef			ef	i								

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

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

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Difficulty with speech? e.g. due to stroke, stutter or stammer	66	24	18	12	6	4	3	66	35	23	13	20	17	13	34	31	66
	1%	3%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		cdefg	def					f									
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	2013	432	383	289	318	266	325	2013	955	1019	503	541	402	547	1043	949	2013
	36%	50%	38%	29%	31%	31%	38%	36%	35%	36%	32%	34%	33%	47%	33%	40%	36%
		bcdefg	cde				cde	cde						ijklnop		ijklnp	jn
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	3167	316	520	630	654	539	507	3167	1533	1617	968	969	706	514	1937	1220	3167
	57%	37%	52%	63%	64%	63%	59%	57%	57%	57%	62%	60%	58%	44%	61%	51%	57%
		a	abg	abg	abg	ab	ab				mop	mop	mo		mop	m	mo
Don't know	219	69	56	42	29	18	5	219	122	95	48	45	61	54	93	115	219
	4%	8%	6%	4%	3%	2%	1%	4%	5%	3%	3%	3%	5%	5%	3%	5%	4%
		cdefg	defg	ef	f	f		ef					jkn	kn		jkn	
Prefer not to say	200	39	40	39	27	34	20	200	87	106	34	53	51	49	87	100	200
	4%	5%	4%	4%	3%	4%	2%	4%	3%	4%	2%	3%	4%	4%	3%	4%	4%
		f											jn	jn		jn	j

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

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

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Your mental health? Anxiety, depression, or trauma-related conditions, for example	848	681	87	51	30	848	742	107	152	697	122	375	339	848	278	333	99
	15%	15%	18%	19%	20%	15%	15%	13%	18%	15%	9%	15%	20%	15%	26%	15%	8%
			a	ae					i			j	jkm	j	op	p	
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	494	412	41	28	14	494	425	69	67	428	174	203	111	494	110	228	73
	9%	9%	8%	10%	9%	9%	9%	9%	8%	9%	13%	8%	7%	9%	10%	10%	6%
											klm			l	p	p	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	412	344	37	20	11	412	358	54	65	348	76	186	143	412	125	141	74
	7%	7%	8%	7%	7%	7%	7%	7%	8%	7%	6%	7%	9%	7%	12%	6%	6%
													j	op			
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	393	333	30	21	10	393	326	67	53	340	86	165	136	393	93	180	59
	7%	7%	6%	8%	6%	7%	7%	8%	6%	7%	6%	7%	8%	7%	9%	8%	5%
														p	p		
Breathing? Breathlessness or chest pains	347	285	33	21	8	347	307	40	58	289	97	159	83	347	93	155	43
	6%	6%	7%	7%	6%	6%	6%	5%	7%	6%	7%	6%	5%	6%	9%	7%	3%
											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.

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Hearing? Poor hearing, partial hearing, or are deaf	321	260	31	19	11	321	270	51	38	283	99	133	87	321	68	149	54
	6%	6%	6%	7%	7%	6%	6%	6%	5%	6%	7%	5%	5%	6%	6%	7%	4%
											kl					p	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	310	270	15	18	8	310	275	35	65	246	48	161	92	310	122	110	30
	6%	6%	3%	7%	5%	6%	6%	4%	8%	5%	3%	6%	5%	6%	11%	5%	2%
		b		b		b			i			j	j	j	op	p	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	209	170	16	15	9	209	182	27	21	188	59	90	58	209	54	104	22
	4%	4%	3%	5%	6%	4%	4%	3%	2%	4%	4%	4%	3%	4%	5%	5%	2%
					ae										p	p	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	199	170	15	9	5	199	181	18	30	170	36	78	81	199	56	67	30
	4%	4%	3%	3%	3%	4%	4%	2%	4%	4%	3%	3%	5%	4%	5%	3%	2%
													jkm		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.

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Difficulty with speech? e.g. due to stroke, stutter or stammer	66	60	1	4	2	66	60	7	8	58	13	29	25	66	21	24	7
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
		b		b		b									p		
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	2013	1658	187	114	55	2013	1734	279	304	1709	481	902	612	2013	541	815	321
	36%	35%	38%	41%	37%	36%	36%	35%	36%	36%	35%	36%	36%	36%	50%	36%	25%
				ae											op	p	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	3167	2663	275	142	88	3167	2691	477	432	2735	720	1409	1001	3167	463	1362	920
	57%	57%	56%	52%	58%	57%	56%	60%	51%	57%	53%	56%	60%	57%	43%	60%	72%
		c								h			j	j		n	no
Don't know	219	190	16	9	4	219	200	19	57	162	93	90	34	219	55	53	23
	4%	4%	3%	3%	3%	4%	4%	2%	7%	3%	7%	4%	2%	4%	5%	2%	2%
							g		i		klm	l		l	op		
Prefer not to say	200	176	10	10	4	200	177	24	49	151	68	95	34	200	19	57	21
	4%	4%	2%	4%	3%	4%	4%	3%	6%	3%	5%	4%	2%	4%	2%	2%	2%
									i		lm	l		l			

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

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

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Your mental health? Anxiety, depression, or trauma-related conditions, for example	848	848	-	457	365
	15%	42%	-%	15%	16%
		b			
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	494	494	-	322	136
	9%	25%	-%	10%	6%
		b		d	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	412	412	-	218	165
	7%	20%	-%	7%	7%
		b			
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	393	393	-	279	105
	7%	20%	-%	9%	5%
		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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Breathing? Breathlessness or chest pains	347	347	-	220	107
	6%	17%	-%	7%	5%
		b		d	
Hearing? Poor hearing, partial hearing, or are deaf	321	321	-	216	90
	6%	16%	-%	7%	4%
		b		d	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	310	310	-	165	131
	6%	15%	-%	5%	6%
		b			
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	209	209	-	132	61
	4%	10%	-%	4%	3%
		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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	199 4%	199 10% b	- -%	100 3%	89 4%
Difficulty with speech? e.g. due to stroke, stutter or stammer	66 1%	66 3% b	- -%	31 1%	31 1%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	2013 36%	2013 100% b	- -%	1157 38% d	746 33%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	3167 57%	- -%	3167 100% a	1728 56%	1354 60% c
Don't know	219 4%	- -%	- -%	90 3%	96 4% c
Prefer not to say	200 4%	- -%	- -%	95 3%	62 3%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	4547	530	726	831	862	778	819	4547	2160	2354	1232	1272	1022	982	2504	2004	4547
	81%	62%	73%	83%	84%	91%	96%	81%	80%	83%	79%	79%	84%	84%	79%	84%	81%
		a	b	ab	ab	abcdg	abcdeg	ab		h			jkn	jknp		jknp	
WHITE - Irish	75	16	15	13	15	9	6	75	46	29	24	29	12	9	53	21	75
	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
												mo			mo		
WHITE - Gypsy, Traveller or Irish Traveller	8	2	1	2	-	-	3	8	3	2	1	5	1	1	6	2	8
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
WHITE - Any other White background	169	23	35	37	35	29	10	169	78	89	50	44	45	27	94	73	169
	3%	3%	4%	4%	3%	3%	1%	3%	3%	3%	3%	3%	4%	2%	3%	3%	3%
			f	f	f	f		f									
MIXED - White and Black Caribbean	47	15	15	7	7	1	1	47	22	25	9	11	14	13	20	27	47
	1%	2%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		efg	ef					f									
MIXED - White and Asian	44	17	7	8	3	5	3	44	26	12	15	13	6	9	28	15	44
	1%	2%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
		bdefg						i									
MIXED - White and Black African	39	13	17	6	2	1	-	39	27	12	18	9	7	5	27	12	39
	1%	1%	2%	1%	*%	*%	-%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		defg	cdefg	f				f	i		mo						
MIXED - Any other mixed/ multiple ethnic background	46	21	7	6	7	3	2	46	17	25	15	14	7	9	29	16	46
	1%	2%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg															

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

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

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
ASIAN AND BRITISH ASIAN - Pakistani	123	52	37	21	12	-	1	123	61	62	25	41	24	29	66	53	123
	2%	6%	4%	2%	1%	-%	*%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%
		bcdefg	defg	ef	ef			ef									
ASIAN AND BRITISH ASIAN - Indian	106	16	20	27	30	10	3	106	55	52	38	39	17	12	77	29	106
	2%	2%	2%	3%	3%	1%	*%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%
		f	f	f	ef			f			mo	mo			mo		
ASIAN AND BRITISH ASIAN - Bangladeshi	46	26	14	5	-	-	2	46	27	19	13	16	8	10	29	17	46
	1%	3%	1%	*%	-%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		cdefg	def					de									
ASIAN AND BRITISH ASIAN - Chinese	26	10	3	6	4	2	1	26	9	15	8	8	4	6	17	9	26
	*%	1%	*%	1%	*%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%	*%	*%
		fg															
ASIAN AND BRITISH ASIAN - Any other Asian background	58	21	19	3	8	4	3	58	24	34	10	30	9	8	40	18	58
	1%	2%	2%	*%	1%	*%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
		cdefg	cef									jlmp					
BLACK AND BLACK BRITISH - African	141	61	49	9	16	6	1	141	83	55	53	40	27	20	93	47	141
	3%	7%	5%	1%	2%	1%	*%	3%	3%	2%	3%	2%	2%	2%	3%	2%	3%
		cdefg	cdefg	f	f			cef	i		mo				m		
BLACK AND BLACK BRITISH - Caribbean	43	6	15	8	10	5	1	43	18	21	12	12	9	10	24	19	43
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			f	f	f			f									

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

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

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11	5	2	2	1	1	*	11	6	5	3	3	2	2	6	3	11
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
OTHER ETHNIC GROUP - Arab	19	7	4	3	3	1	1	19	7	9	11	5	2	*	17	2	19
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%
		f									mo				mo		
OTHER ETHNIC GROUP - Any other ethnic background	18	6	9	1	3	-	-	18	8	8	8	4	2	5	12	6	18
	*%	1%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		ef	cefg														
Prefer not to say	35	11	5	6	11	2	*	35	21	12	6	12	2	9	18	11	35
	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	*%	1%	1%	*%	1%
		ef			ef			f									

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	4547	3752	438	245	111	4547	3813	734	659	3888	1112	2046	1336	4547	832	1969	1069
	81%	80%	90%	89%	73%	81%	79%	92%	78%	82%	82%	82%	79%	81%	77%	86%	83%
		d	ade	ade		d		f							np	n	
WHITE - Irish	75	38	3	2	31	75	62	13	11	63	16	28	30	75	15	27	23
	1%	1%	1%	1%	21%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%
					abce	a											
WHITE - Gypsy, Traveller or Irish Traveller	8	7	1	*	-	8	8	*	3	5	4	5	-	8	*	2	-
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%
WHITE - Any other White background	169	151	6	9	3	169	153	15	29	139	31	71	65	169	27	67	49
	3%	3%	1%	3%	2%	3%	3%	2%	4%	3%	2%	3%	4%	3%	2%	3%	4%
		b		b		b							j				
MIXED - White and Black Caribbean	47	44	1	2	-	47	44	3	9	38	16	16	16	47	12	15	4
	1%	1%	*%	1%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%
		d													p		
MIXED - White and Asian	44	38	3	3	-	44	42	2	5	39	13	19	11	44	7	13	11
	1%	1%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				d													
MIXED - White and Black African	39	35	3	1	1	39	38	1	4	35	15	7	17	39	10	14	4
	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	*%
											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.

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
MIXED - Any other mixed/ multiple ethnic background	46 1%	43 1%	1 *%	2 1%	* *%	46 1%	45 1%	1 *%	10 1%	36 1%	7 1%	18 1%	21 1%	46 1%	16 1%	9 *%	8 1%
ASIAN AND BRITISH ASIAN - Pakistani	123 2%	116 2%	4 1%	2 1%	1 *%	123 2%	120 3%	3 *%	32 4%	91 2%	40 3%	53 2%	31 2%	123 2%	37 3%	25 1%	12 1%
ASIAN AND BRITISH ASIAN - Indian	106 2%	100 2%	5 1%	1 *%	1 *%	106 2%	99 2%	7 1%	12 1%	94 2%	23 2%	57 2%	26 2%	106 2%	19 2%	39 2%	28 2%
ASIAN AND BRITISH ASIAN- Bangladeshi	46 1%	44 1%	- -%	2 1%	- -%	46 1%	42 1%	4 1%	11 1%	35 1%	15 1%	20 1%	12 1%	46 1%	15 1%	13 1%	4 *%
ASIAN AND BRITISH ASIAN - Chinese	26 *%	24 1%	- -%	2 1%	* *%	26 *%	24 *%	2 *%	3 *%	23 *%	6 *%	9 *%	11 1%	26 *%	4 *%	8 *%	6 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	58 1%	56 1%	1 *%	- -%	1 *%	58 1%	53 1%	5 1%	18 2%	40 1%	8 1%	28 1%	18 1%	58 1%	15 1%	18 1%	11 1%
BLACK AND BLACK BRITISH - African	141 3%	126 3%	12 2%	2 1%	1 1%	141 3%	136 3%	5 1%	16 2%	124 3%	24 2%	66 3%	52 3%	141 3%	51 5%	29 1%	38 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.

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
BLACK AND BLACK BRITISH - Caribbean	43 1%	42 1%	- -%	1 *%	- -%	43 1%	43 1%	- -%	5 1%	38 1%	2 *%	28 1%	14 1%	43 1%	8 1%	19 1%	8 1%
		bd					g					j	j	j			
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11 *%	9 *%	2 *%	- -%	* *%	11 *%	9 *%	2 *%	1 *%	10 *%	1 *%	6 *%	3 *%	11 *%	2 *%	2 *%	3 *%
OTHER ETHNIC GROUP - Arab	19 *%	16 *%	2 *%	1 *%	- -%	19 *%	18 *%	1 *%	5 1%	14 *%	7 1%	6 *%	6 *%	19 *%	1 *%	7 *%	2 *%
OTHER ETHNIC GROUP - Any other ethnic background	18 *%	15 *%	3 1%	1 *%	* *%	18 *%	18 *%	1 *%	3 *%	15 *%	4 *%	9 *%	6 *%	18 *%	6 1%	6 *%	2 *%
Prefer not to say	35 1%	31 1%	3 1%	- -%	1 1%	35 1%	33 1%	2 *%	6 1%	29 1%	20 1%	5 *%	8 *%	35 1%	2 *%	4 *%	1 *%
											klm			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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	4547 81%	1618 80%	2628 83%	2545 83%	1844 82%
			a		
WHITE - Irish	75 1%	32 2%	39 1%	44 1%	28 1%
WHITE - Gypsy, Traveller or Irish Traveller	8 *%	3 *%	5 *%	5 *%	1 *%
WHITE - Any other White background	169 3%	52 3%	103 3%	105 3%	53 2%
MIXED - White and Black Caribbean	47 1%	24 1%	16 *%	22 1%	20 1%
		b			
MIXED - White and Asian	44 1%	20 1%	20 1%	24 1%	14 1%
MIXED - White and Black African	39 1%	25 1%	13 *%	17 1%	16 1%
		b			
MIXED - Any other mixed/ multiple ethnic background	46 1%	31 2%	14 *%	26 1%	16 1%

Columns Tested: a,b - c,d

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

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
ASIAN AND BRITISH ASIAN - Pakistani	123 2%	39 2%	66 2%	49 2%	51 2%
ASIAN AND BRITISH ASIAN - Indian	106 2%	28 1%	63 2%	52 2%	52 2%
ASIAN AND BRITISH ASIAN- Bangladeshi	46 1%	22 1%	23 1%	26 1%	17 1%
ASIAN AND BRITISH ASIAN - Chinese	26 *%	6 *%	18 1%	11 *%	11 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	58 1%	29 1%	27 1%	34 1%	21 1%
BLACK AND BLACK BRITISH - African	141 3%	50 2%	73 2%	63 2%	69 3%
BLACK AND BLACK BRITISH - Caribbean	43 1%	12 1%	25 1%	19 1%	16 1%
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11 *%	4 *%	5 *%	5 *%	2 *%

Columns Tested: a,b - c,d

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

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
OTHER ETHNIC GROUP - Arab	19 *%	7 *%	8 *%	6 *%	8 *%
OTHER ETHNIC GROUP - Any other ethnic background	18 *%	7 *%	10 *%	11 *%	6 *%
Prefer not to say	35 1%	4 *%	12 *%	6 *%	13 1%

Columns Tested: a,b - c,d

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

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Universal Credit (and household has other earnings).	558	110	161	133	87	58	9	558	246	301	97	132	134	187	229	321	558
	10%	13%	16%	13%	8%	7%	1%	10%	9%	11%	6%	8%	11%	16%	7%	13%	10%
		defg	defg	defg	f	f		ef					jkn	jklnp		jknp	jn
Personal Independence Payment (PIP)	385	39	46	49	77	105	71	385	179	201	74	90	70	141	164	211	385
	7%	4%	5%	5%	7%	12%	8%	7%	7%	7%	5%	6%	6%	12%	5%	9%	7%
					abc	abcdfg	abc	abc						jklnop		jklnp	jn
Employment and Support Allowance (ESA)	256	43	46	33	51	62	21	256	128	124	60	41	45	107	101	151	256
	5%	5%	5%	3%	5%	7%	3%	5%	5%	4%	4%	3%	4%	9%	3%	6%	5%
		f	f		f	cfg		f						jklnop		jklnp	kn
Universal Credit (and household has no other earnings).	241	49	60	46	56	25	5	241	109	126	44	21	44	132	65	176	241
	4%	6%	6%	5%	5%	3%	1%	4%	4%	4%	3%	1%	4%	11%	2%	7%	4%
		ef	ef	f	ef	f		f			k		kn	jklnop		jklnp	jkln
Carer's allowance	196	27	35	36	41	36	22	196	83	111	53	40	29	73	93	102	196
	4%	3%	3%	4%	4%	4%	3%	4%	3%	4%	3%	2%	2%	6%	3%	4%	4%
														jklnop		kln	
Income Support	180	57	60	29	14	15	5	180	99	78	60	31	29	60	91	89	180
	3%	7%	6%	3%	1%	2%	1%	3%	4%	3%	4%	2%	2%	5%	3%	4%	3%
		cdefg	cdefg	df		f		df			k			klnp		k	k
Pensions Credit (Guaranteed Credit)	135	26	42	12	2	3	50	135	82	53	40	25	25	45	65	70	135
	2%	3%	4%	1%	*%	*%	6%	2%	3%	2%	3%	2%	2%	4%	2%	3%	2%
		cde	cdeg	d			acdeg	cde	i					klnp		k	
Income-based Jobseeker's Allowance	93	33	22	17	15	4	3	93	57	35	35	19	16	24	54	40	93
	2%	4%	2%	2%	1%	*%	*%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%
		cdefg	ef	ef	f			ef	i		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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Pensions Credit (no Guaranteed Credit)	79	18	29	11	-	4	17	79	53	26	27	24	17	9	51	26	79
	1%	2%	3%	1%	-%	*%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
		de	cdeg	d			de	de	i		m				m		
Other	114	5	4	27	22	10	46	114	51	61	33	30	14	36	63	50	114
	2%	1%	*%	3%	2%	1%	5%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%
				abe	ab		abcdeg	ab						lp			
RECEIVES ANY OF THESE BENEFITS	1576	269	352	283	272	215	186	1576	742	812	337	339	311	573	676	883	1576
	28%	31%	35%	28%	26%	25%	22%	28%	27%	29%	22%	21%	25%	49%	21%	37%	28%
		ef	cdefg	f	f			f					kn	jkinop		jklnp	jkln
None of these - Do not receive any of these benefits	3566	408	556	645	701	611	645	3566	1752	1797	1122	1144	797	489	2266	1286	3566
	64%	48%	56%	64%	68%	71%	75%	64%	65%	63%	72%	71%	65%	42%	72%	54%	64%
			a	ab	abg	abcg	abcdg	ab			lmop	lmop	mo		lmop	m	mo
Don't know	220	116	46	28	16	9	6	220	108	102	54	65	51	41	119	91	220
	4%	14%	5%	3%	2%	1%	1%	4%	4%	4%	3%	4%	4%	3%	4%	4%	4%
		bcdefg	def	ef				def									
Prefer not to say	238	65	46	45	40	23	20	238	95	127	40	61	61	62	100	123	238
	4%	8%	5%	4%	4%	3%	2%	4%	4%	4%	3%	4%	5%	5%	3%	5%	4%
		bcdefg	f	f				f					jn	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.

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Universal Credit (and household has other earnings).	558	487	42	18	11	558	504	54	99	459	88	260	208	558	220	231	30
	10%	10%	9%	7%	7%	10%	10%	7%	12%	10%	6%	10%	12%	10%	20%	10%	2%
		cd				cd	g					j	jm	j	op	p	
Personal Independence Payment (PIP)	385	305	35	28	16	385	325	60	62	323	95	183	105	385	106	186	44
	7%	7%	7%	10%	11%	7%	7%	8%	7%	7%	7%	7%	6%	7%	10%	8%	3%
				ae	ae										p	p	
Employment and Support Allowance (ESA)	256	212	15	21	8	256	217	39	45	211	69	120	64	256	100	108	22
	5%	5%	3%	8%	6%	5%	5%	5%	5%	4%	5%	5%	4%	5%	9%	5%	2%
				abe											op	p	
Universal Credit (and household has no other earnings).	241	209	18	9	5	241	222	20	51	190	45	128	68	241	115	81	10
	4%	4%	4%	3%	4%	4%	5%	2%	6%	4%	3%	5%	4%	4%	11%	4%	1%
							g		i			j			op	p	
Carer's allowance	196	157	23	10	7	196	168	28	33	163	36	97	60	196	75	88	15
	4%	3%	5%	4%	5%	4%	3%	4%	4%	3%	3%	4%	4%	4%	7%	4%	1%
															op	p	
Income Support	180	159	10	8	4	180	160	20	29	151	46	77	53	180	85	52	15
	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	8%	2%	1%
															op	p	
Pensions Credit (Guaranteed Credit)	135	114	10	7	5	135	121	15	33	103	57	46	31	135	46	44	23
	2%	2%	2%	2%	3%	2%	3%	2%	4%	2%	4%	2%	2%	2%	4%	2%	2%
									i		klm				op		
Income-based Jobseeker's Allowance	93	82	8	1	2	93	84	10	11	82	20	45	29	93	39	30	8
	2%	2%	2%	*%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	4%	1%	1%
		c	c			c									op		

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

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Pensions Credit (no Guaranteed Credit)	79	73	3	2	1	79	67	12	9	70	26	32	21	79	26	33	8
	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%
Other	114	86	20	3	5	114	88	26	10	104	28	44	42	114	23	69	14
	2%	2%	4%	1%	3%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	3%	1%
			ace					f								p	
RECEIVES ANY OF THESE BENEFITS	1576	1322	137	73	44	1576	1375	201	290	1286	372	737	458	1576	599	633	134
	28%	28%	28%	27%	29%	28%	29%	25%	34%	27%	27%	30%	27%	28%	56%	28%	10%
									i						op	p	
None of these - Do not receive any of these benefits	3566	2960	328	186	93	3566	3016	550	433	3133	826	1559	1138	3566	402	1574	1112
	64%	63%	67%	68%	61%	64%	63%	69%	51%	66%	61%	62%	68%	64%	37%	69%	87%
								f		h			jkm			n	no
Don't know	220	196	9	7	8	220	204	16	61	158	69	105	40	220	53	42	25
	4%	4%	2%	3%	5%	4%	4%	2%	7%	3%	5%	4%	2%	4%	5%	2%	2%
		b			b	b	g		i		l	l		l	op		
Prefer not to say	238	208	14	9	7	238	207	32	57	181	94	95	45	238	24	37	12
	4%	4%	3%	3%	5%	4%	4%	4%	7%	4%	7%	4%	3%	4%	2%	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.

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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Universal Credit (and household has other earnings).	558 10%	305 15% b	211 7%	184 6%	340 15% c
Personal Independence Payment (PIP)	385 7%	303 15% b	71 2%	265 9% d	103 5%
Employment and Support Allowance (ESA)	256 5%	190 9% b	52 2%	156 5% d	81 4%
Universal Credit (and household has no other earnings).	241 4%	165 8% b	60 2%	103 3%	125 6% c
Carer's allowance	196 4%	124 6% b	61 2%	86 3%	104 5% c
Income Support	180 3%	113 6% b	53 2%	73 2%	93 4% c
Pensions Credit (Guaranteed Credit)	135 2%	86 4% b	45 1%	81 3%	43 2%

Columns Tested: a,b - c,d

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Income-based Jobseeker's Allowance	93 2%	66 3%	22 1%	53 2%	33 1%
		b			
Pensions Credit (no Guaranteed Credit)	79 1%	65 3%	10 *%	32 1%	36 2%
		b			
Other	114 2%	69 3%	43 1%	56 2%	58 3%
		b			
RECEIVES ANY OF THESE BENEFITS	1576 28%	987 49%	496 16%	759 25%	731 32%
		b			c
None of these - Do not receive any of these benefits	3566 64%	835 41%	2548 80%	2082 68%	1395 62%
			a	d	
Don't know	220 4%	104 5%	55 2%	126 4%	64 3%
		b		d	
Prefer not to say	238 4%	88 4%	68 2%	104 3%	68 3%
		b			

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
Up to £199 per week / Up to £10,399 per year	509 9%	110 13%	84 8%	80 8%	69 7%	97 11%	69 8%	509 9%	201 7%	297 10%	64 4%	84 5%	79 6%	280 24%	148 5%	358 15%	509 9%
		bcd	fg			cdf		d		h			j	klmnop		klnp	kl
From £200 to £299 per week / From £10,400 to £15,599 per year	542 10%	100 12%	85 9%	72 7%	95 9%	85 10%	105 12%	542 10%	246 9%	293 10%	80 5%	126 8%	122 10%	205 18%	206 7%	327 14%	542 10%
		c					bcd	c				j	kn	klmnop		klnp	kn
From £300 to £499 per week / From £15,600 to £25,999 per year	1006 18%	116 14%	174 17%	158 16%	187 18%	154 18%	218 25%	1006 18%	501 19%	495 17%	184 12%	291 18%	257 21%	264 23%	475 15%	521 22%	1006 18%
					a	a	abcdeg	a				kn	kn	klnp	j	klnp	kn
From £500 to £699 per week / From £26,000 to £36,399 per year	931 17%	106 12%	167 17%	164 16%	176 17%	161 19%	157 18%	931 17%	463 17%	460 16%	228 15%	330 21%	237 19%	135 12%	558 18%	373 16%	931 17%
			a	a	a	a	a	a			m	jmop	jmo		jm	m	m
From £700 to £999 per week / From £36,400 to £51,999 per year	885 16%	100 12%	182 18%	187 19%	169 16%	127 15%	121 14%	885 16%	465 17%	417 15%	296 19%	303 19%	230 19%	56 5%	599 19%	286 12%	885 16%
			af	af	a		a	i			mop	mop	mop		mop	m	mo
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	614 11%	54 6%	137 14%	145 14%	135 13%	88 10%	55 6%	614 11%	315 12%	298 10%	295 19%	206 13%	80 7%	33 3%	501 16%	113 5%	614 11%
			afg	aefg	af	af		af			klmnop	lmo	m		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.

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	6100	852	949	1112	957	1001	1229	6100	2828	3210	1602	1633	1167	1648	3235	2815	6100
Effective Weighted Sample	3902	553	631	758	652	618	742	3902	1825	2040	1051	1069	778	1027	2119	1758	3902
Total	5600	857	1000	1000	1029	857	857	5600	2697	2837	1552	1609	1220	1164	3161	2384	5600
£1,500 and above per week / £78,000 and above per year	310 6%	42 5%	57 6%	73 7%	65 6%	52 6%	22 3%	310 6%	185 7%	123 4%	226 15%	49 3%	31 3%	3 *	276 9%	34 1%	310 6%
		f	f	f	f	f		f	i		klmnop	mo	mo		klmop	m	klmo
Don't know/ Prefer not to say	803 14%	231 27%	113 11%	122 12%	132 13%	94 11%	110 13%	803 14%	321 12%	454 16%	179 12%	220 14%	183 15%	188 16%	399 13%	371 16%	803 14%
		bcdefg						be		h			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.

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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
Up to £199 per week / Up to £10,399 per year	509 9%	432 9%	45 9%	19 7%	13 9%	509 9%	442 9%	67 8%	115 14% i	394 8%	153 11% lm	233 9% l	116 7%	509 9% l	492 46% op	- -%	- -%
From £200 to £299 per week / From £10,400 to £15,599 per year	542 10%	448 10%	45 9%	35 13% ae	14 9%	542 10%	463 10%	79 10%	99 12%	443 9%	148 11% l	274 11% l	109 6%	542 10% l	195 18% op	313 14% p	- -%
From £300 to £499 per week / From £15,600 to £25,999 per year	1006 18%	831 18%	93 19%	56 20%	26 17%	1006 18%	870 18%	135 17%	140 17%	865 18%	266 20% l	479 19% l	248 15%	1006 18% l	247 23% p	721 32% np	- -%
From £500 to £699 per week / From £26,000 to £36,399 per year	931 17%	771 16%	84 17%	49 18%	26 17%	931 17%	795 17%	136 17%	108 13%	823 17% h	202 15%	410 16% j	315 19% j	931 17%	99 9%	712 31% np	95 7%
From £700 to £999 per week / From £36,400 to £51,999 per year	885 16%	735 16%	83 17%	40 15%	27 18%	885 16%	751 16%	134 17%	100 12%	785 17% h	157 12%	384 15% j	341 20% jkm	885 16% j	44 4%	540 24% n	283 22% n
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	614 11%	523 11%	47 10%	27 10%	17 11%	614 11%	534 11%	80 10%	46 5%	569 12% h	97 7%	257 10% j	260 15% jkm	614 11% j	- -%	- -%	604 47% no

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	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	6100	4277	610	608	605	6100	5173	927	820	5280	1438	2772	1837	6100	1123	2550	1437
Effective Weighted Sample	3902	3028	433	409	452	3902	3331	571	512	3404	888	1740	1250	3902	709	1627	951
Total	5600	4686	488	275	151	5600	4801	799	842	4758	1361	2495	1681	5600	1078	2286	1284
£1,500 and above per week / £78,000 and above per year	310 6%	256 5%	34 7%	12 4%	9 6%	310 6%	258 5%	53 7%	14 2%	296 6% h	47 3%	123 5%	140 8% jkm	310 6% j	- -%	- -%	302 23% no
Don't know/ Prefer not to say	803 14%	689 15%	56 12%	36 13%	21 14%	803 14%	688 14%	114 14%	220 26% i	583 12%	293 21% klm	336 13% l	152 9%	803 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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
Up to £199 per week / Up to £10,399 per year	509 9%	287 14% b	186 6%	316 10% d	175 8%
From £200 to £299 per week / From £10,400 to £15,599 per year	542 10%	283 14% b	231 7%	328 11% d	180 8%
From £300 to £499 per week / From £15,600 to £25,999 per year	1006 18%	400 20% b	538 17%	612 20% d	354 16%
From £500 to £699 per week / From £26,000 to £36,399 per year	931 17%	320 16%	555 18%	506 16%	397 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	885 16%	238 12%	612 19% a	439 14%	426 19% c
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	614 11%	150 7%	446 14% a	279 9%	323 14% 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	6100	2301	3394	4022	1760
Effective Weighted Sample	3902	1478	2171	2527	1289
Total	5600	2013	3167	3071	2258
£1,500 and above per week / £78,000 and above per year	310 6%	70 3%	222 7% a	147 5%	154 7% c
Don't know/ Prefer not to say	803 14%	265 13%	376 12%	443 14% d	249 11%

Columns Tested: a,b - c,d

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

FINANCIAL VULNERABILITY

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5110	554	798	946	818	899	1095	5110	2410	2671	1387	1386	970	1350	2773	2320	5110
Effective Weighted Sample	3281	368	535	649	551	563	677	3281	1559	1706	906	915	648	848	1821	1457	3281
Total	4648	581	851	852	868	755	741	4648	2282	2334	1334	1350	1001	946	2684	1947	4648
Most Financially Vulnerable	1078	241	217	212	198	135	76	1078	475	588	159	218	263	433	377	696	1078
	23%	41%	25%	25%	23%	18%	10%	23%	21%	25%	12%	16%	26%	46%	14%	36%	23%
		bcdefg	ef	ef	ef	f		ef		h		j	jkn	ijklnop		ijklnp	jkln
Potentially Financially Vulnerable	2286	222	387	386	414	400	477	2286	1104	1171	527	734	558	455	1262	1013	2286
	49%	38%	45%	45%	48%	53%	64%	49%	48%	50%	40%	54%	56%	48%	47%	52%	49%
		a	a	a	a	abc	abcdeg	a				jmn	jmn	j	j	jn	j
Least Financially Vulnerable	1284	119	247	253	256	220	189	1284	704	575	648	398	180	58	1046	238	1284
	28%	20%	29%	30%	29%	29%	25%	28%	31%	25%	49%	29%	18%	6%	39%	12%	28%
		a	a	a	a	a		a	i		klmnop	lmo	mo		klmop	m	lmo

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

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

FINANCIAL VULNERABILITY

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5110	3554	525	520	511	5110	4319	791	615	4495	1109	2344	1623	5110	1123	2550	1437
Effective Weighted Sample	3281	2526	376	361	377	3281	2794	488	374	2912	687	1466	1110	3281	709	1627	951
Total	4648	3867	420	232	128	4648	3978	670	588	4060	1001	2102	1506	4648	1078	2286	1284
Most Financially Vulnerable	1078	924	76	50	28	1078	934	143	220	858	239	537	291	1078	1078	-	-
	23%	24%	18%	22%	22%	23%	23%	21%	37%	21%	24%	26%	19%	23%	100%	-%	-%
		b				b			i		l	l		l	op		
Potentially Financially Vulnerable	2286	1877	219	128	62	2286	1958	328	284	2003	538	1020	700	2286	-	2286	-
	49%	49%	52%	55%	48%	49%	49%	49%	48%	49%	54%	49%	46%	49%	-%	100%	-%
			ae								klm				np		
Least Financially Vulnerable	1284	1066	126	54	38	1284	1086	198	85	1199	223	544	515	1284	-	-	1284
	28%	28%	30%	23%	30%	28%	27%	30%	14%	30%	22%	26%	34%	28%	-%	-%	100%
			c		c				h				jkm	j			no

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

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

FINANCIAL VULNERABILITY

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5110	1915	2971	3518	1585
Effective Weighted Sample	3281	1238	1903	2238	1161
Total	4648	1676	2745	2628	2009
Most Financially Vulnerable	1078	541	463	518	557
	23%	32%	17%	20%	28%
		b		c	
Potentially Financially Vulnerable	2286	815	1362	1320	961
	49%	49%	50%	50%	48%
Least Financially Vulnerable	1284	321	920	790	491
	28%	19%	34%	30%	24%
			a	d	

Columns Tested: a,b - c,d