

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

NATION .....	1
Base : All respondents	
NATION/ REGION .....	4
Base : All respondents	
URBANITY .....	9
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP .....	12
Base : All respondents	
RESPONDENT'S AGE .....	16
Base : All respondents	
RESPONDENT'S GENDER .....	19
Base : All respondents	
RESPONDENT'S WORKING STATUS .....	22
Base : All respondents	
S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE) .....	28
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) .....	34
Base : All respondents	
COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS .....	43
Base : All respondents	
IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE) .....	46
Base : All respondents	
COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS .....	52
Base : All respondents	
IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE) .....	55
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) .....	58
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) .....	64
Base : All respondents	
COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS .....	70
Base : All respondents	
SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS .....	73
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) .....	76
Base : All respondents	
COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS .....	82
Base : All respondents	

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

IN11. And do you ever live stream your own videos? (SINGLE CODE) .....	85
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) .....	88
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) .....	91
Base : All respondents	
COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS .....	97
Base : All respondents	
SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM .....	100
Base : All respondents	
IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE) .....	103
Base : All respondents	
COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA .....	109
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) .....	112
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) .....	118
Base : All respondents	
IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE) .....	124
Base : All respondents who use social media apps or sites	
IN15C. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA APPS OR SITES: I feel more creative when I use these social media apps or sites (SINGLE CODE) .....	127
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) .....	130
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 .....	139
Base : All respondents	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE .....	146
Base : All respondents	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION .....	149
Base : All respondents	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK .....	152
Base : All respondents	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM .....	155
Base : All respondents	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN .....	158
Base : All respondents	
IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS .....	161
Base : All respondents	

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST .....	164
Base : All respondents	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT .....	167
Base : All respondents	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT .....	170
Base : All respondents	
IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK .....	173
Base : All respondents	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR .....	176
Base : All respondents	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH .....	179
Base : All respondents	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER .....	182
Base : All respondents	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO .....	185
Base : All respondents	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW .....	188
Base : All respondents	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE .....	191
Base : All respondents	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO .....	194
Base : All respondents	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL .....	197
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE .....	200
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE .....	206
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 .....	212
Base : All respondents who use BitChute to watch or upload videos or clips	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION .....	215
Base : All respondents who use Dailymotion to watch or upload videos or clips	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK .....	218
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 .....	221
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 .....	224
Base : All respondents who use LinkedIn for social media	

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS .....	227
Base : All respondents who use OnlyFans to watch or upload videos or clips	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST .....	230
Base : All respondents who use Pinterest for social media	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT .....	233
Base : All respondents who use Reddit for social media	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT .....	236
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 .....	239
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 .....	242
Base : All respondents who use Tumblr for social media	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH .....	245
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 .....	248
Base : All respondents who use Twitter for social media	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO .....	251
Base : All respondents who use Vimeo to watch or upload videos or clips	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW .....	254
Base : All respondents who use YouNow to watch or share live stream videos	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE .....	257
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 .....	260
Base : All respondents who use Yubo for social media	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL .....	263
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) .....	266
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 .....	272
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 .....	275
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 or sites to control who sees the photos and videos I share (SINGLE CODE) .....	288
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) .....	293
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) .....	298
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

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) .....	302
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
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) .....	307
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) .....	311
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) .....	316
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
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) .....	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	
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) .....	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	
IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI 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 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) .....	328
Base : All respondents	
Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE) .....	337
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) .....	340
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) .....	343
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) .....	346
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) .....	349
Base : All respondents	
Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE) .....	355
Base : All respondents	
C1. How many people are there in your household in total (including yourself)? (SINGLE CODE) .....	361
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) .....	364
Base : All respondents	
C3. How many of your children aged under 18 live at home with you? (SINGLE CODE) .....	367
Base : All respondents	
C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD .....	370
Base : All respondents	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE) .....	373
Base : All respondents	

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

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) .....	376
Base : All respondents	
C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE) .....	385
Base : All respondents	
C7. Do you consider English to be your first or main language? (SINGLE CODE) .....	391
Base : All respondents	
C8. Which one of these options applies to your home? (SINGLE CODE) .....	394
Base : All respondents	
C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE) .....	397
Base : All respondents	
C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE) .....	407
Base : All respondents	
C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE) .....	416
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) .....	422
Base : All respondents	
FINANCIAL VULNERABILITY .....	428
Base : Those where it is possible to calculate the Financial Vulnerability Index	

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 1**

All interviewing conducted using an online panel. Any break column with 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 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
England	2609	315	485	447	464	430	469	2609	1230	1350	746	786	547	513	1532	1060	2609
	85%	85%	85%	84%	85%	85%	84%	85%	84%	85%	84%	85%	85%	84%	85%	85%	85%
Scotland	259	25	49	46	47	39	52	259	125	129	75	76	53	52	150	105	259
	8%	7%	9%	9%	9%	8%	9%	8%	9%	8%	8%	8%	8%	9%	8%	8%	8%
Wales	139	18	25	22	24	25	24	139	68	68	41	40	26	30	81	56	139
	4%	5%	4%	4%	4%	5%	4%	4%	5%	4%	5%	4%	4%	5%	4%	4%	4%
Northern Ireland	77	11	14	14	13	12	13	77	39	38	23	23	15	16	46	31	77
	2%	3%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%	3%	2%	2%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 1**

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

**NATION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
England	2609	2609	-	-	-	2609	2264	345	409	2200	612	1170	806	2609	395	1087	670
	85%	100%	-%	-%	-%	85%	85%	82%	88%	84%	85%	85%	83%	85%	83%	85%	83%
		bcde				bcd											
Scotland	259	-	259	-	-	259	228	31	28	230	59	108	89	259	34	103	85
	8%	-%	100%	-%	-%	8%	9%	7%	6%	9%	8%	8%	9%	8%	7%	8%	11%
			acde			acd											
Wales	139	-	-	139	-	139	108	31	19	120	32	60	45	139	31	55	29
	4%	-%	-%	100%	-%	4%	4%	7%	4%	5%	5%	4%	5%	4%	7%	4%	4%
				abde		abd		f									
Northern Ireland	77	-	-	-	77	77	62	15	10	67	15	35	27	77	13	33	19
	2%	-%	-%	-%	100%	2%	2%	4%	2%	3%	2%	3%	3%	2%	3%	3%	2%
					abce	abc											

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



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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
England	2609	895	1538	1532	920
	85%	84%	85%	84%	86%
Scotland	259	87	152	164	80
	8%	8%	8%	9%	7%
Wales	139	59	70	86	44
	4%	6%	4%	5%	4%
Northern Ireland	77	29	43	43	30
	2%	3%	2%	2%	3%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 2**

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

**NATION/ REGION**

Base : All respondents

	Total	AGE						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
North West	388	46	78	69	59	64	73	388	174	213	102	111	79	97	213	176	388
	13%	12%	14%	13%	11%	13%	13%	13%	12%	13%	11%	12%	12%	16%	12%	14%	13%
														jn			
Yorkshire and Humberside	248	30	29	42	44	57	45	248	123	122	64	88	61	33	153	94	248
	8%	8%	5%	8%	8%	11%	8%	8%	8%	8%	7%	10%	10%	5%	8%	8%	8%
						b						m	m		m		
North East	151	23	23	28	23	28	28	151	60	88	25	58	32	31	83	63	151
	5%	6%	4%	5%	4%	5%	5%	5%	4%	6%	3%	6%	5%	5%	5%	5%	5%
												j					j
West Midlands	310	49	61	56	49	52	45	310	157	150	107	79	53	72	186	124	310
	10%	13%	11%	11%	9%	10%	8%	10%	11%	9%	12%	9%	8%	12%	10%	10%	10%
		f															
East of England	234	17	48	27	49	47	45	234	115	115	63	65	54	52	128	105	234
	8%	5%	8%	5%	9%	9%	8%	8%	8%	7%	7%	7%	8%	8%	7%	8%	8%
					ac	ac											
East Midlands	229	26	59	36	29	42	36	229	100	127	49	90	40	49	139	90	229
	7%	7%	10%	7%	5%	8%	7%	7%	7%	8%	5%	10%	6%	8%	8%	7%	7%
			d									j					
South East	459	37	70	83	108	78	83	459	183	272	130	118	125	85	247	210	459
	15%	10%	12%	16%	20%	15%	15%	15%	13%	17%	15%	13%	19%	14%	14%	17%	15%
				a	abg			a		h			kmnp			k	
London	336	60	67	68	61	32	48	336	206	127	140	96	55	41	236	95	336
	11%	16%	12%	13%	11%	6%	9%	11%	14%	8%	16%	10%	9%	7%	13%	8%	11%
		efg	e	e	e			e	i		klmop	m			lmo		mo
South West	254	27	51	38	42	31	66	254	111	137	66	81	49	54	147	102	254
	8%	7%	9%	7%	8%	6%	12%	8%	8%	9%	8%	9%	8%	9%	8%	8%	8%
							ceg										
Scotland	259	25	49	46	47	39	52	259	125	129	75	76	53	52	150	105	259
	8%	7%	9%	9%	9%	8%	9%	8%	9%	8%	8%	8%	8%	9%	8%	8%	8%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 2**

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

**NATION/ REGION**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f		MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Wales	139	18	25	22	24	25	24	139	68	68	41	40	26	30	81	56	139
	4%	5%	4%	4%	4%	5%	4%	4%	5%	4%	5%	4%	4%	5%	4%	4%	4%
Northern Ireland	77	11	14	14	13	12	13	77	39	38	23	23	15	16	46	31	77
	2%	3%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%	3%	2%	2%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 2**

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

**NATION/ REGION**

Base : All respondents

	Total	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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
North West	388	388	-	-	-	388	353	35	64	324	103	164	117	388	63	176	82
	13%	15%	-%	-%	-%	13%	13%	8%	14%	12%	14%	12%	12%	13%	13%	14%	10%
		bcd				bcd	g										
Yorkshire and Humberside	248	248	-	-	-	248	205	43	33	215	56	110	76	248	55	112	46
	8%	10%	-%	-%	-%	8%	8%	10%	7%	8%	8%	8%	8%	8%	12%	9%	6%
		bcd				bcd									p	p	
North East	151	151	-	-	-	151	140	11	32	119	50	62	40	151	42	63	33
	5%	6%	-%	-%	-%	5%	5%	3%	7%	5%	7%	4%	4%	5%	9%	5%	4%
		bcd				bcd									op		
West Midlands	310	310	-	-	-	310	278	32	54	257	77	137	95	310	56	127	74
	10%	12%	-%	-%	-%	10%	10%	8%	12%	10%	11%	10%	10%	10%	12%	10%	9%
		bcd				bcd											
East of England	234	234	-	-	-	234	180	54	33	201	55	107	64	234	21	115	56
	8%	9%	-%	-%	-%	8%	7%	13%	7%	8%	8%	8%	7%	8%	4%	9%	7%
		bcd				bcd		f								n	
East Midlands	229	229	-	-	-	229	188	41	33	196	64	101	64	229	26	105	51
	7%	9%	-%	-%	-%	7%	7%	10%	7%	7%	9%	7%	7%	7%	6%	8%	6%
		bcd				bcd											
South East	459	459	-	-	-	459	388	70	72	387	98	200	161	459	57	187	142
	15%	18%	-%	-%	-%	15%	15%	17%	15%	15%	14%	15%	17%	15%	12%	15%	18%
		bcde				bcd											n
London	336	336	-	-	-	336	333	3	48	289	54	162	120	336	48	94	121
	11%	13%	-%	-%	-%	11%	13%	1%	10%	11%	7%	12%	12%	11%	10%	7%	15%
		bcd				bcd	g					j	j				no
South West	254	254	-	-	-	254	199	55	41	213	56	127	70	254	28	109	64
	8%	10%	-%	-%	-%	8%	7%	13%	9%	8%	8%	9%	7%	8%	6%	8%	8%
		bcd				bcd		f									

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 2**

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

**NATION/ REGION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Scotland	259	-	259	-	-	259	228	31	28	230	59	108	89	259	34	103	85
	8%	-%	100%	-%	-%	8%	9%	7%	6%	9%	8%	8%	9%	8%	7%	8%	11%
			acde			acd											
Wales	139	-	-	139	-	139	108	31	19	120	32	60	45	139	31	55	29
	4%	-%	-%	100%	-%	4%	4%	7%	4%	5%	5%	4%	5%	4%	7%	4%	4%
			abde			abd		f									
Northern Ireland	77	-	-	-	77	77	62	15	10	67	15	35	27	77	13	33	19
	2%	-%	-%	-%	100%	2%	2%	4%	2%	3%	2%	3%	3%	2%	3%	3%	2%
					abce	abc											

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
North West	388 13%	130 12%	229 13%	231 13%	136 13%
Yorkshire and Humberside	248 8%	105 10%	134 7%	158 9%	80 7%
North East	151 5%	53 5%	91 5%	93 5%	57 5%
West Midlands	310 10%	118 11%	172 10%	177 10%	119 11%
East of England	234 8%	75 7%	141 8%	124 7%	95 9%
East Midlands	229 7%	88 8%	127 7%	137 8%	76 7%
South East	459 15%	137 13%	293 16%	264 14%	170 16%
London	336 11%	105 10%	201 11%	174 10%	129 12%
South West	254 8%	84 8%	149 8%	172 9%	59 6%
Scotland	259 8%	87 8%	152 8%	164 9%	80 7%
Wales	139 4%	59 6%	70 4%	86 5%	44 4%
Northern Ireland	77 2%	29 3%	43 2%	43 2%	30 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						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Urban	2661	340	522	477	463	418	442	2661	1299	1327	747	810	550	532	1557	1082	2661
	86%	92%	91%	90%	84%	83%	79%	86%	89%	84%	84%	88%	86%	87%	86%	86%	86%
		defg	defg	def				f	i								
Rural	422	29	51	53	85	87	116	422	163	257	138	115	91	78	253	169	422
	14%	8%	9%	10%	16%	17%	21%	14%	11%	16%	16%	12%	14%	13%	14%	14%	14%
					abc	abc	abcg	ab		h							

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 3**

All interviewing conducted using an online panel. Any break column with 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				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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Urban	2661	2264	228	108	62	2661	2661	-	406	2255	601	1181	859	2661	430	1103	661
	86%	87%	88%	78%	80%	86%	100%	-%	87%	86%	84%	86%	89%	86%	91%	86%	82%
		cd	cd			cd	g						j		op		
Rural	422	345	31	31	15	422	-	422	60	362	117	191	109	422	44	175	142
	14%	13%	12%	22%	20%	14%	-%	100%	13%	14%	16%	14%	11%	14%	9%	14%	18%
				abe	abe			f			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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Urban	2661	941	1543	1545	954
	86%	88%	86%	85%	89%
					c
Rural	422	130	261	279	120
	14%	12%	14%	15%	11%
				d	

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 4**

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

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
A	153	27	22	44	29	13	17	153	107	45	153	-	-	-	153	-	153
	5%	7%	4%	8%	5%	3%	3%	5%	7%	3%	17%	-%	-%	-%	8%	-%	5%
		ef		befg					i		klmnop				klmop		klmo
B	732	75	165	137	106	121	128	732	327	392	732	-	-	-	732	-	732
	24%	20%	29%	26%	19%	24%	23%	24%	22%	25%	83%	-%	-%	-%	40%	-%	24%
			ad	d							klmnop				klmop		klmo
C1	924	106	182	152	162	167	155	924	455	463	-	924	-	-	924	-	924
	30%	29%	32%	29%	30%	33%	28%	30%	31%	29%	-%	100%	-%	-%	51%	-%	30%
												jlmnop			jlmop		jlmo
C2	641	89	110	98	140	105	99	641	287	350	-	-	641	-	-	641	641
	21%	24%	19%	18%	26%	21%	18%	21%	20%	22%	-%	-%	100%	-%	-%	51%	21%
		f			cf								jkmnop			jkmp	jkmp
D	305	32	59	72	56	49	36	305	145	158	-	-	-	305	-	305	305
	10%	9%	10%	14%	10%	10%	6%	10%	10%	10%	-%	-%	-%	50%	-%	24%	10%
				fg				f						jklnop		jklnp	jkln
E	306	29	33	23	53	48	119	306	134	163	-	-	-	306	-	306	306
	10%	8%	6%	4%	10%	9%	21%	10%	9%	10%	-%	-%	-%	50%	-%	24%	10%
					c	c	abcdeg	bc						jklnop		jklnp	jkln
Don't know	22	9	1	4	1	2	4	22	7	14	-	-	-	-	-	-	22
	1%	3%	*%	1%	*%	*%	1%	1%	*%	1%	-%	-%	-%	-%	-%	-%	1%
		bdeg															no
<b>SUMMARY CODES</b>																	
AB	885	102	187	181	135	134	145	885	434	436	885	-	-	-	885	-	885
	29%	28%	33%	34%	25%	27%	26%	29%	30%	28%	100%	-%	-%	-%	49%	-%	29%
			d	defg							klmnop				klmop		klmo
C1C2	1565	196	292	249	302	272	253	1565	742	813	-	924	641	-	924	641	1565
	51%	53%	51%	47%	55%	54%	45%	51%	51%	51%	-%	100%	100%	-%	51%	51%	51%
					cf	f						jmnop	jmnop		jm	jm	jm
DE	610	62	92	95	109	97	155	610	279	321	-	-	-	610	-	610	610
	20%	17%	16%	18%	20%	19%	28%	20%	19%	20%	-%	-%	-%	100%	-%	49%	20%
							abcdeg							jklnop		jklnp	jkln

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 4**

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

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
A	153 5%	133 5%	7 3%	6 4%	6 8% be	153 5%	124 5%	29 7%	10 2%	142 5% h	20 3%	57 4%	75 8% jkm	153 5%	15 3%	23 2%	92 11% no
B	732 24%	613 23%	68 26%	35 25%	17 22%	732 24%	623 23%	109 26%	63 14%	669 26% h	135 19%	300 22%	297 31% jkm	732 24% j	62 13%	231 18% n	316 39% no
C1	924 30%	786 30%	76 29%	40 29%	23 30%	924 30%	810 30%	115 27%	113 24%	811 31% h	168 23%	451 33% j	295 31% j	924 30% j	130 27%	427 33%	250 31%
C2	641 21%	547 21%	53 20%	26 19%	15 20%	641 21%	550 21%	91 22%	128 28% i	513 20%	156 22%	289 21%	190 20%	641 21%	114 24% p	330 26% p	108 14%
D	305 10%	263 10%	22 8%	14 10%	6 7%	305 10%	277 10%	28 7%	63 14% i	241 9%	89 12% l	142 10% l	70 7%	305 10% l	65 14% p	146 11% p	23 3%
E	306 10%	249 10%	30 12%	16 12%	10 13%	306 10%	256 10%	50 12%	77 17% i	229 9%	135 19% klm	129 9% l	36 4%	306 10% l	86 18% op	119 9% p	12 1%
Don't know	22 1%	17 1%	3 1%	1 1%	* *%	22 1%	22 1%	- -%	11 2% i	11 *%	14 2% klm	4 *%	4 *%	22 1%	2 *%	2 *%	1 *%
<b>SUMMARY CODES</b>																	
AB	885 29%	746 29%	75 29%	41 30%	23 30%	885 29%	747 28%	138 33%	73 16% h	812 31% h	155 22%	357 26%	372 38% jkm	885 29% j	76 16%	255 20%	408 51% no
C1C2	1565 51%	1333 51%	129 50%	66 47%	38 50%	1565 51%	1359 51%	206 49%	241 52%	1324 51%	324 45%	740 54% j	485 50%	1565 51%	244 52%	757 59% np	358 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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
DE	610	513	52	30	16	610	532	78	140	470	224	271	106	610	151	265	35
	20%	20%	20%	22%	20%	20%	20%	18%	30%	18%	31%	20%	11%	20%	32%	21%	4%
									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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
A	153 5%	44 4%	96 5%	56 3%	85 8% c
B	732 24%	249 23%	435 24%	396 22%	295 27% c
C1	924 30%	257 24%	617 34% a	603 33% d	272 25%
C2	641 21%	222 21%	387 21%	365 20%	256 24%
D	305 10%	105 10%	171 9%	162 9%	117 11%
E	306 10%	184 17% b	92 5%	236 13% d	41 4%
Don't know	22 1%	10 1%	6 *%	7 *%	8 1%
<b>SUMMARY CODES</b>					
AB	885 29%	293 27%	531 29%	452 25%	380 35% c
C1C2	1565 51%	479 45%	1004 56% a	967 53%	528 49%
DE	610 20%	289 27% b	263 15%	397 22% d	159 15%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 5**

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

**RESPONDENT'S AGE**

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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
16-24 years	370	370	-	-	-	-	-	370	161	194	102	106	89	62	209	151	370
	12%	100%	-%	-%	-%	-%	-%	12%	11%	12%	12%	12%	14%	10%	12%	12%	12%
		bcdefg						bcdef									
25-34 years	573	-	573	-	-	-	-	573	268	291	187	182	110	92	370	202	573
	19%	-%	100%	-%	-%	-%	-%	19%	18%	18%	21%	20%	17%	15%	20%	16%	19%
		acdefg						acdef						mo			
35-44 years	530	-	-	530	-	-	-	530	260	265	181	152	98	95	333	193	530
	17%	-%	-%	100%	-%	-%	-%	17%	18%	17%	20%	16%	15%	16%	18%	15%	17%
		abdefg						abdef						lo			
45-54 years	548	-	-	-	548	-	-	548	259	287	135	162	140	109	297	250	548
	18%	-%	-%	-%	100%	-%	-%	18%	18%	18%	15%	18%	22%	18%	16%	20%	18%
		abcefg						abcef						jn			
55-64 years	505	-	-	-	-	505	-	505	240	265	134	167	105	97	301	202	505
	16%	-%	-%	-%	-%	100%	-%	16%	16%	17%	15%	18%	16%	16%	17%	16%	16%
		abcdfg						abcdf									
65+	557	-	-	-	-	-	557	557	274	282	145	155	99	155	300	254	557
	18%	-%	-%	-%	-%	-%	100%	18%	19%	18%	16%	17%	15%	25%	17%	20%	18%
		abcdeg						abcde						jkinop			
														ln			

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 5**

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

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
16-24 years	370 12%	315 12%	25 10%	18 13%	11 15%	370 12%	340 13%	29 7%	81 17%	288 11%	80 11%	198 14%	91 9%	370 12%	105 22%	88 7%	49 6%
25-34 years	573 19%	485 19%	49 19%	25 18%	14 18%	573 19%	522 20%	51 12%	92 20%	481 18%	105 15%	249 18%	218 23%	573 19%	91 19%	234 18%	136 17%
35-44 years	530 17%	447 17%	46 18%	22 16%	14 18%	530 17%	477 18%	53 13%	77 16%	453 17%	82 11%	209 15%	236 24%	530 17%	93 20%	211 16%	157 20%
45-54 years	548 18%	464 18%	47 18%	24 17%	13 17%	548 18%	463 17%	85 20%	106 23%	442 17%	92 13%	239 17%	209 22%	548 18%	85 18%	221 17%	168 21%
55-64 years	505 16%	430 16%	39 15%	25 18%	12 15%	505 16%	418 16%	87 21%	69 15%	436 17%	123 17%	226 16%	151 16%	505 16%	58 12%	230 18%	150 19%
65+	557 18%	469 18%	52 20%	24 17%	13 17%	557 18%	442 17%	116 27%	41 9%	516 20%	236 33%	251 18%	61 6%	557 18%	42 9%	294 23%	143 18%

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
16-24 years	370 12%	174 16% b	142 8%	246 13% d	82 8%
25-34 years	573 19%	194 18%	325 18%	253 14%	267 25% c
35-44 years	530 17%	151 14%	343 19% a	130 7%	369 34% c
45-54 years	548 18%	179 17%	348 19%	258 14%	268 25% c
55-64 years	505 16%	171 16%	319 18%	421 23% d	73 7%
65+	557 18%	201 19%	327 18%	517 28% d	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.

RESPONDENT'S GENDER

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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Man	1462	161	268	260	259	240	274	1462	1462	-	434	455	287	279	890	566	1462
	47%	44%	47%	49%	47%	48%	49%	47%	100%	-%	49%	49%	45%	46%	49%	45%	47%
									i								
Woman	1584	194	291	265	287	265	282	1584	-	1584	436	463	350	321	899	671	1584
	51%	52%	51%	50%	52%	52%	51%	51%	-%	100%	49%	50%	55%	53%	50%	54%	51%
										h							
Non-binary	23	9	6	4	2	-	1	23	-	-	6	3	3	11	9	14	23
	1%	3%	1%	1%	*%	-%	*%	1%	-%	-%	1%	*%	*%	2%	*%	1%	1%
														knp			
Prefer to use another term	3	1	2	*	-	-	-	3	-	-	2	1	-	-	3	-	3
	*%	*%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%	-%	*%
Prefer not to say	11	4	6	-	-	-	-	11	-	-	6	3	1	-	9	1	11
	*%	1%	1%	-%	-%	-%	-%	*%	-%	-%	1%	*%	*%	-%	*%	*%	*%
		f	cf														

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 6**

All interviewing conducted using an online panel. Any break column with 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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Man	1462 47%	1230 47%	125 48%	68 49%	39 51%	1462 47%	1299 49%	163 39%	153 33%	1310 50%	288 40%	652 48%	507 52%	1462 47%	216 46%	615 48%	419 52%
Woman	1584 51%	1350 52%	129 50%	68 49%	38 49%	1584 51%	1327 50%	257 61%	305 65%	1279 49%	420 59%	699 51%	455 47%	1584 51%	250 53%	654 51%	383 48%
Non-binary	23 1%	18 1%	2 1%	3 2% ae	* *% ae	23 1%	21 1%	2 1%	5 1%	18 1%	2 *% klm	16 1%	5 *% jlm	23 1%	8 2% p	9 1%	- -%
Prefer to use another term	3 *% ae	3 *% ae	- -% ae	- -% ae	- -% ae	3 *% ae	3 *% ae	- -% ae	- -% ae	3 *% ae	- -% ae	3 *% ae	* *% ae	3 *% ae	- -% ae	- -% ae	- -% ae
Prefer not to say	11 *% ae	7 *% ae	3 1% ae	* *% ae	- -% ae	11 *% ae	11 *% ae	- -% ae	3 1% ae	8 *% ae	7 1% kl	3 *% ae	1 *% ae	11 *% ae	- -% ae	- -% ae	1 *% ae

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Man	1462 47%	480 45%	883 49%	859 47%	513 48%
Woman	1584 51%	567 53%	911 51%	947 52%	553 52%
Non-binary	23 1%	12 1%	9 1%	13 1%	8 1%
Prefer to use another term	3 *%	3 *%	* *%	2 *%	- -%
Prefer not to say	11 *%	9 1%	* *%	3 *%	- -%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 7**

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

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
In full time employment	1415	121	371	385	292	195	51	1415	844	562	502	483	306	125	985	431	1415
	46%	33%	65%	73%	53%	39%	9%	46%	58%	35%	57%	52%	48%	20%	54%	34%	46%
		f	adefg	abdefg	aefg	f		aef	i		lmop	mop	mo		lmop	m	mo
In part time employment	558	78	96	95	138	102	48	558	137	419	134	130	173	113	264	286	558
	18%	21%	17%	18%	25%	20%	9%	18%	9%	26%	15%	14%	27%	18%	15%	23%	18%
		f	f	f	bcfg	f		f		h			jkmp			jknp	kn
Retired	548	-	-	*	5	93	449	548	264	283	157	165	80	144	322	224	548
	18%	-%	-%	*%	1%	18%	80%	18%	18%	18%	18%	18%	12%	24%	18%	18%	18%
						abcd	abcdeg	abcd			l	l		jklnop	l	l	l
Unemployed	193	36	53	25	35	39	4	193	98	86	19	31	15	123	50	138	193
	6%	10%	9%	5%	6%	8%	1%	6%	7%	5%	2%	3%	2%	20%	3%	11%	6%
		cfg	cfg	f	f	f		f						jklnop		jklnp	jkln
Full-time responsibility for home/family	177	2	34	21	64	53	2	177	30	143	36	39	43	59	75	102	177
	6%	*%	6%	4%	12%	11%	*%	6%	2%	9%	4%	4%	7%	10%	4%	8%	6%
			af	af	abcfg	abcfg		af		h				jknp		jknp	
A student	139	128	9	1	1	-	-	139	65	63	35	67	18	13	102	32	139
	5%	35%	2%	*%	*%	-%	-%	5%	4%	4%	4%	7%	3%	2%	6%	3%	5%
		bcdefg	def					bcdef				jlmp			lmo		mo
Other	43	2	5	*	12	21	3	43	20	23	2	9	5	27	11	32	43
	1%	*%	1%	*%	2%	4%	1%	1%	1%	1%	*%	1%	1%	4%	1%	3%	1%
					c	abcfg		c						jklnp		jknp	j
Prefer not to say	10	3	4	1	1	2	-	10	4	5	1	-	*	7	1	7	10
	*%	1%	1%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	1%	*%	1%	*%
														jknp		n	

**SUMMARY CODES**

WORKING	1973	200	468	481	430	296	99	1973	981	981	636	613	479	238	1249	717	1973
	64%	54%	82%	91%	78%	59%	18%	64%	67%	62%	72%	66%	75%	39%	69%	57%	64%
		f	aefg	abdefg	aefg	f		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						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
NOT WORKING	1099	167	101	49	118	207	458	1099	477	598	249	311	161	366	560	527	1099
	36%	45%	18%	9%	21%	41%	82%	36%	33%	38%	28%	34%	25%	60%	31%	42%	36%
		bcdg	c		c	bcd	abcdeg	bcd		h		jl		jklmnop	l	jklnp	jl

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 7**

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

**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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
In full time employment	1415	1194	119	63	39	1415	1271	144	169	1247	210	579	617	1415	161	565	515
	46%	46%	46%	46%	50%	46%	48%	34%	36%	48%	29%	42%	64%	46%	34%	44%	64%
							g			h		j	l	j		n	no
In part time employment	558	484	37	23	14	558	475	82	114	444	120	264	173	558	121	250	91
	18%	19%	14%	17%	18%	18%	18%	20%	24%	17%	17%	19%	18%	18%	25%	20%	11%
									i						op	p	
Retired	548	461	56	22	9	548	424	123	35	513	222	254	61	548	44	288	139
	18%	18%	22%	16%	11%	18%	16%	29%	8%	20%	31%	19%	6%	18%	9%	23%	17%
		d	d			d		f		h	klm	l		l		np	n
Unemployed	193	168	11	9	5	193	174	19	58	135	59	98	34	193	66	53	12
	6%	6%	4%	6%	6%	6%	7%	4%	12%	5%	8%	7%	4%	6%	14%	4%	2%
									i		l	l		l	op	p	
Full-time responsibility for home/family	177	145	18	9	5	177	142	35	50	127	53	75	45	177	36	74	26
	6%	6%	7%	7%	6%	6%	5%	8%	11%	5%	7%	5%	5%	6%	8%	6%	3%
									i						p	p	
A student	139	112	14	9	4	139	126	13	31	108	35	76	29	139	37	21	16
	5%	4%	5%	6%	6%	5%	5%	3%	7%	4%	5%	6%	3%	5%	8%	2%	2%
												l			op		
Other	43	36	2	3	2	43	40	4	7	36	13	22	8	43	8	24	4
	1%	1%	1%	2%	3%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%
																p	*
Prefer not to say	10	8	2	*	-	10	9	2	2	9	6	4	1	10	1	1	-
	0.3%	0.3%	0.8%	0.7%	0.0%	0.3%	0.3%	0.5%	0.5%	0.3%	0.8%	0.3%	0.1%	0.3%	0.3%	0.1%	0.0%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 7**

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
<b>SUMMARY CODES</b>																	
WORKING	1973	1678	156	86	52	1973	1747	227	282	1691	330	843	790	1973	281	816	606
	64%	64%	60%	62%	68%	64%	66%	54%	61%	65%	46%	61%	82%	64%	59%	64%	75%
							g					j	jkm	j			no
NOT WORKING	1099	922	101	52	25	1099	906	194	181	918	382	525	177	1099	190	461	197
	36%	35%	39%	37%	32%	36%	34%	46%	39%	35%	53%	38%	18%	36%	40%	53%	25%
								f			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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
In full time employment	1415	379	936	664	673
	46%	35%	52%	36%	63%
			a		c
In part time employment	558	203	330	284	243
	18%	19%	18%	16%	23%
					c
Retired	548	189	337	515	16
	18%	18%	19%	28%	2%
				d	
Unemployed	193	112	57	142	35
	6%	10%	3%	8%	3%
		b		d	
Full-time responsibility for home/ family	177	78	88	80	77
	6%	7%	5%	4%	7%
		b			c
A student	139	74	45	96	23
	5%	7%	3%	5%	2%
		b		d	
Other	43	35	7	37	5
	1%	3%	*%	2%	*%
		b		d	
Prefer not to say	10	1	3	7	1
	*%	*%	*%	*%	*%

Columns Tested: a,b - c,d



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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
<b>SUMMARY CODES</b>					
WORKING	1973 64%	581 54%	1266 70% a	948 52%	916 85% c
NOT WORKING	1099 36%	488 46% b	534 30%	870 48% d	157 15%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 8**

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

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
None	15	-	5	-	3	3	4	15	6	9	-	-	-	15	-	15	15
	*%	-%	1%	-%	1%	1%	1%	*%	*%	1%	-%	-%	-%	2%	-%	1%	*%
														jklnp		jklnp	n
Up to 2 hours	82	13	18	4	18	9	20	82	38	38	15	16	23	29	30	52	82
	3%	4%	3%	1%	3%	2%	4%	3%	3%	2%	2%	2%	4%	5%	2%	4%	3%
		c	c		c		c	c					n	jknp		jknp	
3 to 5 hours	453	77	98	87	67	54	69	453	175	268	91	108	126	124	199	250	453
	15%	21%	17%	16%	12%	11%	12%	15%	12%	17%	10%	12%	20%	20%	11%	20%	15%
		defg	e	e						h			jknp	jknp		jknp	jn
6 to 8 hours	305	46	65	39	44	38	72	305	118	183	83	75	73	71	157	144	305
	10%	13%	11%	7%	8%	8%	13%	10%	8%	12%	9%	8%	11%	12%	9%	11%	10%
		c					cde			h						kn	
9 to 11 hours	336	50	72	65	46	50	54	336	135	199	111	103	64	54	214	117	336
	11%	13%	13%	12%	8%	10%	10%	11%	9%	13%	12%	11%	10%	9%	12%	9%	11%
										h							
12 to 15 hours	221	16	35	36	38	40	55	221	113	106	69	65	48	36	134	85	221
	7%	4%	6%	7%	7%	8%	10%	7%	8%	7%	8%	7%	8%	6%	7%	7%	7%
							a										
16 to 22 hours	329	31	48	50	70	52	78	329	148	181	107	101	67	53	207	121	329
	11%	8%	8%	9%	13%	10%	14%	11%	10%	11%	12%	11%	11%	9%	11%	10%	11%
							ab										
23 to 30 hours	522	40	79	107	104	102	90	522	282	238	157	169	111	83	326	194	522
	17%	11%	14%	20%	19%	20%	16%	17%	19%	15%	18%	18%	17%	14%	18%	16%	17%
				ab	a	ab		a	i						m		
Over 30 hours	760	88	145	135	149	140	104	760	423	326	241	277	121	120	518	240	760
	25%	24%	25%	26%	27%	28%	19%	25%	29%	21%	27%	30%	19%	20%	29%	19%	25%
			f	f	f	f		f	i		lmo	lmop			lmop		lmo
Don't know/ unsure	61	8	8	6	9	17	13	61	24	37	12	11	8	26	23	34	61
	2%	2%	1%	1%	2%	3%	2%	2%	2%	2%	1%	1%	1%	4%	1%	3%	2%
														jklnp		n	

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

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

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
<b>SUMMARY CODES</b>																	
0 to 8 hours	855	136	186	130	133	104	165	855	336	498	188	198	222	239	386	460	855
	28%	37%	33%	25%	24%	21%	30%	28%	23%	31%	21%	21%	35%	39%	21%	37%	28%
		cdeg	cde				e	e		h			jknp	jknp		jknp	jknp
9 to 22 hours	885	97	155	151	154	142	186	885	396	486	286	269	180	143	556	323	885
	29%	26%	27%	29%	28%	28%	33%	29%	27%	31%	32%	29%	28%	23%	31%	26%	29%
							mo	mo			mo	m			mo		m
23+ hours	1282	128	224	242	252	243	193	1282	706	564	398	446	232	203	844	435	1282
	42%	35%	39%	46%	46%	48%	35%	42%	48%	36%	45%	48%	36%	33%	47%	35%	42%
				af	af	abfg		af	i		lmo	lmop			lmop		mo

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 8**

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
None	15 *%	14 1%	- -%	1 *%	* *%	15 *%	11 *%	4 1%	9 2%	6 *%	9 1%	6 *%	- -%	15 *%	6 1%	1 *%	- -%
Up to 2 hours	82 3%	72 3%	5 2%	2 2%	2 3%	82 3%	65 2%	17 4%	36 8%	46 2%	56 8%	15 1%	8 1%	82 3%	25 5%	35 3%	5 1%
3 to 5 hours	453 15%	375 14%	42 16%	23 17%	12 16%	453 15%	354 13%	99 23%	120 26%	333 13%	174 24%	186 14%	85 9%	453 15%	66 14%	169 13%	89 11%
6 to 8 hours	305 10%	264 10%	22 8%	13 10%	6 8%	305 10%	266 10%	39 9%	66 14%	240 9%	99 14%	155 11%	47 5%	305 10%	46 10%	127 10%	53 7%
9 to 11 hours	336 11%	290 11%	26 10%	12 9%	7 9%	336 11%	295 11%	41 10%	69 15%	267 10%	66 9%	183 13%	80 8%	336 11%	48 10%	137 11%	80 10%
12 to 15 hours	221 7%	188 7%	16 6%	9 6%	8 10%	221 7%	192 7%	29 7%	28 6%	193 7%	44 6%	102 7%	74 8%	221 7%	31 7%	93 7%	59 7%
16 to 22 hours	329 11%	273 10%	29 11%	18 13%	9 12%	329 11%	278 10%	51 12%	25 5%	303 12%	47 7%	166 12%	115 12%	329 11%	44 9%	152 12%	97 12%
23 to 30 hours	522 17%	433 17%	48 18%	26 19%	15 20%	522 17%	463 17%	59 14%	48 10%	474 18%	79 11%	221 16%	220 23%	522 17%	85 18%	236 18%	150 19%
Over 30 hours	760 25%	648 25%	63 24%	32 23%	17 22%	760 25%	683 26%	77 18%	55 12%	705 27%	109 15%	320 23%	329 34%	760 25%	113 24%	306 24%	263 33%
Don't know/ unsure	61 2%	51 2%	8 3%	2 2%	- -%	61 2%	54 2%	7 2%	11 2%	50 2%	34 5%	18 1%	9 1%	61 2%	10 2%	20 2%	6 1%

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

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

**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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
<b>SUMMARY CODES</b>																	
0 to 8 hours	855 28%	725 28%	69 27%	39 28%	21 27%	855 28%	696 26%	158 38% f	230 49% i	625 24%	338 47% klm	362 26% l	140 14%	855 28% l	142 30% p	333 26% p	147 18%
9 to 22 hours	885 29%	751 29%	71 27%	39 28%	24 31%	885 29%	765 29%	120 29%	122 26%	763 29%	157 22%	451 33% jlm	269 28% j	885 29% j	124 26%	383 30%	236 29%
23+ hours	1282 42%	1081 41%	111 43%	58 42%	33 42%	1282 42%	1146 43% g	136 32%	103 22%	1179 45% h	188 26%	541 39% j	550 57% jkm	1282 42% j	198 42%	542 42%	413 52% no

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

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**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
None	15 *%	8 1%	4 *%	12 1%	- -%
Up to 2 hours	82 3%	49 5%	33 2%	51 3%	20 2%
		b			
3 to 5 hours	453 15%	168 16%	242 13%	240 13%	152 14%
6 to 8 hours	305 10%	114 11%	158 9%	174 10%	113 11%
9 to 11 hours	336 11%	96 9%	215 12%	185 10%	130 12%
12 to 15 hours	221 7%	66 6%	142 8%	136 7%	72 7%
16 to 22 hours	329 11%	91 8%	224 12%	192 11%	125 12%
			a		
23 to 30 hours	522 17%	185 17%	311 17%	311 17%	196 18%
Over 30 hours	760 25%	272 25%	453 25%	486 27%	253 24%
Don't know/ unsure	61 2%	22 2%	23 1%	38 2%	13 1%
<b>SUMMARY CODES</b>					
0 to 8 hours	855 28%	339 32%	436 24%	476 26%	285 27%
		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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
9 to 22 hours	885 29%	252 24%	581 32% a	513 28%	327 30%
23+ hours	1282 42%	458 43%	764 42%	797 44%	449 42%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 9**

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

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
WhatsApp	2443	293	503	471	466	372	338	2443	1107	1307	731	739	532	427	1470	959	2443
	79%	79%	88%	89%	85%	74%	61%	79%	76%	83%	83%	80%	83%	70%	81%	77%	79%
		f	aefg	aefg	efg	f		ef		h	mo	m	mo		mo	m	m
(Facebook) Messenger	1805	193	372	340	340	293	267	1805	754	1027	481	525	405	382	1005	786	1805
	59%	52%	65%	64%	62%	58%	48%	59%	52%	65%	54%	57%	63%	63%	56%	63%	59%
			afg	af	af	f		af		h			jn	jn		jknp	
Instagram (Direct)	1144	257	343	246	145	89	63	1144	478	643	394	341	250	152	735	403	1144
	37%	70%	60%	46%	26%	18%	11%	37%	33%	41%	44%	37%	39%	25%	41%	32%	37%
		bcdefg	cdefg	defg	ef	f		def		h	kmop	m	mo		mo	m	mo
FaceTime	921	178	224	155	147	119	98	921	349	560	319	268	195	133	587	328	921
	30%	48%	39%	29%	27%	24%	18%	30%	24%	35%	36%	29%	30%	22%	32%	26%	30%
		bcdefg	cdefg	f	f			ef		h	kmop	m	m		mo	m	m
Microsoft Teams	758	132	183	175	145	81	42	758	381	362	314	273	102	64	587	166	758
	25%	36%	32%	33%	26%	16%	7%	25%	26%	23%	35%	29%	16%	10%	32%	13%	25%
		defg	efg	efg	ef	f		ef			klmop	lmop	m		lmop		lmo
Snapchat	734	269	235	110	60	42	18	734	326	399	221	203	190	114	424	304	734
	24%	73%	41%	21%	11%	8%	3%	24%	22%	25%	25%	22%	30%	19%	23%	24%	24%
		bcdefg	cdefg	def	f	f		def			m		kmnp		m	m	m
Zoom	630	61	142	138	108	83	98	630	323	299	278	201	92	59	479	151	630
	20%	17%	25%	26%	20%	16%	18%	20%	22%	19%	31%	22%	14%	10%	26%	12%	20%
			aef	aefg							klmnop	lmo	m		klmop		lmo
iMessage (by Apple)	575	114	149	94	101	80	36	575	221	351	197	180	118	77	377	195	575
	19%	31%	26%	18%	18%	16%	6%	19%	15%	22%	22%	19%	18%	13%	21%	16%	19%
		cdefg	cdefg	f	f	f		f		h	mo	m	m		mo		m
Skype	417	42	91	102	74	51	59	417	217	190	171	111	77	56	282	133	417
	14%	11%	16%	19%	13%	10%	11%	14%	15%	12%	19%	12%	12%	9%	16%	11%	14%
			ef	adefg							klmop				mo		mo
Discord	289	105	93	56	21	5	8	289	184	86	109	81	48	46	191	94	289
	9%	29%	16%	11%	4%	1%	1%	9%	13%	5%	12%	9%	8%	8%	11%	8%	9%
		bcdefg	cdefg	def	ef			def		i	lmop				o		

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



**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Telegram	278	42	88	78	35	24	11	278	197	74	110	87	45	35	197	80	278
	9%	11%	15%	15%	6%	5%	2%	9%	13%	5%	12%	9%	7%	6%	11%	6%	9%
		def	defg	defg	f			ef	i		lmop	mo			lmo		mo
Google Chat/ Google Meet	214	38	56	77	16	16	10	214	125	85	104	57	36	17	160	54	214
	7%	10%	10%	15%	3%	3%	2%	7%	9%	5%	12%	6%	6%	3%	9%	4%	7%
		defg	def	defg				def	i		klmop	m	m		mo		mo
Viber	90	7	23	33	12	3	11	90	54	35	43	15	15	17	58	32	90
	3%	2%	4%	6%	2%	1%	2%	3%	4%	2%	5%	2%	2%	3%	3%	3%	3%
			e	adefg				e			kop						
Kik	87	10	36	19	9	8	4	87	59	28	28	29	11	19	57	30	87
	3%	3%	6%	4%	2%	2%	1%	3%	4%	2%	3%	3%	2%	3%	3%	2%	3%
		f	adefg	f				f	i								
Signal	74	6	21	24	10	10	3	74	49	23	30	23	10	10	52	20	74
	2%	2%	4%	5%	2%	2%	1%	2%	3%	1%	3%	2%	2%	2%	3%	2%	2%
			f	fg				f	i		o						
WeChat	65	9	25	19	7	3	2	65	34	31	33	16	4	12	49	16	65
	2%	2%	4%	4%	1%	1%	*%	2%	2%	2%	4%	2%	1%	2%	3%	1%	2%
		f	defg	ef				f			lop				lo		
Slack	58	4	28	15	6	5	1	58	33	24	29	18	4	7	47	12	58
	2%	1%	5%	3%	1%	1%	*%	2%	2%	2%	3%	2%	1%	1%	3%	1%	2%
			adefg	f				f			lmo				lo		
Clubhouse	44	6	16	14	5	*	2	44	25	19	16	13	3	12	28	15	44
	1%	2%	3%	3%	1%	*%	*%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%
		e	ef	ef													
I send messages, chat or make video/ voice calls on other apps/ sites	118	17	38	19	20	13	12	118	70	46	44	34	16	24	78	40	118
	4%	5%	7%	3%	4%	3%	2%	4%	5%	3%	5%	4%	2%	4%	4%	3%	4%
			efg						i								

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 9**

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

**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							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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083	
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854	
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083	
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2943	369	563	520	540	479	473	2943	1381	1526	845	892	624	560	1737	1184	2943	
	95%	100%	98%	98%	98%	95%	85%	95%	94%	96%	95%	97%	97%	92%	96%	95%	95%	
		efg	efg	efg	efg	f		f			m	m	mo		m		m	
I do not send messages, chat or make video or voice calls on ANY apps/ sites	118	1	3	7	8	24	75	118	66	51	39	28	14	36	68	50	118	
	4%	*%	1%	1%	2%	5%	13%	4%	5%	3%	4%	3%	2%	6%	4%	4%	4%	
					abcd	abcdeg	abcd							kl				
Don't know	22	-	7	3	*	2	10	22	15	7	1	4	3	14	5	17	22	
	1%	-%	1%	1%	*%	*%	2%	1%	1%	*%	*%	*%	*%	2%	*%	1%	1%	
							ad							jklnp		jn		
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083	
Mean number of apps/ sites used (out of 19)	3.5	4.8	4.7	4.1	3.2	2.6	1.9	3.5	3.4	3.5	4.1	3.5	3.4	2.7	3.8	3.0	3.5	
		cdefg	cdefg	defg	ef	f		def			klmnop	mo	mo		klmop	m	mo	
Standard deviation	2.46	2.38	2.83	2.55	1.92	1.81	1.59	2.46	2.64	2.28	2.70	2.38	2.17	2.29	2.56	2.25	2.46	
Standard error	.04	.11	.13	.11	.09	.08	.06	.04	.07	.06	.09	.08	.09	.08	.06	.06	.04	
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																		

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

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All interviewing conducted using an online panel. Any break column with 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
WhatsApp	2443	2079	194	107	64	2443	2122	322	374	2069	471	1091	873	2443	377	1011	660
	79%	80%	75%	77%	83%	79%	80%	76%	80%	79%	66%	79%	90%	79%	80%	79%	82%
					b							j	jkm	j			
(Facebook) Messenger	1805	1518	154	90	45	1805	1562	243	258	1547	342	796	661	1805	284	785	458
	59%	58%	59%	65%	58%	59%	59%	58%	56%	59%	48%	58%	68%	59%	60%	61%	57%
												j	jkm	j			
Instagram (Direct)	1144	987	74	51	31	1144	1039	105	152	992	133	509	497	1144	212	430	299
	37%	38%	29%	37%	41%	37%	39%	25%	33%	38%	18%	37%	51%	37%	45%	34%	37%
		b			b	b	g					j	jkm	j	op		
FaceTime	921	784	68	45	25	921	786	135	157	765	117	415	389	921	141	350	274
	30%	30%	26%	33%	32%	30%	30%	32%	34%	29%	16%	30%	40%	30%	30%	27%	34%
												j	jkm	j			o
Microsoft Teams	758	620	79	38	22	758	689	69	79	679	57	276	425	758	95	259	289
	25%	24%	31%	27%	29%	25%	26%	16%	17%	26%	8%	20%	44%	25%	20%	20%	36%
			a				g			h		j	jkm	jk			no
Snapchat	734	622	48	37	27	734	673	61	127	607	110	320	304	734	179	251	155
	24%	24%	19%	27%	34%	24%	25%	14%	27%	23%	15%	23%	31%	24%	38%	20%	19%
				b	abe		g					j	jkm	j	op		
Zoom	630	544	46	22	18	630	562	68	46	584	40	232	357	630	87	223	237
	20%	21%	18%	16%	24%	20%	21%	16%	10%	22%	6%	17%	37%	20%	18%	17%	30%
					c					h		j	jkm	jk			no
iMessage (by Apple)	575	481	55	25	14	575	493	82	70	505	54	250	270	575	86	232	183
	19%	18%	21%	18%	19%	19%	19%	19%	15%	19%	8%	18%	28%	19%	18%	18%	23%
												j	jkm	j			o
Skype	417	361	28	17	10	417	361	56	20	396	44	155	216	417	70	148	137
	14%	14%	11%	12%	13%	14%	14%	13%	4%	15%	6%	11%	22%	14%	15%	12%	17%
										h		j	jkm	j			o
Discord	289	242	22	14	11	289	270	19	35	254	23	125	141	289	64	98	62
	9%	9%	8%	10%	14%	9%	10%	4%	8%	10%	3%	9%	15%	9%	14%	8%	8%
					abe		g					j	jkm	j	op		

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 9**

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

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Telegram	278 9%	246 9%	17 7%	8 6%	7 9%	278 9%	263 10%	15 4%	17 4%	261 10%	26 4%	102 7%	150 16%	278 9%	62 13%	100 8%	78 10%
Google Chat/ Google Meet	214 7%	189 7%	10 4%	11 8%	3 4%	214 7%	204 8%	11 3%	23 5%	191 7%	24 3%	69 5%	122 13%	214 7%	42 9%	77 6%	63 8%
Viber	90 3%	76 3%	6 3%	5 4%	3 3%	90 3%	83 3%	7 2%	4 1%	86 3%	15 2%	36 3%	39 4%	90 3%	16 3%	31 2%	20 3%
Kik	87 3%	76 3%	7 3%	3 2%	1 1%	87 3%	80 3%	7 2%	5 1%	82 3%	3 *%	47 3%	37 4%	87 3%	28 6%	32 3%	13 2%
Signal	74 2%	62 2%	8 3%	3 2%	1 1%	74 2%	68 3%	6 1%	7 2%	66 3%	6 1%	29 2%	39 4%	74 2%	10 2%	30 2%	22 3%
WeChat	65 2%	59 2%	3 1%	2 2%	1 1%	65 2%	61 2%	4 1%	- -%	65 2%	5 1%	25 2%	36 4%	65 2%	14 3%	27 2%	15 2%
Slack	58 2%	48 2%	7 3%	2 1%	2 2%	58 2%	54 2%	5 1%	2 *%	57 2%	2 *%	20 1%	36 4%	58 2%	2 *%	22 2%	23 3%
Clubhouse	44 1%	40 2%	2 1%	1 1%	* 1%	44 1%	42 2%	2 1%	5 1%	39 2%	10 1%	20 1%	14 1%	44 1%	7 1%	22 2%	9 1%
I send messages, chat or make video/ voice calls on other apps/ sites	118 4%	99 4%	10 4%	7 5%	2 2%	118 4%	103 4%	15 4%	6 1%	113 4%	13 2%	41 3%	63 7%	118 4%	23 5%	39 3%	41 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.

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2943 95%	2490 95%	244 94%	134 97%	74 96%	2943 95%	2554 96%	389 92%	459 99%	2484 95%	631 88%	1330 97%	962 99%	2943 95%	455 96%	1216 95%	776 97%
I do not send messages, chat or make video or voice calls on ANY apps/ sites	118 4%	97 4%	14 5%	4 3%	3 4%	118 4%	87 3%	31 7%	5 1%	113 4%	71 10%	36 3%	4 *%	118 4%	18 4%	58 5%	19 2%
Don't know	22 1%	21 1%	1 *%	* *%	- -%	22 1%	20 1%	2 1%	2 *%	20 1%	16 2%	6 *%	* *%	22 1%	1 *%	4 *%	8 1%
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 19)	3.5	3.5	3.2	3.5	3.7	3.5	3.6	2.9	3.0	3.6	2.1	3.3	4.8	3.5	3.8	3.3	3.8
Standard deviation	2.46	2.49	2.28	2.28	2.18	2.46	2.50	2.08	1.86	2.54	1.74	2.05	2.76	2.46	2.51	2.44	2.59
Standard error	.04	.05	.13	.13	.12	.04	.05	.10	.09	.05	.07	.05	.09	.04	.11	.07	.09

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
WhatsApp	2443 79%	830 77%	1467 81%	1357 74%	961 89% c
(Facebook) Messenger	1805 59%	666 62%	1047 58%	1002 55%	714 66% c
Instagram (Direct)	1144 37%	441 41% b	621 34%	535 29%	533 50% c
FaceTime	921 30%	335 31%	508 28%	463 25%	397 37% c
Microsoft Teams	758 25%	248 23%	452 25%	391 21%	328 31% c
Snapchat	734 24%	308 29% b	355 20%	339 19%	339 32% c
Zoom	630 20%	224 21%	372 21%	323 18%	268 25% c
iMessage (by Apple)	575 19%	178 17%	367 20%	300 16%	255 24% c
Skype	417 14%	136 13%	252 14%	212 12%	180 17% 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Discord	289 9%	141 13% b	125 7%	157 9%	107 10%
Telegram	278 9%	110 10%	147 8%	119 7%	147 14% c
Google Chat/ Google Meet	214 7%	96 9% b	109 6%	84 5%	115 11% c
Viber	90 3%	30 3%	52 3%	34 2%	47 4% c
Kik	87 3%	43 4% b	37 2%	37 2%	41 4% c
Signal	74 2%	29 3%	43 2%	42 2%	26 2%
WeChat	65 2%	29 3%	30 2%	20 1%	40 4% c
Slack	58 2%	22 2%	31 2%	31 2%	22 2%
Clubhouse	44 1%	25 2% b	19 1%	11 1%	24 2% 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
I send messages, chat or make video/ voice calls on other apps/ sites	118 4%	60 6% b	48 3%	74 4%	36 3%
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2943 95%	1024 96%	1720 95%	1698 93%	1067 99% c
I do not send messages, chat or make video or voice calls on ANY apps/ sites	118 4%	39 4%	72 4%	109 6% d	7 1%
Don't know	22 1%	8 1%	11 1%	17 1% d	- -%
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 19)	3.5	3.7 b	3.4	3.0	4.3 c
Standard deviation	2.46	2.60	2.37	2.33	2.51
Standard error	.04	.08	.06	.05	.08
Columns Tested: a,b - c,d					



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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
None used	140	1	10	9	9	27	84	140	81	58	40	32	17	50	72	68	140
	5%	*%	2%	2%	2%	5%	15%	5%	6%	4%	5%	3%	3%	8%	4%	5%	5%
						abcd	abcdeg	abcd						ijklnp		l	
Only one site or app used	527	21	47	51	101	128	180	527	283	240	100	165	121	139	264	260	527
	17%	6%	8%	10%	18%	25%	32%	17%	19%	15%	11%	18%	19%	23%	15%	21%	17%
					abc	abcdg	abcdg	abc	i			j	j	jnp		jnp	j
More than one site or app used	2416	348	516	470	439	351	293	2416	1097	1286	745	727	503	421	1473	924	2416
	78%	94%	90%	89%	80%	69%	52%	78%	75%	81%	84%	79%	78%	69%	81%	74%	78%
		cdefg	defg	defg	ef	f		ef		h	klmop	mo	m		mo		mo
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of apps/ sites used (out of 19)	3.5	4.8	4.7	4.1	3.2	2.6	1.9	3.5	3.4	3.5	4.1	3.5	3.4	2.7	3.8	3.0	3.5
		cdefg	cdefg	defg	ef	f		def			klmnop	mo	mo		klmnop	m	mo
Standard deviation	2.46	2.38	2.83	2.55	1.92	1.81	1.59	2.46	2.64	2.28	2.70	2.38	2.17	2.29	2.56	2.25	2.46
Standard error	.04	.11	.13	.11	.09	.08	.06	.04	.07	.06	.09	.08	.09	.08	.06	.06	.04

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

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

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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
None used	140 5%	118 5%	14 6%	4 3%	3 4%	140 5%	107 4%	33 8% f	7 1%	133 5% h	86 12% klm	42 3% l	5 1%	140 5% l	19 4%	62 5%	27 3%
Only one site or app used	527 17%	444 17%	50 19% d	23 17%	10 13%	527 17%	446 17%	81 19%	105 23% i	422 16%	242 34% klm	211 15% l	58 6%	527 17% l	74 16%	262 21% p	111 14%
More than one site or app used	2416 78%	2046 78%	195 75%	111 80%	64 84% b	2416 78%	2108 79% g	308 73%	354 76%	2062 79%	389 54%	1119 82% j	905 94% jkm	2416 78% j	381 81% o	954 75%	664 83% o
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 19)	3.5	3.5	3.2	3.5	3.7 b	3.5	3.6 g	2.9	3.0	3.6 h	2.1	3.3 j	4.8 jkm	3.5 jk	3.8 o	3.3	3.8 o
Standard deviation	2.46	2.49	2.28	2.28	2.18	2.46	2.50	2.08	1.86	2.54	1.74	2.05	2.76	2.46	2.51	2.44	2.59
Standard error	.04	.05	.13	.13	.12	.04	.05	.10	.09	.05	.07	.05	.09	.04	.11	.07	.09

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
None used	140 5%	46 4%	83 5%	126 7% d	7 1%
Only one site or app used	527 17%	162 15%	327 18%	387 21% d	108 10%
More than one site or app used	2416 78%	863 81%	1393 77%	1312 72%	959 89% c
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 19)	3.5	3.7 b	3.4	3.0	4.3 c
Standard deviation	2.46	2.60	2.37	2.33	2.51
Standard error	.04	.08	.06	.05	.08
Columns Tested: a,b - c,d					

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 11**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
YouTube	2417	322	491	447	422	400	335	2417	1222	1168	694	752	495	457	1446	953	2417
	78%	87%	86%	84%	77%	79%	60%	78%	84%	74%	78%	81%	77%	75%	80%	76%	78%
		defg	defg	dfg	f	f	f	f	i			mo			m		
Facebook (inc Facebook Gaming)	1408	142	304	294	292	201	176	1408	628	763	392	390	329	286	781	615	1408
	46%	38%	53%	55%	53%	40%	32%	46%	43%	48%	44%	42%	51%	47%	43%	49%	46%
			aefg	aefg	aefg	f	af	af	h				jknp		kn		
Instagram	1271	255	355	283	216	118	45	1271	517	737	421	366	294	185	787	478	1271
	41%	69%	62%	53%	39%	23%	8%	41%	35%	47%	48%	40%	46%	30%	43%	38%	41%
		cdefg	cdefg	defg	ef	f	ef	ef	h	kmop	m	mo			mo	m	m
TikTok	1061	270	300	211	148	93	38	1061	438	596	337	275	259	183	612	442	1061
	34%	73%	52%	40%	27%	18%	7%	34%	30%	38%	38%	30%	40%	30%	34%	35%	34%
		bcdefg	cdefg	def	ef	f	def	def	h	km			kmnp		k	k	
Snapchat	582	208	196	99	45	23	12	582	264	306	190	163	143	82	353	225	582
	19%	56%	34%	19%	8%	5%	2%	19%	18%	19%	21%	18%	22%	13%	20%	18%	19%
		bcdefg	cdefg	def	f		def	def	m		m		m		m	m	m
Twitch	221	65	86	38	22	3	7	221	164	52	86	63	44	28	149	72	221
	7%	18%	15%	7%	4%	1%	1%	7%	11%	3%	10%	7%	7%	5%	8%	6%	7%
		cdefg	cdefg	ef	ef		def	def	i		mo				mo		m
Dailymotion	105	14	40	22	13	11	6	105	66	34	30	36	21	18	66	39	105
	3%	4%	7%	4%	2%	2%	1%	3%	4%	2%	3%	4%	3%	3%	4%	3%	3%
		f	defg	f			f	f	i								
Vimeo	103	6	32	29	20	10	4	103	69	27	45	28	15	14	74	29	103
	3%	2%	6%	5%	4%	2%	1%	3%	5%	2%	5%	3%	2%	2%	4%	2%	3%
			aefg	aef	f		f	f	i		lmo				o		
OnlyFans	63	9	24	16	8	4	2	63	56	7	27	13	10	13	40	23	63
	2%	3%	4%	3%	1%	1%	*%	2%	4%	*%	3%	1%	2%	2%	2%	2%	2%
		f	defg	f			f	f	i								
BitChute	26	2	17	5	*	2	*	26	21	3	8	7	5	7	14	12	26
	1%	1%	3%	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
			acdefg						i								

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

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

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

Base : All respondents

	Total	AGE							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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083	
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854	
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083	
I watch videos/ clips on other apps/ sites	62 2%	3 1%	22 4%	5 1%	12 2%	8 2%	12 2%	62 2%	38 3%	24 2%	21 2%	20 2%	16 3%	5 1%	40 2%	22 2%	62 2%	
			acg															
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2790 91%	368 99%	562 98%	510 96%	502 92%	451 89%	397 71%	2790 91%	1349 92%	1405 89%	788 89%	851 92%	597 93%	532 87%	1639 91%	1130 90%	2790 91%	
		cdefg	defg	defg	f	f	f	f	i			m	jm				m	
I do not watch videos/ clips on any apps/ sites	260 8%	- -%	8 1%	14 3%	29 5%	52 10%	157 28%	260 8%	97 7%	162 10%	88 10%	61 7%	38 6%	72 12%	150 8%	110 9%	260 8%	
			a	a	ab	abcd	abcdeg	abc		h	kl			klnp				
Don't know	33 1%	2 1%	2 *%	5 1%	18 3%	2 *%	3 1%	33 1%	16 1%	17 1%	9 1%	12 1%	6 1%	6 1%	21 1%	12 1%	33 1%	
					abcefg													
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083	
Mean number of apps/ sites used (out of 11)	2.4	3.5	3.3	2.7	2.2	1.7	1.1	2.4	2.4	2.3	2.5	2.3	2.5	2.1	2.4	2.3	2.4	
		bcdefg	cdefg	defg	ef	f		def			kmop	m	kmop		m	m	m	
Standard deviation	1.62	1.49	1.70	1.52	1.37	1.22	1.04	1.62	1.69	1.56	1.72	1.53	1.64	1.59	1.63	1.63	1.62	
Standard error	.03	.07	.08	.06	.06	.06	.04	.03	.04	.04	.06	.05	.07	.06	.04	.04	.03	
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																		

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 11**

All interviewing conducted using an online panel. Any break column with 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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
YouTube	2417	2038	207	108	63	2417	2117	299	343	2074	406	1102	901	2417	385	1002	631
	78%	78%	80%	78%	82%	78%	80%	71%	74%	79%	57%	80%	93%	78%	81%	78%	79%
Facebook (inc Facebook Gaming)	1408	1182	117	69	41	1408	1229	179	186	1222	199	616	591	1408	231	598	381
	46%	45%	45%	50%	53%	46%	46%	42%	40%	47%	28%	45%	61%	46%	49%	47%	47%
Instagram	1271	1074	99	60	38	1271	1134	137	165	1106	139	571	561	1271	216	496	351
	41%	41%	38%	43%	49%	41%	43%	33%	36%	42%	19%	42%	58%	41%	46%	39%	44%
TikTok	1061	898	78	53	31	1061	963	98	170	891	130	438	493	1061	202	388	282
	34%	34%	30%	38%	41%	34%	36%	23%	36%	34%	18%	32%	51%	34%	43%	30%	35%
Snapchat	582	488	49	26	20	582	540	42	85	497	82	249	252	582	136	201	112
	19%	19%	19%	19%	26%	19%	20%	10%	18%	19%	11%	18%	26%	19%	29%	16%	14%
Twitch	221	186	17	12	7	221	202	18	23	198	29	93	98	221	48	70	61
	7%	7%	6%	8%	9%	7%	8%	4%	5%	8%	4%	7%	10%	7%	10%	5%	8%
Dailymotion	105	91	6	5	3	105	100	5	7	98	7	30	67	105	17	44	17
	3%	3%	2%	3%	4%	3%	4%	1%	2%	4%	1%	2%	7%	3%	4%	3%	2%
Vimeo	103	87	7	6	2	103	98	5	2	101	1	34	67	103	15	48	26
	3%	3%	3%	4%	3%	3%	4%	1%	%	4%	%	2%	7%	3%	3%	4%	3%
OnlyFans	63	57	2	2	1	63	63	1	2	62	9	23	32	63	5	34	17
	2%	2%	1%	2%	1%	2%	2%	%	%	2%	1%	2%	3%	2%	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
BitChute	26 1%	21 1%	4 2%	* *%	* 1%	26 1%	25 1%	2 *%	2 1%	24 1%	3 *%	10 1%	13 1%	26 1%	3 1%	13 1%	6 1%
I watch videos/ clips on other apps/ sites	62 2%	56 2%	3 1%	1 1%	2 2%	62 2%	54 2%	8 2%	3 1%	59 2%	5 1%	22 2%	35 4%	62 2%	8 2%	19 1%	23 3%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2790 91%	2352 90%	234 91%	129 93%	75 98% abce	2790 91%	2432 91% g	358 85%	423 91%	2367 90%	550 77%	1272 93% j	961 99% jkm	2790 91% j	452 96% op	1143 89%	723 90%
I do not watch videos/ clips on any apps/ sites	260 8%	227 9% d	22 9% d	9 7% d	2 2%	260 8% d	200 7%	61 14% f	29 6%	231 9%	146 20% klm	97 7% l	5 1%	260 8% l	21 4%	124 10% n	77 10% n
Don't know	33 1%	30 1%	2 1%	1 *%	- -%	33 1%	29 1%	4 1%	13 3% i	19 1%	23 3% klm	4 *%	1 *%	33 1% kl	- -%	11 1%	3 *%
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 11)	2.4	2.4	2.3	2.5	2.7 abce	2.4	2.5 g	1.9	2.1	2.4 h	1.4	2.3 j	3.2 jkm	2.4 j	2.7 op	2.3	2.4
Standard deviation	1.62	1.64	1.58	1.45	1.52	1.62	1.64	1.43	1.41	1.66	1.27	1.44	1.66	1.62	1.53	1.62	1.70
Standard error	.03	.04	.09	.08	.09	.03	.03	.07	.07	.03	.05	.04	.05	.03	.07	.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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
YouTube	2417 78%	834 78%	1418 79%	1380 76%	913 85% c
Facebook (inc Facebook Gaming)	1408 46%	504 47%	816 45%	711 39%	626 58% c
Instagram	1271 41%	465 43%	711 39%	610 33%	590 55% c
TikTok	1061 34%	400 37% b	570 32%	491 27%	501 47% c
Snapchat	582 19%	239 22% b	286 16%	258 14%	265 25% c
Twitch	221 7%	105 10% b	92 5%	129 7%	73 7%
Dailymotion	105 3%	44 4%	47 3%	55 3%	46 4%
Vimeo	103 3%	46 4%	50 3%	49 3%	49 5% c
OnlyFans	63 2%	34 3% b	25 1%	30 2%	27 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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
BitChute	26 1%	19 2%	8 *%	12 1%	11 1%
I watch videos/ clips on other apps/ sites	62 2%	23 2%	35 2%	37 2%	19 2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2790 91%	968 90%	1628 90%	1582 87%	1043 97%
I do not watch videos/ clips on any apps/ sites	260 8%	96 9%	158 9%	228 12%	25 2%
Don't know	33 1%	7 1%	18 1%	15 1%	6 1%
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 11)	2.4	2.5 b	2.2	2.1	2.9 c
Standard deviation	1.62	1.69	1.56	1.60	1.53
Standard error	.03	.05	.04	.04	.05
Columns Tested: a,b - c,d					

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
None used	293	2	10	19	46	54	161	293	113	179	97	73	44	78	171	122	293
	9%	1%	2%	4%	8%	11%	29%	9%	8%	11%	11%	8%	7%	13%	9%	10%	9%
				a	abc	abc	abcdeg	abc		h	l			klp			
Only one site or app used	791	33	70	104	143	214	227	791	428	362	187	270	160	171	457	332	791
	26%	9%	12%	20%	26%	42%	41%	26%	29%	23%	21%	29%	25%	28%	25%	27%	26%
				ab	abc	abcdg	abcdg	abc	i			j		j		j	j
More than one site or app used	1999	335	492	406	359	236	170	1999	921	1043	601	581	437	361	1182	798	1999
	65%	91%	86%	77%	65%	47%	30%	65%	63%	66%	68%	63%	68%	59%	65%	64%	65%
		cdefg	cdefg	defg	ef	f		ef			m		m		m		m
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of apps/ sites used (out of 11)	2.4	3.5	3.3	2.7	2.2	1.7	1.1	2.4	2.4	2.3	2.5	2.3	2.5	2.1	2.4	2.3	2.4
		bcdefg	cdefg	defg	ef	f		def			kmop	m	kmop		m	m	m
Standard deviation	1.62	1.49	1.70	1.52	1.37	1.22	1.04	1.62	1.69	1.56	1.72	1.53	1.64	1.59	1.63	1.63	1.62
Standard error	.03	.07	.08	.06	.06	.06	.04	.03	.04	.04	.06	.05	.07	.06	.04	.04	.03

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

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
None used	293	257	24	10	2	293	229	64	42	251	168	101	6	293	21	135	80
	9%	10%	9%	7%	2%	9%	9%	15%	9%	10%	23%	7%	1%	9%	4%	11%	10%
		d	d	d		d		f			klm	l		l		n	n
Only one site or app used	791	665	76	31	20	791	649	143	133	659	289	345	151	791	105	342	209
	26%	25%	29%	22%	26%	26%	24%	34%	28%	25%	40%	25%	16%	26%	22%	27%	26%
								f			klm	l		l			
More than one site or app used	1999	1687	158	98	56	1999	1784	215	291	1708	261	927	810	1999	346	801	514
	65%	65%	61%	71%	72%	65%	67%	51%	62%	65%	36%	68%	84%	65%	73%	63%	64%
				b	abe		g					j	jkm	j	op		
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 11)	2.4	2.4	2.3	2.5	2.7	2.4	2.5	1.9	2.1	2.4	1.4	2.3	3.2	2.4	2.7	2.3	2.4
					abce		g			h		j	jkm	j	op		
Standard deviation	1.62	1.64	1.58	1.45	1.52	1.62	1.64	1.43	1.41	1.66	1.27	1.44	1.66	1.62	1.53	1.62	1.70
Standard error	.03	.04	.09	.08	.09	.03	.03	.07	.07	.03	.05	.04	.05	.03	.07	.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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
None used	293 9%	103 10%	176 10%	242 13% d	31 3%
Only one site or app used	791 26%	227 21%	514 28% a	562 31% d	184 17%
More than one site or app used	1999 65%	741 69% b	1114 62%	1020 56%	860 80% c
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 11)	2.4	2.5 b	2.2	2.1	2.9 c
Standard deviation	1.62	1.69	1.56	1.60	1.53
Standard error	.03	.05	.04	.04	.05
Columns Tested: a,b - c,d					

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

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

Base : All respondents

	Total	AGE						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Yes	871	154	264	200	145	67	42	871	462	395	303	254	179	131	557	311	871
	28%	42%	46%	38%	26%	13%	8%	28%	32%	25%	34%	27%	28%	22%	31%	25%	28%
		defg	cdefg	defg	ef	f		ef	i		klmop	m	m		mo		m
No	2186	214	302	325	392	438	514	2186	998	1169	576	667	454	472	1243	925	2186
	71%	58%	53%	61%	71%	87%	92%	71%	68%	74%	65%	72%	71%	77%	69%	74%	71%
				b	abc	abcdg	abcdeg	abc		h		j		jlnp		jn	j
Don't know	26	2	7	5	11	-	1	26	2	20	6	4	8	7	10	15	26
	1%	1%	1%	1%	2%	-%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%
					efg					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.

**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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Yes	871	735	68	45	24	871	799	72	73	798	102	363	406	871	164	334	218
	28%	28%	26%	32%	31%	28%	30%	17%	16%	30%	14%	26%	42%	28%	35%	26%	27%
							g			h		j	jkm	j	op		
No	2186	1848	191	93	53	2186	1839	347	384	1802	605	998	558	2186	304	935	583
	71%	71%	74%	67%	69%	71%	69%	82%	82%	69%	84%	73%	58%	71%	64%	73%	73%
							f		i		klm	l		l		n	n
Don't know	26	26	-	*	-	26	23	3	9	17	11	11	4	26	5	8	2
	1%	1%	-%	*%	-%	1%	1%	1%	2%	1%	2%	1%	*%	1%	1%	1%	*%

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Yes	871 28%	358 33% b	454 25%	383 21%	430 40% c
No	2186 71%	699 65%	1346 75% a	1428 78% d	639 60%
Don't know	26 1%	15 1% b	4 *%	13 1%	5 *%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 14**

All interviewing conducted using an online panel. Any break column with 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							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	907	201	248	210	119	59	70	907	449	444	288	225	196	193	513	389	907	
Effective Weighted Sample	553	120	154	127	85	38	39	553	283	262	190	144	117	106	333	220	553	
Total	871	154	264	200	145	67	42	871	462	395	303	254	179	131	557	311	871	
Instagram	457	81	158	116	71	**	**	457	218	234	196	122	86	52	318	138	457	
	52%	53%	60%	58%	49%	**	**	52%	47%	59%	65%	48%	48%	39%	57%	44%	52%	
										h	klmop				mo		mo	
Facebook (inc Facebook Gaming)	403	28	123	124	71	**	**	403	203	198	135	119	94	54	255	148	403	
	46%	18%	47%	62%	49%	**	**	46%	44%	50%	45%	47%	53%	41%	46%	48%	46%	
			a	abg	a			a										
YouTube	397	72	113	105	64	**	**	397	284	106	168	104	69	52	273	121	397	
	46%	47%	43%	53%	44%	**	**	46%	62%	27%	56%	41%	38%	39%	49%	39%	46%	
									i		klmop				o			
TikTok	366	106	131	77	38	**	**	366	166	188	136	88	83	58	224	141	366	
	42%	69%	50%	39%	26%	**	**	42%	36%	48%	45%	35%	46%	44%	40%	45%	42%	
		bcdg	d					d		h					k			
Snapchat	237	82	89	42	14	**	**	237	120	115	84	65	54	32	149	87	237	
	27%	53%	34%	21%	9%	**	**	27%	26%	29%	28%	26%	30%	25%	27%	28%	27%	
		bcdg	cd	d				d										
Twitch	56	14	25	12	4	**	**	56	47	9	27	14	7	8	41	15	56	
	6%	9%	10%	6%	3%	**	**	6%	10%	2%	9%	5%	4%	6%	7%	5%	6%	
			d						i									
OnlyFans	41	8	18	8	3	**	**	41	29	11	18	8	8	6	27	14	41	
	5%	5%	7%	4%	2%	**	**	5%	6%	3%	6%	3%	5%	4%	5%	4%	5%	
Vimeo	34	3	16	9	6	**	**	34	30	4	21	3	5	5	25	10	34	
	4%	2%	6%	5%	4%	**	**	4%	7%	1%	7%	1%	3%	4%	4%	3%	4%	
									i		k							
BitChute	18	1	10	7	-	**	**	18	16	2	11	2	1	4	13	5	18	
	2%	1%	4%	4%	-%	**	**	2%	4%	*%	4%	1%	1%	3%	2%	2%	2%	
									i									
Dailymotion	16	*	8	8	-	**	**	16	15	1	7	4	*	4	12	4	16	
	2%	*%	3%	4%	-%	**	**	2%	3%	*%	2%	2%	*%	3%	2%	1%	2%	
				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.

**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						ALL UK	GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 ~e	65+ ~f		MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	907	201	248	210	119	59	70	907	449	444	288	225	196	193	513	389	907
Effective Weighted Sample	553	120	154	127	85	38	39	553	283	262	190	144	117	106	333	220	553
Total	871	154	264	200	145	67	42	871	462	395	303	254	179	131	557	311	871
I upload videos I have made myself to other apps/ sites	20 2%	* *%	7 3%	1 1%	4 3%	** **	** **	20 2%	16 3%	4 1%	6 2%	10 4%	2 1%	2 1%	16 3%	4 1%	20 2%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	870 100%	153 100%	264 100%	200 100%	145 100%	** **	** **	870 100%	461 100%	395 100%	303 100%	253 100%	179 100%	131 100%	556 100%	310 100%	870 100%
Don't know	1 *%	1 *%	- -%	- -%	- -%	** **	** **	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	1 *%

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

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

**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	907	627	83	96	101	907	823	84	88	819	96	389	421	907	184	360	206
Effective Weighted Sample	553	428	62	66	86	553	503	50	49	504	51	230	276	553	107	225	138
Total	871	735	68	45	24	871	799	72	73	798	102	363	406	871	164	334	218
Instagram	457	402	**	**	12	457	425	**	**	420	**	185	230	457	79	152	139
	52%	55%	**	**	51%	52%	53%	**	**	53%	**	51%	57%	52%	48%	45%	64%
Facebook (inc Facebook Gaming)	403	347	**	**	10	403	366	**	**	380	**	154	217	403	66	173	116
	46%	47%	**	**	44%	46%	46%	**	**	48%	**	42%	53%	46%	41%	52%	53%
YouTube	397	341	**	**	9	397	371	**	**	371	**	178	187	397	81	146	102
	46%	46%	**	**	38%	46%	46%	**	**	46%	**	49%	46%	46%	49%	44%	47%
TikTok	366	305	**	**	9	366	346	**	**	333	**	146	185	366	77	127	84
	42%	41%	**	**	37%	42%	43%	**	**	42%	**	40%	46%	42%	47%	38%	38%
Snapchat	237	200	**	**	8	237	222	**	**	213	**	106	112	237	54	80	55
	27%	27%	**	**	34%	27%	28%	**	**	27%	**	29%	28%	27%	33%	24%	25%
Twitch	56	48	**	**	2	56	52	**	**	53	**	19	32	56	9	22	16
	6%	6%	**	**	8%	6%	7%	**	**	7%	**	5%	8%	6%	6%	7%	7%
OnlyFans	41	38	**	**	2	41	40	**	**	38	**	17	19	41	5	24	7
	5%	5%	**	**	6%	5%	5%	**	**	5%	**	5%	5%	5%	3%	7%	3%
Vimeo	34	31	**	**	*	34	34	**	**	30	**	14	18	34	4	13	10
	4%	4%	**	**	2%	4%	4%	**	**	4%	**	4%	4%	4%	2%	4%	5%
BitChute	18	16	**	**	*	18	18	**	**	18	**	6	10	18	2	8	4
	2%	2%	**	**	1%	2%	2%	**	**	2%	**	2%	2%	2%	2%	2%	2%
Dailymotion	16	14	**	**	*	16	16	**	**	14	**	7	8	16	*	9	3
	2%	2%	**	**	1%	2%	2%	**	**	2%	**	2%	2%	2%	*%	3%	1%
I upload videos I have made myself to other apps/ sites	20	17	**	**	*	20	20	**	**	19	**	6	13	20	3	7	7
	2%	2%	**	**	1%	2%	2%	**	**	2%	**	2%	3%	2%	2%	2%	3%

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

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

**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	907	627	83	96	101	907	823	84	88	819	96	389	421	907	184	360	206
Effective Weighted Sample	553	428	62	66	86	553	503	50	49	504	51	230	276	553	107	225	138
Total	871	735	68	45	24	871	799	72	73	798	102	363	406	871	164	334	218
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	870	734	**	**	24	870	798	**	**	797	**	362	405	870	164	334	217
	100%	100%	**	**	99%	100%	100%	**	**	100%	**	100%	100%	100%	100%	100%	100%
Don't know	1	1	**	**	*	1	1	**	**	1	**	1	1	1	*	*	1
	*%	*%	**	**	1%	*%	*%	**	**	*%	**	*%	*%	*%	*%	*%	*%

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

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

**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	907	385	454	458	379
Effective Weighted Sample	553	225	286	270	253
Total	871	358	454	383	430
Instagram	457 52%	178 50%	253 56%	186 48%	237 55%
Facebook (inc Facebook Gaming)	403 46%	169 47%	217 48%	152 40%	226 53% c
YouTube	397 46%	162 45%	203 45%	159 42%	215 50%
TikTok	366 42%	158 44%	193 42%	152 40%	180 42%
Snapchat	237 27%	116 32% b	108 24%	84 22%	133 31% c
Twitch	56 6%	31 9%	21 5%	23 6%	30 7%
OnlyFans	41 5%	22 6%	16 4%	12 3%	27 6%
Vimeo	34 4%	16 5%	14 3%	10 3%	22 5%
BitChute	18 2%	16 4% b	2 *%	5 1%	10 2%
Dailymotion	16 2%	13 4% b	2 1%	6 2%	7 2%

Columns Tested: a,b - c,d

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

**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	907	385	454	458	379
Effective Weighted Sample	553	225	286	270	253
Total	871	358	454	383	430
I upload videos I have made myself to other apps/ sites	20 2%	10 3%	10 2%	13 3%	7 2%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	870 100%	357 100%	453 100%	382 100%	430 100%
Don't know	1 *%	1 *%	1 *%	1 *%	- -%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 15**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Instagram	457	81	158	116	71	25	6	457	218	234	196	122	86	52	318	138	457
	15%	22%	28%	22%	13%	5%	1%	15%	15%	15%	22%	13%	13%	8%	18%	11%	15%
		defg	defg	defg	ef	f		ef			klmnop	m	m		kmo		mo
Facebook (inc. Facebook Gaming)	403	28	123	124	71	37	20	403	203	198	135	119	94	54	255	148	403
	13%	8%	22%	23%	13%	7%	4%	13%	14%	13%	15%	13%	15%	9%	14%	12%	13%
		f	adefg	adefg	aef	f		aef			m	m	m		m		m
YouTube	397	72	113	105	64	27	16	397	284	106	168	104	69	52	273	121	397
	13%	19%	20%	20%	12%	5%	3%	13%	19%	7%	19%	11%	11%	8%	15%	10%	13%
		defg	defg	defg	ef			ef	i		klmnop				klmo		mo
TikTok	366	106	131	77	38	12	2	366	166	188	136	88	83	58	224	141	366
	12%	29%	23%	15%	7%	2%	*%	12%	11%	12%	15%	10%	13%	10%	12%	11%	12%
		cdefg	cdefg	def	ef	f		def			kmop						
Snapchat	237	82	89	42	14	10	1	237	120	115	84	65	54	32	149	87	237
	8%	22%	15%	8%	2%	2%	*%	8%	8%	7%	9%	7%	8%	5%	8%	7%	8%
		bcdefg	cdefg	def	f	f		def			m				m		
Twitch	56	14	25	12	4	1	-	56	47	9	27	14	7	8	41	15	56
	2%	4%	4%	2%	1%	*%	-%	2%	3%	1%	3%	1%	1%	1%	2%	1%	2%
		defg	defg	ef				ef	i		o						
OnlyFans	41	8	18	8	3	2	*	41	29	11	18	8	8	6	27	14	41
	1%	2%	3%	2%	1%	*%	*%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		f	defg	f				f	i								
Vimeo	34	3	16	9	6	-	*	34	30	4	21	3	5	5	25	10	34
	1%	1%	3%	2%	1%	-%	*%	1%	2%	*%	2%	*%	1%	1%	1%	1%	1%
			efg	ef					i		kop						
BitChute	18	1	10	7	-	-	*	18	16	2	11	2	1	4	13	5	18
	1%	*%	2%	1%	-%	-%	*%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%
			defg	df					i		k						
Dailymotion	16	*	8	8	-	-	*	16	15	1	7	4	*	4	12	4	16
	1%	*%	1%	2%	-%	-%	*%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%
			df	defg					i								

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
I upload videos I have made myself to other apps/ sites	20 1%	* **%	7 1%	1 **%	4 1%	4 1%	4 1%	20 1%	16 1%	4 **%	6 1%	10 1%	2 **%	2 **%	16 1%	4 **%	20 1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	870 28%	153 41%	264 46%	200 38%	145 26%	67 13%	41 7%	870 28%	461 32%	395 25%	303 34%	253 27%	179 28%	131 21%	556 31%	310 25%	870 28%
		defg	cdefg	defg	ef	f	ef		i		klmop	m	m		mo		m
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2186 71%	214 58%	302 53%	325 61%	392 71%	438 87%	514 92%	2186 71%	998 68%	1169 74%	576 65%	667 72%	454 71%	472 77%	1243 69%	925 74%	2186 71%
				b	abc	abcdg	abcdeg	abc		h		j		jlnp		jn	j
Don't know	27 1%	3 1%	7 1%	5 1%	11 2%	- -%	2 **%	27 1%	4 **%	20 1%	6 1%	5 1%	8 1%	8 1%	10 1%	16 1%	27 1%
					ef					h							
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of apps/ sites used (out of 11)	.7	1.1	1.2	1.0	.5	.2	.1	.7	.8	.6	.9	.6	.6	.5	.7	.5	.7
		defg	cdefg	defg	ef	f		def	i		klmnop	m	m		kmop		mo
Standard deviation	1.34	1.55	1.83	1.51	1.03	.73	.35	1.34	1.52	1.13	1.60	1.17	1.26	1.20	1.41	1.23	1.34
Standard error	.02	.07	.08	.06	.05	.03	.01	.02	.04	.03	.06	.04	.05	.04	.03	.03	.02
Columns Tested:	a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 15**

All interviewing conducted using an online panel. Any break column with 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Instagram	457	402	25	18	12	457	425	33	37	420	43	185	230	457	79	152	139
	15%	15%	10%	13%	16%	15%	16%	8%	8%	16%	6%	13%	24%	15%	17%	12%	17%
		b			b	b	g			h		j	jkm	j	o		o
Facebook (inc. Facebook Gaming)	403	347	28	17	10	403	366	37	23	380	32	154	217	403	66	173	116
	13%	13%	11%	12%	14%	13%	14%	9%	5%	15%	4%	11%	22%	13%	14%	14%	14%
							g			h		j	jkm	j			
YouTube	397	341	33	14	9	397	371	26	26	371	32	178	187	397	81	146	102
	13%	13%	13%	10%	12%	13%	14%	6%	6%	14%	4%	13%	19%	13%	17%	11%	13%
							g			h		j	jkm	j	o		
TikTok	366	305	31	21	9	366	346	21	34	333	35	146	185	366	77	127	84
	12%	12%	12%	15%	11%	12%	13%	5%	7%	13%	5%	11%	19%	12%	16%	10%	10%
							g			h		j	jkm	j	op		
Snapchat	237	200	21	9	8	237	222	15	25	213	19	106	112	237	54	80	55
	8%	8%	8%	7%	10%	8%	8%	4%	5%	8%	3%	8%	12%	8%	11%	6%	7%
							g					j	jkm	j	op		
Twitch	56	48	4	3	2	56	52	4	3	53	6	19	32	56	9	22	16
	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	3%	2%	2%	2%	2%
													jkm				
OnlyFans	41	38	1	1	2	41	40	1	3	38	5	17	19	41	5	24	7
	1%	1%	%	1%	2%	1%	1%	%	1%	1%	1%	1%	2%	1%	1%	2%	1%
Vimeo	34	31	1	2	*	34	34	-	4	30	2	14	18	34	4	13	10
	1%	1%	%	1%	1%	1%	1%	-%	1%	1%	%	1%	2%	1%	1%	1%	1%
													j				
BitChute	18	16	2	-	*	18	18	-	-	18	2	6	10	18	2	8	4
	1%	1%	1%	-%	%	1%	1%	-%	-%	1%	%	%	1%	1%	1%	1%	1%
Dailymotion	16	14	-	2	*	16	16	-	2	14	2	7	8	16	*	9	3
	1%	1%	-%	1%	%	1%	1%	-%	%	1%	%	%	1%	1%	%	1%	%

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



**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 15**

All interviewing conducted using an online panel. Any break column with 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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
I upload videos I have made myself to other apps/ sites	20 1%	17 1%	1 *% *	2 1%	* *% *	20 1%	20 1%	* *% *	2 *% *	19 1%	1 *% *	6 *% *	13 1%	20 1%	3 1%	7 1%	7 1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	870 28%	734 28%	68 26%	45 32%	24 31%	870 28%	798 30%	72 17%	73 16%	797 30%	102 14%	362 26%	405 42%	870 28%	164 35%	334 26%	217 27%
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2186 71%	1848 71%	191 74%	93 67%	53 69%	2186 71%	1839 69%	347 82%	384 82%	1802 69%	605 84%	998 73%	558 58%	2186 71%	304 64%	935 73%	583 73%
Don't know	27 1%	27 1%	- -% -	* *% *	* *% *	27 1%	24 1%	3 1%	9 2%	19 1%	11 2%	12 1%	5 *% *	27 1%	5 1%	8 1%	3 *% *
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 11)	.7	.7	.6	.6	.7	.7	.7 g	.3	.3	.7 h	.2	.6 j	1.1 jkm	.7 j	.8 o	.6	.7
Standard deviation	1.34	1.36	1.20	1.20	1.24	1.34	1.39	.85	.92	1.39	.74	1.23	1.69	1.34	1.36	1.28	1.44
Standard error	.02	.03	.07	.07	.07	.02	.03	.04	.05	.03	.03	.03	.05	.02	.06	.04	.05

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Instagram	457 15%	178 17%	253 14%	186 10%	237 22% c
Facebook (inc. Facebook Gaming)	403 13%	169 16% b	217 12%	152 8%	226 21% c
YouTube	397 13%	162 15% b	203 11%	159 9%	215 20% c
TikTok	366 12%	158 15% b	193 11%	152 8%	180 17% c
Snapchat	237 8%	116 11% b	108 6%	84 5%	133 12% c
Twitch	56 2%	31 3% b	21 1%	23 1%	30 3% c
OnlyFans	41 1%	22 2% b	16 1%	12 1%	27 3% c
Vimeo	34 1%	16 2%	14 1%	10 1%	22 2% c
BitChute	18 1%	16 2% b	2 *%	5 *%	10 1%

Columns Tested: a,b - c,d

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

**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
		a	b	c	d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Dailymotion	16	13	2	6	7
	1%	1%	*%	*%	1%
		b			
I upload videos I have made myself to other apps/ sites	20	10	10	13	7
	1%	1%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	870	357	453	382	430
	28%	33%	25%	21%	40%
		b			c
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2186	699	1346	1428	639
	71%	65%	75%	78%	60%
		a		d	
Don't know	27	15	4	15	5
	1%	1%	*%	1%	*%
		b			
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 11)	.7	.8	.6	.4	1.0
		b			c
Standard deviation	1.34	1.55	1.20	1.08	1.60
Standard error	.02	.05	.03	.02	.05
Columns Tested: a,b - c,d					

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
None used	2213	216	309	330	403	438	516	2213	1001	1190	582	672	462	480	1254	941	2213
	72%	59%	54%	62%	74%	87%	93%	72%	68%	75%	66%	73%	72%	79%	69%	75%	72%
			b	abc	abcdg	abcdeg	abc			h		j	j	jklnp		jn	j
Only one site or app used	323	46	79	53	75	35	34	323	175	142	83	103	69	65	186	134	323
	10%	12%	14%	10%	14%	7%	6%	10%	12%	9%	9%	11%	11%	11%	10%	11%	10%
		ef	ef		ef			f	i								
More than one site or app used	547	107	184	147	71	32	7	547	286	253	220	149	110	66	369	176	547
	18%	29%	32%	28%	13%	6%	1%	18%	20%	16%	25%	16%	17%	11%	20%	14%	18%
		defg	defg	defg	ef	f		def	i		klmnop	m	m		kmo		mo
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of apps/ sites used (out of 11)	.7	1.1	1.2	1.0	.5	.2	.1	.7	.8	.6	.9	.6	.6	.5	.7	.5	.7
		defg	cdefg	defg	ef	f		def	i		klmnop	m	m		kmop		mo
Standard deviation	1.34	1.55	1.83	1.51	1.03	.73	.35	1.34	1.52	1.13	1.60	1.17	1.26	1.20	1.41	1.23	1.34
Standard error	.02	.07	.08	.06	.05	.03	.01	.02	.04	.03	.06	.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 UPLOAD VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
None used	2213	1875	191	94	53	2213	1863	350	392	1821	615	1010	562	2213	309	944	586
	72%	72%	74%	68%	69%	72%	70%	83%	84%	70%	86%	74%	58%	72%	65%	74%	73%
								f	i		klm	l		l		n	n
Only one site or app used	323	261	30	23	9	323	286	37	32	291	60	129	134	323	51	137	80
	10%	10%	11%	17%	11%	10%	11%	9%	7%	11%	8%	9%	14%	10%	11%	11%	10%
				ae									jkm				
More than one site or app used	547	473	38	22	15	547	512	35	41	506	43	233	271	547	113	197	137
	18%	18%	15%	16%	20%	18%	19%	8%	9%	19%	6%	17%	28%	18%	24%	15%	17%
							g			h		j	jkm	j	op		
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 11)	.7	.7	.6	.6	.7	.7	.7	.3	.3	.7	.2	.6	1.1	.7	.8	.6	.7
							g			h		j	jkm	j	o		
Standard deviation	1.34	1.36	1.20	1.20	1.24	1.34	1.39	.85	.92	1.39	.74	1.23	1.69	1.34	1.36	1.28	1.44
Standard error	.02	.03	.07	.07	.07	.02	.03	.04	.05	.03	.03	.03	.05	.02	.06	.04	.05

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

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

**COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
None used	2213	714	1350	1442	644
	72%	67%	75%	79%	60%
		a	b	c	d
Only one site or app used	323	126	159	167	138
	10%	12%	9%	9%	13%
		b			c
More than one site or app used	547	230	294	215	292
	18%	22%	16%	12%	27%
		b			c
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 11)	.7	.8	.6	.4	1.0
		b			c
Standard deviation	1.34	1.55	1.20	1.08	1.60
Standard error	.02	.05	.03	.02	.05
Columns Tested: a,b - c,d					

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 17**

All interviewing conducted using an online panel. Any break column with 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						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2790	368	562	510	502	451	397	2790	1349	1405	788	851	597	532	1639	1130	2790
	91%	99%	98%	96%	92%	89%	71%	91%	92%	89%	89%	92%	93%	87%	91%	90%	91%
		cdefg	defg	defg	f	f	f	f	i			m	jm				m
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	870	153	264	200	145	67	41	870	461	395	303	253	179	131	556	310	870
	28%	41%	46%	38%	26%	13%	7%	28%	32%	25%	34%	27%	28%	21%	31%	25%	28%
		defg	cdefg	defg	ef	f		ef	i		klmop	m	m		mo		m
TOTAL - EITHER OF THESE ACTIVITIES	2803	368	566	510	510	451	398	2803	1360	1407	797	853	597	534	1650	1132	2803
	91%	99%	99%	96%	93%	89%	71%	91%	93%	89%	90%	92%	93%	87%	91%	90%	91%
		cdefg	cdefg	efg	f	f	f	f	i			m	m		m		m
TOTAL - BOTH OF THESE ACTIVITIES	857	153	260	200	138	67	40	857	450	393	294	251	179	129	545	308	857
	28%	41%	45%	38%	25%	13%	7%	28%	31%	25%	33%	27%	28%	21%	30%	25%	28%
		defg	cdefg	defg	ef	f		ef	i		kmop	m	m		mo		m
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	280	2	7	19	39	54	159	280	102	177	88	72	44	76	160	120	280
	9%	1%	1%	4%	7%	11%	29%	9%	7%	11%	10%	8%	7%	13%	9%	10%	9%
				ab	ab	abc	abcdeg	abc		h				klnp			

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

All interviewing conducted using an online panel. Any break column with 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2790	2352	234	129	75	2790	2432	358	423	2367	550	1272	961	2790	452	1143	723
	91%	90%	91%	93%	98%	91%	91%	85%	91%	90%	77%	93%	99%	91%	96%	89%	90%
					abce		g					j	jkm	j	op		
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	870	734	68	45	24	870	798	72	73	797	102	362	405	870	164	334	217
	28%	28%	26%	32%	31%	28%	30%	17%	16%	30%	14%	26%	42%	28%	35%	26%	27%
							g			h		j	jkm	j	op		
TOTAL - EITHER OF THESE ACTIVITIES	2803	2363	234	129	75	2803	2445	358	424	2379	556	1273	966	2803	453	1144	727
	91%	91%	91%	93%	98%	91%	92%	85%	91%	91%	77%	93%	100%	91%	96%	89%	91%
					abce		g					j	jkm	j	op		
TOTAL - BOTH OF THESE ACTIVITIES	857	722	68	44	23	857	785	72	73	785	96	361	400	857	162	333	212
	28%	28%	26%	32%	31%	28%	30%	17%	16%	30%	13%	26%	41%	28%	34%	26%	26%
							g			h		j	jkm	j	op		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	280	245	24	9	2	280	216	64	42	239	162	99	2	280	20	134	75
	9%	9%	9%	7%	2%	9%	8%	15%	9%	9%	23%	7%	0%	9%	4%	11%	9%
		d	d	d		d		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 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2790	968	1628	1582	1043
	91%	90%	90%	87%	97%
					c
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	870	357	453	382	430
	28%	33%	25%	21%	40%
		b			c
TOTAL - EITHER OF THESE ACTIVITIES	2803	972	1636	1584	1048
	91%	91%	91%	87%	98%
					c
TOTAL - BOTH OF THESE ACTIVITIES	857	353	445	380	425
	28%	33%	25%	21%	40%
		b			c
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	280	99	167	240	26
	9%	9%	9%	13%	2%
				d	

Columns Tested: a,b - c,d

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

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
YouTube (Live)	1141	210	271	251	181	129	99	1141	664	459	376	325	227	206	700	433	1141
	37%	57%	47%	47%	33%	25%	18%	37%	45%	29%	42%	35%	35%	34%	39%	35%	37%
		bcdefg	defg	defg	ef	f	ef	ef	i		klmop						
Facebook (Live)	826	84	204	207	161	109	62	826	398	418	251	213	191	164	463	354	826
	27%	23%	36%	39%	29%	22%	11%	27%	27%	26%	28%	23%	30%	27%	26%	28%	27%
		f	aefg	adefg	ef	f	f	f			k		k			k	
Instagram (Live)	818	179	256	194	124	44	22	818	348	458	282	240	182	112	521	293	818
	27%	48%	45%	37%	23%	9%	4%	27%	24%	29%	32%	26%	28%	18%	29%	23%	27%
		cdefg	cdefg	defg	ef	f		ef		h	kmop	m	m		mo	m	m
TikTok (LIVE)	654	196	196	131	69	45	16	654	259	379	214	166	167	102	380	270	654
	21%	53%	34%	25%	13%	9%	3%	21%	18%	24%	24%	18%	26%	17%	21%	22%	21%
		bcdefg	cdefg	def	f	f		def		h	km		kmnp			m	m
Twitch	280	95	111	44	20	3	7	280	209	62	102	75	64	38	177	102	280
	9%	26%	19%	8%	4%	1%	1%	9%	14%	4%	12%	8%	10%	6%	10%	8%	9%
		cdefg	cdefg	def	e			def	i		mo				m		
YouNow	31	4	11	10	5	-	*	31	26	5	18	4	3	5	22	8	31
	1%	1%	2%	2%	1%	-%	*%	1%	2%	*%	2%	*%	1%	1%	1%	1%	1%
		f	ef	ef					i		ko						
I watch live streamed videos on other apps/sites	56	3	11	4	11	15	12	56	35	19	19	18	6	13	37	19	56
	2%	1%	2%	1%	2%	3%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%
						c											
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1862	323	449	398	322	216	153	1862	934	897	569	537	386	354	1105	740	1862
	60%	87%	78%	75%	59%	43%	27%	60%	64%	57%	64%	58%	60%	58%	61%	59%	60%
		bcdefg	defg	defg	ef	f		ef	i		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.

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
I do not watch live streamed videos on ANY apps/ sites	1109 36%	40 11%	111 19%	124 23%	205 37%	253 50%	377 68%	1109 36%	483 33%	623 39%	294 33%	360 39%	228 36%	225 37%	654 36%	453 36%	1109 36%
Don't know	112 4%	6 2%	13 2%	8 1%	21 4%	36 7%	28 5%	112 4%	45 3%	65 4%	23 3%	28 3%	27 4%	32 5%	50 3%	59 5%	112 4%
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of apps/ sites used (out of 7)	1.2	2.1	1.8	1.6	1.0	.7	.4	1.2	1.3	1.1	1.4	1.1	1.3	1.0	1.3	1.2	1.2
Standard deviation	1.32	1.35	1.47	1.33	1.12	.94	.73	1.32	1.37	1.27	1.41	1.24	1.39	1.20	1.34	1.30	1.32
Standard error	.02	.06	.07	.06	.05	.04	.03	.02	.04	.03	.05	.04	.06	.04	.03	.03	.02

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 18**

All interviewing conducted using an online panel. Any break column with 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				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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
YouTube (Live)	1141	956	101	51	34	1141	1025	116	146	995	144	493	505	1141	231	438	277
	37%	37%	39%	37%	44%	37%	39%	28%	31%	38%	20%	36%	52%	37%	49%	34%	35%
					ae		g					j	jkm	j	op		
Facebook (Live)	826	696	67	39	24	826	738	88	105	721	112	336	378	826	149	340	201
	27%	27%	26%	28%	31%	27%	28%	21%	23%	28%	16%	24%	39%	27%	31%	27%	25%
							g					j	jkm	j			
Instagram (Live)	818	702	63	28	24	818	740	78	104	714	88	356	373	818	155	289	226
	27%	27%	24%	20%	32%	27%	28%	19%	22%	27%	12%	26%	39%	27%	33%	23%	28%
		c			c	c	g					j	jkm	j	o		o
TikTok (LIVE)	654	556	47	29	22	654	611	42	100	554	62	272	319	654	140	237	156
	21%	21%	18%	21%	28%	21%	23%	10%	22%	21%	9%	20%	33%	21%	30%	19%	19%
					abe		g					j	jkm	j	op		
Twitch	280	234	22	16	8	280	254	25	31	249	34	120	126	280	53	98	72
	9%	9%	8%	11%	11%	9%	10%	6%	7%	10%	5%	9%	13%	9%	11%	8%	9%
												j	jkm	j			
YouNow	31	27	3	2	*	31	30	*	2	28	7	8	16	31	5	8	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
													k				
I watch live streamed videos on other apps/sites	56	50	3	2	1	56	41	15	5	51	5	23	28	56	9	17	16
	2%	2%	1%	2%	1%	2%	2%	3%	1%	2%	1%	2%	3%	2%	2%	1%	2%
								f					j				
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1862	1562	154	91	55	1862	1666	196	279	1583	263	813	786	1862	361	716	447
	60%	60%	59%	66%	72%	60%	63%	46%	60%	60%	37%	59%	81%	60%	76%	56%	56%
					abe		g					j	jkm	j	op		

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
I do not watch live streamed videos on ANY apps/ sites	1109	949	96	45	19	1109	898	211	169	939	391	520	172	1109	93	527	338
	36%	36%	37%	32%	25%	36%	34%	50%	36%	36%	54%	38%	18%	36%	20%	41%	42%
		d	d			d		f			klm	l		l		n	n
Don't know	112	98	9	3	3	112	97	15	17	95	63	39	9	112	19	35	18
	4%	4%	4%	2%	3%	4%	4%	4%	4%	4%	9%	3%	1%	4%	4%	3%	2%
											klm	l		l			
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 7)	1.2	1.2	1.2	1.2	1.5	1.2	1.3	.9	1.1	1.3	.6	1.2	1.8	1.2	1.6	1.1	1.2
					abce		g		h		j	j	jkm	j	op		
Standard deviation	1.32	1.34	1.25	1.19	1.31	1.32	1.34	1.16	1.11	1.36	1.01	1.26	1.39	1.32	1.25	1.27	1.42
Standard error	.02	.03	.07	.07	.07	.02	.03	.06	.06	.03	.04	.03	.04	.02	.06	.04	.05

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
YouTube (Live)	1141	457	584	578	485
	37%	43%	32%	32%	45%
		b			c
Facebook (Live)	826	327	445	349	414
	27%	31%	25%	19%	39%
		b			c
Instagram (Live)	818	330	423	327	427
	27%	31%	23%	18%	40%
		b			c
TikTok (LIVE)	654	267	327	304	303
	21%	25%	18%	17%	28%
		b			c
Twitch	280	130	118	161	98
	9%	12%	7%	9%	9%
		b			
YouNow	31	18	12	8	13
	1%	2%	1%	*%	1%
		b			
I watch live streamed videos on other apps/sites	56	18	32	38	12
	2%	2%	2%	2%	1%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1862	702	1004	922	802
	60%	66%	56%	51%	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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
I do not watch live streamed videos on ANY apps/ sites	1109 36%	325 30%	740 41% a	825 45% d	254 24%
Don't know	112 4%	43 4%	59 3%	77 4% d	18 2%
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 7)	1.2	1.4 b	1.1	1.0	1.6 c
Standard deviation	1.32	1.40	1.26	1.22	1.36
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 LIVE STREAM VIDEOS

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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
None used	1221	46	124	131	226	289	405	1221	528	687	316	388	255	257	704	512	1221
	40%	13%	22%	25%	41%	57%	73%	40%	36%	43%	36%	42%	40%	42%	39%	41%	40%
			a	a	abc	abcdg	abcdeg	abc		h		j		j			
Only one site or app used	756	91	131	147	164	119	103	756	380	363	190	234	142	177	424	319	756
	25%	25%	23%	28%	30%	24%	19%	25%	26%	23%	21%	25%	22%	29%	23%	26%	25%
				f	bfg			f					jl				
More than one site or app used	1106	232	318	251	159	97	49	1106	554	534	378	303	243	177	681	420	1106
	36%	63%	55%	47%	29%	19%	9%	36%	38%	34%	43%	33%	38%	29%	38%	34%	36%
		cdefg	cdefg	defg	ef	f		def			kmnop		m		m		m
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of apps/ sites used (out of 7)	1.2	2.1	1.8	1.6	1.0	.7	.4	1.2	1.3	1.1	1.4	1.1	1.3	1.0	1.3	1.2	1.2
		bcdefg	cdefg	defg	ef	f		def	i		kmnop		kmo		km	m	km
Standard deviation	1.32	1.35	1.47	1.33	1.12	.94	.73	1.32	1.37	1.27	1.41	1.24	1.39	1.20	1.34	1.30	1.32
Standard error	.02	.06	.07	.06	.05	.04	.03	.02	.04	.03	.05	.04	.06	.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 LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
None used	1221	1047	105	48	22	1221	995	226	187	1034	454	560	182	1221	112	561	356
	40%	40%	41%	34%	28%	40%	37%	54%	40%	40%	63%	41%	19%	40%	24%	44%	44%
		d	d	c	d	d		f			klm	l		l		n	n
Only one site or app used	756	626	61	44	25	756	656	100	137	619	143	341	272	756	131	293	190
	25%	24%	24%	32%	32%	25%	25%	24%	30%	24%	20%	25%	28%	25%	28%	23%	24%
				abe	abe								j				
More than one site or app used	1106	935	93	47	31	1106	1009	96	141	964	121	472	513	1106	230	424	257
	36%	36%	36%	34%	40%	36%	38%	23%	30%	37%	17%	34%	53%	36%	49%	33%	32%
							g					j	jkm	j	op		
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 7)	1.2	1.2	1.2	1.2	1.5	1.2	1.3	.9	1.1	1.3	.6	1.2	1.8	1.2	1.6	1.1	1.2
					abce		g			h		j	jkm	j	op		
Standard deviation	1.32	1.34	1.25	1.19	1.31	1.32	1.34	1.16	1.11	1.36	1.01	1.26	1.39	1.32	1.25	1.27	1.42
Standard error	.02	.03	.07	.07	.07	.02	.03	.06	.06	.03	.04	.03	.04	.02	.06	.04	.05

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

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

**COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
None used	1221	368	799	902	272
	40%	34%	44%	49%	25%
			a	d	
Only one site or app used	756	233	461	420	275
	25%	22%	26%	23%	26%
More than one site or app used	1106	469	543	503	527
	36%	44%	30%	28%	49%
		b			c
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 7)	1.2	1.4	1.1	1.0	1.6
		b			c
Standard deviation	1.32	1.40	1.26	1.22	1.36
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.

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Yes	357	73	118	96	49	13	8	357	223	121	162	85	77	32	246	109	357
	12%	20%	21%	18%	9%	3%	1%	12%	15%	8%	18%	9%	12%	5%	14%	9%	12%
		defg	defg	defg	ef			ef	i		klmnop	m	m		kmo	m	mo
No	2703	293	453	423	494	492	548	2703	1227	1452	719	838	560	569	1557	1130	2703
	88%	79%	79%	80%	90%	97%	98%	88%	84%	92%	81%	91%	87%	93%	86%	90%	88%
				abc	abcdg	abcdg	abcdg	abc		h		jn	j	jlnp	j	jn	j
Don't know	23	3	1	11	5	1	2	23	11	11	4	2	3	9	6	12	23
	1%	1%	*%	2%	1%	*%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
				befg									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.

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Yes	357 12%	296 11%	36 14%	15 11%	11 14%	357 12%	337 13%	20 5%	33 7%	324 12%	55 8%	156 11%	147 15%	357 12%	73 16%	133 10%	80 10%
No	2703 88%	2293 88%	221 86%	123 89%	66 86%	2703 88%	2307 87%	396 94%	422 91%	2281 87%	651 91%	1212 88%	816 84%	2703 88%	397 84%	1141 89%	719 90%
Don't know	23 1%	20 1%	1 *%	1 1%	- -%	23 1%	17 1%	6 1%	11 2%	12 *%	12 2%	5 *%	5 1%	23 1%	2 *%	4 *%	4 *%

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Yes	357 12%	164 15% b	168 9%	112 6%	206 19% c
No	2703 88%	896 84%	1631 90% a	1706 94% d	860 80%
Don't know	23 1%	11 1% b	4 *%	6 *%	9 1%

Columns Tested: a,b - c,d

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

**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 ~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	344	77	105	90	39	11	22	344	214	122	139	70	80	54	209	134	344
Effective Weighted Sample	206	43	63	57	28	10	14	206	130	71	96	40	49	25	134	73	206
Total	357	73	118	96	49	13	8	357	223	121	162	85	77	32	246	109	357
YouTube (Live)	191 53%	** **	61 52%	** **	** **	** **	** **	191 53%	139 62%	47 39%	97 60%	** **	** **	** **	136 55%	55 50%	191 53%
Instagram (Live)	187 52%	** **	63 53%	** **	** **	** **	** **	187 52%	123 55%	60 49%	96 59%	** **	** **	** **	138 56%	48 44%	187 52%
Facebook (Live)	167 47%	** **	51 43%	** **	** **	** **	** **	167 47%	113 51%	53 44%	73 45%	** **	** **	** **	110 45%	57 52%	167 47%
TikTok (LIVE)	147 41%	** **	53 45%	** **	** **	** **	** **	147 41%	93 41%	47 39%	76 47%	** **	** **	** **	105 43%	41 38%	147 41%
Twitch	79 22%	** **	35 30%	** **	** **	** **	** **	79 22%	67 30%	11 9%	40 25%	** **	** **	** **	54 22%	26 23%	79 22%
YouNow	29 8%	** **	11 9%	** **	** **	** **	** **	29 8%	27 12%	2 2%	20 12%	** **	** **	** **	21 9%	7 7%	29 8%
I post or share my own live streamed videos to other apps/ sites	12 3%	** **	8 7%	** **	** **	** **	** **	12 3%	8 4%	* *%	7 4%	** **	** **	** **	8 3%	4 4%	12 3%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	357 100%	** **	118 100%	** **	** **	** **	** **	357 100%	223 100%	121 100%	162 100%	** **	** **	** **	246 100%	109 100%	357 100%
Don't know	* *%	** **	- -%	** **	** **	** **	** **	* *%	- -%	* *%	- -%	** **	** **	** **	- -%	* *%	* *%

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

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

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

Base : All respondents who live stream their own videos

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND 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	344	232	40	28	44	344	318	26	34	310	41	158	145	344	70	138	70
Effective Weighted Sample	206	156	30	17	34	206	191	17	19	187	22	91	101	206	40	85	48
Total	357	296	36	15	11	357	337	20	33	324	55	156	147	357	73	133	80
YouTube (Live)	191 53%	165 56%	** **	** **	** **	191 53%	183 54%	** **	** **	182 56%	** **	83 54%	85 58%	191 53%	** **	70 53%	** **
Instagram (Live)	187 52%	169 57%	** **	** **	** **	187 52%	181 54%	** **	** **	169 52%	** **	82 53%	76 52%	187 52%	** **	67 51%	** **
Facebook (Live)	167 47%	141 48%	** **	** **	** **	167 47%	157 47%	** **	** **	157 48%	** **	69 44%	91 62%	167 47%	** **	78 59%	** **
TikTok (LIVE)	147 41%	123 42%	** **	** **	** **	147 41%	140 42%	** **	** **	137 42%	** **	61 39%	67 45%	147 41%	** **	54 41%	** **
Twitch	79 22%	68 23%	** **	** **	** **	79 22%	76 23%	** **	** **	76 23%	** **	36 23%	36 25%	79 22%	** **	26 20%	** **
YouNow	29 8%	25 9%	** **	** **	** **	29 8%	27 8%	** **	** **	27 8%	** **	10 7%	17 12%	29 8%	** **	9 7%	** **
I post or share my own live streamed videos to other apps/ sites	12 3%	11 4%	** **	** **	** **	12 3%	12 3%	** **	** **	9 3%	** **	3 2%	4 3%	12 3%	** **	1 1%	** **
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	357 100%	296 100%	** **	** **	** **	357 100%	336 100%	** **	** **	324 100%	** **	155 100%	147 100%	357 100%	** **	132 100%	** **
Don't know	* *%	- -%	** **	** **	** **	* *%	* *%	** **	** **	- -%	** **	* *%	- -%	* *%	** **	* *%	** **

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

All interviewing conducted using an online panel. Any break column with 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	344	153	162	132	170
Effective Weighted Sample	206	87	102	72	115
Total	357	164	168	112	206
YouTube (Live)	191 53%	90 55%	83 49%	46 41%	122 59% c
Instagram (Live)	187 52%	90 55%	88 52%	56 50%	112 54%
Facebook (Live)	167 47%	71 44%	87 51%	39 35%	115 56% c
TikTok (LIVE)	147 41%	76 46%	62 37%	48 43%	81 39%
Twitch	79 22%	42 26%	31 18%	27 24%	42 20%
YouNow	29 8%	18 11%	10 6%	5 4%	21 10%
I post or share my own live streamed videos to other apps/ sites	12 3%	7 4%	5 3%	4 3%	5 2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	357 100%	163 100%	168 100%	111 100%	206 100%
Don't know	* *%	* *%	- -%	* *%	- -%

Columns Tested: a,b - c,d



**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 22**

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

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

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 95%																		
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083	
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854	
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083	
YouTube (Live)	191	34	61	64	24	5	3	191	139	47	97	39	39	16	136	55	191	
	6%	9%	11%	12%	4%	1%	1%	6%	9%	3%	11%	4%	6%	3%	8%	4%	6%	
		def	defg	defg	ef			ef	i		klmnop		m		kmo		m	
Instagram (Live)	187	49	63	47	23	4	1	187	123	60	96	42	39	9	138	48	187	
	6%	13%	11%	9%	4%	1%	*%	6%	8%	4%	11%	5%	6%	2%	8%	4%	6%	
		defg	defg	def	ef			ef	i		klmnop	m	m		kmo	m	mo	
Facebook (Live)	167	18	51	55	31	8	4	167	113	53	73	38	41	16	110	57	167	
	5%	5%	9%	10%	6%	2%	1%	5%	8%	3%	8%	4%	6%	3%	6%	5%	5%	
		ef	efg	adefg	ef			ef	i		kmop		m		m		m	
TikTok (LIVE)	147	39	53	39	14	1	1	147	93	47	76	29	29	12	105	41	147	
	5%	11%	9%	7%	2%	*%	*%	5%	6%	3%	9%	3%	5%	2%	6%	3%	5%	
		defg	defg	def	ef			ef	i		klmnop		m		kmo		m	
Twitch	79	16	35	23	4	1	-	79	67	11	40	13	13	12	54	26	79	
	3%	4%	6%	4%	1%	*%	-%	3%	5%	1%	5%	1%	2%	2%	3%	2%	3%	
		def	defg	def				def	i		klmop							
YouNow	29	2	11	8	5	2	*	29	27	2	20	2	3	4	21	7	29	
	1%	1%	2%	2%	1%	*%	*%	1%	2%	*%	2%	*%	*%	1%	1%	1%	1%	
			f	f					i		klop				k			
I post or share my own live streamed videos to other apps/ sites	12	2	8	1	1	-	-	12	8	*	7	1	3	1	8	4	12	
	*%	1%	1%	*%	*%	-%	-%	*%	1%	*%	1%	*%	1%	*%	*%	*%	*%	
			efg						i									
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	357	73	118	96	49	12	8	357	223	121	162	85	77	32	246	109	357	
	12%	20%	21%	18%	9%	2%	1%	12%	15%	8%	18%	9%	12%	5%	14%	9%	12%	
		defg	defg	defg	ef			ef	i		klmnop	m	m		kmo	m	mo	
DO NOT LIVE STREAM THEIR OWN VIDEOS	2703	293	453	423	494	492	548	2703	1227	1452	719	838	560	569	1557	1130	2703	
	88%	79%	79%	80%	90%	97%	98%	88%	84%	92%	81%	91%	87%	93%	86%	90%	88%	
					abc	abcdg	abcdg	abc		h		jn	j	jlnp	j	jn	j	

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

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

**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 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Don't know	23	3	1	11	5	1	2	23	11	12	4	2	4	9	6	13	23
	1%	1%	*%	2%	1%	*%	*%	1%	1%	1%	*%	*%	1%	1%	1%	1%	
				befg									kn				
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of apps/ sites used (out of 7)	.3	.4	.5	.4	.2	*	*	.3	.4	.1	.5	.2	.3	.1	.3	.2	.3
		defg	defg	defg	ef			ef	i		klmnop		km		kmop	m	kmo
Standard deviation	.85	1.02	1.20	1.07	.66	.32	.17	.85	1.07	.56	1.12	.64	.84	.63	.92	.75	.85
Standard error	.02	.05	.05	.05	.03	.01	.01	.02	.03	.01	.04	.02	.03	.02	.02	.02	.02
Columns Tested:	a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
YouTube (Live)	191	165	17	4	5	191	183	8	8	182	22	83	85	191	33	70	47
	6%	6%	7%	3%	7%	6%	7%	2%	2%	7%	3%	6%	9%	6%	7%	6%	6%
		c	c		c	c	g			h		j	jkm	j			
Instagram (Live)	187	169	8	5	5	187	181	6	18	169	29	82	76	187	43	67	44
	6%	6%	3%	3%	6%	6%	7%	1%	4%	6%	4%	6%	8%	6%	9%	5%	5%
		b					g						j		o		
Facebook (Live)	167	141	17	6	4	167	157	10	11	157	8	69	91	167	29	78	42
	5%	5%	6%	5%	5%	5%	6%	2%	2%	6%	1%	5%	9%	5%	6%	6%	5%
							g			h		j	jkm	j			
TikTok (LIVE)	147	123	13	6	4	147	140	7	10	137	20	61	67	147	28	54	32
	5%	5%	5%	5%	5%	5%	5%	2%	2%	5%	3%	4%	7%	5%	6%	4%	4%
							g			h			jkm				
Twitch	79	68	5	3	3	79	76	3	3	76	7	36	36	79	9	26	28
	3%	3%	2%	2%	4%	3%	3%	1%	1%	3%	1%	3%	4%	3%	2%	2%	3%
										h			j				
YouNow	29	25	3	1	*	29	27	1	2	27	1	10	17	29	4	9	12
	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	*%	1%	2%	1%	1%	1%	2%
													j				
I post or share my own live streamed videos to other apps/ sites	12	11	-	1	*	12	12	*	3	9	5	3	4	12	1	1	5
	*%	*%	-%	1%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	357	296	36	15	11	357	336	20	32	324	55	155	147	357	73	132	80
	12%	11%	14%	11%	14%	12%	13%	5%	7%	12%	8%	11%	15%	12%	16%	10%	10%
							g			h			jkm	j	op		
DO NOT LIVE STREAM THEIR OWN VIDEOS	2703	2293	221	123	66	2703	2307	396	422	2281	651	1212	816	2703	397	1141	719
	88%	88%	86%	89%	86%	88%	87%	94%	91%	87%	91%	88%	84%	88%	84%	89%	90%
							f				l	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.

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Don't know	23	20	2	1	-	23	18	6	11	12	12	6	5	23	2	5	4
	1%	1%	1%	1%	-%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 7)	.3	.3	.2	.2	.3	.3	.3	.1	.1	.3	.1	.3	.4	.3	.3	.2	.3
							g			h		j	jkm	j			
Standard deviation	.85	.88	.68	.65	.81	.85	.90	.40	.51	.90	.51	.80	1.09	.85	.85	.82	.93
Standard error	.02	.02	.04	.04	.05	.02	.02	.02	.03	.02	.02	.02	.03	.02	.04	.02	.03
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p																	

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
YouTube (Live)	191 6%	90 8% b	83 5%	46 3%	122 11% c
Instagram (Live)	187 6%	90 8% b	88 5%	56 3%	112 10% c
Facebook (Live)	167 5%	71 7%	87 5%	39 2%	115 11% c
TikTok (LIVE)	147 5%	76 7% b	62 3%	48 3%	81 8% c
Twitch	79 3%	42 4% b	31 2%	27 1%	42 4% c
YouNow	29 1%	18 2% b	10 1%	5 *%	21 2% c
I post or share my own live streamed videos to other apps/ sites	12 *%	7 1%	5 *%	4 *%	5 *%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	357 12%	163 15% b	168 9%	111 6%	206 19% 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
DO NOT LIVE STREAM THEIR OWN VIDEOS	2703	896	1631	1706	860
	88%	84%	90%	94%	80%
			a	d	
Don't know	23	12	4	6	9
	1%	1%	*%	*%	1%
		b			
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 7)	.3	.4	.2	.1	.5
		b			c
Standard deviation	.85	1.01	.74	.58	1.10
Standard error	.02	.03	.02	.01	.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 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
None used	2726	297	454	434	499	493	550	2726	1239	1463	724	840	564	579	1563	1143	2726
	88%	80%	79%	82%	91%	98%	99%	88%	85%	92%	82%	91%	88%	95%	86%	91%	88%
				abc	abcdg	abcdg	abc			h		jn	j	ijklnop	j	jnp	j
Only one site or app used	123	26	46	22	16	7	7	123	60	57	36	35	34	17	71	50	123
	4%	7%	8%	4%	3%	1%	1%	4%	4%	4%	4%	4%	5%	3%	4%	4%	4%
		defg	cdefg	ef				ef									
More than one site or app used	234	47	72	74	34	6	1	234	164	64	126	49	43	15	175	59	234
	8%	13%	13%	14%	6%	1%	*%	8%	11%	4%	14%	5%	7%	3%	10%	5%	8%
		defg	defg	defg	ef			ef	i		klmnop	m	m		kmop		mo
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of apps/ sites used (out of 7)	.3	.4	.5	.4	.2	*	*	.3	.4	.1	.5	.2	.3	.1	.3	.2	.3
		defg	defg	defg	ef			ef	i		klmnop		km		kmop	m	kmo
Standard deviation	.85	1.02	1.20	1.07	.66	.32	.17	.85	1.07	.56	1.12	.64	.84	.63	.92	.75	.85
Standard error	.02	.05	.05	.05	.03	.01	.01	.02	.03	.01	.04	.02	.03	.02	.02	.02	.02

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

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

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

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
None used	2726	2313	223	124	66	2726	2325	402	433	2293	663	1217	821	2726	400	1146	723
	88%	89%	86%	89%	86%	88%	87%	95%	93%	88%	92%	89%	85%	88%	84%	90%	90%
								f	i		lm	l		l		n	n
Only one site or app used	123	93	17	8	5	123	115	8	20	103	33	51	38	123	32	44	21
	4%	4%	6%	6%	7%	4%	4%	2%	4%	4%	5%	4%	4%	4%	7%	3%	3%
			a		ae										op		
More than one site or app used	234	202	19	7	5	234	222	12	13	221	22	104	108	234	42	88	59
	8%	8%	7%	5%	7%	8%	8%	3%	3%	8%	3%	8%	11%	8%	9%	7%	7%
							g			h		j	jkm	j			
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 7)	.3	.3	.2	.2	.3	.3	.3	.1	.1	.3	.1	.3	.4	.3	.3	.2	.3
							g			h		j	jkm	j			
Standard deviation	.85	.88	.68	.65	.81	.85	.90	.40	.51	.90	.51	.80	1.09	.85	.85	.82	.93
Standard error	.02	.02	.04	.04	.05	.02	.02	.02	.03	.02	.02	.02	.03	.02	.04	.02	.03

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



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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
None used	2726 88%	907 85%	1635 91% a	1713 94% d	869 81%
Only one site or app used	123 4%	47 4%	66 4%	51 3%	56 5% c
More than one site or app used	234 8%	116 11% b	102 6%	60 3%	150 14% c
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 7)	.3	.4 b	.2	.1	.5 c
Standard deviation	.85	1.01	.74	.58	1.10
Standard error	.02	.03	.02	.01	.04
Columns Tested: a,b - c,d					

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 24**

All interviewing conducted using an online panel. Any break column with 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						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1862	323	449	398	322	216	153	1862	934	897	569	537	386	354	1105	740	1862
	60%	87%	78%	75%	59%	43%	27%	60%	64%	57%	64%	58%	60%	58%	61%	59%	60%
		bcdefg	defg	defg	ef	f	ef	ef	i		km						
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	357	73	118	96	49	12	8	357	223	121	162	85	77	32	246	109	357
	12%	20%	21%	18%	9%	2%	1%	12%	15%	8%	18%	9%	12%	5%	14%	9%	12%
		defg	defg	defg	ef			ef	i		klmnop	m	m		kmo	m	mo
TOTAL - EITHER OF THESE ACTIVITIES	1867	326	451	398	322	216	153	1867	939	897	572	537	387	354	1109	741	1867
	61%	88%	79%	75%	59%	43%	27%	61%	64%	57%	65%	58%	60%	58%	61%	59%	61%
		bcdefg	defg	defg	ef	f	ef	ef	i		kmo						
TOTAL - BOTH OF THESE ACTIVITIES	352	70	116	96	49	12	8	352	219	120	158	85	75	32	243	107	352
	11%	19%	20%	18%	9%	2%	1%	11%	15%	8%	18%	9%	12%	5%	13%	9%	11%
		defg	defg	defg	ef			ef	i		klmnop	m	m		kmo	m	mo
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1216	43	122	131	226	289	405	1216	523	687	313	388	254	257	701	510	1216
	39%	12%	21%	25%	41%	57%	73%	39%	36%	43%	35%	42%	40%	42%	39%	41%	39%
			a	a	abc	abcdg	abcdeg	abc		h		j		j		j	

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

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

**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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1862	1562	154	91	55	1862	1666	196	279	1583	263	813	786	1862	361	716	447
	60%	60%	59%	66%	72%	60%	63%	46%	60%	60%	37%	59%	81%	60%	76%	56%	56%
					abe		g					j	jkm	j	op		
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	357	296	36	15	11	357	336	20	32	324	55	155	147	357	73	132	80
	12%	11%	14%	11%	14%	12%	13%	5%	7%	12%	8%	11%	15%	12%	16%	10%	10%
							g			h			jkm	j	op		
TOTAL - EITHER OF THESE ACTIVITIES	1867	1567	154	91	55	1867	1671	196	283	1584	266	815	786	1867	361	716	449
	61%	60%	59%	66%	72%	61%	63%	46%	61%	61%	37%	59%	81%	61%	76%	56%	56%
					abe		g					j	jkm	j	op		
TOTAL - BOTH OF THESE ACTIVITIES	352	290	36	15	11	352	331	20	28	324	52	153	147	352	73	132	78
	11%	11%	14%	11%	14%	11%	12%	5%	6%	12%	7%	11%	15%	11%	16%	10%	10%
							g			h		j	jkm	j	op		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1216	1042	105	48	22	1216	990	226	182	1034	451	558	182	1216	112	561	353
	39%	40%	41%	34%	28%	39%	37%	54%	39%	39%	63%	41%	19%	39%	24%	44%	44%
		d	d			d		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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1862	702	1004	922	802
	60%	66%	56%	51%	75%
		b			c
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	357	163	168	111	206
	12%	15%	9%	6%	19%
		b			c
TOTAL - EITHER OF THESE ACTIVITIES	1867	706	1006	923	804
	61%	66%	56%	51%	75%
		b			c
TOTAL - BOTH OF THESE ACTIVITIES	352	160	167	111	204
	11%	15%	9%	6%	19%
		b			c
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1216	365	798	901	271
	39%	34%	44%	49%	25%
			a	d	

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 25**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Facebook	2087	186	407	391	409	352	343	2087	901	1166	560	625	446	442	1185	888	2087
	68%	50%	71%	74%	75%	70%	62%	68%	62%	74%	63%	68%	70%	72%	65%	71%	68%
			af	afg	afg	af	a	af		h			j	jn		jn	
Instagram	1550	300	410	328	266	165	81	1550	639	885	513	463	335	232	975	567	1550
	50%	81%	72%	62%	48%	33%	14%	50%	44%	56%	58%	50%	52%	38%	54%	45%	50%
		bcdefg	cdefg	defg	ef	f		ef		h	kmop	m	mo		mo	m	mo
Twitter	1012	150	233	209	199	136	85	1012	555	434	336	325	187	161	661	348	1012
	33%	41%	41%	39%	36%	27%	15%	33%	38%	27%	38%	35%	29%	26%	37%	28%	33%
		efg	efg	efg	ef	f		ef	i		lmop	mo			lmop		mo
TikTok	954	264	280	193	122	64	31	954	418	517	309	256	226	156	565	382	954
	31%	71%	49%	36%	22%	13%	6%	31%	29%	33%	35%	28%	35%	26%	31%	31%	31%
		bcdefg	cdefg	defg	ef	f		def			km		km		m		m
Snapchat	749	272	220	127	68	46	16	749	320	416	247	202	176	119	448	295	749
	24%	74%	38%	24%	12%	9%	3%	24%	22%	26%	28%	22%	27%	20%	25%	24%	24%
		bcdefg	cdefg	def	f	f		def		h	km		m		m		m
Pinterest	573	120	121	113	74	90	56	573	158	402	191	176	120	83	367	203	573
	19%	32%	21%	21%	14%	18%	10%	19%	11%	25%	22%	19%	19%	14%	20%	16%	19%
		bcdefg	df	df		f		df		h	mo	m	m		mo		m
LinkedIn	468	36	131	108	95	55	42	468	256	209	213	155	60	40	368	100	468
	15%	10%	23%	20%	17%	11%	8%	15%	18%	13%	24%	17%	9%	7%	20%	8%	15%
			aefg	aefg	aef			af	i		klmop	lmo			lmop		lmo
Reddit	395	92	128	87	37	34	18	395	252	132	149	118	65	58	267	123	395
	13%	25%	22%	16%	7%	7%	3%	13%	17%	8%	17%	13%	10%	9%	15%	10%	13%
		cdefg	defg	def	f	f		def	i		lmop				lmo		o
BeReal	135	86	33	10	3	1	1	135	62	73	57	40	21	15	97	36	135
	4%	23%	6%	2%	1%	1%	1%	4%	4%	5%	6%	4%	3%	2%	5%	3%	4%
		bcdefg	cdef	ef				cdef			lmop				mo		
Tumblr	110	27	39	27	6	5	6	110	62	44	46	32	18	15	77	33	110
	4%	7%	7%	5%	1%	1%	1%	4%	4%	3%	5%	3%	3%	2%	4%	3%	4%
		defg	defg	def				def			mo						

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 25**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Yubo	44	22	15	3	-	-	4	44	22	21	13	13	8	8	26	16	44
	1%	6%	3%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	cdef				de										
I use other social media apps or sites	37	4	12	2	1	11	7	37	15	22	12	12	2	11	25	12	37
	1%	1%	2%	*%	*%	2%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%
			d			d							i				
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2721	363	552	498	502	415	390	2721	1251	1436	775	817	578	530	1591	1107	2721
	88%	98%	96%	94%	92%	82%	70%	88%	86%	91%	88%	88%	90%	87%	88%	88%	88%
		cdefg	defg	efg	ef	f		ef		h							
None/ I do not use any social media apps or sites	333	2	16	29	40	87	159	333	196	137	108	96	60	69	204	129	333
	11%	*%	3%	5%	7%	17%	29%	11%	13%	9%	12%	10%	9%	11%	11%	10%	11%
			a	a	ab	abcdg	abcdeg	abc	i								
Don't know	29	5	5	3	6	3	8	29	15	11	3	12	4	12	14	15	29
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%
														j			
ONLY USES FACEBOOK	483	1	39	45	88	118	192	483	191	290	78	150	100	146	228	245	483
	16%	*%	7%	9%	16%	23%	34%	16%	13%	18%	9%	16%	16%	24%	13%	20%	16%
			a	a	abc	abcdg	abcdeg	abc		h		j	j	klnp	j	jnp	jn
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of apps/ sites used (out of 12)	2.6	4.2	3.5	3.0	2.3	1.9	1.2	2.6	2.5	2.7	3.0	2.6	2.6	2.2	2.8	2.4	2.6
		bcdefg	cdefg	defg	ef	f		def		h	klmnop	mo	mo		klmop	m	mo
Standard deviation	2.00	2.05	2.12	1.91	1.47	1.62	1.24	2.00	2.02	1.96	2.16	1.94	1.92	1.83	2.06	1.88	2.00
Standard error	.04	.10	.09	.08	.07	.08	.05	.04	.05	.05	.08	.07	.08	.06	.05	.05	.04
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Facebook	2087	1762	170	101	54	2087	1790	297	312	1775	421	922	738	2087	322	910	535
	68%	68%	66%	73%	70%	68%	67%	70%	67%	68%	59%	67%	76%	68%	68%	71%	67%
												j	jkm	j			
Instagram	1550	1325	109	72	43	1550	1375	175	228	1321	211	718	619	1550	267	576	442
	50%	51%	42%	52%	56%	50%	52%	41%	49%	50%	29%	52%	64%	50%	56%	45%	55%
		b		b	b	b	g					j	jkm	j	o		o
Twitter	1012	844	90	47	31	1012	902	110	87	925	102	414	495	1012	168	376	319
	33%	32%	35%	34%	40%	33%	34%	26%	19%	35%	14%	30%	51%	33%	35%	29%	40%
					ae		g			h		j	jkm	j			o
TikTok	954	807	67	48	31	954	871	82	155	798	132	400	421	954	199	334	246
	31%	31%	26%	35%	40%	31%	33%	20%	33%	31%	18%	29%	43%	31%	42%	26%	31%
				b	abe		g					j	jkm	j	op		
Snapchat	749	628	63	34	24	749	681	69	144	605	124	322	303	749	180	254	169
	24%	24%	24%	25%	32%	24%	26%	16%	31%	23%	17%	23%	31%	24%	38%	20%	21%
					ae		g		i			j	jkm	j	op		
Pinterest	573	479	55	26	13	573	515	59	69	505	68	244	260	573	86	210	168
	19%	18%	21%	19%	18%	19%	19%	14%	15%	19%	10%	18%	27%	19%	18%	16%	21%
												j	jkm	j			o
LinkedIn	468	390	42	24	13	468	415	53	38	430	22	169	277	468	52	150	201
	15%	15%	16%	17%	17%	15%	16%	13%	8%	16%	3%	12%	29%	15%	11%	12%	25%
									h			j	jkm	jk			no
Reddit	395	334	40	11	10	395	359	36	30	365	27	149	220	395	58	142	126
	13%	13%	15%	8%	13%	13%	14%	8%	6%	14%	4%	11%	23%	13%	12%	11%	16%
		c	c			c	g			h		j	jkm	j			o
BeReal	135	117	8	5	4	135	126	9	16	118	13	65	56	135	26	45	30
	4%	4%	3%	4%	6%	4%	5%	2%	4%	5%	2%	5%	6%	4%	6%	4%	4%
												j	j	j			
Tumblr	110	91	10	6	3	110	107	3	13	97	5	39	66	110	18	36	29
	4%	3%	4%	4%	4%	4%	4%	1%	3%	4%	1%	3%	7%	4%	4%	3%	4%
							g					j	jkm	j			

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 25**

All interviewing conducted using an online panel. Any break column with 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Yubo	44	41	1	1	*	44	43	2	6	38	9	20	15	44	7	21	10
	1%	2%	0%	1%	1%	1%	2%	0%	1%	1%	1%	1%	2%	1%	1%	2%	1%
I use other social media apps or sites	37	31	2	3	1	37	29	8	4	33	8	6	23	37	3	23	8
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	0%	2%	1%	1%	2%	1%
													km				
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2721	2301	223	125	71	2721	2359	362	416	2305	557	1235	922	2721	444	1113	706
	88%	88%	86%	90%	93%	88%	89%	86%	89%	88%	78%	90%	95%	88%	94%	87%	88%
					abe							j	jkm	j	op		
None/ I do not use any social media apps or sites	333	283	33	12	5	333	274	59	42	291	138	133	43	333	24	161	96
	11%	11%	13%	9%	7%	11%	10%	14%	9%	11%	19%	10%	4%	11%	5%	13%	12%
		d	d			d					klm	l		l		n	n
Don't know	29	25	3	1	1	29	28	1	7	22	23	4	3	29	5	4	1
	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	3%	0%	0%	1%	1%	0%	0%
											klm						
ONLY USES FACEBOOK	483	409	44	21	9	483	393	90	87	396	201	227	51	483	74	242	94
	16%	16%	17%	15%	12%	16%	15%	21%	19%	15%	28%	17%	5%	16%	16%	19%	12%
								f			klm	l		l		p	
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 12)	2.6	2.6	2.5	2.7	3.0	2.6	2.7	2.1	2.4	2.7	1.6	2.5	3.6	2.6	2.9	2.4	2.8
					abe		g		h			j	jkm	j	o	o	
Standard deviation	2.00	2.00	1.98	1.95	1.97	2.00	2.04	1.62	1.76	2.03	1.51	1.76	2.17	2.00	1.85	1.89	2.17
Standard error	.04	.04	.11	.11	.11	.04	.04	.08	.09	.04	.06	.05	.07	.04	.08	.05	.08

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



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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Facebook	2087 68%	728 68%	1244 69%	1192 65%	781 73% c
Instagram	1550 50%	537 50%	892 49%	776 43%	680 63% c
Twitter	1012 33%	318 30%	633 35% a	541 30%	426 40% c
TikTok	954 31%	366 34% b	507 28%	444 24%	441 41% c
Snapchat	749 24%	301 28% b	359 20%	354 19%	334 31% c
Pinterest	573 19%	225 21%	312 17%	332 18%	205 19%
LinkedIn	468 15%	157 15%	289 16%	249 14%	197 18% c
Reddit	395 13%	164 15% b	188 10%	231 13%	145 13%
BeReal	135 4%	73 7% b	52 3%	81 4%	45 4%
Tumblr	110 4%	54 5% b	46 3%	56 3%	41 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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Yubo	44 1%	28 3%	13 1%	23 1%	17 2%
I use other social media apps or sites	37 1%	13 1%	22 1%	33 2%	2 *%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2721 88%	957 89%	1575 87%	1538 84%	1017 95%
None/ I do not use any social media apps or sites	333 11%	97 9%	221 12%	274 15%	56 5%
Don't know	29 1%	17 2%	7 *%	11 1%	2 *%
ONLY USES FACEBOOK	483 16%	172 16%	281 16%	361 20%	98 9%
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 12)	2.6	2.8 b	2.5	2.4	3.1 c
Standard deviation	2.00	2.11	1.92	2.00	1.90
Standard error	.04	.06	.05	.05	.06
Columns Tested: a,b - c,d					

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
None used	362	6	21	32	46	90	167	362	211	148	111	108	63	81	218	144	362
	12%	2%	4%	6%	8%	18%	30%	12%	14%	9%	12%	12%	10%	13%	12%	12%	12%
				a	ab	abcdg	abcdeg	abc		i							
Only one site or app used	702	30	78	82	127	167	217	702	305	391	130	220	159	181	349	340	702
	23%	8%	14%	15%	23%	33%	39%	23%	21%	25%	15%	24%	25%	30%	19%	27%	23%
			a	a	abc	abcdg	abcdg	abc		h		jn	jn	jknp	j	jnp	jn
More than one site or app used	2019	333	474	416	375	248	173	2019	946	1045	645	597	418	349	1242	767	2019
	65%	90%	83%	79%	68%	49%	31%	65%	65%	66%	73%	65%	65%	57%	69%	61%	65%
		bcdefg	defg	defg	ef	f		ef			klmop	m	m		mo		mo
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of apps/ sites used (out of 12)	2.6	4.2	3.5	3.0	2.3	1.9	1.2	2.6	2.5	2.7	3.0	2.6	2.6	2.2	2.8	2.4	2.6
		bcdefg	cdefg	defg	ef	f		def		h	klmnop	mo	mo		klmnop	m	mo
Standard deviation	2.00	2.05	2.12	1.91	1.47	1.62	1.24	2.00	2.02	1.96	2.16	1.94	1.92	1.83	2.06	1.88	2.00
Standard error	.04	.10	.09	.08	.07	.08	.05	.04	.05	.05	.08	.07	.08	.06	.05	.05	.04

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

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
None used	362	307	36	14	6	362	302	60	50	313	161	137	46	362	29	165	96
	12%	12%	14%	10%	7%	12%	11%	14%	11%	12%	22%	10%	5%	12%	6%	13%	12%
		d	d			d					klm	l		l		n	n
Only one site or app used	702	597	59	30	16	702	584	117	127	574	279	317	101	702	102	323	152
	23%	23%	23%	22%	21%	23%	22%	28%	27%	22%	39%	23%	10%	23%	22%	25%	19%
											klm	l		l		p	
More than one site or app used	2019	1705	164	94	55	2019	1774	245	288	1731	278	918	821	2019	342	791	554
	65%	65%	64%	68%	72%	65%	67%	58%	62%	66%	39%	67%	85%	65%	72%	62%	69%
					ae		g					j	jkm	j	o	o	o
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of apps/ sites used (out of 12)	2.6	2.6	2.5	2.7	3.0	2.6	2.7	2.1	2.4	2.7	1.6	2.5	3.6	2.6	2.9	2.4	2.8
					abe		g			h		j	jkm	j	o	o	o
Standard deviation	2.00	2.00	1.98	1.95	1.97	2.00	2.04	1.62	1.76	2.03	1.51	1.76	2.17	2.00	1.85	1.89	2.17
Standard error	.04	.04	.11	.11	.11	.04	.04	.08	.09	.04	.06	.05	.07	.04	.08	.05	.08

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

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

**COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
None used	362 12%	114 11%	228 13%	286 16% d	57 5%
Only one site or app used	702 23%	239 22%	423 23%	489 27% d	166 15%
More than one site or app used	2019 65%	718 67%	1152 64%	1050 58%	851 79% c
Base for stats	3083	1071	1803	1824	1075
Mean number of apps/ sites used (out of 12)	2.6	2.8 b	2.5	2.4	3.1 c
Standard deviation	2.00	2.11	1.92	2.00	1.90
Standard error	.04	.06	.05	.05	.06
Columns Tested: a,b - c,d					

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 27**

All interviewing conducted using an online panel. Any break column with 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							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	2756	435	493	522	450	380	476	2756	1264	1464	734	728	572	704	1462	1276	2756	
Effective Weighted Sample	1657	260	308	318	291	241	250	1657	795	847	479	467	333	379	944	704	1657	
Total	2721	363	552	498	502	415	390	2721	1251	1436	775	817	578	530	1591	1107	2721	
Facebook	1316	29	161	251	275	287	314	1316	564	745	286	389	291	337	676	628	1316	
	48%	8%	29%	50%	55%	69%	81%	48%	45%	52%	37%	48%	50%	64%	42%	57%	48%	
			a	ab	abg	abcdg	abcdeg	ab		h		j	jn	jklnop	j	jknp	jn	
Instagram	508	93	191	97	78	25	24	508	182	318	179	168	111	47	347	158	508	
	19%	26%	35%	19%	15%	6%	6%	19%	15%	22%	23%	21%	19%	9%	22%	14%	19%	
		defg	acdefg	ef	ef			ef		h	mop	mo	mo		mo	m	mo	
Twitter	267	15	50	52	75	57	18	267	183	79	94	87	39	46	181	85	267	
	10%	4%	9%	10%	15%	14%	5%	10%	15%	5%	12%	11%	7%	9%	11%	8%	10%	
			af	af	abfg	af		af	i		lo	l			lo			
TikTok	265	96	67	57	34	6	5	265	126	131	91	67	66	38	158	104	265	
	10%	27%	12%	11%	7%	1%	1%	10%	10%	9%	12%	8%	11%	7%	10%	9%	10%	
		bcdefg	def	def	ef			ef			m	m						
Snapchat	173	104	42	13	5	5	4	173	79	92	57	50	38	26	107	64	173	
	6%	29%	8%	3%	1%	1%	1%	6%	6%	6%	7%	6%	7%	5%	7%	6%	6%	
		bcdefg	cdef					cdef										
Reddit	58	12	22	10	8	2	4	58	51	6	17	17	11	13	34	24	58	
	2%	3%	4%	2%	1%	*	1%	2%	4%	*	2%	2%	2%	2%	2%	2%	2%	
		e	efg						i									
Pinterest	43	5	3	5	10	13	8	43	17	26	15	7	13	8	22	21	43	
	2%	1%	*	1%	2%	3%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	
					b													
LinkedIn	34	1	2	7	12	6	7	34	22	13	17	10	3	4	27	7	34	
	1%	*	*	1%	2%	1%	2%	1%	2%	1%	2%	1%	*	1%	2%	1%	1%	
					ab						lo				o			
Tumblr	13	6	3	1	1	2	1	13	4	6	7	4	1	1	11	1	13	
	*%	2%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	
		g									o							
Yubo	5	1	2	2	-	-	-	5	3	2	1	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.

**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 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	2756	435	493	522	450	380	476	2756	1264	1464	734	728	572	704	1462	1276	2756
Effective Weighted Sample	1657	260	308	318	291	241	250	1657	795	847	479	467	333	379	944	704	1657
Total	2721	363	552	498	502	415	390	2721	1251	1436	775	817	578	530	1591	1107	2721
BeReal	4	-	3	-	2	-	-	4	4	*	4	-	-	*	4	*	4
	*%	-%	*%	-%	*%	-%	-%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%
Other social media app or site	20	*	4	2	-	9	5	20	6	14	4	10	1	5	14	6	20
	1%	*%	1%	*%	-%	2%	1%	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%
								adg									
Don't know	15	2	3	1	4	4	2	15	9	6	2	4	4	6	6	9	15
	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 27**

All interviewing conducted using an online panel. Any break column with 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	POTENTIALITY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2756	1923	273	275	285	2756	2405	351	366	2390	487	1289	973	2756	470	1154	691
Effective Weighted Sample	1657	1286	198	205	236	1657	1468	193	205	1466	271	777	630	1657	269	684	454
Total	2721	2301	223	125	71	2721	2359	362	416	2305	557	1235	922	2721	444	1113	706
Facebook	1316	1115	109	63	29	1316	1104	213	217	1099	331	586	394	1316	205	634	305
	48%	48%	49%	50%	40%	48%	47%	59%	52%	48%	59%	47%	43%	48%	46%	57%	43%
		d		d		d		f			klm			l		np	
Instagram	508	440	32	24	12	508	453	55	64	444	70	254	184	508	75	172	171
	19%	19%	14%	19%	16%	19%	19%	15%	15%	19%	13%	21%	20%	19%	17%	15%	24%
					ae					h		j	j	j			no
Twitter	267	225	20	12	10	267	236	31	23	244	30	107	129	267	27	104	103
	10%	10%	9%	9%	14%	10%	10%	9%	6%	11%	5%	9%	14%	10%	6%	9%	15%
					ae					h			jkm	j			no
TikTok	265	214	27	13	10	265	244	20	53	212	54	107	104	265	62	83	56
	10%	9%	12%	11%	14%	10%	10%	6%	13%	9%	10%	9%	11%	10%	14%	7%	8%
					a		g								op		
Snapchat	173	149	12	7	5	173	165	8	42	130	39	98	35	173	47	49	21
	6%	6%	5%	6%	8%	6%	7%	2%	10%	6%	7%	8%	4%	6%	11%	4%	3%
							g		i		l	l		l	op		
Reddit	58	46	8	2	2	58	49	9	2	57	6	26	26	58	12	27	8
	2%	2%	4%	1%	3%	2%	2%	2%	*%	2%	1%	2%	3%	2%	3%	2%	1%
Pinterest	43	36	5	1	1	43	34	9	8	35	15	15	13	43	7	12	13
	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	3%	1%	1%	2%	1%	1%	2%
LinkedIn	34	28	4	1	1	34	27	8	*	34	1	15	18	34	2	9	18
	1%	1%	2%	1%	1%	1%	1%	2%	*%	1%	*%	1%	2%	1%	1%	1%	3%
													j				no
Tumblr	13	10	1	1	*	13	13	-	1	11	*	8	5	13	*	4	*
	*%	*%	1%	1%	*%	*%	1%	-%	*%	*%	*%	1%	1%	*%	*%	*%	*%
Yubo	5	5	-	-	-	5	3	1	-	5	-	5	-	5	-	3	1
	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%
BeReal	4	4	-	-	-	4	4	-	-	4	-	3	2	4	2	3	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	-%

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



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

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

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2756	1923	273	275	285	2756	2405	351	366	2390	487	1289	973	2756	470	1154	691
Effective Weighted Sample	1657	1286	198	205	236	1657	1468	193	205	1466	271	777	630	1657	269	684	454
Total	2721	2301	223	125	71	2721	2359	362	416	2305	557	1235	922	2721	444	1113	706
Other social media app or site	20 1%	15 1%	2 1%	1 1%	1 1%	20 1%	14 1%	6 2%	4 1%	16 1%	7 1%	3 *%	10 1%	20 1%	1 *%	12 1%	4 1%
Don't know	15 1%	13 1%	2 1%	- -%	1 1%	15 1%	13 1%	3 1%	2 *%	14 1%	4 1%	9 1%	3 *%	15 1%	4 1%	3 *%	4 1%

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

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

**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	2756	1005	1570	1697	889
Effective Weighted Sample	1657	582	964	992	579
Total	2721	957	1575	1538	1017
Facebook	1316 48%	454 47%	793 50%	794 52% d	463 45%
Instagram	508 19%	162 17%	298 19%	245 16%	229 23% c
Twitter	267 10%	73 8%	183 12% a	152 10%	100 10%
TikTok	265 10%	97 10%	137 9%	125 8%	111 11%
Snapchat	173 6%	91 10% b	60 4%	97 6%	60 6%
Reddit	58 2%	29 3%	26 2%	43 3%	14 1%
Pinterest	43 2%	17 2%	24 2%	22 1%	15 1%
LinkedIn	34 1%	11 1%	22 1%	20 1%	13 1%
Tumblr	13 *%	8 1%	4 *%	9 1%	2 *%
Yubo	5 *%	5 *% b	- -%	- -%	5 *% c
BeReal	4 *%	* *%	4 *%	* *%	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.

**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	2756	1005	1570	1697	889
Effective Weighted Sample	1657	582	964	992	579
Total	2721	957	1575	1538	1017
Other social media app or site	20 1%	4 *%	15 1%	19 1% d	- -%
Don't know	15 1%	7 1%	7 *%	12 1%	3 *%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 28**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Facebook	1316	29	161	251	275	287	314	1316	564	745	286	389	291	337	676	628	1316
	43%	8%	28%	47%	50%	57%	56%	43%	39%	47%	32%	42%	45%	55%	37%	50%	43%
			a	ab	abg	abcg	abcg	ab		h		j	jn	jklnp	j	jknp	jn
Instagram	508	93	191	97	78	25	24	508	182	318	179	168	111	47	347	158	508
	16%	25%	33%	18%	14%	5%	4%	16%	12%	20%	20%	18%	17%	8%	19%	13%	16%
		cdefg	acdefg	ef	ef			ef		h	mop	mo	mo		mo	m	mo
Twitter	267	15	50	52	75	57	18	267	183	79	94	87	39	46	181	85	267
	9%	4%	9%	10%	14%	11%	3%	9%	13%	5%	11%	9%	6%	8%	10%	7%	9%
			af	af	afg	af		af	i		lo				lo		
TikTok	265	96	67	57	34	6	5	265	126	131	91	67	66	38	158	104	265
	9%	26%	12%	11%	6%	1%	1%	9%	9%	8%	10%	7%	10%	6%	9%	8%	9%
		bcddefg	def	def	ef			ef			m		m				
Snapchat	173	104	42	13	5	5	4	173	79	92	57	50	38	26	107	64	173
	6%	28%	7%	2%	1%	1%	1%	6%	5%	6%	6%	5%	6%	4%	6%	5%	6%
		bcddefg	cdef					cdef									
Reddit	58	12	22	10	8	2	4	58	51	6	17	17	11	13	34	24	58
	2%	3%	4%	2%	1%	*%	1%	2%	3%	*%	2%	2%	2%	2%	2%	2%	2%
		ef	defg						i								
Pinterest	43	5	3	5	10	13	8	43	17	26	15	7	13	8	22	21	43
	1%	1%	*%	1%	2%	3%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%
						b											
LinkedIn	34	1	2	7	12	6	7	34	22	13	17	10	3	4	27	7	34
	1%	*%	*%	1%	2%	1%	1%	1%	1%	1%	2%	1%	*%	1%	2%	1%	1%
					a						o						
Tumblr	13	6	3	1	1	2	1	13	4	6	7	4	1	1	11	1	13
	*%	2%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%
		fg									o						
Yubo	5	1	2	2	-	-	-	5	3	2	1	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.

**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						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
BeReal	4	-	3	-	2	-	-	4	4	*	4	-	-	*	4	*	4
	*%	-%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
Other social media app or site	20	*	4	2	-	9	5	20	6	14	4	10	1	5	14	6	20
	1%	*%	1%	*%	-%	2%	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%
					d												
Don't know	45	6	8	4	10	7	10	45	24	18	5	16	7	17	20	25	45
	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	3%	1%	2%	1%
													jnp			j	
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2705	362	549	497	498	412	388	2705	1242	1430	773	813	574	524	1585	1098	2705
	88%	98%	96%	94%	91%	81%	70%	88%	85%	90%	87%	88%	90%	86%	88%	88%	88%
		cdefg	defg	efg	ef	f		ef		h							
DO NOT USE SOCIAL MEDIA SITES OR APPS	333	2	16	29	40	87	159	333	196	137	108	96	60	69	204	129	333
	11%	*%	3%	5%	7%	17%	29%	11%	13%	9%	12%	10%	9%	11%	11%	10%	11%
			a	a	ab	abcdg	abcdeg	abc	i								

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 28**

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Facebook	1316 43%	1115 43%	109 42%	63 45%	29 37%	1316 43%	1104 41%	213 50% f	217 47%	1099 42%	331 46%	586 43%	394 41%	1316 43%	205 43%	634 50% p	305 38%
Instagram	508 16%	440 17%	32 12%	24 17%	12 15%	508 16%	453 17%	55 13%	64 14%	444 17%	70 10%	254 18% j	184 19% j	508 16% j	75 16%	172 13%	171 21% o
Twitter	267 9%	225 9%	20 8%	12 8%	10 13% ae	267 9%	236 9%	31 7%	23 5%	244 9% h	30 4%	107 8% j	129 13% jkm	267 9% j	27 6%	104 8%	103 13% no
TikTok	265 9%	214 8%	27 10%	13 10%	10 13% ae	265 9%	244 9% g	20 5%	53 11%	212 8%	54 7%	107 8%	104 11% k	265 9%	62 13% op	83 6%	56 7%
Snapchat	173 6%	149 6%	12 4%	7 5%	5 7%	173 6%	165 6% g	8 2%	42 9% i	130 5%	39 5%	98 7% l	35 4% l	173 6% l	47 10% op	49 4%	21 3%
Reddit	58 2%	46 2%	8 3%	2 1%	2 3%	58 2%	49 2%	9 2%	2 *% i	57 2%	6 1%	26 2%	26 3% j	58 2%	12 2%	27 2%	8 1%
Pinterest	43 1%	36 1%	5 2%	1 1%	1 2%	43 1%	34 1%	9 2%	8 2%	35 1%	15 2%	15 1%	13 1%	43 1%	7 1%	12 1%	13 2%
LinkedIn	34 1%	28 1%	4 2%	1 1%	1 1%	34 1%	27 1%	8 2%	* *% i	34 1%	1 *% j	15 1%	18 2% j	34 1%	2 1%	9 1%	18 2% o
Tumblr	13 *% i	10 *% i	1 *% i	1 1% i	* *% i	13 *% i	13 *% i	- -% i	1 *% i	11 *% i	* *% i	8 1% i	5 *% i	13 *% i	* *% i	4 *% i	* *% i
Yubo	5 *% i	5 *% i	- -% i	- -% i	- -% i	5 *% i	3 *% i	1 *% i	- -% i	5 *% i	- -% i	5 *% i	- -% i	5 *% i	- -% i	3 *% i	1 *% i

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
BeReal	4 *%	4 *%	- -%	- -%	- -%	4 *%	4 *%	- -%	- -%	4 *%	- -%	3 *%	2 *%	4 *%	2 *%	3 *%	- -%
Other social media app or site	20 1%	15 1%	2 1%	1 1%	1 1%	20 1%	14 1%	6 1%	4 1%	16 1%	7 1%	3 *%	10 1%	20 1%	1 *%	12 1%	4 1%
Don't know	45 1%	38 1%	5 2%	1 1%	1 1%	45 1%	41 2%	4 1%	9 2%	36 1%	26 4% klm	13 1%	6 1%	45 1%	9 2% o	7 1%	5 1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2705 88%	2288 88%	221 85%	125 90%	71 92% b	2705 88%	2346 88%	359 85%	414 89%	2291 88%	553 77%	1227 89% j	918 95% jkm	2705 88% j	440 93% op	1110 87%	702 87%
DO NOT USE SOCIAL MEDIA SITES OR APPS	333 11%	283 11% d	33 13% d	12 9%	5 7%	333 11% d	274 10%	59 14%	42 9%	291 11%	138 19% klm	133 10% l	43 4%	333 11% l	24 5%	161 13% n	96 12% 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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Facebook	1316 43%	454 42%	793 44%	794 44%	463 43%
Instagram	508 16%	162 15%	298 17%	245 13%	229 21% c
Twitter	267 9%	73 7%	183 10% a	152 8%	100 9%
TikTok	265 9%	97 9%	137 8%	125 7%	111 10% c
Snapchat	173 6%	91 8% b	60 3%	97 5%	60 6%
Reddit	58 2%	29 3%	26 1%	43 2%	14 1%
Pinterest	43 1%	17 2%	24 1%	22 1%	15 1%
LinkedIn	34 1%	11 1%	22 1%	20 1%	13 1%
Tumblr	13 *%	8 1%	4 *%	9 *%	2 *%
Yubo	5 *%	5 *% b	- -%	- -%	5 *% c
BeReal	4 *%	* *%	4 *%	* *%	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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Other social media app or site	20 1%	4 *% b	15 1%	19 1% d	- -%
Don't know	45 1%	24 2% b	14 1%	23 1%	4 *%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2705 88%	950 89%	1568 87%	1527 84%	1015 94% c
DO NOT USE SOCIAL MEDIA SITES OR APPS	333 11%	97 9%	221 12% a	274 15% d	56 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.

**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	2756	435	493	522	450	380	476	2756	1264	1464	734	728	572	704	1462	1276	2756
Effective Weighted Sample	1657	260	308	318	291	241	250	1657	795	847	479	467	333	379	944	704	1657
Total	2721	363	552	498	502	415	390	2721	1251	1436	775	817	578	530	1591	1107	2721
I often share, post or comment on social media sites or apps	591	97	176	131	84	66	38	591	297	285	202	155	131	93	357	224	591
	22%	27%	32%	26%	17%	16%	10%	22%	24%	20%	26%	19%	23%	18%	22%	20%	22%
		def	defg	def	f	f	ef				kmop				m		
I sometimes share, post or comment on social media sites or apps	925	108	179	187	196	133	121	925	425	492	272	280	191	182	552	373	925
	34%	30%	32%	38%	39%	32%	31%	34%	34%	34%	35%	34%	33%	34%	35%	34%	34%
				a	a												
I usually just 'like' things on social media sites or apps	656	118	136	107	117	88	89	656	264	378	159	224	128	141	383	269	656
	24%	33%	25%	22%	23%	21%	23%	24%	21%	26%	21%	27%	22%	27%	24%	24%	24%
		bcdefg								h		j		j			
I tend to only read things on these sites or apps and rarely like or post anything	528	33	60	70	98	126	140	528	254	273	137	156	122	105	293	227	528
	19%	9%	11%	14%	20%	30%	36%	19%	20%	19%	18%	19%	21%	20%	18%	20%	19%
					ab	abcdg	abcdg	abc									
Don't know	20	8	1	2	7	2	1	20	11	9	4	2	5	9	6	14	20
	1%	2%	*%	*%	1%	1%	*%	1%	1%	1%	1%	*%	1%	2%	*%	1%	1%
		bg											kn		n		
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1517	204	356	318	280	199	159	1517	723	777	474	434	322	275	909	597	1517
	56%	56%	64%	64%	56%	48%	41%	56%	58%	54%	61%	53%	56%	52%	57%	54%	56%
		f	defg	defg	f			ef			kmop						

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

All interviewing conducted using an online panel. Any break column with 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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2756	1923	273	275	285	2756	2405	351	366	2390	487	1289	973	2756	470	1154	691
Effective Weighted Sample	1657	1286	198	205	236	1657	1468	193	205	1466	271	777	630	1657	269	684	454
Total	2721	2301	223	125	71	2721	2359	362	416	2305	557	1235	922	2721	444	1113	706
I often share, post or comment on social media sites or apps	591 22%	498 22%	45 20%	30 24%	18 25%	591 22%	526 22%	65 18%	67 16%	524 23% h	74 13%	258 21% j	259 28% jkm	591 22% j	133 30% op	218 20%	147 21%
I sometimes share, post or comment on social media sites or apps	925 34%	779 34%	78 35%	45 36%	23 32%	925 34%	811 34%	114 32%	138 33%	787 34%	153 27%	453 37% j	317 34% j	925 34% j	142 32%	396 36%	240 34%
I usually just 'like' things on social media sites or apps	656 24%	557 24%	48 22%	32 26%	18 26%	656 24%	575 24%	81 22%	131 32% i	525 23%	161 29% l	297 24%	197 21%	656 24%	104 23%	269 24%	167 24%
I tend to only read things on these sites or apps and rarely like or post anything	528 19% c	449 20% c	49 22% c	17 13%	12 17%	528 19% c	433 18%	95 26% f	68 16%	460 20%	153 27% klm	224 18%	148 16%	528 19%	65 15%	225 20% n	152 22% n
Don't know	20 1%	18 1%	2 1%	1 *% *	* *% *	20 1%	13 1%	7 2% f	11 3% i	9 *% *	16 3% klm	3 *% *	1 *% *	20 1% l	1 *% *	4 *% *	1 *% *
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1517 56%	1277 55%	124 55%	75 60%	41 57%	1517 56%	1338 57%	179 49%	205 49%	1311 57% h	227 41%	711 58% j	575 62% jm	1517 56% j	274 62%	614 55%	386 55%

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

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

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

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2756	1005	1570	1697	889
Effective Weighted Sample	1657	582	964	992	579
Total	2721	957	1575	1538	1017
I often share, post or comment on social media sites or apps	591 22%	236 25% b	297 19%	260 17%	295 29% c
I sometimes share, post or comment on social media sites or apps	925 34%	345 36%	529 34%	495 32%	373 37%
I usually just 'like' things on social media sites or apps	656 24%	214 22%	396 25%	400 26% d	215 21%
I tend to only read things on these sites or apps and rarely like or post anything	528 19%	156 16%	348 22% a	371 24% d	134 13%
Don't know	20 1%	6 1%	5 *%	13 1% d	- -%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1517 56%	581 61% b	827 52%	755 49%	668 66% c

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 30**

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

**IN15C. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA APPS OR SITES: I feel more creative when I use these social media apps or sites (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	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	2756	435	493	522	450	380	476	2756	1264	1464	734	728	572	704	1462	1276	2756	
Effective Weighted Sample	1657	260	308	318	291	241	250	1657	795	847	479	467	333	379	944	704	1657	
Total	2721	363	552	498	502	415	390	2721	1251	1436	775	817	578	530	1591	1107	2721	
Strongly disagree	287	23	36	30	43	67	87	287	132	153	73	114	45	55	187	100	287	
	11%	6%	7%	6%	9%	16%	22%	11%	11%	11%	9%	14%	8%	10%	12%	9%	11%	
						abcdg	abcdg	abc				jlop			l			
Slightly disagree	360	57	69	55	67	67	44	360	150	210	102	141	55	60	242	116	360	
	13%	16%	13%	11%	13%	16%	11%	13%	12%	15%	13%	17%	10%	11%	15%	10%	13%	
												lmop			lo			
Neither agree nor disagree	1063	107	178	199	218	187	174	1063	453	592	258	289	258	245	547	503	1063	
	39%	30%	32%	40%	43%	45%	45%	39%	36%	41%	33%	35%	45%	46%	34%	45%	39%	
				ab	ab	ab	ab	ab		h			jkn	jknp		jknp	jn	
Slightly agree	619	119	154	119	107	58	63	619	300	310	199	178	136	100	377	236	619	
	23%	33%	28%	24%	21%	14%	16%	23%	24%	22%	26%	22%	24%	19%	24%	21%	23%	
		cdefg	ef	ef	e			ef			m							
Strongly agree	359	49	113	89	60	30	19	359	199	157	140	88	71	60	228	131	359	
	13%	13%	20%	18%	12%	7%	5%	13%	16%	11%	18%	11%	12%	11%	14%	12%	13%	
		ef	adefg	defg	f			ef	i		klmop							
Don't know	32	8	3	5	8	6	4	32	16	15	4	6	12	10	10	22	32	
	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	
													jn			jn		
<b>SUMMARY CODES</b>																		
TOTAL DISAGREE	646	81	105	85	110	134	131	646	283	363	174	255	101	115	429	216	646	
	24%	22%	19%	17%	22%	32%	34%	24%	23%	25%	22%	31%	17%	22%	27%	19%	24%	
						abcdg	abcdg	c				jlmop			lmo		lo	
TOTAL AGREE	979	167	266	209	167	88	81	979	500	466	338	267	207	160	605	367	979	
	36%	46%	48%	42%	33%	21%	21%	36%	40%	32%	44%	33%	36%	30%	38%	33%	36%	
		defg	defg	defg	ef			ef	i		klmnop				kmo		m	
TOTAL NEITHER/ DON'T KNOW	1096	115	181	204	225	193	177	1096	469	607	262	295	270	254	557	524	1096	
	40%	32%	33%	41%	45%	46%	46%	40%	37%	42%	34%	36%	47%	48%	35%	47%	40%	
				ab	ab	ab	ab	ab		h			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.

**IN15C. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA APPS OR SITES: I feel more creative when I use 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 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	2756	1923	273	275	285	2756	2405	351	366	2390	487	1289	973	2756	470	1154	691
Effective Weighted Sample	1657	1286	198	205	236	1657	1468	193	205	1466	271	777	630	1657	269	684	454
Total	2721	2301	223	125	71	2721	2359	362	416	2305	557	1235	922	2721	444	1113	706
Strongly disagree	287 11%	239 10%	29 13%	12 10%	7 10%	287 11%	229 10%	58 16% f	26 6%	261 11% h	91 16% klm	138 11% l	58 6%	287 11% l	47 11%	126 11%	76 11%
Slightly disagree	360 13%	300 13%	37 17%	13 11%	9 12%	360 13%	311 13%	49 13%	55 13%	305 13%	64 12%	175 14%	120 13%	360 13%	45 10%	135 12%	123 17% no
Neither agree nor disagree	1063 39%	900 39%	86 39%	51 41%	26 36%	1063 39%	900 38%	163 45%	210 51% i	853 37%	260 47% klm	483 39%	315 34%	1063 39% l	137 31%	464 42% n	267 38%
Slightly agree	619 23%	524 23%	46 21%	29 23%	20 28%	619 23%	560 24% g	60 17%	84 20%	536 23%	104 19%	264 21%	251 27% jkm	619 23%	117 26%	252 23%	148 21%
Strongly agree	359 13%	313 14%	20 9%	17 13%	9 13%	359 13%	334 14% g	25 7%	33 8%	327 14% h	30 5%	157 13% j	171 19% jkm	359 13% j	92 21% op	126 11%	87 12%
Don't know	32 1%	26 1%	4 2%	2 2%	1 1%	32 1%	25 1%	8 2%	9 2%	23 1%	8 1%	17 1%	7 1%	32 1%	8 2%	11 1%	5 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	646 24%	539 23%	66 30% c	25 20%	16 22%	646 24%	540 23%	107 29% f	80 19%	566 25%	155 28% l	313 25% l	178 19%	646 24% l	92 21%	261 23%	199 28% n
TOTAL AGREE	979 36%	837 36%	67 30%	46 37%	29 41% b	979 36%	894 38% g	85 23%	116 28%	862 37% h	134 24%	422 34% j	422 46% jkm	979 36% j	208 47% op	378 34%	235 33%
TOTAL NEITHER/ DON'T KNOW	1096 40%	926 40%	90 40%	54 43%	27 37%	1096 40%	925 39%	171 47% f	219 53% i	876 38%	267 48% klm	500 41% l	322 35%	1096 40% l	144 32%	475 43% n	272 39%

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

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

**IN15C. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA APPS OR SITES: I feel more creative when I use these social media apps or sites (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2756	1005	1570	1697	889
Effective Weighted Sample	1657	582	964	992	579
Total	2721	957	1575	1538	1017
Strongly disagree	287 11%	95 10%	178 11%	213 14% d	61 6%
Slightly disagree	360 13%	143 15%	201 13%	222 14%	116 11%
Neither agree nor disagree	1063 39%	350 37%	638 41%	627 41%	372 37%
Slightly agree	619 23%	221 23%	354 22%	311 20%	267 26% c
Strongly agree	359 13%	138 14%	188 12%	147 10%	193 19% c
Don't know	32 1%	9 1%	16 1%	18 1%	8 1%
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	646 24%	239 25%	379 24%	436 28% d	177 17%
TOTAL AGREE	979 36%	359 38%	542 34%	458 30%	460 45% c
TOTAL NEITHER/ DON'T KNOW	1096 40%	359 38%	654 42%	645 42%	380 37%

Columns Tested: a,b - c,d

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

**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	2980	441	508	551	480	434	566	2980	1412	1539	793	791	610	768	1584	1378	2980
Effective Weighted Sample	1793	264	318	337	310	274	302	1793	888	890	510	511	357	416	1020	764	1793
Total	2962	370	567	525	534	479	486	2962	1402	1524	840	897	621	583	1736	1204	2962
Follow friends	1826	244	378	331	327	280	265	1826	750	1050	491	590	412	321	1081	733	1826
	62%	66%	67%	63%	61%	58%	55%	62%	53%	69%	59%	66%	66%	55%	62%	61%	62%
		f	ef	f				f		h		jm	jm		m		m
Follow companies or brands that I like	1053	161	279	234	195	112	72	1053	438	606	313	329	234	173	642	407	1053
	36%	43%	49%	44%	37%	23%	15%	36%	31%	40%	37%	37%	38%	30%	37%	34%	36%
		efg	defg	defg	ef	f		ef		h	m	m	m		m		m
Find people that are like me/ that share my interests	993	161	223	196	193	124	96	993	496	485	303	320	189	171	623	359	993
	34%	44%	39%	37%	36%	26%	20%	34%	35%	32%	36%	36%	30%	29%	36%	30%	34%
		efg	efg	ef	ef			ef			mo	mo			mo		
Follow celebrities or influencers	884	179	258	205	149	55	39	884	371	494	276	276	176	155	552	331	884
	30%	48%	46%	39%	28%	11%	8%	30%	26%	32%	33%	31%	28%	27%	32%	28%	30%
		cdefg	defg	defg	ef			ef		h	mo						
Support causes or organisations by sharing or commenting on posts	566	72	144	105	111	77	57	566	255	299	189	175	117	84	364	202	566
	19%	20%	25%	20%	21%	16%	12%	19%	18%	20%	22%	20%	19%	14%	21%	17%	19%
		f	efg	f	f			f			mo	m			mo		m
Discuss/ debate things with people I know/ I have met in person	522	72	109	99	105	78	60	522	269	247	196	152	102	69	348	171	522
	18%	19%	19%	19%	20%	16%	12%	18%	19%	16%	23%	17%	16%	12%	20%	14%	18%
		f	f	f	f			f			klmop	m			mo		mo
Follow journalists or particular news outlets	483	55	121	120	94	51	43	483	266	214	181	157	73	72	337	144	483
	16%	15%	21%	23%	18%	11%	9%	16%	19%	14%	22%	17%	12%	12%	19%	12%	16%
		f	aefg	aefg	ef			ef	i		lmop	lmo			lmop		lmo

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



**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 31**

All interviewing conducted using an online panel. Any break column with 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	2980	441	508	551	480	434	566	2980	1412	1539	793	791	610	768	1584	1378	2980
Effective Weighted Sample	1793	264	318	337	310	274	302	1793	888	890	510	511	357	416	1020	764	1793
Total	2962	370	567	525	534	479	486	2962	1402	1524	840	897	621	583	1736	1204	2962
Sign petitions	481	47	103	93	100	76	62	481	205	274	163	126	112	79	289	191	481
	16%	13%	18%	18%	19%	16%	13%	16%	15%	18%	19%	14%	18%	13%	17%	16%	16%
					f						km						
Discuss/ debate things with people I don't know/ I have not met in person	458	71	88	98	98	58	45	458	260	192	161	147	86	62	308	148	458
	15%	19%	16%	19%	18%	12%	9%	15%	19%	13%	19%	16%	14%	11%	18%	12%	15%
		ef	f	ef	ef			f	i		lmop	mo			mo		mo
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	394	50	98	75	89	48	34	394	192	199	150	117	72	53	268	125	394
	13%	13%	17%	14%	17%	10%	7%	13%	14%	13%	18%	13%	12%	9%	15%	10%	13%
		f	ef	f	ef			f			klmop				mo		mo
ANY OF THESE	2526	340	528	468	465	374	351	2526	1157	1336	729	762	549	468	1491	1017	2526
	85%	92%	93%	89%	87%	78%	72%	85%	83%	88%	87%	85%	88%	80%	86%	84%	85%
		efg	defg	ef	ef			ef		h	m		m		m		m
None of these	388	17	36	55	59	95	126	388	222	166	104	126	66	91	230	157	388
	13%	4%	6%	11%	11%	20%	26%	13%	16%	11%	12%	14%	11%	16%	13%	13%	13%
				a	ab	abcdg	abcdg	ab	i					l			
Don't know	47	13	3	2	11	11	9	47	23	21	6	9	6	24	15	30	47
	2%	3%	1%	1%	2%	2%	2%	2%	2%	1%	1%	1%	1%	4%	1%	2%	2%
		bcg			c	c								ijklnp		jn	
<b>SUMMARY</b>																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2228	289	479	419	403	324	314	2228	985	1214	639	687	482	408	1326	890	2228
	75%	78%	84%	80%	75%	68%	65%	75%	70%	80%	76%	77%	78%	70%	76%	74%	75%
		ef	defg	ef	ef			ef		h	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.

**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 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	2980	441	508	551	480	434	566	2980	1412	1539	793	791	610	768	1584	1378	2980
Effective Weighted Sample	1793	264	318	337	310	274	302	1793	888	890	510	511	357	416	1020	764	1793
Total	2962	370	567	525	534	479	486	2962	1402	1524	840	897	621	583	1736	1204	2962
ANY SUPPORTING CAUSES/ PETITIONS	834	99	195	161	165	120	93	834	377	445	283	236	186	128	519	314	834
	28%	27%	34%	31%	31%	25%	19%	28%	27%	29%	34%	26%	30%	22%	30%	26%	28%
		f	ae fg	f	f		f	f			kmop		m		m		m
ANY DISCUSSING/ DEBATING	735	114	156	147	142	92	84	735	401	323	271	212	143	104	483	248	735
	25%	31%	27%	28%	27%	19%	17%	25%	29%	21%	32%	24%	23%	18%	28%	21%	25%
		efg	ef	ef	ef		ef	ef	i		klmop	m			mo		mo

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

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

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

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

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2980	2075	304	298	303	2980	2600	380	396	2584	561	1393	1015	2980	500	1248	754
Effective Weighted Sample	1793	1387	222	221	250	1793	1590	209	220	1588	318	838	655	1793	286	742	490
Total	2962	2499	251	135	76	2962	2558	403	451	2511	649	1333	967	2962	468	1221	770
Follow friends	1826	1533	155	89	48	1826	1586	240	275	1551	294	834	693	1826	268	812	477
	62%	61%	62%	66%	63%	62%	62%	59%	61%	62%	45%	63%	72%	62%	57%	66%	62%
												j	jkm	j		n	
Follow companies or brands that I like	1053	873	96	50	34	1053	944	109	135	918	98	451	503	1053	184	412	299
	36%	35%	38%	37%	45%	36%	37%	27%	30%	37%	15%	34%	52%	36%	39%	34%	39%
					ae		g					j	jkm	j			
Find people that are like me/ that share my interests	993	842	77	46	29	993	888	105	109	883	125	407	460	993	173	399	249
	34%	34%	30%	34%	38%	34%	35%	26%	24%	35%	19%	31%	48%	34%	37%	33%	32%
							g			h		j	jkm	j			
Follow celebrities or influencers	884	740	72	44	29	884	807	77	120	765	70	392	422	884	159	349	228
	30%	30%	29%	32%	38%	30%	32%	19%	27%	30%	11%	29%	44%	30%	34%	29%	30%
					abe		g					j	jkm	j			
Support causes or organisations by sharing or commenting on posts	566	468	47	35	16	566	513	53	58	509	37	215	315	566	99	232	157
	19%	19%	19%	26%	21%	19%	20%	13%	13%	20%	6%	16%	33%	19%	21%	19%	20%
				ae			g			h		j	jkm	j			
Discuss/ debate things with people I know/ I have met in person	522	438	44	28	13	522	460	62	42	480	38	194	290	522	83	210	155
	18%	18%	17%	21%	17%	18%	18%	15%	9%	19%	6%	15%	30%	18%	18%	17%	20%
										h		j	jkm	jk			
Follow journalists or particular news outlets	483	407	35	24	18	483	427	56	56	428	24	190	270	483	68	191	151
	16%	16%	14%	18%	23%	16%	17%	14%	12%	17%	4%	14%	28%	16%	15%	16%	20%
					abe							j	jkm	j			

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	2980	2075	304	298	303	2980	2600	380	396	2584	561	1393	1015	2980	500	1248	754
Effective Weighted Sample	1793	1387	222	221	250	1793	1590	209	220	1588	318	838	655	1793	286	742	490
Total	2962	2499	251	135	76	2962	2558	403	451	2511	649	1333	967	2962	468	1221	770
Sign petitions	481	410	34	25	12	481	433	47	56	425	34	197	250	481	85	211	120
	16%	16%	14%	18%	15%	16%	17%	12%	12%	17%	5%	15%	26%	16%	18%	17%	16%
												j	jkm	j			
Discuss/ debate things with people I don't know/ I have not met in person	458	389	33	24	12	458	406	51	31	426	27	186	245	458	71	178	141
	15%	16%	13%	18%	16%	15%	16%	13%	7%	17%	4%	14%	25%	15%	15%	15%	18%
										h		j	jkm	j			
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	394	329	35	19	11	394	351	43	27	367	28	136	230	394	53	174	122
	13%	13%	14%	14%	15%	13%	14%	11%	6%	15%	4%	10%	24%	13%	11%	14%	16%
										h		j	jkm	jk			
ANY OF THESE	2526	2131	209	118	69	2526	2204	323	367	2160	477	1152	892	2526	409	1064	639
	85%	85%	83%	87%	90%	85%	86%	80%	81%	86%	73%	86%	92%	85%	87%	87%	83%
					abe		g					j	jkm	j		p	
None of these	388	328	39	16	6	388	321	67	67	321	147	161	73	388	54	148	124
	13%	13%	15%	12%	8%	13%	13%	17%	15%	13%	23%	12%	8%	13%	11%	12%	16%
		d	d			d					klm	l		l			o
Don't know	47	41	4	2	1	47	33	14	17	30	25	19	3	47	5	10	7
	2%	2%	1%	1%	2%	2%	1%	4%	4%	1%	4%	1%	1%	2%	1%	1%	1%
							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.

**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 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	2980	2075	304	298	303	2980	2600	380	396	2584	561	1393	1015	2980	500	1248	754
Effective Weighted Sample	1793	1387	222	221	250	1793	1590	209	220	1588	318	838	655	1793	286	742	490
Total	2962	2499	251	135	76	2962	2558	403	451	2511	649	1333	967	2962	468	1221	770
<b>SUMMARY</b>																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2228 75%	1876 75%	186 74%	105 78%	60 80%	2228 75%	1946 76%	282 70%	324 72%	1904 76%	356 55%	1043 78%	824 85%	2228 75%	353 75%	949 78%	581 75%
ANY SUPPORTING CAUSES/ PETITIONS	834 28%	705 28%	64 25%	45 33%	21 27%	834 28%	750 29%	84 21%	95 21%	739 29%	63 10%	347 26%	424 44%	834 28%	147 31%	349 29%	225 29%
ANY DISCUSSING/ DEBATING	735 25%	620 25%	60 24%	37 27%	19 25%	735 25%	655 26%	80 20%	56 12%	679 27%	54 8%	300 23%	380 39%	735 25%	114 24%	298 24%	213 28%

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

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

**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	2980	1076	1709	1877	921
Effective Weighted Sample	1793	625	1049	1097	602
Total	2962	1032	1724	1721	1060
Follow friends	1826	628	1096	1038	707
	62%	61%	64%	60%	67%
					c
Follow companies or brands that I like	1053	368	628	518	497
	36%	36%	36%	30%	47%
					c
Find people that are like me/ that share my interests	993	386	546	550	403
	34%	37%	32%	32%	38%
		b			c
Follow celebrities or influencers	884	310	511	434	410
	30%	30%	30%	25%	39%
					c
Support causes or organisations by sharing or commenting on posts	566	262	278	307	232
	19%	25%	16%	18%	22%
		b			c
Discuss/ debate things with people I know/ I have met in person	522	212	290	272	229
	18%	21%	17%	16%	22%
					c

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2980	1076	1709	1877	921
Effective Weighted Sample	1793	625	1049	1097	602
Total	2962	1032	1724	1721	1060
Follow journalists or particular news outlets	483 16%	175 17%	277 16%	236 14%	226 21% c
Sign petitions	481 16%	240 23% b	215 12%	244 14%	211 20% c
Discuss/ debate things with people I don't know/ I have not met in person	458 15%	216 21% b	223 13%	237 14%	196 18% c
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	394 13%	148 14%	224 13%	196 11%	177 17% c
ANY OF THESE	2526 85%	903 87%	1462 85%	1390 81%	984 93% c
None of these	388 13%	116 11%	248 14%	304 18% d	72 7%
Don't know	47 2%	14 1%	14 1%	27 2% d	4 *% d

Columns Tested: a,b - c,d

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

**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	2980	1076	1709	1877	921
Effective Weighted Sample	1793	625	1049	1097	602
Total	2962	1032	1724	1721	1060
<b>SUMMARY</b>					
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2228	773	1315	1238	877
	75%	75%	76%	72%	83%
					c
ANY SUPPORTING CAUSES/ PETITIONS	834	385	404	430	359
	28%	37%	23%	25%	34%
		b			c
ANY DISCUSSING/ DEBATING	735	315	388	373	319
	25%	31%	22%	22%	30%
		b			c

Columns Tested: a,b - c,d



**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 32**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
YouTube	2503	342	511	464	438	405	342	2503	1268	1206	734	778	507	467	1512	973	2503
	81%	93%	89%	88%	80%	80%	61%	81%	87%	76%	83%	84%	79%	76%	84%	78%	81%
		cdefg	defg	defg	f	f	f	f	i		mo	mo			mo		mo
Facebook	2212	216	450	416	426	354	351	2212	979	1209	612	656	469	460	1268	929	2212
	72%	58%	79%	78%	78%	70%	63%	72%	67%	76%	69%	71%	73%	75%	70%	74%	72%
			aefg	aefg	aefg	a		af		h				jn		j	
Instagram	1667	319	442	353	282	178	94	1667	704	936	552	491	365	252	1043	617	1667
	54%	86%	77%	67%	51%	35%	17%	54%	48%	59%	62%	53%	57%	41%	58%	49%	54%
		bcdefg	cdefg	defg	ef	f		ef		h	kmop	m	mo		mo	m	mo
TikTok	1202	302	346	233	172	108	41	1202	520	653	397	310	290	198	708	488	1202
	39%	82%	60%	44%	31%	21%	7%	39%	36%	41%	45%	34%	45%	32%	39%	39%	39%
		bcdefg	cdefg	def	ef	f		def		h	kmnop		kmnop		km	km	km
Twitter	1012	150	233	209	199	136	85	1012	555	434	336	325	187	161	661	348	1012
	33%	41%	41%	39%	36%	27%	15%	33%	38%	27%	38%	35%	29%	26%	37%	28%	33%
		efg	efg	efg	ef	f		ef	i		lmop	mo			lmop		mo
Snapchat	856	295	267	152	76	48	18	856	385	456	280	232	203	134	512	337	856
	28%	80%	47%	29%	14%	9%	3%	28%	26%	29%	32%	25%	32%	22%	28%	27%	28%
		bcdefg	cdefg	def	f	f		def			km		km		m		m
Pinterest	573	120	121	113	74	90	56	573	158	402	191	176	120	83	367	203	573
	19%	32%	21%	21%	14%	18%	10%	19%	11%	25%	22%	19%	19%	14%	20%	16%	19%
		bcdefg	df	df		f		df		h	mo	m	m		mo		m
LinkedIn	468	36	131	108	95	55	42	468	256	209	213	155	60	40	368	100	468
	15%	10%	23%	20%	17%	11%	8%	15%	18%	13%	24%	17%	9%	7%	20%	8%	15%
			aefg	aefg	aef			af	i		klmop	lmo			lmop		lmo
Reddit	395	92	128	87	37	34	18	395	252	132	149	118	65	58	267	123	395
	13%	25%	22%	16%	7%	7%	3%	13%	17%	8%	17%	13%	10%	9%	15%	10%	13%
		cdefg	defg	def	f	f		def	i		lmop				lmo		o
Twitch	345	109	134	58	28	4	12	345	256	80	128	94	74	48	222	122	345
	11%	30%	23%	11%	5%	1%	2%	11%	18%	5%	14%	10%	12%	8%	12%	10%	11%
		cdefg	cdefg	def	ef			def	i		kmop				m		m

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 32**

All interviewing conducted using an online panel. Any break column with 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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
BeReal	135	86	33	10	3	1	1	135	62	73	57	40	21	15	97	36	135
	4%	23%	6%	2%	1%	0%	0%	4%	4%	5%	6%	4%	3%	2%	5%	3%	4%
		bcdefg	cdef	ef				cdef			lmop				mo		
Vimeo	118	9	39	32	24	10	4	118	81	31	57	28	18	14	86	32	118
	4%	2%	7%	6%	4%	2%	1%	4%	6%	2%	6%	3%	3%	2%	5%	3%	4%
			aefg	aef	f			f	i		klmop				mo		
Dailymotion	114	14	43	29	13	11	6	114	75	34	35	40	21	18	75	39	114
	4%	4%	7%	5%	2%	2%	1%	4%	5%	2%	4%	4%	3%	3%	4%	3%	4%
		f	defg	def				f	i								
Tumblr	110	27	39	27	6	5	6	110	62	44	46	32	18	15	77	33	110
	4%	7%	7%	5%	1%	1%	1%	4%	4%	3%	5%	3%	3%	2%	4%	3%	4%
		defg	defg	def				def			mo						
OnlyFans	81	14	36	16	10	4	2	81	66	15	38	15	15	13	53	28	81
	3%	4%	6%	3%	2%	1%	0%	3%	5%	1%	4%	2%	2%	2%	3%	2%	3%
		ef	cdefg	f				f	i		kop						
Yubo	44	22	15	3	-	-	4	44	22	21	13	13	8	8	26	16	44
	1%	6%	3%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	cdef					de									
YouNow	42	6	15	14	5	2	*	42	36	7	26	6	5	5	32	11	42
	1%	2%	3%	3%	1%	0%	0%	1%	2%	0%	3%	1%	1%	1%	2%	1%	1%
		f	ef	ef				f	i		klmop						
BitChute	35	3	20	10	*	2	*	35	30	4	15	7	6	7	22	13	35
	1%	1%	3%	2%	0%	0%	0%	1%	2%	0%	2%	1%	1%	1%	1%	1%	1%
			adefg	df					i								
ANY OF THESE	2953	370	567	525	533	475	482	2953	1397	1519	835	896	618	582	1730	1200	2953
	96%	100%	99%	99%	97%	94%	86%	96%	96%	96%	94%	97%	96%	95%	96%	96%	96%
		defg	efg	efg	f	f		f				j					
NONE OF THESE	130	-	5	4	15	30	75	130	65	65	51	29	23	28	79	51	130
	4%	0%	1%	1%	3%	6%	14%	4%	4%	4%	6%	3%	4%	5%	4%	4%	4%
					a	abc	abcdeg	abc			k						

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 32**

All interviewing conducted using an online panel. Any break column with 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
YouTube	2503	2113	213	112	65	2503	2194	309	353	2151	434	1138	924	2503	405	1022	651
	81%	81%	82%	81%	85%	81%	82%	73%	76%	82%	61%	83%	96%	81%	86%	80%	81%
							g			h		j	jkm	j	o		
Facebook	2212	1875	177	104	57	2212	1912	300	330	1882	451	980	775	2212	352	951	561
	72%	72%	68%	75%	74%	72%	72%	71%	71%	72%	63%	71%	80%	72%	74%	74%	70%
												j	jkm	j			
Instagram	1667	1425	119	76	47	1667	1481	186	246	1421	241	767	659	1667	286	626	462
	54%	55%	46%	55%	61%	54%	56%	44%	53%	54%	34%	56%	68%	54%	60%	49%	58%
		b			b	b	g					j	jkm	j	o		o
TikTok	1202	1019	87	58	37	1202	1096	105	198	1004	179	505	518	1202	234	440	303
	39%	39%	34%	42%	49%	39%	41%	25%	43%	38%	25%	37%	54%	39%	49%	34%	38%
					abe		g					j	jkm	j	op		
Twitter	1012	844	90	47	31	1012	902	110	87	925	102	414	495	1012	168	376	319
	33%	32%	35%	34%	40%	33%	34%	26%	19%	35%	14%	30%	51%	33%	35%	29%	40%
					ae		g			h		j	jkm	j			o
Snapchat	856	717	70	41	29	856	780	77	158	699	144	371	341	856	202	282	191
	28%	27%	27%	30%	37%	28%	29%	18%	34%	27%	20%	27%	35%	28%	43%	22%	24%
					abe		g			i		j	jkm	j	op		
Pinterest	573	479	55	26	13	573	515	59	69	505	68	244	260	573	86	210	168
	19%	18%	21%	19%	18%	19%	19%	14%	15%	19%	10%	18%	27%	19%	18%	16%	21%
												j	jkm	j			o
LinkedIn	468	390	42	24	13	468	415	53	38	430	22	169	277	468	52	150	201
	15%	15%	16%	17%	17%	15%	16%	13%	8%	16%	3%	12%	29%	15%	11%	12%	25%
										h		j	jkm	jk			no
Reddit	395	334	40	11	10	395	359	36	30	365	27	149	220	395	58	142	126
	13%	13%	15%	8%	13%	13%	14%	8%	6%	14%	4%	11%	23%	13%	12%	11%	16%
		c	c			c	g			h		j	jkm	j			o
Twitch	345	289	26	18	12	345	317	28	33	312	44	159	141	345	68	122	87
	11%	11%	10%	13%	15%	11%	12%	7%	7%	12%	6%	12%	15%	11%	14%	10%	11%
					ae		g			h		j	jm	j	o		

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 32**

All interviewing conducted using an online panel. Any break column with 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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
BeReal	135 4%	117 4%	8 3%	5 4%	4 6%	135 4%	126 5%	9 2%	16 4%	118 5%	13 2%	65 5%	56 6%	135 4%	26 6%	45 4%	30 4%
Vimeo	118 4%	100 4%	8 3%	7 5%	3 3%	118 4%	113 4%	5 1%	4 1%	113 4%	3 *%	42 3%	73 8%	118 4%	16 3%	50 4%	33 4%
Dailymotion	114 4%	100 4%	6 2%	5 3%	3 4%	114 4%	109 4%	5 1%	7 2%	107 4%	7 1%	36 3%	70 7%	114 4%	17 4%	48 4%	20 2%
Tumblr	110 4%	91 3%	10 4%	6 4%	3 4%	110 4%	107 4%	3 1%	13 3%	97 4%	5 1%	39 3%	66 7%	110 4%	18 4%	36 3%	29 4%
OnlyFans	81 3%	74 3%	3 1%	2 2%	2 3%	81 3%	81 3%	1 *%	5 1%	77 3%	13 2%	29 2%	38 4%	81 3%	7 1%	42 3%	21 3%
Yubo	44 1%	41 2%	1 *%	1 1%	* 1%	44 1%	43 2%	2 *%	6 1%	38 1%	9 1%	20 1%	15 2%	44 1%	7 1%	21 2%	10 1%
YouNow	42 1%	35 1%	5 2%	2 2%	* *%	42 1%	41 2%	2 *%	4 1%	38 1%	7 1%	16 1%	19 2%	42 1%	5 1%	13 1%	12 2%
BitChute	35 1%	31 1%	4 2%	* *%	1 1%	35 1%	34 1%	2 *%	2 1%	33 1%	3 *%	15 1%	17 2%	35 1%	6 1%	15 1%	9 1%
ANY OF THESE	2953 96%	2493 96%	249 96%	135 97%	75 98%	2953 96%	2554 96%	399 95%	450 97%	2502 96%	646 90%	1327 97%	966 100%	2953 96%	468 99%	1217 95%	765 95%
NONE OF THESE	130 4%	115 4%	9 4%	4 3%	2 2%	130 4%	108 4%	23 5%	15 3%	115 4%	72 10%	45 3%	1 *%	130 4%	5 1%	61 5%	37 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
YouTube	2503 81%	878 82%	1451 80%	1417 78%	946 88% c
Facebook	2212 72%	779 73%	1299 72%	1236 68%	845 79% c
Instagram	1667 54%	594 56%	942 52%	813 45%	735 68% c
TikTok	1202 39%	477 45% b	621 34%	543 30%	566 53% c
Twitter	1012 33%	318 30%	633 35% a	541 30%	426 40% c
Snapchat	856 28%	348 32% b	414 23%	390 21%	383 36% c
Pinterest	573 19%	225 21%	312 17%	332 18%	205 19%
LinkedIn	468 15%	157 15%	289 16%	249 14%	197 18% c
Reddit	395 13%	164 15% b	188 10%	231 13%	145 13%
Twitch	345 11%	165 15% b	142 8%	182 10%	130 12%

Columns Tested: a,b - c,d

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
BeReal	135 4%	73 7% b	52 3%	81 4%	45 4%
Vimeo	118 4%	55 5% b	54 3%	52 3%	60 6% c
Dailymotion	114 4%	51 5% b	49 3%	56 3%	53 5%
Tumblr	110 4%	54 5% b	46 3%	56 3%	41 4%
OnlyFans	81 3%	41 4% b	34 2%	32 2%	43 4% c
Yubo	44 1%	28 3% b	13 1%	23 1%	17 2%
YouNow	42 1%	26 2% b	14 1%	9 *%	24 2% c
BitChute	35 1%	26 2% b	10 1%	14 1%	18 2%
ANY OF THESE	2953 96%	1028 96%	1720 95%	1712 94%	1060 99% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
NONE OF THESE	130 4%	43 4%	84 5%	112 6%	15 1%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	3	-	2	-	-	1	-	3	3	-	-	3	-	*	3	*	3
	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	
USE MORE THAN ONE PROFILE	9	2	5	2	-	-	*	9	7	2	2	2	2	4	3	6	9
	*%	1%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	
DON'T KNOW HOW MANY PROFILES	1	-	1	-	-	-	-	1	1	-	-	-	-	1	-	1	1
	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	
USE BUT DON'T HAVE A PROFILE	22	1	11	8	*	1	*	22	18	2	14	3	4	1	16	6	22
	1%	*%	2%	2%	*%	*%	*%	1%	1%	*%	2%	*%	1%	*%	*%	1%	
			defg	df					i		kmo						
DON'T USE THIS APP/ SITE	3048	366	553	520	548	503	557	3048	1432	1581	870	918	635	603	1788	1238	3048
	99%	99%	97%	98%	100%	100%	100%	99%	98%	100%	98%	99%	99%	99%	99%	99%	
		b		bc	b	bc	b		h								

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



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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	3 *%	3 *%	- -%	- -%	* *%	3 *%	3 *%	* *%	- -%	3 *%	- -%	- -%	3 *%	3 *%	* *%	1 *%	1 *%
USE MORE THAN ONE PROFILE	9 *%	9 *%	- -%	- -%	* *%	9 *%	9 *%	- -%	1 *%	8 *%	1 *%	3 *%	5 1%	9 *%	1 *%	6 1%	2 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	22 1%	18 1%	4 2%	* *%	* *%	22 1%	21 1%	1 *%	2 *%	21 1%	2 *%	11 1%	9 1%	22 1%	5 1%	6 *%	6 1%
DON'T USE THIS APP/ SITE	3048 99%	2578 99%	255 98%	138 100%	76 99%	3048 99%	2627 99%	420 100%	463 99%	2585 99%	715 100%	1357 99%	950 98%	3048 99%	467 99%	1263 99%	794 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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	3 *%	1 *%	2 *%	3 *%	- -%
USE MORE THAN ONE PROFILE	9 *%	8 1% b	1 *%	6 *%	3 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	22 1%	15 1% b	7 *%	4 *%	15 1% c
DON'T USE THIS APP/ SITE	3048 99%	1045 98%	1794 99% a	1811 99%	1056 98%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	21	7	4	7	1	2	*	21	13	9	5	8	4	4	13	8	21
	1%	2%	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		f		f													
USE MORE THAN ONE PROFILE	5	-	4	*	-	-	*	5	4	1	*	1	-	4	1	4	5
	*%	-%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
			g										n				
USE BUT DON'T HAVE A PROFILE	88	7	34	21	11	8	5	88	58	25	29	31	17	10	60	27	88
	3%	2%	6%	4%	2%	2%	1%	3%	4%	2%	3%	3%	3%	2%	3%	2%	3%
			adefg	f				f	i								
DON'T USE THIS APP/ SITE	2969	356	530	501	536	495	552	2969	1387	1550	850	884	620	592	1735	1212	2969
	96%	96%	93%	95%	98%	98%	99%	96%	95%	98%	96%	96%	97%	97%	96%	97%	96%
					bc	bc	abcg	b		h							

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	21 1%	18 1%	3 1%	- -%	1 1%	21 1%	20 1%	2 *%	4 1%	18 1%	- -%	9 1%	13 1%	21 1%	7 2%	6 *%	3 *%
USE MORE THAN ONE PROFILE	5 *%	5 *%	- -%	- -%	* *%	5 *%	5 *%	- -%	- -%	5 *%	- -%	* *%	5 1%	5 *%	- -%	4 *%	- -%
USE BUT DON'T HAVE A PROFILE	88 3%	77 3%	3 1%	5 3%	3 3%	88 3%	84 3%	3 1%	3 1%	84 3%	7 1%	27 2%	52 5%	88 3%	9 2%	38 3%	17 2%
DON'T USE THIS APP/ SITE	2969 96%	2508 96%	253 98%	134 97%	74 96%	2969 96%	2552 96%	417 99%	458 98%	2511 96%	711 99%	1336 97%	897 93%	2969 96%	457 96%	1230 96%	783 98%

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	21 1%	5 *%	12 1%	11 1%	10 1%
USE MORE THAN ONE PROFILE	5 *%	5 *%	* *%	4 *%	- -%
USE BUT DON'T HAVE A PROFILE	88 3%	42 4%	36 2%	41 2%	42 4%
		b			c
DON'T USE THIS APP/ SITE	2969 96%	1019 95%	1755 97%	1768 97%	1022 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.

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	1807	144	341	346	364	327	285	1807	781	1009	479	554	386	381	1033	767	1807
	59%	39%	59%	65%	66%	65%	51%	59%	53%	64%	54%	60%	60%	62%	57%	61%	59%
			af	afg	afg	afg	a	af		h				j		j	
USE MORE THAN ONE PROFILE	135	13	44	31	32	7	8	135	62	70	43	35	28	28	78	56	135
	4%	4%	8%	6%	6%	1%	1%	4%	4%	4%	5%	4%	4%	5%	4%	4%	4%
			aefg	ef	ef			ef									
DON'T KNOW HOW MANY PROFILES	24	8	1	6	8	1	-	24	10	13	5	1	4	8	7	12	24
	1%	2%	*%	1%	1%	*%	-%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%
		befg		f	f								kn				
USE BUT DON'T HAVE A PROFILE	246	50	64	33	23	18	57	246	127	117	85	65	51	43	150	94	246
	8%	14%	11%	6%	4%	4%	10%	8%	9%	7%	10%	7%	8%	7%	8%	7%	8%
		cdeg	cde				de	de									
DON'T USE THIS APP/ SITE	871	154	123	114	122	151	207	871	483	376	273	269	172	151	542	323	871
	28%	42%	21%	22%	22%	30%	37%	28%	33%	24%	31%	29%	27%	25%	30%	26%	28%
		bcdeg				bcd	bcdg	bcd	i		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.

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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	1807	1518	157	88	45	1807	1556	252	274	1533	330	810	665	1807	278	811	474
	59%	58%	61%	63%	58%	59%	58%	60%	59%	59%	46%	59%	69%	59%	59%	63%	59%
												j	jkm	j			
USE MORE THAN ONE PROFILE	135	114	12	6	4	135	122	13	10	126	35	53	47	135	22	48	29
	4%	4%	5%	4%	5%	4%	5%	3%	2%	5%	5%	4%	5%	4%	5%	4%	4%
DON'T KNOW HOW MANY PROFILES	24	23	-	*	-	24	21	3	19	5	16	6	2	24	5	6	3
	1%	1%	-%	*%	-%	1%	1%	1%	4%	*%	2%	*%	*%	1%	1%	*%	*%
									i		klm						
USE BUT DON'T HAVE A PROFILE	246	219	8	10	8	246	213	33	28	218	69	111	61	246	47	86	56
	8%	8%	3%	8%	11%	8%	8%	8%	6%	8%	10%	8%	6%	8%	10%	7%	7%
		b	b	b	b	b											
DON'T USE THIS APP/ SITE	871	734	82	34	20	871	749	122	135	736	267	392	192	871	121	327	242
	28%	28%	32%	25%	26%	28%	28%	29%	29%	28%	37%	29%	20%	28%	26%	26%	30%
											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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	1807 59%	612 57%	1098 61%	1034 57%	699 65% c
USE MORE THAN ONE PROFILE	135 4%	58 5%	71 4%	65 4%	48 4%
DON'T KNOW HOW MANY PROFILES	24 1%	13 1% b	3 *%	14 1%	6 1%
USE BUT DON'T HAVE A PROFILE	246 8%	96 9%	127 7%	122 7%	93 9%
DON'T USE THIS APP/ SITE	871 28%	291 27%	504 28%	588 32%	229 21% d

Columns Tested: a,b - c,d



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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	1125	159	276	268	219	147	55	1125	461	647	351	340	264	167	691	431	1125
	36%	43%	48%	51%	40%	29%	10%	36%	32%	41%	40%	37%	41%	27%	38%	34%	36%
		efg	defg	defg	ef	f		ef		h	m	m	mo		m	m	m
USE MORE THAN ONE PROFILE	250	98	94	36	18	4	1	250	74	168	88	73	53	35	161	88	250
	8%	26%	16%	7%	3%	1%	*%	8%	5%	11%	10%	8%	8%	6%	9%	7%	8%
		bcdefg	cdefg	def	ef			def		h	m				m		
DON'T KNOW HOW MANY PROFILES	7	3	1	3	-	-	*	7	*	7	2	*	1	3	3	4	7
	*%	1%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	285	59	71	46	45	27	38	285	169	114	110	79	47	47	188	94	285
	9%	16%	12%	9%	8%	5%	7%	9%	12%	7%	12%	9%	7%	8%	10%	7%	9%
		cdefg	ef					e	i		klmop				o		
DON'T USE THIS APP/ SITE	1416	50	131	177	266	327	464	1416	758	648	334	433	276	359	767	634	1416
	46%	14%	23%	33%	49%	65%	83%	46%	52%	41%	38%	47%	43%	59%	42%	51%	46%
			a	ab	abc	abcdg	abcdeg	abc	i			j		jklmnop		jlnp	j

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	1125	959	88	49	30	1125	1001	123	171	954	147	510	467	1125	184	446	328
	36%	37%	34%	35%	39%	36%	38%	29%	37%	36%	21%	37%	48%	36%	39%	35%	41%
							g					j	jkm	j			o
USE MORE THAN ONE PROFILE	250	215	16	13	7	250	220	30	29	222	26	124	101	250	42	83	63
	8%	8%	6%	9%	9%	8%	8%	7%	6%	8%	4%	9%	10%	8%	9%	7%	8%
												j	j	j			
DON'T KNOW HOW MANY PROFILES	7	7	-	-	*	7	7	*	5	2	*	5	2	7	-	1	2
	*%	*%	-%	-%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	-%	*%	*%
									i								
USE BUT DON'T HAVE A PROFILE	285	245	16	14	9	285	253	32	41	244	68	128	89	285	59	95	69
	9%	9%	6%	10%	12%	9%	10%	8%	9%	9%	9%	9%	9%	9%	13%	7%	9%
					b										o		
DON'T USE THIS APP/ SITE	1416	1183	139	63	30	1416	1180	236	219	1197	477	606	309	1416	188	652	340
	46%	45%	54%	45%	39%	46%	44%	56%	47%	46%	66%	44%	32%	46%	40%	51%	42%
			ade					f			klm	l		l		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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	1125 36%	374 35%	669 37%	563 31%	508 47% c
USE MORE THAN ONE PROFILE	250 8%	107 10% b	123 7%	136 7%	97 9%
DON'T KNOW HOW MANY PROFILES	7 *%	1 *%	5 *%	4 *%	3 *%
USE BUT DON'T HAVE A PROFILE	285 9%	113 11%	145 8%	111 6%	126 12% c
DON'T USE THIS APP/ SITE	1416 46%	476 44%	861 48%	1011 55% d	340 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.

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	351	30	95	72	81	43	31	351	181	168	159	118	48	26	277	74	351
	11%	8%	17%	14%	15%	8%	5%	11%	12%	11%	18%	13%	7%	4%	15%	6%	11%
			ae fg	aef	aef			f			klmop	lmo			lmop		lmo
USE MORE THAN ONE PROFILE	18	1	9	5	*	2	-	18	14	4	11	2	1	4	13	5	18
	1%	*%	2%	1%	*%	*%	-%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%
			dfg														
DON'T KNOW HOW MANY PROFILES	1	-	-	*	-	1	-	1	-	1	-	1	-	-	1	-	1
	*%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	98	5	27	31	14	9	11	98	61	35	43	34	12	9	77	21	98
	3%	1%	5%	6%	3%	2%	2%	3%	4%	2%	5%	4%	2%	1%	4%	2%	3%
			a	defg					i		lmo	mo			lmo		o
DON'T USE THIS APP/ SITE	2615	333	441	421	453	450	516	2615	1206	1376	673	769	581	571	1442	1151	2615
	85%	90%	77%	80%	83%	89%	92%	85%	82%	87%	76%	83%	91%	93%	80%	92%	85%
		bcdg				bcd	bcdg	bc		h		j	jknp	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.

**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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	351 11%	291 11%	34 13%	16 12%	10 13%	351 11%	305 11%	47 11%	30 7%	321 12%	14 2%	124 9%	213 22%	351 11%	39 8%	106 8%	158 20%
USE MORE THAN ONE PROFILE	18 1%	17 1%	* *%	- -%	* *%	18 1%	16 1%	2 *%	* *%	17 1%	- -%	2 *%	16 2%	18 1%	- -%	10 1%	8 1%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	* *%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	* *%	1 *%
USE BUT DON'T HAVE A PROFILE	98 3%	81 3%	7 3%	7 5%	3 3%	98 3%	92 3%	5 1%	7 2%	90 3%	8 1%	41 3%	49 5%	98 3%	13 3%	34 3%	34 4%
DON'T USE THIS APP/ SITE	2615 85%	2219 85%	217 84%	115 83%	64 83%	2615 85%	2246 84%	368 87%	427 92%	2187 84%	696 97%	1203 88%	690 71%	2615 85%	422 89%	1128 88%	602 75%

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

All interviewing conducted using an online panel. Any break column with 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	351 11%	100 9%	238 13%	199 11%	140 13%
			a		
USE MORE THAN ONE PROFILE	18 1%	12 1%	6 *%	7 *%	11 1%
		b			
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	1 *%	* *%
USE BUT DON'T HAVE A PROFILE	98 3%	43 4%	46 3%	42 2%	46 4%
					c
DON'T USE THIS APP/ SITE	2615 85%	914 85%	1514 84%	1575 86%	877 82%
				d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	20 1%	1 *%	8 1%	6 1%	1 *%	2 *%	1 *%	20 1%	18 1%	2 *%	8 1%	7 1%	3 *%	1 *%	16 1%	4 *%	20 1%
USE MORE THAN ONE PROFILE	8 *%	1 *%	4 1%	3 1%	- -%	- -%	* *%	8 *%	8 1%	- -%	3 *%	1 *%	* *%	4 1%	4 *%	4 *%	8 *%
USE BUT DON'T HAVE A PROFILE	53 2%	12 3%	24 4%	6 1%	9 2%	2 *%	* *%	53 2%	40 3%	13 1%	27 3%	6 1%	12 2%	8 1%	33 2%	20 2%	53 2%
DON'T USE THIS APP/ SITE	3002 97%	356 96%	537 94%	514 97%	539 98%	501 99%	556 100%	3002 97%	1396 95%	1570 99%	847 96%	910 98%	626 98%	597 98%	1757 97%	1223 98%	3002 97%
				b	b	ab	abcg	b		h		j			j		j

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	20 1%	17 1%	2 1%	1 1%	* *%	20 1%	20 1%	- -%	- -%	20 1%	1 *%	7 *%	13 1%	20 1%	1 *%	12 1%	6 1%
USE MORE THAN ONE PROFILE	8 *%	8 *%	- -%	* *%	- -%	8 *%	8 *%	* *%	- -%	8 *%	1 *%	3 *%	4 *%	8 *%	- -%	7 1%	* *%
USE BUT DON'T HAVE A PROFILE	53 2%	49 2%	1 *%	1 1%	2 2%	53 2%	53 2%	* *%	5 1%	48 2%	12 2%	20 1%	22 2%	53 2%	6 1%	23 2%	14 2%
DON'T USE THIS APP/ SITE	3002 97%	2534 97%	256 99%	136 98%	75 97%	3002 97%	2580 97%	421 100%	461 99%	2541 97%	704 98%	1343 98%	929 96%	3002 97%	467 99%	1236 97%	781 97%

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



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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	20 1%	7 1%	12 1%	8 *%	11 1%
USE MORE THAN ONE PROFILE	8 *%	7 1%	2 *%	5 *%	3 *%
USE BUT DON'T HAVE A PROFILE	53 2%	27 2%	21 1%	19 1%	30 3%
DON'T USE THIS APP/ SITE	3002 97%	1030 96%	1769 98%	1792 98%	1031 96%

Columns Tested: a,b - c,d

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

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	330	79	84	62	44	47	16	330	81	241	126	97	62	42	223	104	330
	11%	21%	15%	12%	8%	9%	3%	11%	6%	15%	14%	10%	10%	7%	12%	8%	11%
		bcdefg	defg	f	f	f		f		h	lmop	m			mo		m
USE MORE THAN ONE PROFILE	16	4	7	4	-	-	1	16	9	5	6	1	4	5	7	9	16
	1%	1%	1%	1%	-%	-%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%
DON'T KNOW HOW MANY PROFILES	2	-	-	1	-	1	-	2	-	2	-	1	1	-	1	1	2
	*%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	225	37	30	46	31	42	39	225	67	154	59	77	53	36	136	89	225
	7%	10%	5%	9%	6%	8%	7%	7%	5%	10%	7%	8%	8%	6%	8%	7%	7%
		bd								h							
DON'T USE THIS APP/ SITE	2510	250	452	417	474	415	501	2510	1304	1182	694	748	521	528	1443	1049	2510
	81%	68%	79%	79%	86%	82%	90%	81%	89%	75%	78%	81%	81%	86%	80%	84%	81%
			a	a	abcg	a	abceg	a	i				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.

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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	330 11%	274 11%	30 12%	16 12%	9 12%	330 11%	299 11%	31 7%	43 9%	288 11%	26 4%	128 9%	176 18%	330 11%	49 10%	108 8%	114 14%
USE MORE THAN ONE PROFILE	16 1%	15 1%	1 *%	* *%	- -%	16 1%	16 1%	- -%	1 *%	15 1%	- -%	4 *%	12 1%	16 1%	3 1%	5 *%	6 1%
DON'T KNOW HOW MANY PROFILES	2 *%	1 *%	1 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	2 *%	- -%	2 *%	- -%	1 *%	1 *%
USE BUT DON'T HAVE A PROFILE	225 7%	188 7%	23 9%	9 7%	4 6%	225 7%	198 7%	27 6%	24 5%	201 8%	42 6%	109 8%	72 7%	225 7%	35 7%	97 8%	47 6%
DON'T USE THIS APP/ SITE	2510 81%	2130 82%	204 79%	113 81%	64 82%	2510 81%	2146 81%	363 86%	397 85%	2113 81%	649 90%	1129 82%	707 73%	2510 81%	387 82%	1068 84%	634 79%

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	330 11%	117 11%	188 10%	183 10%	128 12%
USE MORE THAN ONE PROFILE	16 1%	11 1%	4 *%	11 1%	5 *%
DON'T KNOW HOW MANY PROFILES	2 *%	1 *%	1 *%	2 *%	- -%
USE BUT DON'T HAVE A PROFILE	225 7%	96 9%	119 7%	137 7%	73 7%
DON'T USE THIS APP/ SITE	2510 81%	846 79%	1491 83%	1492 82%	870 81%

Columns Tested: a,b - c,d

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

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

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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	197	52	71	36	26	9	3	197	130	62	84	54	31	27	137	58	197
	6%	14%	12%	7%	5%	2%	1%	6%	9%	4%	9%	6%	5%	4%	8%	5%	6%
		cdefg	cdefg	ef	f			ef	i		klmop				mo		
USE MORE THAN ONE PROFILE	27	8	14	5	-	-	-	27	18	6	9	6	5	7	15	12	27
	1%	2%	2%	1%	-%	-%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
		defg	defg						i								
USE BUT DON'T HAVE A PROFILE	171	32	43	47	11	24	15	171	104	65	56	59	30	23	114	53	171
	6%	9%	8%	9%	2%	5%	3%	6%	7%	4%	6%	6%	5%	4%	6%	4%	6%
		df	df	defg				df	i								
DON'T USE THIS APP/ SITE	2688	278	445	442	511	472	540	2688	1210	1452	737	806	576	553	1543	1128	2688
	87%	75%	78%	84%	93%	93%	97%	87%	83%	92%	83%	87%	90%	91%	85%	90%	87%
				a	abcg	abcg	abcdeg	ab		h			jn	jn		jnp	j

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

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

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	197 6%	165 6%	21 8%	7 5%	4 6%	197 6%	177 7%	20 5%	10 2%	187 7%	13 2%	74 5%	110 11%	197 6%	24 5%	72 6%	68 8%
USE MORE THAN ONE PROFILE	27 1%	22 1%	4 2%	* *%	1 1%	27 1%	25 1%	2 *%	1 *%	26 1%	- -%	11 1%	16 2%	27 1%	6 1%	10 1%	8 1%
USE BUT DON'T HAVE A PROFILE	171 6%	148 6%	15 6%	4 3%	5 7%	171 6%	157 6%	14 3%	18 4%	153 6%	13 2%	63 5%	94 10%	171 6%	27 6%	61 5%	50 6%
DON'T USE THIS APP/ SITE	2688 87%	2274 87%	219 85%	128 92%	67 87%	2688 87%	2302 86%	386 92%	436 94%	2252 86%	691 96%	1224 89%	748 77%	2688 87%	415 88%	1136 89%	677 84%

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

All interviewing conducted using an online panel. Any break column with 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	197 6%	81 8%	101 6%	119 7%	72 7%
USE MORE THAN ONE PROFILE	27 1%	19 2%	5 *	18 1%	9 1%
USE BUT DON'T HAVE A PROFILE	171 6%	64 6%	82 5%	94 5%	64 6%
DON'T USE THIS APP/ SITE	2688 87%	907 85%	1615 90%	1593 87%	930 87%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	581	213	168	105	55	35	5	581	222	347	185	158	138	94	343	232	581
	19%	58%	29%	20%	10%	7%	1%	19%	15%	22%	21%	17%	22%	15%	19%	19%	19%
		bcdefg	cdefg	def	f	f		def		h	m		m				
USE MORE THAN ONE PROFILE	54	21	28	4	2	-	-	54	26	28	24	11	11	8	35	19	54
	2%	6%	5%	1%	*%	-%	-%	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%
		cdefg	cdefg					ef									
DON'T KNOW HOW MANY PROFILES	2	1	-	1	-	-	*	2	1	1	1	1	-	*	1	*	2
	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	220	61	72	43	19	13	13	220	136	81	70	62	54	32	132	85	220
	7%	16%	13%	8%	3%	3%	2%	7%	9%	5%	8%	7%	8%	5%	7%	7%	7%
		cdefg	defg	def				def	i								
DON'T USE THIS APP/ SITE	2227	74	306	378	472	457	539	2227	1077	1128	606	693	438	477	1298	914	2227
	72%	20%	53%	71%	86%	91%	97%	72%	74%	71%	68%	75%	68%	78%	72%	73%	72%
			a	ab	abcbg	abcbg	abcdeg	ab				jl		jinp			

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



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

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

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	581	480	54	28	19	581	527	54	115	466	95	243	243	581	134	199	134
	19%	18%	21%	20%	25%	19%	20%	13%	25%	18%	13%	18%	25%	19%	28%	16%	17%
					ae		g		i				jkm	j	op		
USE MORE THAN ONE PROFILE	54	48	2	3	2	54	49	5	2	52	4	23	28	54	15	15	9
	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	3%	2%	3%	1%	1%
									*	*			j		op		
DON'T KNOW HOW MANY PROFILES	2	2	-	-	-	2	2	-	1	1	*	-	1	2	-	1	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
USE BUT DON'T HAVE A PROFILE	220	188	14	10	8	220	202	18	40	179	45	106	69	220	52	68	47
	7%	7%	5%	7%	10%	7%	8%	4%	9%	7%	6%	8%	7%	7%	11%	5%	6%
					b										op		
DON'T USE THIS APP/ SITE	2227	1892	189	97	48	2227	1882	345	308	1919	574	1001	627	2227	271	996	612
	72%	73%	73%	70%	63%	72%	71%	82%	66%	73%	80%	73%	65%	72%	57%	78%	76%
		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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	581 19%	233 22%	290 16%	290 16%	257 24%
		b			c
USE MORE THAN ONE PROFILE	54 2%	32 3%	14 1%	20 1%	26 2%
		b			c
DON'T KNOW HOW MANY PROFILES	2 *%	1 *%	1 *%	1 *%	1 *%
USE BUT DON'T HAVE A PROFILE	220 7%	82 8%	109 6%	80 4%	100 9%
					c
DON'T USE THIS APP/ SITE	2227 72%	723 68%	1390 77%	1434 79%	692 64%
			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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	631	151	197	142	91	39	12	631	261	358	181	175	164	108	356	272	631
	20%	41%	34%	27%	17%	8%	2%	20%	18%	23%	20%	19%	26%	18%	20%	22%	20%
		cdefg	cdefg	defg	ef	f		ef		h			kmnp				
USE MORE THAN ONE PROFILE	124	62	38	15	8	-	1	124	44	72	61	27	23	13	88	36	124
	4%	17%	7%	3%	1%	-%	*%	4%	3%	5%	7%	3%	4%	2%	5%	3%	4%
		bcdefg	cdefg	ef	e			def			klmop				mo		
DON'T KNOW HOW MANY PROFILES	7	6	1	-	-	-	-	7	-	7	3	-	-	4	3	4	7
	*%	2%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	1%	*%	*%	*%
		bcdefg															
USE BUT DON'T HAVE A PROFILE	440	82	111	76	73	69	28	440	215	216	153	108	102	73	261	176	440
	14%	22%	19%	14%	13%	14%	5%	14%	15%	14%	17%	12%	16%	12%	14%	14%	14%
		cdefg	dfg	f	f	f		f			km						
DON'T USE THIS APP/ SITE	1881	68	226	296	377	397	517	1881	942	932	488	614	352	412	1102	764	1881
	61%	18%	40%	56%	69%	79%	93%	61%	64%	59%	55%	66%	55%	68%	61%	61%	61%
			a	ab	abcg	abcdg	abcdeg	ab	i			jlNOP		jlNOP	jl	jl	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	631	535	45	32	19	631	580	51	98	533	67	263	302	631	121	232	170
	20%	21%	17%	23%	24%	20%	22%	12%	21%	20%	9%	19%	31%	20%	26%	18%	21%
							g					j	l	j	o		
USE MORE THAN ONE PROFILE	124	108	5	6	5	124	114	10	19	105	19	58	47	124	27	30	28
	4%	4%	2%	4%	7%	4%	4%	2%	4%	4%	3%	4%	5%	4%	6%	2%	3%
					abe										o		
DON'T KNOW HOW MANY PROFILES	7	7	-	-	-	7	7	-	3	4	3	3	1	7	1	3	-
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	440	369	37	20	13	440	396	44	78	362	89	181	169	440	86	174	105
	14%	14%	14%	15%	17%	14%	15%	10%	17%	14%	12%	13%	17%	14%	18%	14%	13%
													jkm				
DON'T USE THIS APP/ SITE	1881	1590	171	80	40	1881	1565	317	267	1614	539	868	449	1881	239	838	500
	61%	61%	66%	58%	51%	61%	59%	75%	57%	62%	75%	63%	46%	61%	51%	66%	62%
		d	d			d		f			klm	l		l		n	n

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	631 20%	237 22%	347 19%	294 16%	302 28% c
USE MORE THAN ONE PROFILE	124 4%	65 6% b	49 3%	60 3%	47 4%
DON'T KNOW HOW MANY PROFILES	7 *%	- -%	7 *%	3 *%	4 *%
USE BUT DON'T HAVE A PROFILE	440 14%	175 16% b	218 12%	186 10%	213 20% c
DON'T USE THIS APP/ SITE	1881 61%	594 55%	1183 66% a	1281 70% d	509 47%

Columns Tested: a,b - c,d

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

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

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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	41	9	17	8	2	4	1	41	15	23	14	15	9	3	28	13	41
	1%	2%	3%	2%	*%	1%	*%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%
		df	defg	f													
USE MORE THAN ONE PROFILE	16	3	4	6	2	-	-	16	14	2	7	4	*	4	11	5	16
	1%	1%	1%	1%	*%	-%	-%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%
				f					i								
DON'T KNOW HOW MANY PROFILES	6	6	*	-	-	-	-	6	-	6	4	-	2	*	4	2	6
	*%	2%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%
		bcdefg															
USE BUT DON'T HAVE A PROFILE	47	9	17	13	1	2	5	47	33	13	21	13	6	7	34	13	47
	2%	2%	3%	2%	*%	*%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%
		de	de	de					i								
DON'T USE THIS APP/ SITE	2973	343	534	502	543	500	552	2973	1400	1541	840	893	623	596	1732	1219	2973
	96%	93%	93%	95%	99%	99%	99%	96%	96%	97%	95%	97%	97%	98%	96%	97%	96%
				ab	ab	ab	ab	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	41 1%	34 1%	4 2%	2 1%	1 2%	41 1%	40 2%	1 *%	1 *%	40 2%	1 *%	18 1%	23 2%	41 1%	5 1%	16 1%	11 1%
USE MORE THAN ONE PROFILE	16 1%	15 1%	* *%	* *%	- -%	16 1%	16 1%	- -%	- -%	16 1%	- -%	4 *%	12 1%	16 1%	5 1%	7 1%	2 *%
DON'T KNOW HOW MANY PROFILES	6 *%	6 *%	- -%	- -%	- -%	6 *%	6 *%	- -%	2 *%	4 *%	- -%	2 *%	4 *%	6 *%	2 *%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	47 2%	36 1%	5 2%	4 3%	1 2%	47 2%	45 2%	2 *%	10 2%	37 1%	5 1%	15 1%	28 3%	47 2%	6 1%	13 1%	16 2%
DON'T USE THIS APP/ SITE	2973 96%	2518 97%	249 96%	133 96%	74 96%	2973 96%	2554 96%	419 99%	452 97%	2521 96%	713 99%	1334 97%	901 93%	2973 96%	455 96%	1242 97%	773 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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	41 1%	17 2%	23 1%	27 2%	12 1%
USE MORE THAN ONE PROFILE	16 1%	13 1%	2 *%	6 *%	9 1%
DON'T KNOW HOW MANY PROFILES	6 *%	6 1%	- -%	6 *%	- -%
USE BUT DON'T HAVE A PROFILE	47 2%	18 2%	21 1%	17 1%	21 2%
DON'T USE THIS APP/ SITE	2973 96%	1017 95%	1758 97%	1768 97%	1033 96%

Columns Tested: a,b - c,d



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

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	177	61	73	26	13	3	1	177	129	45	66	50	40	21	115	61	177
	6%	16%	13%	5%	2%	1%	0%	6%	9%	3%	7%	5%	6%	3%	6%	5%	6%
		cdefg	cdefg	ef	f			def	i		m				m		
USE MORE THAN ONE PROFILE	10	5	6	-	-	-	*	10	8	3	5	*	3	3	5	5	10
	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
		cdefg															
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	1	-	*	-	1	-	*	1	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
USE BUT DON'T HAVE A PROFILE	156	42	56	31	15	1	10	156	119	33	57	44	30	25	101	55	156
	5%	11%	10%	6%	3%	0%	2%	5%	8%	2%	6%	5%	5%	4%	6%	4%	5%
		cdefg	defg	def	e			ef	i								
DON'T USE THIS APP/ SITE	2738	260	439	472	520	501	546	2738	1206	1504	757	830	567	562	1588	1129	2738
	89%	70%	77%	89%	95%	99%	98%	89%	82%	95%	86%	90%	88%	92%	88%	90%	89%
				ab	abcg	abcdg	abcdg	ab		h		j		jnp		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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	177 6%	93 9% b	69 4%	111 6%	58 5%
USE MORE THAN ONE PROFILE	10 *%	9 1% b	1 *%	4 *%	3 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	156 5%	62 6%	72 4%	66 4%	70 6% c
DON'T USE THIS APP/ SITE	2738 89%	906 85%	1661 92% a	1642 90%	944 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.

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

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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	726	102	156	151	150	112	54	726	398	317	232	240	140	112	472	252	726
	24%	28%	27%	29%	27%	22%	10%	24%	27%	20%	26%	26%	22%	18%	26%	20%	24%
		f	f	fg	f	f		f	i		mo	mo			mo		m
USE MORE THAN ONE PROFILE	82	21	23	18	18	1	1	82	44	35	37	23	5	16	60	21	82
	3%	6%	4%	3%	3%	*%	*%	3%	3%	2%	4%	3%	1%	3%	3%	2%	3%
		efg	ef	ef	ef			ef			lo				lo		l
DON'T KNOW HOW MANY PROFILES	6	-	4	2	-	-	-	6	2	1	6	-	-	-	6	-	6
	*%	-%	1%	*%	-%	-%	-%	*%	*%	*%	1%	-%	-%	-%	*%	-%	*%
											o						
USE BUT DON'T HAVE A PROFILE	199	28	50	37	31	22	30	199	112	82	62	61	42	33	123	75	199
	6%	7%	9%	7%	6%	4%	5%	6%	8%	5%	7%	7%	7%	5%	7%	6%	6%
			e						i								
DON'T USE THIS APP/ SITE	2071	219	340	321	350	369	473	2071	907	1150	549	599	454	449	1148	903	2071
	67%	59%	59%	61%	64%	73%	85%	67%	62%	73%	62%	65%	71%	74%	63%	72%	67%
					abcdg	abcdeg	abc			h			jn	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.

**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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	726	600	66	36	23	726	640	86	70	656	62	278	385	726	114	266	239
	24%	23%	26%	26%	30%	24%	24%	20%	15%	25%	9%	20%	40%	24%	24%	21%	30%
					ae					h		j	jkm	j		o	
USE MORE THAN ONE PROFILE	82	71	4	4	3	82	76	6	2	79	2	34	46	82	10	34	27
	3%	3%	2%	3%	3%	3%	3%	1%	0%	3%	0%	2%	5%	3%	2%	3%	3%
										h		j	jkm	j			
DON'T KNOW HOW MANY PROFILES	6	6	-	-	-	6	6	-	1	5	4	-	2	6	-	1	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
											k						
USE BUT DON'T HAVE A PROFILE	199	167	19	7	5	199	180	18	14	184	35	102	62	199	44	75	52
	6%	6%	7%	5%	7%	6%	7%	4%	3%	7%	5%	7%	6%	6%	9%	6%	6%
										h							
DON'T USE THIS APP/ SITE	2071	1764	169	92	46	2071	1760	312	378	1693	615	958	473	2071	306	902	484
	67%	68%	65%	66%	60%	67%	66%	74%	81%	65%	86%	70%	49%	67%	65%	71%	60%
		d				d		f	i		klm	l		l		p	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	726 24%	212 20%	473 26% a	401 22%	296 28% c
USE MORE THAN ONE PROFILE	82 3%	37 3%	37 2%	52 3%	27 3%
DON'T KNOW HOW MANY PROFILES	6 *%	5 *% b	1 *%	- -%	2 *%
USE BUT DON'T HAVE A PROFILE	199 6%	64 6%	122 7%	88 5%	100 9% c
DON'T USE THIS APP/ SITE	2071 67%	753 70% b	1170 65%	1283 70% d	649 60%

Columns Tested: a,b - c,d

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

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

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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	17	1	6	4	4	3	-	17	10	5	9	6	1	2	15	2	17
	1%	*%	1%	1%	1%	1%	-%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
											o						
USE MORE THAN ONE PROFILE	6	*	4	2	-	-	-	6	6	-	-	2	-	4	2	4	6
	*%	*%	1%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	1%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	3	-	3	-	-	-	-	3	3	-	3	-	-	-	3	-	3
	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	92	8	27	26	20	7	4	92	62	26	45	21	17	9	66	26	92
	3%	2%	5%	5%	4%	1%	1%	3%	4%	2%	5%	2%	3%	1%	4%	2%	3%
			ef	ef	f			f	i		kmop				mo		
DON'T USE THIS APP/ SITE	2965	361	534	498	524	495	553	2965	1381	1553	828	896	623	596	1724	1219	2965
	96%	98%	93%	94%	96%	98%	99%	96%	94%	98%	94%	97%	97%	98%	95%	97%	96%
		bc				bc	bcdg	b		h		j	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.

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

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	17	14	1	2	*	17	16	2	*	17	1	4	13	17	3	4	6
	1%	1%	*%	1%	*%	1%	1%	*%	*%	1%	*%	*%	1%	1%	1%	*%	1%
													jkm				
USE MORE THAN ONE PROFILE	6	6	-	*	-	6	6	-	-	6	-	2	4	6	-	6	-
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	-%
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	3	3	-	-	3	-	-	3	3	-	-	3
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	92	78	7	5	2	92	89	3	4	88	3	36	53	92	13	41	24
	3%	3%	3%	4%	3%	3%	3%	1%	1%	3%	*%	3%	6%	3%	3%	3%	3%
							g			h		j	jkm	j			
DON'T USE THIS APP/ SITE	2965	2509	251	131	74	2965	2548	417	461	2504	714	1331	895	2965	458	1227	770
	96%	96%	97%	95%	97%	96%	96%	99%	99%	96%	100%	97%	92%	96%	97%	96%	96%
								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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	17 1%	5 1%	11 1%	6 *%	10 1%
USE MORE THAN ONE PROFILE	6 *%	6 1%	- -%	4 *%	2 *%
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	- -%	3 *%
USE BUT DON'T HAVE A PROFILE	92 3%	42 4%	42 2%	42 2%	46 4%
DON'T USE THIS APP/ SITE	2965 96%	1015 95%	1750 97%	1772 97%	1014 94%
			a	d	c

Columns Tested: a,b - c,d

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

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

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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	3	*	-	3	-	-	-	3	3	-	3	-	*	-	3	*	3
	*%	*%	-%	1%	-%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%
USE MORE THAN ONE PROFILE	8	-	6	3	-	-	-	8	6	2	3	2	-	4	4	4	8
	*%	-%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	-	-	*	-	-	-	*	*	-	-	-	-	*	-	*	*
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	30	6	9	9	5	2	*	30	26	5	20	4	5	1	24	6	30
	1%	2%	2%	2%	1%	*%	*%	1%	2%	*%	2%	*%	1%	*%	1%	*%	1%
		f	f	f					i		kmop				m		
DON'T USE THIS APP/ SITE	3041	363	558	515	543	503	557	3041	1426	1578	859	919	636	605	1778	1241	3041
	99%	98%	97%	97%	99%	100%	100%	99%	98%	100%	97%	99%	99%	99%	98%	99%	99%
					bc	abcg			h			j	j	j		j	j

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

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

**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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	3	2	*	2	-	3	3	-	2	2	2	*	2	3	*	-	2
	*%	*%	*%	1%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%
				ae													
USE MORE THAN ONE PROFILE	8	8	-	*	-	8	8	-	-	8	-	3	6	8	-	5	2
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	1%	*%	-%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	-	-	*	-	*	*	-	-	*	-	-	*	*	*	-	-
	*%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%	-%
USE BUT DON'T HAVE A PROFILE	30	26	4	-	*	30	29	2	2	28	6	13	11	30	5	8	9
	1%	1%	2%	-%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
DON'T USE THIS APP/ SITE	3041	2573	254	136	77	3041	2620	420	462	2579	711	1356	949	3041	468	1265	790
	99%	99%	98%	98%	100%	99%	98%	100%	99%	99%	99%	99%	98%	99%	99%	99%	98%

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	3 *%	2 *%	2 *%	2 *%	2 *%
USE MORE THAN ONE PROFILE	8 *%	7 1% b	1 *%	4 *%	3 *%
DON'T KNOW HOW MANY PROFILES	* *%	- -%	* *%	- -%	* *%
USE BUT DON'T HAVE A PROFILE	30 1%	17 2% b	11 1%	3 *%	18 2% c
DON'T USE THIS APP/ SITE	3041 99%	1045 98%	1789 99% a	1816 100% d	1051 98%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	950	182	249	192	161	101	65	950	551	377	275	288	194	186	563	380	950
	31%	49%	43%	36%	29%	20%	12%	31%	38%	24%	31%	31%	30%	30%	31%	30%	31%
		cdefg	defg	efg	ef	f		ef	i								
USE MORE THAN ONE PROFILE	143	42	53	25	15	4	4	143	77	64	52	38	26	27	89	53	143
	5%	11%	9%	5%	3%	1%	1%	5%	5%	4%	6%	4%	4%	4%	5%	4%	5%
		cdefg	cdefg	ef	f			ef									
DON'T KNOW HOW MANY PROFILES	20	6	-	4	*	2	8	20	8	12	3	3	4	10	6	14	20
	1%	2%	-%	1%	*%	*%	1%	1%	1%	1%	*%	*%	1%	2%	*%	1%	1%
		bd					b							jknp		n	
USE BUT DON'T HAVE A PROFILE	1390	112	209	242	262	299	265	1390	633	752	404	450	283	244	854	527	1390
	45%	30%	37%	46%	48%	59%	48%	45%	43%	47%	46%	49%	44%	40%	47%	42%	45%
				ab	ab	abcdfg	ab	ab				mo			mo		
DON'T USE THIS APP/ SITE	580	27	61	66	110	100	215	580	194	378	151	146	134	144	298	278	580
	19%	7%	11%	12%	20%	20%	39%	19%	13%	24%	17%	16%	21%	24%	16%	22%	19%
				a	abc	abc	abcdeg	abc		h				jknp		jknp	

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

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

**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	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	950	775	98	51	25	950	861	89	114	836	125	399	427	950	183	393	233
	31%	30%	38%	37%	33%	31%	32%	21%	25%	32%	17%	29%	44%	31%	39%	31%	29%
			ae	a			g		h			j	jkm	j	op		
USE MORE THAN ONE PROFILE	143	126	8	5	5	143	138	6	8	136	8	73	62	143	32	44	32
	5%	5%	3%	3%	6%	5%	5%	1%	2%	5%	1%	5%	6%	5%	7%	3%	4%
							g		h			j	j	j	o		
DON'T KNOW HOW MANY PROFILES	20	17	2	*	1	20	17	4	6	14	16	2	2	20	3	4	2
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	*%	*%	1%	1%	*%	*%
							klm										
USE BUT DON'T HAVE A PROFILE	1390	1194	105	56	35	1390	1179	211	225	1165	286	664	433	1390	187	581	385
	45%	46%	41%	40%	45%	45%	44%	50%	48%	44%	40%	48%	45%	45%	40%	45%	48%
												j					n
DON'T USE THIS APP/ SITE	580	496	45	27	12	580	467	113	113	467	283	235	43	580	68	256	152
	19%	19%	18%	19%	15%	19%	18%	27%	24%	18%	39%	17%	4%	19%	14%	20%	19%
							f		i		klm	l		l		n	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	950 31%	364 34% b	514 28%	509 28%	396 37% c
USE MORE THAN ONE PROFILE	143 5%	83 8% b	51 3%	77 4%	56 5%
DON'T KNOW HOW MANY PROFILES	20 1%	8 1%	11 1%	9 *%	4 *%
USE BUT DON'T HAVE A PROFILE	1390 45%	423 39%	875 49% a	823 45%	490 46%
DON'T USE THIS APP/ SITE	580 19%	192 18%	352 20%	407 22% d	129 12%

Columns Tested: a,b - c,d

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

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

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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083	
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854	
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083	
USE ONE PROFILE	16	16	-	-	-	-	-	16	3	13	1	9	3	2	10	5	16	
	1%	4%	-%	-%	-%	-%	-%	1%	*%	1%	*%	1%	*%	*%	1%	*%	1%	
		bcdefg																
USE MORE THAN ONE PROFILE	7	1	7	-	-	-	-	7	7	-	3	-	1	4	3	5	7	
	*%	*%	1%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	1%	*%	*%	*%	
			cfg								i							
DON'T KNOW HOW MANY PROFILES	3	-	1	2	-	-	-	3	3	-	2	-	-	1	2	1	3	
	*%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	
USE BUT DON'T HAVE A PROFILE	18	5	7	2	-	-	4	18	9	8	8	4	5	1	12	5	18	
	1%	1%	1%	*%	-%	-%	1%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%	
		de		d														
DON'T USE THIS APP/ SITE	3039	348	558	526	548	505	554	3039	1440	1563	873	911	633	603	1784	1235	3039	
	99%	94%	97%	99%	100%	100%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	
			a	ab	abg	abg	ab	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	16 1%	14 1%	* *%	1 1%	* 1%	16 1%	15 1%	* *%	2 *%	14 1%	6 1%	5 *%	5 1%	16 1%	5 1%	6 *%	1 *%
USE MORE THAN ONE PROFILE	7 *%	7 *%	* *%	- -%	- -%	7 *%	7 *%	- -%	- -%	7 *%	- -%	1 *%	7 1%	7 *%	* *%	4 *%	3 *%
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	- -%	1 *%	2 *%	3 *%	- -%	1 *%	2 *%
USE BUT DON'T HAVE A PROFILE	18 1%	18 1%	* *%	* *%	- -%	18 1%	17 1%	1 *%	4 1%	14 1%	4 *%	12 1%	2 *%	18 1%	1 *%	9 1%	5 1%
DON'T USE THIS APP/ SITE	3039 99%	2567 98%	258 100%	137 99%	77 99%	3039 99%	2618 98%	420 100%	459 99%	2579 99%	709 99%	1353 99%	952 98%	3039 99%	466 99%	1257 98%	792 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	16 1%	9 1%	5 *%	10 1%	4 *%
USE MORE THAN ONE PROFILE	7 *%	7 1%	1 *%	4 *%	3 *%
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	1 *%	2 *%
USE BUT DON'T HAVE A PROFILE	18 1%	9 1%	7 *%	7 *%	9 1%
DON'T USE THIS APP/ SITE	3039 99%	1043 97%	1790 99%	1801 99%	1057 98%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USE ONE PROFILE	81	62	13	5	-	-	1	81	28	52	33	27	12	8	59	20	81
	3%	17%	2%	1%	-%	-%	*%	3%	2%	3%	4%	3%	2%	1%	3%	2%	3%
		bcdefg	def					def			mo				mo		
USE MORE THAN ONE PROFILE	12	5	6	*	-	-	-	12	7	5	3	5	-	4	8	4	12
	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	*%	1%	-%	1%	*%	*%	*%
		cdefg															
USE BUT DON'T HAVE A PROFILE	42	19	14	5	3	1	*	42	26	16	22	8	9	3	30	12	42
	1%	5%	2%	1%	1%	*%	*%	1%	2%	1%	3%	1%	1%	*%	2%	1%	1%
		cdefg	ef					f			kmo						
DON'T USE THIS APP/ SITE	2948	284	540	519	545	504	556	2948	1400	1512	828	885	620	596	1713	1216	2948
	96%	77%	94%	98%	99%	100%	100%	96%	96%	95%	94%	96%	97%	98%	95%	97%	96%
			a	abg	abg	abcg	abcg	a					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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USE ONE PROFILE	81 3%	68 3%	6 2%	4 3%	3 4%	81 3%	76 3%	5 1%	12 3%	69 3%	6 1%	40 3%	35 4%	81 3%	16 3%	29 2%	18 2%
USE MORE THAN ONE PROFILE	12 *%	12 *%	- -%	- -%	- -%	12 *%	12 *%	- -%	- -%	12 *%	4 1%	3 *%	4 *%	12 *%	5 1%	6 *%	- -%
USE BUT DON'T HAVE A PROFILE	42 1%	37 1%	2 1%	2 1%	1 2%	42 1%	39 1%	3 1%	4 1%	38 1%	4 *%	21 2%	17 2%	42 1%	5 1%	11 1%	12 1%
DON'T USE THIS APP/ SITE	2948 96%	2492 96%	251 97%	133 96%	73 94%	2948 96%	2535 95%	413 98%	449 96%	2499 95%	704 98%	1307 95%	911 94%	2948 96%	447 94%	1232 96%	773 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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USE ONE PROFILE	81 3%	40 4%	35 2%	58 3%	21 2%
USE MORE THAN ONE PROFILE	12 *%	9 1%	3 *%	8 *%	2 *%
USE BUT DON'T HAVE A PROFILE	42 1%	24 2%	15 1%	15 1%	23 2%
DON'T USE THIS APP/ SITE	2948 96%	997 93%	1751 97%	1743 96%	1029 96%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 51**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
INSTAGRAM	250	98	94	36	18	4	1	250	74	168	88	73	53	35	161	88	250
	8%	26%	16%	7%	3%	1%	*	8%	5%	11%	10%	8%	8%	6%	9%	7%	8%
		bcdefg	cdefg	def	ef			def		h	m				m		
YOUTUBE	143	42	53	25	15	4	4	143	77	64	52	38	26	27	89	53	143
	5%	11%	9%	5%	3%	1%	1%	5%	5%	4%	6%	4%	4%	4%	5%	4%	5%
		cdefg	cdefg	ef	f			ef									
FACEBOOK	135	13	44	31	32	7	8	135	62	70	43	35	28	28	78	56	135
	4%	4%	8%	6%	6%	1%	1%	4%	4%	4%	5%	4%	4%	5%	4%	4%	4%
			aefg	ef	ef			ef									
TIKTOK	124	62	38	15	8	-	1	124	44	72	61	27	23	13	88	36	124
	4%	17%	7%	3%	1%	-%	*	4%	3%	5%	7%	3%	4%	2%	5%	3%	4%
		bcdefg	cdefg	ef	e			def			klmop				mo		
TWITTER	82	21	23	18	18	1	1	82	44	35	37	23	5	16	60	21	82
	3%	6%	4%	3%	3%	*	*	3%	3%	2%	4%	3%	1%	3%	3%	2%	3%
		efg	ef	ef	ef			ef			lo				lo		l
SNAPCHAT	54	21	28	4	2	-	-	54	26	28	24	11	11	8	35	19	54
	2%	6%	5%	1%	*	-%	-%	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%
		cdefg	cdefg					ef									
REDDIT	27	8	14	5	-	-	-	27	18	6	9	6	5	7	15	12	27
	1%	2%	2%	1%	-%	-%	-%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
		defg	defg						i								
LINKEDIN	18	1	9	5	*	2	-	18	14	4	11	2	1	4	13	5	18
	1%	*	2%	1%	*	*	-%	1%	1%	*	1%	*	*	1%	1%	*	1%
			dfg														
PINTEREST	16	4	7	4	-	-	1	16	9	5	6	1	4	5	7	9	16
	1%	1%	1%	1%	-%	-%	*	1%	1%	*	1%	*	1%	1%	*	1%	1%
TUMBLR	16	3	4	6	2	-	-	16	14	2	7	4	*	4	11	5	16
	1%	1%	1%	1%	*	-%	-%	1%	1%	*	1%	*	*	1%	1%	*	1%
				f					i								

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 51**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
BEREAL	12	5	6	*	-	-	-	12	7	5	3	5	-	4	8	4	12
	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	*%	1%	-%	1%	*%	*%	*%
		cdefg															
TWITCH	10	5	6	-	-	-	*	10	8	3	5	*	3	3	5	5	10
	*%	1%	1%	-%	-%	-%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%
		cdfg															
BITCHUTE	9	2	5	2	-	-	*	9	7	2	2	2	2	4	3	6	9
	*%	1%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
ONLYFANS	8	1	4	3	-	-	*	8	8	-	3	1	*	4	4	4	8
	*%	*%	1%	1%	-%	-%	*%	*%	1%	-%	*%	*%	*%	1%	*%	*%	*%
									i								
YOUNOW	8	-	6	3	-	-	-	8	6	2	3	2	-	4	4	4	8
	*%	-%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
			9														
YUBO	7	1	7	-	-	-	-	7	7	-	3	-	1	4	3	5	7
	*%	*%	1%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	1%	*%	*%	*%
			cfg						i								
VIMEO	6	*	4	2	-	-	-	6	6	-	-	2	-	4	2	4	6
	*%	*%	1%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	1%	*%	*%	*%
DAILYMOTION	5	-	4	*	-	-	*	5	4	1	*	1	-	4	1	4	5
	*%	-%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
			g											n			
ANY OF THESE	536	168	176	96	68	15	14	536	214	304	190	159	103	81	349	184	536
	17%	45%	31%	18%	12%	3%	3%	17%	15%	19%	21%	17%	16%	13%	19%	15%	17%
		bcdefg		cdefg	def	ef		def		h	lmop				mo		m
NONE OF THESE	2547	202	397	434	480	490	543	2547	1248	1280	695	766	538	529	1461	1067	2547
	83%	55%	69%	82%	88%	97%	97%	83%	85%	81%	79%	83%	84%	87%	81%	85%	83%
			a	ab	abcg	abcdg	abcdg	ab	i				j	jnp		jn	j

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

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

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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
INSTAGRAM	250 8%	215 8%	16 6%	13 9%	7 9%	250 8%	220 8%	30 7%	29 6%	222 8%	26 4%	124 9%	101 10%	250 8%	42 9%	83 7%	63 8%
YOUTUBE	143 5%	126 5%	8 3%	5 3%	5 6%	143 5%	138 5%	6 1%	8 2%	136 5%	8 1%	73 5%	62 6%	143 5%	32 7%	44 3%	32 4%
FACEBOOK	135 4%	114 4%	12 5%	6 4%	4 5%	135 4%	122 5%	13 3%	10 2%	126 5%	35 5%	53 4%	47 5%	135 4%	22 5%	48 4%	29 4%
TIKTOK	124 4%	108 4%	5 2%	6 4%	5 7%	124 4%	114 4%	10 2%	19 4%	105 4%	19 3%	58 4%	47 5%	124 4%	27 6%	30 2%	28 3%
TWITTER	82 3%	71 3%	4 2%	4 3%	3 3%	82 3%	76 3%	6 1%	2 *%	79 3%	2 *%	34 2%	46 5%	82 3%	10 2%	34 3%	27 3%
SNAPCHAT	54 2%	48 2%	2 1%	3 2%	2 2%	54 2%	49 2%	5 1%	2 *%	52 2%	4 1%	23 2%	28 3%	54 2%	15 3%	15 1%	9 1%
REDDIT	27 1%	22 1%	4 2%	* *%	1 1%	27 1%	25 1%	2 *%	1 *%	26 1%	- -%	11 1%	16 2%	27 1%	6 1%	10 1%	8 1%
LINKEDIN	18 1%	17 1%	* *%	- -%	* *%	18 1%	16 1%	2 *%	* *%	17 1%	- -%	2 *%	16 2%	18 1%	- -%	10 1%	8 1%
PINTEREST	16 1%	15 1%	1 *%	* *%	- -%	16 1%	16 1%	- -%	1 *%	15 1%	- -%	4 *%	12 1%	16 1%	3 1%	5 *%	6 1%
TUMBLR	16 1%	15 1%	* *%	* *%	- -%	16 1%	16 1%	- -%	- -%	16 1%	- -%	4 *%	12 1%	16 1%	5 1%	7 1%	2 *%

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



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

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

Base : All respondents

	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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
BEREAL	12 *%	12 *%	- -%	- -%	- -%	12 *%	12 *%	- -%	- -%	12 *%	4 1%	3 *%	4 *%	12 *%	5 1%	6 *%	- -%
TWITCH	10 *%	10 *%	* *%	* *%	* *%	10 *%	9 *%	1 *%	1 *%	10 *%	4 1%	2 *%	4 *%	10 *%	1 *%	2 *%	4 *%
BITCHUTE	9 *%	9 *%	- -%	- -%	* *%	9 *%	9 *%	- -%	1 *%	8 *%	1 *%	3 *%	5 1%	9 *%	1 *%	6 1%	2 *%
ONLYFANS	8 *%	8 *%	- -%	* *%	- -%	8 *%	8 *%	* *%	- -%	8 *%	1 *%	3 *%	4 *%	8 *%	- -%	7 1%	* *%
YOUNOW	8 *%	8 *%	- -%	* *%	- -%	8 *%	8 *%	- -%	- -%	8 *%	- -%	3 *%	6 1%	8 *%	- -%	5 *%	2 *%
YUBO	7 *%	7 *%	* *%	- -%	- -%	7 *%	7 *%	- -%	- -%	7 *%	- -%	1 *%	7 1%	7 *%	* *%	4 *%	3 *%
VIMEO	6 *%	6 *%	- -%	* *%	- -%	6 *%	6 *%	- -%	- -%	6 *%	- -%	2 *%	4 *%	6 *%	- -%	6 *%	- -%
DAILYMOTION	5 *%	5 *%	- -%	- -%	* *%	5 *%	5 *%	- -%	- -%	5 *%	- -%	* *%	5 1%	5 *%	- -%	4 *%	- -%
ANY OF THESE	536 17%	457 18%	39 15%	26 18%	15 20%	536 17%	487 18%	49 12%	54 12%	482 18%	77 11%	257 19%	201 21%	536 17%	108 23%	178 14%	125 16%
NONE OF THESE	2547 83%	2152 82%	220 85%	113 82%	62 80%	2547 83%	2174 82%	373 88%	411 88%	2136 82%	640 89%	1115 81%	766 79%	2547 83%	365 77%	1099 86%	678 84%

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

All interviewing conducted using an online panel. Any break column with 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
INSTAGRAM	250 8%	107 10% b	123 7%	136 7%	97 9%
YOUTUBE	143 5%	83 8% b	51 3%	77 4%	56 5%
FACEBOOK	135 4%	58 5%	71 4%	65 4%	48 4%
TIKTOK	124 4%	65 6% b	49 3%	60 3%	47 4%
TWITTER	82 3%	37 3%	37 2%	52 3%	27 3%
SNAPCHAT	54 2%	32 3% b	14 1%	20 1%	26 2% c
REDDIT	27 1%	19 2% b	5 *%	18 1%	9 1%
LINKEDIN	18 1%	12 1% b	6 *%	7 *%	11 1%
PINTEREST	16 1%	11 1% b	4 *%	11 1%	5 *%
TUMBLR	16 1%	13 1% b	2 *%	6 *%	9 1%

Columns Tested: a,b - c,d

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
BEREAL	12 *%	9 1% b	3 *%	8 *%	2 *%
TWITCH	10 *%	9 1% b	1 *%	4 *%	3 *%
BITCHUTE	9 *%	8 1% b	1 *%	6 *%	3 *%
ONLYFANS	8 *%	7 1%	2 *%	5 *%	3 *%
YOUNOW	8 *%	7 1% b	1 *%	4 *%	3 *%
YUBO	7 *%	7 1% b	1 *%	4 *%	3 *%
VIMEO	6 *%	6 1% b	- -%	4 *%	2 *%
DAILYMOTION	5 *%	5 *%	* *%	4 *%	- -%
ANY OF THESE	536 17%	246 23% b	246 14%	262 14%	218 20% c
NONE OF THESE	2547 83%	824 77%	1557 86% a	1562 86% d	857 80%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 52**

All interviewing conducted using an online panel. Any break column with 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	561	209	147	98	61	19	27	561	225	321	178	148	119	112	326	231	561
Effective Weighted Sample	340	124	96	59	42	13	12	340	144	188	121	92	68	58	212	126	340
Total	536	168	176	96	68	15	14	536	214	304	190	159	103	81	349	184	536
INSTAGRAM	250	98	94	**	**	**	**	250	74	168	88	73	53	35	161	88	250
	47%	58%	54%	**	**	**	**	47%	35%	55%	47%	46%	52%	43%	46%	48%	47%
		g								h							
YOUTUBE	143	42	53	**	**	**	**	143	77	64	52	38	26	27	89	53	143
	27%	25%	30%	**	**	**	**	27%	36%	21%	27%	24%	25%	33%	26%	28%	27%
									i								
FACEBOOK	135	13	44	**	**	**	**	135	62	70	43	35	28	28	78	56	135
	25%	8%	25%	**	**	**	**	25%	29%	23%	23%	22%	27%	34%	22%	30%	25%
			a					a									
TIKTOK	124	62	38	**	**	**	**	124	44	72	61	27	23	13	88	36	124
	23%	37%	22%	**	**	**	**	23%	20%	24%	32%	17%	22%	16%	25%	20%	23%
		bg									kmo						
TWITTER	82	21	23	**	**	**	**	82	44	35	37	23	5	16	60	21	82
	15%	12%	13%	**	**	**	**	15%	20%	12%	19%	15%	5%	20%	17%	12%	15%
									i		l			l	l	l	l
SNAPCHAT	54	21	28	**	**	**	**	54	26	28	24	11	11	8	35	19	54
	10%	12%	16%	**	**	**	**	10%	12%	9%	13%	7%	11%	10%	10%	10%	10%
REDDIT	27	8	14	**	**	**	**	27	18	6	9	6	5	7	15	12	27
	5%	5%	8%	**	**	**	**	5%	8%	2%	5%	4%	4%	9%	4%	6%	5%
									i								
LINKEDIN	18	1	9	**	**	**	**	18	14	4	11	2	1	4	13	5	18
	3%	1%	5%	**	**	**	**	3%	6%	1%	6%	1%	1%	5%	4%	3%	3%
			a						i								
PINTEREST	16	4	7	**	**	**	**	16	9	5	6	1	4	5	7	9	16
	3%	2%	4%	**	**	**	**	3%	4%	2%	3%	1%	4%	7%	2%	5%	3%
TUMBLR	16	3	4	**	**	**	**	16	14	2	7	4	*	4	11	5	16
	3%	2%	2%	**	**	**	**	3%	6%	1%	4%	3%	3%	5%	3%	2%	3%
									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.

**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						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	561	209	147	98	61	19	27	561	225	321	178	148	119	112	326	231	561
Effective Weighted Sample	340	124	96	59	42	13	12	340	144	188	121	92	68	58	212	126	340
Total	536	168	176	96	68	15	14	536	214	304	190	159	103	81	349	184	536
BEREAL	12 2%	5 3%	6 3%	** **	** **	** **	** **	12 2%	7 3%	5 2%	3 1%	5 3%	- %	4 5%	8 2%	4 2%	12 2%
TWITCH	10 2%	5 3%	6 3%	** **	** **	** **	** **	10 2%	8 4%	3 1%	5 3%	* **	3 2%	3 4%	5 1%	5 3%	10 2%
BITCHUTE	9 2%	2 1%	5 3%	** **	** **	** **	** **	9 2%	7 3%	2 1%	2 1%	2 1%	2 2%	4 5%	3 1%	6 3%	9 2%
ONLYFANS	8 2%	1 1%	4 2%	** **	** **	** **	** **	8 2%	8 4%	- %	3 2%	1 **	* **	4 5%	4 1%	4 2%	8 2%
YOUNOW	8 2%	- -%	6 3%	** **	** **	** **	** **	8 2%	6 3%	2 1%	3 2%	2 1%	- -%	4 5%	4 1%	4 2%	8 2%
YUBO	7 1%	1 **	7 4%	** **	** **	** **	** **	7 1%	7 3%	- -%	3 1%	- -%	1 1%	4 5%	3 1%	5 2%	7 1%
VIMEO	6 1%	* **	4 2%	** **	** **	** **	** **	6 1%	6 3%	- -%	- -%	2 1%	- -%	4 5%	2 **	4 2%	6 1%
DAILYMOTION	5 1%	- -%	4 3%	** **	** **	** **	** **	5 1%	4 2%	1 **	* **	1 **	- -%	4 5%	1 **	4 2%	5 1%
ANY OF THESE	536 100%	168 100%	176 100%	** **	** **	** **	** **	536 100%	214 100%	304 100%	190 100%	159 100%	103 100%	81 100%	349 100%	184 100%	536 100%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 52**

All interviewing conducted using an online panel. Any break column with 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	561	391	49	60	61	561	509	52	57	504	62	275	224	561	110	200	126
Effective Weighted Sample	340	266	38	40	48	340	305	35	32	309	34	171	145	340	57	135	86
Total	536	457	39	26	15	536	487	49	54	482	77	257	201	536	108	178	125
INSTAGRAM	250 47%	215 47%	** **	** **	** **	250 47%	220 45%	** **	** **	222 46%	** **	124 48%	101 50%	250 47%	42 39%	83 47%	63 51%
YOUTUBE	143 27%	126 28%	** **	** **	** **	143 27%	138 28%	** **	** **	136 28%	** **	73 29%	62 31%	143 27%	32 30%	44 25%	32 26%
FACEBOOK	135 25%	114 25%	** **	** **	** **	135 25%	122 25%	** **	** **	126 26%	** **	53 21%	47 23%	135 25%	22 20%	48 27%	29 23%
TIKTOK	124 23%	108 24%	** **	** **	** **	124 23%	114 23%	** **	** **	105 22%	** **	58 23%	47 23%	124 23%	27 25%	30 17%	28 22%
TWITTER	82 15%	71 16%	** **	** **	** **	82 15%	76 16%	** **	** **	79 16%	** **	34 13%	46 23%	82 15%	10 9%	34 19%	27 22%
SNAPCHAT	54 10%	48 10%	** **	** **	** **	54 10%	49 10%	** **	** **	52 11%	** **	23 9%	28 14%	54 10%	15 14%	15 8%	9 7%
REDDIT	27 5%	22 5%	** **	** **	** **	27 5%	25 5%	** **	** **	26 5%	** **	11 4%	16 8%	27 5%	6 6%	10 6%	8 7%
LINKEDIN	18 3%	17 4%	** **	** **	** **	18 3%	16 3%	** **	** **	17 4%	** **	2 1%	16 8%	18 3%	- -%	10 5%	8 6%
PINTEREST	16 3%	15 3%	** **	** **	** **	16 3%	16 3%	** **	** **	15 3%	** **	4 2%	12 6%	16 3%	3 2%	5 3%	6 5%
TUMBLR	16 3%	15 3%	** **	** **	** **	16 3%	16 3%	** **	** **	16 3%	** **	4 2%	12 6%	16 3%	5 5%	7 4%	2 2%
BEREAL	12 2%	12 3%	** **	** **	** **	12 2%	12 2%	** **	** **	12 2%	** **	3 1%	4 2%	12 2%	5 4%	6 3%	- -%

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

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

**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	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	561	391	49	60	61	561	509	52	57	504	62	275	224	561	110	200	126
Effective Weighted Sample	340	266	38	40	48	340	305	35	32	309	34	171	145	340	57	135	86
Total	536	457	39	26	15	536	487	49	54	482	77	257	201	536	108	178	125
TWITCH	10 2%	10 2%	** **	** **	** **	10 2%	9 2%	** **	** **	10 2%	** **	2 1%	4 2%	10 2%	1 1%	2 1%	4 3%
BITCHUTE	9 2%	9 2%	** **	** **	** **	9 2%	9 2%	** **	** **	8 2%	** **	3 1%	5 3%	9 2%	1 1%	6 4%	2 1%
ONLYFANS	8 2%	8 2%	** **	** **	** **	8 2%	8 2%	** **	** **	8 2%	** **	3 1%	4 2%	8 2%	- -%	7 4%	* *%
YOUNOW	8 2%	8 2%	** **	** **	** **	8 2%	8 2%	** **	** **	8 2%	** **	3 1%	6 3%	8 2%	- -%	5 3%	2 1%
YUBO	7 1%	7 2%	** **	** **	** **	7 1%	7 1%	** **	** **	7 2%	** **	1 *%	7 3%	7 1%	* *%	4 2%	3 2%
VIMEO	6 1%	6 1%	** **	** **	** **	6 1%	6 1%	** **	** **	6 1%	** **	2 1%	4 2%	6 1%	- -%	6 3%	- -%
DAILYMOTION	5 1%	5 1%	** **	** **	** **	5 1%	5 1%	** **	** **	5 1%	** **	* *%	5 2%	5 1%	- -%	4 2%	- -%
ANY OF THESE	536 100%	457 100%	** **	** **	** **	536 100%	487 100%	** **	** **	482 100%	** **	257 100%	201 100%	536 100%	108 100%	178 100%	125 100%

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	561	261	254	309	194
Effective Weighted Sample	340	151	162	188	126
Total	536	246	246	262	218
INSTAGRAM	250 47%	107 43%	123 50%	136 52%	97 45%
YOUTUBE	143 27%	83 34%	51 21%	77 29%	56 26%
FACEBOOK	135 25%	58 24%	71 29%	65 25%	48 22%
TIKTOK	124 23%	65 26%	49 20%	60 23%	47 21%
TWITTER	82 15%	37 15%	37 15%	52 20%	27 12%
SNAPCHAT	54 10%	32 13%	14 6%	20 8%	26 12%
REDDIT	27 5%	19 8%	5 2%	18 7%	9 4%
LINKEDIN	18 3%	12 5%	6 2%	7 3%	11 5%
PINTEREST	16 3%	11 5%	4 2%	11 4%	5 2%
TUMBLR	16 3%	13 5%	2 1%	6 2%	9 4%
BEREAL	12 2%	9 4%	3 1%	8 3%	2 1%

Columns Tested: a,b - c,d



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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	561	261	254	309	194
Effective Weighted Sample	340	151	162	188	126
Total	536	246	246	262	218
TWITCH	10 2%	9 3%	1 *%	4 1%	3 1%
BITCHUTE	9 2%	8 3%	1 *%	6 2%	3 1%
ONLYFANS	8 2%	7 3%	2 1%	5 2%	3 1%
YOUNOW	8 2%	7 3%	1 *%	4 1%	3 1%
YUBO	7 1%	7 3%	1 *%	4 2%	3 1%
VIMEO	6 1%	6 2%	- -%	4 2%	2 1%
DAILYMOTION	5 1%	5 2%	* *%	4 2%	- -%
ANY OF THESE	536 100%	246 100%	246 100%	262 100%	218 100%

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 ~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	28	3	12	8	1	2	2	28	23	4	10	5	7	6	15	13	28
Effective Weighted Sample	20	3	9	6	1	2	2	20	16	2	8	5	6	3	13	7	20
Total	35	3	20	10	*	2	*	35	30	4	15	7	6	7	22	13	35
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

**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	28	22	2	1	3	28	26	2	2	26	3	12	13	28	6	11	6
Effective Weighted Sample	20	17	2	1	3	20	19	1	2	18	2	9	8	20	5	7	5
Total	35	31	4	*	1	35	34	2	2	33	3	15	17	35	6	15	9
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

**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	28	19	9	12	12
Effective Weighted Sample	20	13	8	7	10
Total	35	26	10	14	18
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

**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 ~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	117	17	35	28	15	13	9	117	76	37	33	31	25	28	64	53	117
Effective Weighted Sample	70	8	21	19	10	9	7	70	43	24	22	20	18	14	41	31	70
Total	114	14	43	29	13	11	6	114	75	34	35	40	21	18	75	39	114
USE ONE PROFILE	21	**	**	**	**	**	**	21	**	**	**	**	**	**	**	**	21
	19%	**	**	**	**	**	**	19%	**	**	**	**	**	**	**	**	19%
USE MORE THAN ONE PROFILE	5	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**	5
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**	4%
USE BUT DON'T HAVE A PROFILE	88	**	**	**	**	**	**	88	**	**	**	**	**	**	**	**	88
	77%	**	**	**	**	**	**	77%	**	**	**	**	**	**	**	**	77%

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

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	117	86	9	8	14	117	109	8	4	113	7	35	74	117	19	56	19
Effective Weighted Sample	70	57	7	5	13	70	65	7	3	69	5	17	50	70	10	36	13
Total	114	100	6	5	3	114	109	5	7	107	7	36	70	114	17	48	20
USE ONE PROFILE	21	**	**	**	**	21	20	**	**	18	**	**	**	21	**	**	**
	19%	**	**	**	**	19%	18%	**	**	16%	**	**	**	19%	**	**	**
USE MORE THAN ONE PROFILE	5	**	**	**	**	5	5	**	**	5	**	**	**	5	**	**	**
	4%	**	**	**	**	4%	5%	**	**	5%	**	**	**	4%	**	**	**
USE BUT DON'T HAVE A PROFILE	88	**	**	**	**	88	84	**	**	84	**	**	**	88	**	**	**
	77%	**	**	**	**	77%	77%	**	**	79%	**	**	**	77%	**	**	**

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

All interviewing conducted using an online panel. Any break column with 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	117	50	55	66	44
Effective Weighted Sample	70	28	39	32	33
Total	114	51	49	56	53
USE ONE PROFILE	21 19%	**	**	**	**
USE MORE THAN ONE PROFILE	5 4%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	88 77%	**	**	**	**

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	2243	273	406	436	385	319	424	2243	976	1248	570	583	466	613	1153	1079	2243
Effective Weighted Sample	1335	153	254	264	247	202	222	1335	608	717	373	367	270	329	739	592	1335
Total	2212	216	450	416	426	354	351	2212	979	1209	612	656	469	460	1268	929	2212
USE ONE PROFILE	1807	144	341	346	364	327	285	1807	781	1009	479	554	386	381	1033	767	1807
	82%	67%	76%	83%	85%	92%	81%	82%	80%	83%	78%	84%	82%	83%	81%	83%	82%
				ab	ab	abcdfg	a	ab				j					
USE MORE THAN ONE PROFILE	135	13	44	31	32	7	8	135	62	70	43	35	28	28	78	56	135
	6%	6%	10%	7%	7%	2%	2%	6%	6%	6%	7%	5%	6%	6%	6%	6%	6%
		e	efg	ef	ef			ef									
DON'T KNOW HOW MANY PROFILES	24	8	1	6	8	1	-	24	10	13	5	1	4	8	7	12	24
	1%	4%	*%	1%	2%	*%	-%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%
		befg			f								k				
USE BUT DON'T HAVE A PROFILE	246	50	64	33	23	18	57	246	127	117	85	65	51	43	150	94	246
	11%	23%	14%	8%	5%	5%	16%	11%	13%	10%	14%	10%	11%	9%	12%	10%	11%
		bcdeg	cde				cdeg	de									

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



All interviewing conducted using an online panel. Any break column with 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 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	2243	1561	223	233	226	2243	1954	289	298	1945	391	1033	812	2243	380	987	549
Effective Weighted Sample	1335	1036	161	175	185	1335	1181	158	168	1173	215	612	525	1335	215	580	362
Total	2212	1875	177	104	57	2212	1912	300	330	1882	451	980	775	2212	352	951	561
USE ONE PROFILE	1807	1518	157	88	45	1807	1556	252	274	1533	330	810	665	1807	278	811	474
	82%	81%	89%	84%	79%	82%	81%	84%	83%	81%	73%	83%	86%	82%	79%	85%	84%
			ade									j	jm	j		n	
USE MORE THAN ONE PROFILE	135	114	12	6	4	135	122	13	10	126	35	53	47	135	22	48	29
	6%	6%	7%	6%	7%	6%	6%	4%	3%	7%	8%	5%	6%	6%	6%	5%	5%
DON'T KNOW HOW MANY PROFILES	24	23	-	*	-	24	21	3	19	5	16	6	2	24	5	6	3
	1%	1%	-%	*%	-%	1%	1%	1%	6%	*%	4%	1%	*%	1%	2%	1%	*%
									i		klm						
USE BUT DON'T HAVE A PROFILE	246	219	8	10	8	246	213	33	28	218	69	111	61	246	47	86	56
	11%	12%	5%	10%	15%	11%	11%	11%	8%	12%	15%	11%	8%	11%	13%	9%	10%
		b			b	b					l			l			

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

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

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

Base : All respondents 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	2243	823	1289	1370	743
Effective Weighted Sample	1335	469	787	787	483
Total	2212	779	1299	1236	845
USE ONE PROFILE	1807	612	1098	1034	699
	82%	79%	85%	84%	83%
			a		
USE MORE THAN ONE PROFILE	135	58	71	65	48
	6%	7%	5%	5%	6%
DON'T KNOW HOW MANY PROFILES	24	13	3	14	6
	1%	2%	*%	1%	1%
		b			
USE BUT DON'T HAVE A PROFILE	246	96	127	122	93
	11%	12%	10%	10%	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.

**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	1672	381	399	361	240	155	136	1672	692	958	518	439	369	337	957	706	1672
Effective Weighted Sample	1029	227	254	225	160	101	71	1029	443	574	349	284	215	181	632	392	1029
Total	1667	319	442	353	282	178	94	1667	704	936	552	491	365	252	1043	617	1667
USE ONE PROFILE	1125	159	276	268	219	147	55	1125	461	647	351	340	264	167	691	431	1125
	67%	50%	63%	76%	78%	83%	59%	67%	65%	69%	64%	69%	72%	66%	66%	70%	67%
			a	abfg	abfg	abfg		a					j				
USE MORE THAN ONE PROFILE	250	98	94	36	18	4	1	250	74	168	88	73	53	35	161	88	250
	15%	31%	21%	10%	6%	2%	1%	15%	11%	18%	16%	15%	15%	14%	15%	14%	15%
		bcdefg	cdefg	ef				def		h							
DON'T KNOW HOW MANY PROFILES	7	3	1	3	-	-	*	7	*	7	2	*	1	3	3	4	7
	*%	1%	*%	1%	-%	-%	*%	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	285	59	71	46	45	27	38	285	169	114	110	79	47	47	188	94	285
	17%	19%	16%	13%	16%	15%	40%	17%	24%	12%	20%	16%	13%	19%	18%	15%	17%
							abcdeg		i		l						

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

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

**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 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	1672	1182	148	159	183	1672	1491	181	218	1454	210	773	688	1672	301	636	437
Effective Weighted Sample	1029	811	111	112	153	1029	929	102	125	911	121	474	443	1029	174	395	284
Total	1667	1425	119	76	47	1667	1481	186	246	1421	241	767	659	1667	286	626	462
USE ONE PROFILE	1125 67%	959 67%	88 73%	49 64%	30 64%	1125 67%	1001 68%	123 66%	171 70%	954 67%	147 61%	510 67%	467 71%	1125 67%	184 65%	446 71%	328 71%
USE MORE THAN ONE PROFILE	250 15%	215 15%	16 13%	13 17%	7 14%	250 15%	220 15%	30 16%	29 12%	222 16%	26 11%	124 16%	101 15%	250 15%	42 15%	83 13%	63 14%
DON'T KNOW HOW MANY PROFILES	7 *%	7 *%	- -%	- -%	* 1%	7 *%	7 *%	* *%	5 2%	2 *%	* *%	5 1%	2 *%	7 *%	- -%	1 *%	2 *%
USE BUT DON'T HAVE A PROFILE	285 17%	245 17%	16 14%	14 19%	9 20%	285 17%	253 17%	32 17%	41 17%	244 17%	68 28%	128 17%	89 14%	285 17%	59 21%	95 15%	69 15%

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

All interviewing conducted using an online panel. Any break column with 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	1672	613	932	909	634
Effective Weighted Sample	1029	360	593	559	413
Total	1667	594	942	813	735
USE ONE PROFILE	1125 67%	374 63%	669 71% a	563 69%	508 69%
USE MORE THAN ONE PROFILE	250 15%	107 18% b	123 13%	136 17%	97 13%
DON'T KNOW HOW MANY PROFILES	7 *%	1 *%	5 1%	4 *%	3 *%
USE BUT DON'T HAVE A PROFILE	285 17%	113 19%	145 15%	111 14%	126 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.

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

Base : All respondents who use LinkedIn for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	~d	~e	~f	g	h	i	j	k	~l	~m	n	o	p
Unweighted total	461	53	113	104	86	55	50	461	239	218	198	147	66	50	345	116	461
Effective Weighted Sample	297	32	75	67	59	38	30	297	159	136	131	105	40	23	235	62	297
Total	468	36	131	108	95	55	42	468	256	209	213	155	60	40	368	100	468
USE ONE PROFILE	351	**	95	72	**	**	**	351	181	168	159	118	**	**	277	74	351
	75%	**	73%	67%	**	**	**	75%	71%	81%	75%	76%	**	**	75%	74%	75%
										h							
USE MORE THAN ONE PROFILE	18	**	9	5	**	**	**	18	14	4	11	2	**	**	13	5	18
	4%	**	7%	5%	**	**	**	4%	5%	2%	5%	1%	**	**	3%	5%	4%
DON'T KNOW HOW MANY PROFILES	1	**	-	*	**	**	**	1	-	1	-	1	**	**	1	-	1
	*%	**	-%	*%	**	**	**	*%	-%	1%	-%	1%	**	**	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	98	**	27	31	**	**	**	98	61	35	43	34	**	**	77	21	98
	21%	**	21%	28%	**	**	**	21%	24%	17%	20%	22%	**	**	21%	21%	21%

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

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

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

Base : All respondents who use LinkedIn for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST ~n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	461	318	49	44	50	461	407	54	30	431	24	173	264	461	55	152	193
Effective Weighted Sample	297	227	37	33	42	297	262	36	19	281	17	108	173	297	35	96	130
Total	468	390	42	24	13	468	415	53	38	430	22	169	277	468	52	150	201
USE ONE PROFILE	351 75%	291 75%	**	**	**	351 75%	305 73%	**	**	321 75%	**	124 73%	213 77%	351 75%	**	106 70%	158 79%
USE MORE THAN ONE PROFILE	18 4%	17 4%	**	**	**	18 4%	16 4%	**	**	17 4%	**	2 1%	16 6%	18 4%	**	10 6%	8 4%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	**	**	**	1 *%	1 *%	**	**	1 *%	**	1 1%	- -%	1 *%	**	* *%	1 *%
USE BUT DON'T HAVE A PROFILE	98 21%	81 21%	**	**	**	98 21%	92 22%	**	**	90 21%	**	41 24%	49 18%	98 21%	**	34 23%	34 17%

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

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

**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	461	142	299	278	163
Effective Weighted Sample	297	83	210	183	111
Total	468	157	289	249	197
USE ONE PROFILE	351 75%	100 64%	238 82%	199 80%	140 71%
		a			
USE MORE THAN ONE PROFILE	18 4%	12 8%	6 2%	7 3%	11 5%
		b			
DON'T KNOW HOW MANY PROFILES	1 *%	1 1%	- -%	1 *%	* *%
USE BUT DON'T HAVE A PROFILE	98 21%	43 28%	46 16%	42 17%	46 23%
		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 ~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	78	16	29	16	8	3	6	78	63	14	29	17	18	14	46	32	78
Effective Weighted Sample	52	10	20	11	6	3	4	52	43	8	21	13	15	7	32	19	52
Total	81	14	36	16	10	4	2	81	66	15	38	15	15	13	53	28	81
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	78	60	4	7	7	78	76	2	4	74	11	32	35	78	6	43	15
Effective Weighted Sample	52	45	3	6	5	52	51	2	4	48	7	22	23	52	5	26	12
Total	81	74	3	2	2	81	81	1	5	77	13	29	38	81	7	42	21
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	78	37	34	37	31
Effective Weighted Sample	52	24	23	22	24
Total	81	41	34	32	43
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

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

Base : All respondents who use Pinterest for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	618	148	110	119	82	84	75	618	166	440	187	160	135	132	347	267	618
Effective Weighted Sample	384	97	68	70	60	55	41	384	106	271	127	105	80	76	231	152	384
Total	573	120	121	113	74	90	56	573	158	402	191	176	120	83	367	203	573
USE ONE PROFILE	330	79	84	62	**	**	**	330	81	241	126	97	62	42	223	104	330
	58%	66%	69%	55%	**	**	**	58%	51%	60%	66%	55%	52%	50%	61%	51%	58%
											lmo						
USE MORE THAN ONE PROFILE	16	4	7	4	**	**	**	16	9	5	6	1	4	5	7	9	16
	3%	3%	6%	4%	**	**	**	3%	6%	1%	3%	1%	3%	7%	2%	5%	3%
									i					kn			
DON'T KNOW HOW MANY PROFILES	2	-	-	1	**	**	**	2	-	2	-	1	1	-	1	1	2
	*%	-%	-%	1%	**	**	**	*%	-%	*%	-%	1%	1%	-%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	225	37	30	46	**	**	**	225	67	154	59	77	53	36	136	89	225
	39%	31%	25%	41%	**	**	**	39%	43%	38%	31%	44%	44%	43%	37%	44%	39%
				b				b				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.

**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 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	618	427	68	65	58	618	550	68	68	550	66	264	287	618	102	228	170
Effective Weighted Sample	384	295	49	52	51	384	339	46	40	345	35	168	184	384	59	137	119
Total	573	479	55	26	13	573	515	59	69	505	68	244	260	573	86	210	168
USE ONE PROFILE	330 58%	274 57%	** **	** **	** **	330 58%	299 58%	** **	** **	288 57%	** **	128 53%	176 68% km	330 58%	49 57%	108 51%	114 68% o
USE MORE THAN ONE PROFILE	16 3%	15 3%	** **	** **	** **	16 3%	16 3%	** **	** **	15 3%	** **	4 2%	12 5%	16 3%	3 3%	5 2%	6 3%
DON'T KNOW HOW MANY PROFILES	2 *%	1 *%	** **	** **	** **	2 *%	2 *%	** **	** **	2 *%	** **	2 1%	- -%	2 *%	- -%	1 *%	1 1%
USE BUT DON'T HAVE A PROFILE	225 39%	188 39%	** **	** **	** **	225 39%	198 38%	** **	** **	201 40%	** **	109 45%	72 28%	225 39%	35 40%	97 46%	47 28%

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

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

**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	618	251	330	377	197
Effective Weighted Sample	384	148	213	236	127
Total	573	225	312	332	205
USE ONE PROFILE	330	117	188	183	128
	58%	52%	60%	55%	62%
USE MORE THAN ONE PROFILE	16	11	4	11	5
	3%	5%	1%	3%	2%
		b			
DON'T KNOW HOW MANY PROFILES	2	1	1	2	-
	*%	*%	*%	1%	-%
USE BUT DON'T HAVE A PROFILE	225	96	119	137	73
	39%	43%	38%	41%	36%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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 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	405	106	112	90	39	31	27	405	247	148	131	107	80	83	238	163	405
Effective Weighted Sample	269	61	78	63	30	25	16	269	164	99	92	71	60	51	163	111	269
Total	395	92	128	87	37	34	18	395	252	132	149	118	65	58	267	123	395
USE ONE PROFILE	197	52	71	**	**	**	**	197	130	62	84	54	**	**	137	58	197
	50%	56%	55%	**	**	**	**	50%	52%	47%	56%	45%	**	**	51%	47%	50%
USE MORE THAN ONE PROFILE	27	8	14	**	**	**	**	27	18	6	9	6	**	**	15	12	27
	7%	9%	11%	**	**	**	**	7%	7%	4%	6%	5%	**	**	6%	10%	7%
USE BUT DON'T HAVE A PROFILE	171	32	43	**	**	**	**	171	104	65	56	59	**	**	114	53	171
	43%	35%	34%	**	**	**	**	43%	41%	49%	37%	50%	**	**	43%	43%	43%

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

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

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

Base : All respondents who use Reddit for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND 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	405	294	44	23	44	405	362	43	32	373	31	146	228	405	65	151	123
Effective Weighted Sample	269	215	32	16	40	269	242	28	20	249	22	89	161	269	45	108	80
Total	395	334	40	11	10	395	359	36	30	365	27	149	220	395	58	142	126
USE ONE PROFILE	197	165	**	**	**	197	177	**	**	187	**	74	110	197	**	72	68
	50%	49%	**	**	**	50%	49%	**	**	51%	**	50%	50%	50%	**	50%	54%
USE MORE THAN ONE PROFILE	27	22	**	**	**	27	25	**	**	26	**	11	16	27	**	10	8
	7%	6%	**	**	**	7%	7%	**	**	7%	**	8%	7%	7%	**	7%	7%
USE BUT DON'T HAVE A PROFILE	171	148	**	**	**	171	157	**	**	153	**	63	94	171	**	61	50
	43%	44%	**	**	**	43%	44%	**	**	42%	**	43%	43%	43%	**	43%	39%

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



All interviewing conducted using an online panel. Any break column with 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	405	171	192	255	127
Effective Weighted Sample	269	106	141	164	92
Total	395	164	188	231	145
USE ONE PROFILE	197	81	101	119	72
	50%	49%	54%	52%	50%
USE MORE THAN ONE PROFILE	27	19	5	18	9
	7%	12%	3%	8%	6%
		b			
USE BUT DON'T HAVE A PROFILE	171	64	82	94	64
	43%	39%	44%	41%	44%

Columns Tested: a,b - c,d

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

**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	899	359	244	165	62	36	33	899	388	499	257	222	222	188	479	410	899
Effective Weighted Sample	542	216	145	106	46	27	12	542	245	291	167	136	131	109	302	237	542
Total	856	295	267	152	76	48	18	856	385	456	280	232	203	134	512	337	856
USE ONE PROFILE	581	213	168	105	**	**	**	581	222	347	185	158	138	94	343	232	581
	68%	72%	63%	69%	**	**	**	68%	58%	76%	66%	68%	68%	70%	67%	69%	68%
										h							
USE MORE THAN ONE PROFILE	54	21	28	4	**	**	**	54	26	28	24	11	11	8	35	19	54
	6%	7%	10%	2%	**	**	**	6%	7%	6%	9%	5%	6%	6%	7%	6%	6%
			c														
DON'T KNOW HOW MANY PROFILES	2	1	-	1	**	**	**	2	1	1	1	1	-	*	1	*	2
	*%	*%	-%	*%	**	**	**	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	220	61	72	43	**	**	**	220	136	81	70	62	54	32	132	85	220
	26%	21%	27%	28%	**	**	**	26%	35%	18%	25%	27%	26%	24%	26%	25%	26%
									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 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	899	609	83	93	114	899	817	82	141	758	126	398	374	899	203	319	184
Effective Weighted Sample	542	415	60	64	95	542	492	50	77	473	70	234	248	542	111	196	131
Total	856	717	70	41	29	856	780	77	158	699	144	371	341	856	202	282	191
USE ONE PROFILE	581 68%	480 67%	** **	** **	19 66%	581 68%	527 68%	** **	115 73%	466 67%	95 66%	243 65%	243 71%	581 68%	134 66%	199 70%	134 70%
USE MORE THAN ONE PROFILE	54 6%	48 7%	** **	** **	2 6%	54 6%	49 6%	** **	2 1%	52 7%	4 3%	23 6%	28 8%	54 6%	15 8%	15 5%	9 5%
DON'T KNOW HOW MANY PROFILES	2 *%	2 *%	** **	** **	- -%	2 *%	2 *%	** **	1 *%	1 *%	* *%	- -%	1 *%	2 *%	- -%	1 *%	1 1%
USE BUT DON'T HAVE A PROFILE	220 26%	188 26%	** **	** **	8 28%	220 26%	202 26%	** **	40 26%	179 26%	45 31%	106 28%	69 20%	220 26%	52 26%	68 24%	47 25%

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

All interviewing conducted using an online panel. Any break column with 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	899	365	444	452	353
Effective Weighted Sample	542	212	281	269	229
Total	856	348	414	390	383
USE ONE PROFILE	581	233	290	290	257
	68%	67%	70%	74%	67%
USE MORE THAN ONE PROFILE	54	32	14	20	26
	6%	9%	3%	5%	7%
		b			
DON'T KNOW HOW MANY PROFILES	2	1	1	1	1
	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	220	82	109	80	100
	26%	24%	26%	20%	26%

Columns Tested: a,b - c,d

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

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

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1222	356	307	245	157	88	69	1222	518	682	362	283	297	271	645	568	1222
Effective Weighted Sample	736	210	190	156	101	55	37	736	331	393	236	175	178	149	411	323	736
Total	1202	302	346	233	172	108	41	1202	520	653	397	310	290	198	708	488	1202
USE ONE PROFILE	631	151	197	142	91	**	**	631	261	358	181	175	164	108	356	272	631
	53%	50%	57%	61%	53%	**	**	53%	50%	55%	46%	56%	57%	54%	50%	56%	53%
				a								j	j			j	
USE MORE THAN ONE PROFILE	124	62	38	15	8	**	**	124	44	72	61	27	23	13	88	36	124
	10%	21%	11%	7%	5%	**	**	10%	8%	11%	15%	9%	8%	7%	12%	7%	10%
		bcdg									klmop				o		
DON'T KNOW HOW MANY PROFILES	7	6	1	-	-	**	**	7	-	7	3	-	-	4	3	4	7
	1%	2%	*%	-%	-%	**	**	1%	-%	1%	1%	-%	-%	2%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	440	82	111	76	73	**	**	440	215	216	153	108	102	73	261	176	440
	37%	27%	32%	33%	42%	**	**	37%	41%	33%	38%	35%	35%	37%	37%	36%	37%
				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.

**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 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	1222	844	102	128	148	1222	1110	112	188	1034	155	538	528	1222	243	464	282
Effective Weighted Sample	736	573	75	89	124	736	677	60	102	639	82	328	337	736	134	286	189
Total	1202	1019	87	58	37	1202	1096	105	198	1004	179	505	518	1202	234	440	303
USE ONE PROFILE	631	535	45	32	19	631	580	51	98	533	67	263	302	631	121	232	170
	53%	53%	51%	55%	50%	53%	53%	48%	49%	53%	37%	52%	58%	53%	52%	53%	56%
												j	j	j			
USE MORE THAN ONE PROFILE	124	108	5	6	5	124	114	10	19	105	19	58	47	124	27	30	28
	10%	11%	6%	10%	14%	10%	10%	10%	10%	10%	11%	12%	9%	10%	11%	7%	9%
DON'T KNOW HOW MANY PROFILES	7	7	-	-	-	7	7	-	3	4	3	3	1	7	1	3	-
	1%	1%	-%	-%	-%	1%	1%	-%	1%	*%	2%	1%	*%	1%	*%	1%	-%
USE BUT DON'T HAVE A PROFILE	440	369	37	20	13	440	396	44	78	362	89	181	169	440	86	174	105
	37%	36%	43%	35%	35%	37%	36%	42%	39%	36%	50%	36%	33%	37%	37%	40%	35%
											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.

**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	1222	497	628	618	502
Effective Weighted Sample	736	282	400	363	327
Total	1202	477	621	543	566
USE ONE PROFILE	631	237	347	294	302
	53%	50%	56%	54%	53%
USE MORE THAN ONE PROFILE	124	65	49	60	47
	10%	14%	8%	11%	8%
		b			
DON'T KNOW HOW MANY PROFILES	7	-	7	3	4
	1%	-%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	440	175	218	186	213
	37%	37%	35%	34%	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.

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

Base : All respondents who use Tumblr for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f		MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK p
Significance Level: 95%																	
Unweighted total	114	35	37	25	7	4	6	114	59	50	42	28	22	22	70	44	114
Effective Weighted Sample	71	20	21	19	4	4	3	71	40	28	27	20	15	9	47	24	71
Total	110	27	39	27	6	5	6	110	62	44	46	32	18	15	77	33	110
USE ONE PROFILE	41	**	**	**	**	**	**	41	**	**	**	**	**	**	**	**	41
	37%	**	**	**	**	**	**	37%	**	**	**	**	**	**	**	**	37%
USE MORE THAN ONE PROFILE	16	**	**	**	**	**	**	16	**	**	**	**	**	**	**	**	16
	15%	**	**	**	**	**	**	15%	**	**	**	**	**	**	**	**	15%
DON'T KNOW HOW MANY PROFILES	6	**	**	**	**	**	**	6	**	**	**	**	**	**	**	**	6
	5%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	**	5%
USE BUT DON'T HAVE A PROFILE	47	**	**	**	**	**	**	47	**	**	**	**	**	**	**	**	47
	43%	**	**	**	**	**	**	43%	**	**	**	**	**	**	**	**	43%

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



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

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

Base : All respondents who use Tumblr for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	114	77	10	15	12	114	110	4	9	105	7	46	61	114	22	41	25
Effective Weighted Sample	71	54	8	9	12	71	68	3	6	66	4	30	38	71	16	25	19
Total	110	91	10	6	3	110	107	3	13	97	5	39	66	110	18	36	29
USE ONE PROFILE	41	**	**	**	**	41	40	**	**	40	**	**	**	41	**	**	**
	37%	**	**	**	**	37%	37%	**	**	41%	**	**	**	37%	**	**	**
USE MORE THAN ONE PROFILE	16	**	**	**	**	16	16	**	**	16	**	**	**	16	**	**	**
	15%	**	**	**	**	15%	15%	**	**	16%	**	**	**	15%	**	**	**
DON'T KNOW HOW MANY PROFILES	6	**	**	**	**	6	6	**	**	4	**	**	**	6	**	**	**
	5%	**	**	**	**	5%	5%	**	**	4%	**	**	**	5%	**	**	**
USE BUT DON'T HAVE A PROFILE	47	**	**	**	**	47	45	**	**	37	**	**	**	47	**	**	**
	43%	**	**	**	**	43%	42%	**	**	38%	**	**	**	43%	**	**	**

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

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

**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	114	53	49	63	38
Effective Weighted Sample	71	31	36	37	28
Total	110	54	46	56	41
USE ONE PROFILE	41	**	**	**	**
	37%	**	**	**	**
USE MORE THAN ONE PROFILE	16	**	**	**	**
	15%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	6	**	**	**	**
	5%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	47	**	**	**	**
	43%	**	**	**	**

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	364	142	114	59	28	5	16	364	268	87	119	88	84	72	207	156	364
Effective Weighted Sample	218	86	73	35	20	4	6	218	167	45	73	56	53	38	129	90	218
Total	345	109	134	58	28	4	12	345	256	80	128	94	74	48	222	122	345
USE ONE PROFILE	177	61	73	**	**	**	**	177	129	**	66	**	**	**	115	61	177
	51%	56%	54%	**	**	**	**	51%	50%	**	51%	**	**	**	52%	50%	51%
USE MORE THAN ONE PROFILE	10	5	6	**	**	**	**	10	8	**	5	**	**	**	5	5	10
	3%	4%	4%	**	**	**	**	3%	3%	**	4%	**	**	**	2%	4%	3%
DON'T KNOW HOW MANY PROFILES	1	1	-	**	**	**	**	1	1	**	*	**	**	**	*	1	1
	*%	1%	-%	**	**	**	**	*%	*%	**	*%	**	**	**	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	156	42	56	**	**	**	**	156	119	**	57	**	**	**	101	55	156
	45%	39%	42%	**	**	**	**	45%	46%	**	45%	**	**	**	46%	45%	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.

**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 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	364	243	34	41	46	364	330	34	28	336	42	163	159	364	69	127	90
Effective Weighted Sample	218	165	26	29	39	218	199	19	14	206	22	93	109	218	38	76	58
Total	345	289	26	18	12	345	317	28	33	312	44	159	141	345	68	122	87
USE ONE PROFILE	177 51%	148 51%	** **	** **	** **	177 51%	161 51%	** **	** **	155 50%	** **	73 46%	85 60%	177 51%	** **	61 50%	** **
USE MORE THAN ONE PROFILE	10 3%	10 3%	** **	** **	** **	10 3%	9 3%	** **	** **	10 3%	** **	2 1%	4 3%	10 3%	** **	2 2%	** **
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	* *%	** **	- -%	- -%	1 *%	** **	- -%	** **
USE BUT DON'T HAVE A PROFILE	156 45%	130 45%	** **	** **	** **	156 45%	146 46%	** **	** **	147 47%	** **	84 53%	52 37%	156 45%	** **	59 48%	** **

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	364	171	157	205	119
Effective Weighted Sample	218	97	103	128	72
Total	345	165	142	182	130
USE ONE PROFILE	177 51%	93 57%	69 49%	111 61%	58 44%
USE MORE THAN ONE PROFILE	10 3%	9 5%	1 1%	4 2%	3 2%
DON'T KNOW HOW MANY PROFILES	1 *%	1 1%	- -%	1 1%	- -%
USE BUT DON'T HAVE A PROFILE	156 45%	62 37%	72 50%	66 36%	70 53%
					c

Columns Tested: a,b - c,d

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

**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	1060	197	209	225	183	134	112	1060	573	469	330	292	210	225	622	435	1060
Effective Weighted Sample	680	127	136	144	124	97	63	680	378	292	237	193	133	120	427	253	680
Total	1012	150	233	209	199	136	85	1012	555	434	336	325	187	161	661	348	1012
USE ONE PROFILE	726	102	156	151	150	112	54	726	398	317	232	240	140	112	472	252	726
	72%	68%	67%	72%	75%	83%	64%	72%	72%	73%	69%	74%	75%	69%	71%	72%	72%
						abfg											
USE MORE THAN ONE PROFILE	82	21	23	18	18	1	1	82	44	35	37	23	5	16	60	21	82
	8%	14%	10%	9%	9%	1%	1%	8%	8%	8%	11%	7%	3%	10%	9%	6%	8%
		efg	ef	ef	ef			ef			l			l	l		l
DON'T KNOW HOW MANY PROFILES	6	-	4	2	-	-	-	6	2	1	6	-	-	-	6	-	6
	1%	-%	2%	1%	-%	-%	-%	1%	*%	*%	2%	-%	-%	-%	1%	-%	1%
											o						
USE BUT DON'T HAVE A PROFILE	199	28	50	37	31	22	30	199	112	82	62	61	42	33	123	75	199
	20%	18%	22%	18%	16%	17%	35%	20%	20%	19%	18%	19%	22%	21%	19%	22%	20%
							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.

**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 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	1060	732	106	105	117	1060	941	119	87	973	103	438	518	1060	185	405	312
Effective Weighted Sample	680	523	77	78	97	680	609	71	51	631	61	276	343	680	119	254	214
Total	1012	844	90	47	31	1012	902	110	87	925	102	414	495	1012	168	376	319
USE ONE PROFILE	726	600	66	36	23	726	640	86	**	656	62	278	385	726	114	266	239
	72%	71%	74%	77%	74%	72%	71%	78%	**	71%	60%	67%	78%	72%	68%	71%	75%
													jk				
USE MORE THAN ONE PROFILE	82	71	4	4	3	82	76	6	**	79	2	34	46	82	10	34	27
	8%	8%	4%	8%	9%	8%	8%	5%	**	9%	2%	8%	9%	8%	6%	9%	8%
													j				
DON'T KNOW HOW MANY PROFILES	6	6	-	-	-	6	6	-	**	5	4	-	2	6	-	1	2
	1%	1%	-%	-%	-%	1%	1%	-%	**	1%	4%	-%	*%	1%	-%	*%	*%
											klm						
USE BUT DON'T HAVE A PROFILE	199	167	19	7	5	199	180	18	**	184	35	102	62	199	44	75	52
	20%	20%	22%	15%	17%	20%	20%	17%	**	20%	34%	25%	12%	20%	26%	20%	16%
											lm	l		l	p		

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

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

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

Base : All respondents 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	1060	357	637	627	371
Effective Weighted Sample	680	224	414	412	248
Total	1012	318	633	541	426
USE ONE PROFILE	726 72%	212 67%	473 75% a	401 74%	296 70%
USE MORE THAN ONE PROFILE	82 8%	37 11% b	37 6%	52 10%	27 6%
DON'T KNOW HOW MANY PROFILES	6 1%	5 2% b	1 *%	- -%	2 1%
USE BUT DON'T HAVE A PROFILE	199 20%	64 20%	122 19%	88 16%	100 24% c

Columns Tested: a,b - c,d



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

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

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f		MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK p
Significance Level: 95%																	
Unweighted total	120	17	32	31	20	12	8	120	79	37	49	26	24	21	75	45	120
Effective Weighted Sample	80	11	22	23	15	7	5	80	52	25	36	20	17	9	55	26	80
Total	118	9	39	32	24	10	4	118	81	31	57	28	18	14	86	32	118
USE ONE PROFILE	17	**	**	**	**	**	**	17	**	**	**	**	**	**	**	**	17
	15%	**	**	**	**	**	**	15%	**	**	**	**	**	**	**	**	15%
USE MORE THAN ONE PROFILE	6	**	**	**	**	**	**	6	**	**	**	**	**	**	**	**	6
	5%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	**	5%
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**	3
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	2%
USE BUT DON'T HAVE A PROFILE	92	**	**	**	**	**	**	92	**	**	**	**	**	**	**	**	92
	78%	**	**	**	**	**	**	78%	**	**	**	**	**	**	**	**	78%

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

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	120	84	10	15	11	120	113	7	4	116	4	43	73	120	19	52	28
Effective Weighted Sample	80	63	7	9	10	80	75	5	3	77	3	28	49	80	12	34	21
Total	118	100	8	7	3	118	113	5	4	113	3	42	73	118	16	50	33
USE ONE PROFILE	17 15%	** **	** **	** **	** **	17 15%	16 14%	** **	** **	17 15%	** **	** **	** **	17 15%	** **	** **	** **
USE MORE THAN ONE PROFILE	6 5%	** **	** **	** **	** **	6 5%	6 5%	** **	** **	6 5%	** **	** **	** **	6 5%	** **	** **	** **
DON'T KNOW HOW MANY PROFILES	3 2%	** **	** **	** **	** **	3 2%	3 2%	** **	** **	3 2%	** **	** **	** **	3 2%	** **	** **	** **
USE BUT DON'T HAVE A PROFILE	92 78%	** **	** **	** **	** **	92 78%	89 79%	** **	** **	88 78%	** **	** **	** **	92 78%	** **	** **	** **

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

All interviewing conducted using an online panel. Any break column with 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	120	57	54	61	48
Effective Weighted Sample	80	37	38	38	37
Total	118	55	54	52	60
USE ONE PROFILE	17	**	**	**	**
	15%	**	**	**	**
USE MORE THAN ONE PROFILE	6	**	**	**	**
	5%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**
	2%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	92	**	**	**	**
	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.

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

Base : All respondents who use YouNow to watch or share live stream videos

	Total	AGE							GENDER		SEG						
		16-24 ~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	37	10	11	11	3	1	1	37	26	11	21	4	8	4	25	12	37
Effective Weighted Sample	25	7	7	9	3	1	1	25	19	8	16	3	6	2	19	5	25
Total	42	6	15	14	5	2	*	42	36	7	26	6	5	5	32	11	42
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use YouNow to watch or share live stream videos

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	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	37	28	5	3	1	37	35	2	3	34	7	15	15	37	6	13	7
Effective Weighted Sample	25	20	3	2	1	25	23	2	3	22	6	11	9	25	4	6	7
Total	42	35	5	2	*	42	41	2	4	38	7	16	19	42	5	13	12
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	37	18	15	10	17
Effective Weighted Sample	25	13	10	4	14
Total	42	26	14	9	24
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

**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	2528	409	459	487	405	366	402	2528	1283	1220	696	678	514	626	1374	1140	2528
Effective Weighted Sample	1533	246	287	300	269	231	211	1533	815	707	454	437	309	335	889	640	1533
Total	2503	342	511	464	438	405	342	2503	1268	1206	734	778	507	467	1512	973	2503
USE ONE PROFILE	950	182	249	192	161	101	65	950	551	377	275	288	194	186	563	380	950
	38%	53%	49%	41%	37%	25%	19%	38%	43%	31%	37%	37%	38%	40%	37%	39%	38%
		cdefg	defg	ef	ef			ef	i								
USE MORE THAN ONE PROFILE	143	42	53	25	15	4	4	143	77	64	52	38	26	27	89	53	143
	6%	12%	10%	5%	3%	1%	1%	6%	6%	5%	7%	5%	5%	6%	6%	5%	6%
		cdefg	cdefg	ef				ef									
DON'T KNOW HOW MANY PROFILES	20	6	-	4	*	2	8	20	8	12	3	3	4	10	6	14	20
	1%	2%	-%	1%	*%	*%	2%	1%	1%	1%	*%	*%	1%	2%	*%	1%	1%
		bd					bdg						jknp			n	
USE BUT DON'T HAVE A PROFILE	1390	112	209	242	262	299	265	1390	633	752	404	450	283	244	854	527	1390
	56%	33%	41%	52%	60%	74%	77%	56%	50%	62%	55%	58%	56%	52%	56%	54%	56%
				ab	ab	abcdg	abcdg	ab		h							

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

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

**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 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	2528	1761	255	251	261	2528	2234	294	310	2218	371	1190	962	2528	433	1045	643
Effective Weighted Sample	1533	1188	188	188	217	1533	1380	160	174	1372	212	715	622	1533	251	632	419
Total	2503	2113	213	112	65	2503	2194	309	353	2151	434	1138	924	2503	405	1022	651
USE ONE PROFILE	950 38%	775 37%	98 46%	51 46%	25 39%	950 38%	861 39%	89 29%	114 32%	836 39%	125 29%	399 35%	427 46%	950 38%	183 45%	393 38%	233 36%
			ae	ae			g						jkm	j	p		
USE MORE THAN ONE PROFILE	143 6%	126 6%	8 4%	5 4%	5 7%	143 6%	138 6%	6 2%	8 2%	136 6%	8 2%	73 6%	62 7%	143 6%	32 8%	44 4%	32 5%
							g			h		j	j	j	o		
DON'T KNOW HOW MANY PROFILES	20 1%	17 1%	2 1%	* *%	1 1%	20 1%	17 1%	4 1%	6 2%	14 1%	16 4%	2 *%	2 *%	20 1%	3 1%	4 *%	2 *%
											klm						
USE BUT DON'T HAVE A PROFILE	1390 56%	1194 57%	105 49%	56 50%	35 53%	1390 56%	1179 54%	211 68%	225 64%	1165 54%	286 66%	664 58%	433 47%	1390 56%	187 46%	581 57%	385 59%
							f		i		lm	l		l		n	n

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



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

**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	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	2528	909	1451	1559	823
Effective Weighted Sample	1533	523	911	917	544
Total	2503	878	1451	1417	946
USE ONE PROFILE	950	364	514	509	396
	38%	41%	35%	36%	42%
		b			c
USE MORE THAN ONE PROFILE	143	83	51	77	56
	6%	9%	4%	5%	6%
		b			
DON'T KNOW HOW MANY PROFILES	20	8	11	9	4
	1%	1%	1%	1%	*%
USE BUT DON'T HAVE A PROFILE	1390	423	875	823	490
	56%	48%	60%	58%	52%
			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						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f		MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK ~p
Significance Level: 95%																	
Unweighted total	40	27	8	2	-	-	3	40	20	19	7	11	12	8	18	20	40
Effective Weighted Sample	24	15	6	2	-	-	2	24	11	12	6	7	8	3	13	10	24
Total	44	22	15	3	-	-	4	44	22	21	13	13	8	8	26	16	44
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use Yubo for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	40	31	3	4	2	40	38	2	5	35	5	23	12	40	7	18	6
Effective Weighted Sample	24	22	3	4	2	24	23	1	4	20	3	16	7	24	3	12	5
Total	44	41	1	1	*	44	43	2	6	38	9	20	15	44	7	21	10
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use Yubo for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	40	22	15	20	15
Effective Weighted Sample	24	13	10	11	11
Total	44	28	13	23	17
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

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

Base : All respondents who use BeReal for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f		MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK p
Significance Level: 95%																	
Unweighted total	148	103	30	8	3	1	3	148	59	88	49	44	29	23	93	52	148
Effective Weighted Sample	85	54	19	7	2	1	3	85	37	47	34	22	21	10	55	30	85
Total	135	86	33	10	3	1	1	135	62	73	57	40	21	15	97	36	135
USE ONE PROFILE	81	62	**	**	**	**	**	81	**	**	**	**	**	**	**	**	81
	60%	72%	**	**	**	**	**	60%	**	**	**	**	**	**	**	**	60%
USE MORE THAN ONE PROFILE	12	5	**	**	**	**	**	12	**	**	**	**	**	**	**	**	12
	9%	6%	**	**	**	**	**	9%	**	**	**	**	**	**	**	**	9%
USE BUT DON'T HAVE A PROFILE	42	19	**	**	**	**	**	42	**	**	**	**	**	**	**	**	42
	31%	22%	**	**	**	**	**	31%	**	**	**	**	**	**	**	**	31%

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

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

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

Base : All respondents who use BeReal for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	148	105	13	12	18	148	135	13	19	129	16	72	60	148	29	53	27
Effective Weighted Sample	85	67	12	7	15	85	77	10	10	75	7	45	34	85	14	33	18
Total	135	117	8	5	4	135	126	9	16	118	13	65	56	135	26	45	30
USE ONE PROFILE	81 60%	68 58%	**	**	**	81 60%	76 60%	**	**	69 58%	**	**	**	81 60%	**	**	**
USE MORE THAN ONE PROFILE	12 9%	12 10%	**	**	**	12 9%	12 9%	**	**	12 10%	**	**	**	12 9%	**	**	**
USE BUT DON'T HAVE A PROFILE	42 31%	37 32%	**	**	**	42 31%	39 31%	**	**	38 32%	**	**	**	42 31%	**	**	**

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

All interviewing conducted using an online panel. Any break column with 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	148	78	63	90	44
Effective Weighted Sample	85	44	39	46	32
Total	135	73	52	81	45
USE ONE PROFILE	81	**	**	**	**
	60%	**	**	**	**
USE MORE THAN ONE PROFILE	12	**	**	**	**
	9%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	42	**	**	**	**
	31%	**	**	**	**

Columns Tested: a,b - c,d

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

**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	561	209	147	98	61	19	27	561	225	321	178	148	119	112	326	231	561	
Effective Weighted Sample	340	124	96	59	42	13	12	340	144	188	121	92	68	58	212	126	340	
Total	536	168	176	96	68	15	14	536	214	304	190	159	103	81	349	184	536	
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	184	46	79	**	**	**	**	184	78	98	76	39	37	30	115	67	184	
	34%	28%	45%	**	**	**	**	34%	36%	32%	40%	25%	36%	37%	33%	37%	34%	
			a								k							
I have separate account(s) for business purposes/ for promoting my business	151	18	74	**	**	**	**	151	70	79	68	39	25	19	107	43	151	
	28%	11%	42%	**	**	**	**	28%	33%	26%	36%	25%	24%	23%	31%	24%	28%	
			ag					a			o							
I have one account for my closest friends and another for my wider circle of friends	135	52	37	**	**	**	**	135	58	74	43	42	30	19	86	49	135	
	25%	31%	21%	**	**	**	**	25%	27%	24%	23%	27%	29%	24%	25%	27%	25%	
I have different accounts for sharing/ posting my own content and for following other people	128	47	31	**	**	**	**	128	72	52	41	41	22	24	81	46	128	
	24%	28%	18%	**	**	**	**	24%	33%	17%	21%	26%	21%	30%	23%	25%	24%	
									i									
I have more than one but I no longer use them all	107	48	29	**	**	**	**	107	39	67	36	39	24	8	75	32	107	
	20%	29%	17%	**	**	**	**	20%	18%	22%	19%	25%	23%	10%	21%	17%	20%	
		bg										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.

**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	561	209	147	98	61	19	27	561	225	321	178	148	119	112	326	231	561
Effective Weighted Sample	340	124	96	59	42	13	12	340	144	188	121	92	68	58	212	126	340
Total	536	168	176	96	68	15	14	536	214	304	190	159	103	81	349	184	536
I have a 'real' or authentic account and another that is my curated or photoshopped one	106	34	30	**	**	**	**	106	61	44	48	27	18	13	75	31	106
	20%	20%	17%	**	**	**	**	20%	28%	15%	25%	17%	17%	16%	22%	17%	20%
									i								
I have an account for my parents/ family to see	78	23	26	**	**	**	**	78	47	28	43	14	11	10	56	21	78
	15%	14%	15%	**	**	**	**	15%	22%	9%	22%	9%	11%	12%	16%	12%	15%
									i		kop						
Some other reason	20	3	7	**	**	**	**	20	5	14	7	7	3	3	14	6	20
	4%	2%	4%	**	**	**	**	4%	2%	5%	4%	4%	2%	4%	4%	3%	4%
Don't know	21	11	5	**	**	**	**	21	7	7	5	5	6	3	10	9	21
	4%	7%	3%	**	**	**	**	4%	3%	2%	3%	3%	6%	4%	3%	5%	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.

**IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)**

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p	
Significance Level: 95%																		
Unweighted total	561	391	49	60	61	561	509	52	57	504	62	275	224	561	110	200	126	
Effective Weighted Sample	340	266	38	40	48	340	305	35	32	309	34	171	145	340	57	135	86	
Total	536	457	39	26	15	536	487	49	54	482	77	257	201	536	108	178	125	
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	184 34%	150 33%	** **	** **	** **	184 34%	163 34%	** **	** **	169 35%	** **	82 32%	91 45% km	184 34%	28 25%	72 40% n	46 37%	
I have separate account(s) for business purposes/ for promoting my business	151 28%	132 29%	** **	** **	** **	151 28%	141 29%	** **	** **	143 30%	** **	60 23%	79 39% km	151 28%	31 29%	59 33%	37 30%	
I have one account for my closest friends and another for my wider circle of friends	135 25%	114 25%	** **	** **	** **	135 25%	123 25%	** **	** **	119 25%	** **	77 30% l	41 20%	135 25%	32 29%	44 25%	35 28%	
I have different accounts for sharing/ posting my own content and for following other people	128 24%	110 24%	** **	** **	** **	128 24%	120 25%	** **	** **	117 24%	** **	57 22%	59 29%	128 24%	31 29%	34 19%	28 23%	
I have more than one but I no longer use them all	107 20%	93 20%	** **	** **	** **	107 20%	98 20%	** **	** **	92 19%	** **	48 19%	46 23%	107 20%	30 27%	31 17%	25 20%	

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

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

**IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)**

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	561	391	49	60	61	561	509	52	57	504	62	275	224	561	110	200	126
Effective Weighted Sample	340	266	38	40	48	340	305	35	32	309	34	171	145	340	57	135	86
Total	536	457	39	26	15	536	487	49	54	482	77	257	201	536	108	178	125
I have a 'real' or authentic account and another that is my curated or photoshopped one	106 20%	99 22%	** **	** **	** **	106 20%	97 20%	** **	** **	101 21%	** **	52 20%	44 22%	106 20%	23 22%	39 22%	29 23%
I have an account for my parents/ family to see	78 15%	70 15%	** **	** **	** **	78 15%	75 15%	** **	** **	75 16%	** **	42 16%	30 15%	78 15%	19 18%	20 11%	24 19%
Some other reason	20 4%	15 3%	** **	** **	** **	20 4%	17 4%	** **	** **	18 4%	** **	8 3%	9 4%	20 4%	2 2%	7 4%	7 6%
Don't know	21 4%	18 4%	** **	** **	** **	21 4%	21 4%	** **	** **	17 3%	** **	6 3%	4 2%	21 4%	2 2%	2 1%	1 1%

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

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

**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	561	261	254	309	194
Effective Weighted Sample	340	151	162	188	126
Total	536	246	246	262	218
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	184 34%	80 32%	90 37%	94 36%	79 36%
I have separate account(s) for business purposes/ for promoting my business	151 28%	75 30%	65 26%	69 26%	67 31%
I have one account for my closest friends and another for my wider circle of friends	135 25%	69 28%	52 21%	68 26%	53 24%
I have different accounts for sharing/ posting my own content and for following other people	128 24%	72 29%	51 21%	60 23%	52 24%
I have more than one but I no longer use them all	107 20%	52 21%	41 17%	53 20%	45 21%

Columns Tested: a,b - c,d

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

**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	561	261	254	309	194
Effective Weighted Sample	340	151	162	188	126
Total	536	246	246	262	218
I have a 'real' or authentic account and another that is my curated or photoshopped one	106 20%	64 26%	34 14%	42 16%	56 26%
		b			c
I have an account for my parents/ family to see	78 15%	42 17%	30 12%	29 11%	43 20%
					c
Some other reason	20 4%	6 3%	13 5%	11 4%	8 4%
Don't know	21 4%	12 5%	7 3%	4 2%	8 4%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2943	369	563	520	540	479	473	2943	1381	1526	845	892	624	560	1737	1184	2943
	95%	100%	98%	98%	98%	95%	85%	95%	94%	96%	95%	97%	97%	92%	96%	95%	95%
		efg	efg	efg	efg	f		f			m	m	mo		m		m
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2803	368	566	510	510	451	398	2803	1360	1407	797	853	597	534	1650	1132	2803
	91%	99%	99%	96%	93%	89%	71%	91%	93%	89%	90%	92%	93%	87%	91%	90%	91%
		cdefg	cdefg	efg	f	f		f	i			m	m		m		m
USES SOCIAL MEDIA APPS OR SITES	2721	363	552	498	502	415	390	2721	1251	1436	775	817	578	530	1591	1107	2721
	88%	98%	96%	94%	92%	82%	70%	88%	86%	91%	88%	88%	90%	87%	88%	88%	88%
		cdefg	defg	efg	ef	f		ef		h							
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1867	326	451	398	322	216	153	1867	939	897	572	537	387	354	1109	741	1867
	61%	88%	79%	75%	59%	43%	27%	61%	64%	57%	65%	58%	60%	58%	61%	59%	61%
		bcdefg	defg	defg	ef	f		ef	i		kmo						
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	3042	370	569	528	546	499	529	3042	1442	1564	871	917	636	595	1789	1231	3042
	99%	100%	99%	100%	100%	99%	95%	99%	99%	99%	98%	99%	99%	97%	99%	98%	99%
		f	f	f	f	f		f				m					
USES NONE OF THESE	41	-	4	1	2	6	29	41	20	21	14	7	5	15	21	21	41
	1%	-%	1%	*%	*%	1%	5%	1%	1%	1%	2%	1%	1%	3%	1%	2%	1%
							abcdeg							k			
USES ALL FOUR TYPES OF APPS/ SITES	1790	324	449	384	300	203	130	1790	892	867	560	516	372	326	1075	698	1790
	58%	88%	78%	73%	55%	40%	23%	58%	61%	55%	63%	56%	58%	53%	59%	56%	58%
		bcdefg	defg	defg	ef	f		ef	i		kmop				m		

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with 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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2943 95%	2490 95%	244 94%	134 97%	74 96%	2943 95%	2554 96%	389 92%	459 99%	2484 95%	631 88%	1330 97%	962 99%	2943 95%	455 96%	1216 95%	776 97%
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2803 91%	2363 91%	234 91%	129 93%	75 98% abce	2803 91%	2445 92%	358 85%	424 91%	2379 91%	556 77%	1273 93%	966 100%	2803 91%	453 96%	1144 89%	727 91%
USES SOCIAL MEDIA APPS OR SITES	2721 88%	2301 88%	223 86%	125 90%	71 93% abe	2721 88%	2359 89%	362 86%	416 89%	2305 88%	557 78%	1235 90%	922 95%	2721 88%	444 94%	1113 87%	706 88%
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1867 61%	1567 60%	154 59%	91 66%	55 72% abe	1867 61%	1671 63%	196 46%	283 61%	1584 61%	266 37%	815 59%	786 81%	1867 61%	361 76%	716 56%	449 56%
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	3042 99%	2572 99%	256 99%	138 99%	76 99%	3042 99%	2630 99%	411 97%	465 100%	2577 98%	689 96%	1364 99%	967 100%	3042 99%	472 100%	1260 99%	788 98%
USES NONE OF THESE	41 1%	37 1%	3 1%	1 1%	1 1%	41 1%	31 1%	11 3%	1 *%	41 2%	28 4% klm	9 1% l	- -%	41 1% l	1 *%	18 1%	14 2%
USES ALL FOUR TYPES OF APPS/ SITES	1790 58%	1507 58%	143 55%	86 62%	55 71% abce	1790 58%	1614 61%	176 42%	265 57%	1525 58%	242 34%	777 57%	771 80%	1790 58%	354 75%	682 53%	436 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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2943 95%	1024 96%	1720 95%	1698 93%	1067 99% c
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2803 91%	972 91%	1636 91%	1584 87%	1048 98% c
USES SOCIAL MEDIA APPS OR SITES	2721 88%	957 89%	1575 87%	1538 84%	1017 95% c
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1867 61%	706 66% b	1006 56%	923 51%	804 75% c
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	3042 99%	1056 99%	1779 99%	1787 98%	1072 100% c
USES NONE OF THESE	41 1%	15 1%	24 1%	37 2% d	2 *0%
USES ALL FOUR TYPES OF APPS/ SITES	1790 58%	680 64% b	967 54%	863 47%	798 74% c

Columns Tested: a,b - c,d



**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 73**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
YouTube	2503	342	511	464	438	405	342	2503	1268	1206	734	778	507	467	1512	973	2503
	81%	93%	89%	88%	80%	80%	61%	81%	87%	76%	83%	84%	79%	76%	84%	78%	81%
		cdefg	defg	defg	f	f	f	f	i		mo	mo			mo		mo
WhatsApp	2443	293	503	471	466	372	338	2443	1107	1307	731	739	532	427	1470	959	2443
	79%	79%	88%	89%	85%	74%	61%	79%	76%	83%	83%	80%	83%	70%	81%	77%	79%
		f	aefg	aefg	efg	f		ef		h	mo	m	mo		mo	m	m
Facebook	2306	243	470	430	432	367	364	2306	1023	1255	653	678	491	469	1331	960	2306
	75%	66%	82%	81%	79%	73%	65%	75%	70%	79%	74%	73%	77%	77%	74%	77%	75%
			aefg	aefg	af	f		af		h							
Instagram	1703	322	446	355	288	186	105	1703	723	952	554	504	376	262	1058	638	1703
	55%	87%	78%	67%	53%	37%	19%	55%	49%	60%	63%	55%	59%	43%	58%	51%	55%
		bcdefg	cdefg	defg	ef	f		ef		h	kmop	m	mo		mo	m	mo
TikTok	1202	302	346	233	172	108	41	1202	520	653	397	310	290	198	708	488	1202
	39%	82%	60%	44%	31%	21%	7%	39%	36%	41%	45%	34%	45%	32%	39%	39%	39%
		bcdefg	cdefg	def	ef	f		def		h	kmnop		kmnop		km	km	km
Twitter	1012	150	233	209	199	136	85	1012	555	434	336	325	187	161	661	348	1012
	33%	41%	41%	39%	36%	27%	15%	33%	38%	27%	38%	35%	29%	26%	37%	28%	33%
		efg	efg	efg	ef	f		ef	i		lmop	mo			lmop		mo
Snapchat	932	304	295	166	81	60	26	932	424	492	298	253	223	149	552	373	932
	30%	82%	52%	31%	15%	12%	5%	30%	29%	31%	34%	27%	35%	24%	30%	30%	30%
		bcdefg	cdefg	def	f	f		def			km		km		m	m	m
FaceTime	921	178	224	155	147	119	98	921	349	560	319	268	195	133	587	328	921
	30%	48%	39%	29%	27%	24%	18%	30%	24%	35%	36%	29%	30%	22%	32%	26%	30%
		bcdefg	cdefg	f	f			ef		h	kmop	m	m		mo		m
Microsoft Teams	758	132	183	175	145	81	42	758	381	362	314	273	102	64	587	166	758
	25%	36%	32%	33%	26%	16%	7%	25%	26%	23%	35%	29%	16%	10%	32%	13%	25%
		defg	efg	efg	ef	f		ef			klmop	lmop	m		lmop		lmo
Zoom	630	61	142	138	108	83	98	630	323	299	278	201	92	59	479	151	630
	20%	17%	25%	26%	20%	16%	18%	20%	22%	19%	31%	22%	14%	10%	26%	12%	20%
			aef	aefg							klmnop	lmo	m		klmop		lmo

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 73**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
iMessage (by Apple)	575	114	149	94	101	80	36	575	221	351	197	180	118	77	377	195	575
	19%	31%	26%	18%	18%	16%	6%	19%	15%	22%	22%	19%	18%	13%	21%	16%	19%
		cdefg	cdefg	f	f	f		f		h	mo	m	m		mo		m
Pinterest	573	120	121	113	74	90	56	573	158	402	191	176	120	83	367	203	573
	19%	32%	21%	21%	14%	18%	10%	19%	11%	25%	22%	19%	19%	14%	20%	16%	19%
		bcdefg	df	df		f		df		h	mo	m	m		mo		m
LinkedIn	468	36	131	108	95	55	42	468	256	209	213	155	60	40	368	100	468
	15%	10%	23%	20%	17%	11%	8%	15%	18%	13%	24%	17%	9%	7%	20%	8%	15%
			aefg	aefg	aef			af	i		klmop	lmo			lmop		lmo
Skype	417	42	91	102	74	51	59	417	217	190	171	111	77	56	282	133	417
	14%	11%	16%	19%	13%	10%	11%	14%	15%	12%	19%	12%	12%	9%	16%	11%	14%
			ef	adefg							klmop				mo		mo
Reddit	395	92	128	87	37	34	18	395	252	132	149	118	65	58	267	123	395
	13%	25%	22%	16%	7%	7%	3%	13%	17%	8%	17%	13%	10%	9%	15%	10%	13%
		cdefg	defg	def	f	f		def	i		lmop				lmo		o
Twitch	345	109	134	58	28	4	12	345	256	80	128	94	74	48	222	122	345
	11%	30%	23%	11%	5%	1%	2%	11%	18%	5%	14%	10%	12%	8%	12%	10%	11%
		cdefg	cdefg	def	ef			def	i		kmop				m		m
Discord	289	105	93	56	21	5	8	289	184	86	109	81	48	46	191	94	289
	9%	29%	16%	11%	4%	1%	1%	9%	13%	5%	12%	9%	8%	8%	11%	8%	9%
		bcdefg	cdefg	def	ef			def	i		lmop				o		
Telegram	278	42	88	78	35	24	11	278	197	74	110	87	45	35	197	80	278
	9%	11%	15%	15%	6%	5%	2%	9%	13%	5%	12%	9%	7%	6%	11%	6%	9%
		def	defg	defg	f			ef	i		lmop	mo			lmo		mo
Google Chat/ Google Meet	214	38	56	77	16	16	10	214	125	85	104	57	36	17	160	54	214
	7%	10%	10%	15%	3%	3%	2%	7%	9%	5%	12%	6%	6%	3%	9%	4%	7%
		defg	def	defg				def	i		klmop	m	m		mo		mo
BeReal	135	86	33	10	3	1	1	135	62	73	57	40	21	15	97	36	135
	4%	23%	6%	2%	1%	1%	1%	4%	4%	5%	6%	4%	3%	2%	5%	3%	4%
		bcdefg	cdef	ef				cdef			lmop				mo		

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 73**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Vimeo	118	9	39	32	24	10	4	118	81	31	57	28	18	14	86	32	118
	4%	2%	7%	6%	4%	2%	1%	4%	6%	2%	6%	3%	3%	2%	5%	3%	4%
			aefg	aef	f		f		i		klmop				mo		
Dailymotion	114	14	43	29	13	11	6	114	75	34	35	40	21	18	75	39	114
	4%	4%	7%	5%	2%	2%	1%	4%	5%	2%	4%	4%	3%	3%	4%	3%	4%
		f	defg	def				f	i								
Tumblr	110	27	39	27	6	5	6	110	62	44	46	32	18	15	77	33	110
	4%	7%	7%	5%	1%	1%	1%	4%	4%	3%	5%	3%	3%	2%	4%	3%	4%
		defg	defg	def				def									
Viber	90	7	23	33	12	3	11	90	54	35	43	15	15	17	58	32	90
	3%	2%	4%	6%	2%	1%	2%	3%	4%	2%	5%	2%	2%	3%	3%	3%	3%
		e	adefg					e									
Kik	87	10	36	19	9	8	4	87	59	28	28	29	11	19	57	30	87
	3%	3%	6%	4%	2%	2%	1%	3%	4%	2%	3%	3%	2%	3%	3%	2%	3%
		f	adefg	f				f	i								
OnlyFans	81	14	36	16	10	4	2	81	66	15	38	15	15	13	53	28	81
	3%	4%	6%	3%	2%	1%	*%	3%	5%	1%	4%	2%	2%	2%	3%	2%	3%
		ef	cdefg	f				f	i								
Signal	74	6	21	24	10	10	3	74	49	23	30	23	10	10	52	20	74
	2%	2%	4%	5%	2%	2%	1%	2%	3%	1%	3%	2%	2%	2%	3%	2%	2%
			f	fg				f	i								
WeChat	65	9	25	19	7	3	2	65	34	31	33	16	4	12	49	16	65
	2%	2%	4%	4%	1%	1%	*%	2%	2%	2%	4%	2%	1%	2%	3%	1%	2%
		f	defg	ef				f									
											lop				lo		
Slack	58	4	28	15	6	5	1	58	33	24	29	18	4	7	47	12	58
	2%	1%	5%	3%	1%	1%	*%	2%	2%	2%	3%	2%	1%	1%	3%	1%	2%
			adefg	f				f									
															lmo		lo
Yubo	44	22	15	3	-	-	4	44	22	21	13	13	8	8	26	16	44
	1%	6%	3%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	cdef					de									

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 73**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Clubhouse	44 1%	6 2%	16 3%	14 3%	5 1%	* *%	2 *%	44 1%	25 2%	19 1%	16 2%	13 1%	3 1%	12 2%	28 2%	15 1%	44 1%
		e	ef	ef													
YouNow	42 1%	6 2%	15 3%	14 3%	5 1%	2 *%	* *%	42 1%	36 2%	7 *%	26 3%	6 1%	5 1%	5 1%	32 2%	11 1%	42 1%
		f	ef	ef				f	i		klmop						
BitChute	35 1%	3 1%	20 3%	10 2%	* *%	2 *%	* *%	35 1%	30 2%	4 *%	15 2%	7 1%	6 1%	7 1%	22 1%	13 1%	35 1%
			adefg	df					i								
Other sites/ apps used	4 *%	- -%	- -%	* *%	- -%	3 1%	1 *%	4 *%	3 *%	* *%	1 *%	1 *%	* *%	2 *%	2 *%	2 *%	4 *%
ANY OF THESE	3042 99%	370 100%	569 99%	528 100%	546 100%	499 99%	529 95%	3042 99%	1442 99%	1564 99%	871 98%	917 99%	636 99%	595 97%	1789 99%	1231 98%	3042 99%
		f	f	f	f	f		f				m					
NONE OF THESE	41 1%	- -%	4 1%	1 *%	2 *%	6 1%	29 5%	41 1%	20 1%	21 1%	14 2%	7 1%	5 1%	15 3%	21 1%	21 2%	41 1%
						abcddeg								k			
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean score	6.2	8.8	8.3	7.2	5.6	4.6	3.3	6.2	6.3	6.0	7.3	6.1	5.9	5.0	6.7	5.5	6.2
		bcdefg	cdefg	defg	ef	f		def	i		klmnop	mo	mo		klmop	m	mo
Standard deviation	3.94	3.32	4.63	4.03	2.84	2.75	2.38	3.94	4.37	3.49	4.35	3.66	3.54	3.75	4.05	3.67	3.94
Standard error	.07	.16	.21	.17	.13	.13	.10	.07	.11	.09	.15	.13	.14	.13	.10	.10	.07
Columns Tested:	a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																

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**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
YouTube	2503 81%	2113 81%	213 82%	112 81%	65 85%	2503 81%	2194 82%	309 73%	353 76%	2151 82%	434 61%	1138 83%	924 96%	2503 81%	405 86%	1022 80%	651 81%
WhatsApp	2443 79%	2079 80%	194 75%	107 77%	64 83%	2443 79%	2122 80%	322 76%	374 80%	2069 79%	471 66%	1091 79%	873 90%	2443 79%	377 80%	1011 79%	660 82%
Facebook	2306 75%	1945 75%	192 74%	110 80%	58 76%	2306 75%	1995 75%	312 74%	338 73%	1968 75%	473 66%	1027 75%	800 83%	2306 75%	370 78%	982 77%	591 74%
Instagram	1703 55%	1457 56%	121 47%	77 56%	48 62%	1703 55%	1516 57%	187 44%	261 56%	1441 55%	253 35%	780 57%	663 69%	1703 55%	289 61%	642 50%	465 58%
TikTok	1202 39%	1019 39%	87 34%	58 42%	37 49%	1202 39%	1096 41%	105 25%	198 43%	1004 38%	179 25%	505 37%	518 54%	1202 39%	234 49%	440 34%	303 38%
Twitter	1012 33%	844 32%	90 35%	47 34%	31 40%	1012 33%	902 34%	110 26%	87 19%	925 35%	102 14%	414 30%	495 51%	1012 33%	168 35%	376 29%	319 40%
Snapchat	932 30%	783 30%	74 29%	44 32%	31 40%	932 30%	852 32%	80 19%	170 37%	762 29%	163 23%	405 30%	364 38%	932 30%	213 45%	314 25%	201 25%
FaceTime	921 30%	784 30%	68 26%	45 33%	25 32%	921 30%	786 30%	135 32%	157 34%	765 29%	117 16%	415 30%	389 40%	921 30%	141 30%	350 27%	274 34%
Microsoft Teams	758 25%	620 24%	79 31%	38 27%	22 29%	758 25%	689 26%	69 16%	79 17%	679 26%	57 8%	276 20%	425 44%	758 25%	95 20%	259 20%	289 36%
Zoom	630 20%	544 21%	46 18%	22 16%	18 24%	630 20%	562 21%	68 16%	46 10%	584 22%	40 6%	232 17%	357 37%	630 20%	87 18%	223 17%	237 30%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

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All interviewing conducted using an online panel. Any break column with 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	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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
iMessage (by Apple)	575 19%	481 18%	55 21%	25 18%	14 19%	575 19%	493 19%	82 19%	70 15%	505 19%	54 8%	250 18%	270 28%	575 19%	86 18%	232 18%	183 23%
Pinterest	573 19%	479 18%	55 21%	26 19%	13 18%	573 19%	515 19%	59 14%	69 15%	505 19%	68 10%	244 18%	260 27%	573 19%	86 18%	210 16%	168 21%
LinkedIn	468 15%	390 15%	42 16%	24 17%	13 17%	468 15%	415 16%	53 13%	38 8%	430 16%	22 3%	169 12%	277 29%	468 15%	52 11%	150 12%	201 25%
Skype	417 14%	361 14%	28 11%	17 12%	10 13%	417 14%	361 14%	56 13%	20 4%	396 15%	44 6%	155 11%	216 22%	417 14%	70 15%	148 12%	137 17%
Reddit	395 13%	334 13%	40 15%	11 8%	10 13%	395 13%	359 14%	36 8%	30 6%	365 14%	27 4%	149 11%	220 23%	395 13%	58 12%	142 11%	126 16%
Twitch	345 11%	289 11%	26 10%	18 13%	12 15%	345 11%	317 12%	28 7%	33 7%	312 12%	44 6%	159 12%	141 15%	345 11%	68 14%	122 10%	87 11%
Discord	289 9%	242 9%	22 8%	14 10%	11 14%	289 9%	270 10%	19 4%	35 8%	254 10%	23 3%	125 9%	141 15%	289 9%	64 14%	98 8%	62 8%
Telegram	278 9%	246 9%	17 7%	8 6%	7 9%	278 9%	263 10%	15 4%	17 4%	261 10%	26 4%	102 7%	150 16%	278 9%	62 13%	100 8%	78 10%
Google Chat/ Google Meet	214 7%	189 7%	10 4%	11 8%	3 4%	214 7%	204 8%	11 3%	23 5%	191 7%	24 3%	69 5%	122 13%	214 7%	42 9%	77 6%	63 8%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 73**

All interviewing conducted using an online panel. Any break column with 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
BeReal	135 4%	117 4%	8 3%	5 4%	4 6%	135 4%	126 5%	9 2%	16 4%	118 5%	13 2%	65 5%	56 6%	135 4%	26 6%	45 4%	30 4%
Vimeo	118 4%	100 4%	8 3%	7 5%	3 3%	118 4%	113 4%	5 1%	4 1%	113 4%	3 *%	42 3%	73 8%	118 4%	16 3%	50 4%	33 4%
Dailymotion	114 4%	100 4%	6 2%	5 3%	3 4%	114 4%	109 4%	5 1%	7 2%	107 4%	7 1%	36 3%	70 7%	114 4%	17 4%	48 4%	20 2%
Tumblr	110 4%	91 3%	10 4%	6 4%	3 4%	110 4%	107 4%	3 1%	13 3%	97 4%	5 1%	39 3%	66 7%	110 4%	18 4%	36 3%	29 4%
Viber	90 3%	76 3%	6 3%	5 4%	3 3%	90 3%	83 3%	7 2%	4 1%	86 3%	15 2%	36 3%	39 4%	90 3%	16 3%	31 2%	20 3%
Kik	87 3%	76 3%	7 3%	3 2%	1 1%	87 3%	80 3%	7 2%	5 1%	82 3%	3 *%	47 3%	37 4%	87 3%	28 6%	32 3%	13 2%
OnlyFans	81 3%	74 3%	3 1%	2 2%	2 3%	81 3%	81 3%	1 *%	5 1%	77 3%	13 2%	29 2%	38 4%	81 3%	7 1%	42 3%	21 3%
Signal	74 2%	62 2%	8 3%	3 2%	1 1%	74 2%	68 3%	6 1%	7 2%	66 3%	6 1%	29 2%	39 4%	74 2%	10 2%	30 2%	22 3%
WeChat	65 2%	59 2%	3 1%	2 2%	1 1%	65 2%	61 2%	4 1%	- -%	65 2%	5 1%	25 2%	36 4%	65 2%	14 3%	27 2%	15 2%
Slack	58 2%	48 2%	7 3%	2 1%	2 2%	58 2%	54 2%	5 1%	2 *%	57 2%	2 *%	20 1%	36 4%	58 2%	2 *%	22 2%	23 3%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 73**

All interviewing conducted using an online panel. Any break column with 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Yubo	44 1%	41 2%	1 *%	1 1%	* 1%	44 1%	43 2%	2 *%	6 1%	38 1%	9 1%	20 1%	15 2%	44 1%	7 1%	21 2%	10 1%
Clubhouse	44 1%	40 2%	2 1%	1 1%	* 1%	44 1%	42 2%	2 1%	5 1%	39 2%	10 1%	20 1%	14 1%	44 1%	7 1%	22 2%	9 1%
YouNow	42 1%	35 1%	5 2%	2 2%	* *%	42 1%	41 2%	2 *%	4 1%	38 1%	7 1%	16 1%	19 2%	42 1%	5 1%	13 1%	12 2%
BitChute	35 1%	31 1%	4 2%	* *%	1 1%	35 1%	34 1%	2 *%	2 1%	33 1%	3 *%	15 1%	17 2%	35 1%	6 1%	15 1%	9 1%
Other sites/ apps used	4 *%	2 *%	1 *%	1 1%	- -%	4 *%	2 *%	2 *%	* *%	3 *%	1 *%	1 *%	1 *%	4 *%	* *%	1 *%	2 *%
ANY OF THESE	3042 99%	2572 99%	256 99%	138 99%	76 99%	3042 99%	2630 99%	411 97%	465 100%	2577 98%	689 96%	1364 99%	967 100%	3042 99%	472 100%	1260 99%	788 98%
NONE OF THESE	41 1%	37 1%	3 1%	1 1%	1 1%	41 1%	31 1%	11 3%	1 *%	41 2%	28 4%	9 1%	- -%	41 1%	1 *%	18 1%	14 2%
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean score	6.2	6.2	5.9	6.2	6.7	6.2	6.4	5.0	5.3	6.3	3.8	5.9	8.4	6.2	6.6	5.7	6.7
Standard deviation	3.94	4.00	3.65	3.65	3.32	3.94	4.04	3.06	3.01	4.07	2.74	3.33	4.27	3.94	3.71	3.91	4.23
Standard error	.07	.09	.21	.21	.19	.07	.08	.15	.15	.08	.11	.09	.13	.07	.17	.11	.15

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



All interviewing conducted using an online panel. Any break column with 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
YouTube	2503 81%	878 82%	1451 80%	1417 78%	946 88% c
WhatsApp	2443 79%	830 77%	1467 81%	1357 74%	961 89% c
Facebook	2306 75%	822 77%	1342 74%	1289 71%	882 82% c
Instagram	1703 55%	604 56%	965 54%	832 46%	745 69% c
TikTok	1202 39%	477 45% b	621 34%	543 30%	566 53% c
Twitter	1012 33%	318 30%	633 35% a	541 30%	426 40% c
Snapchat	932 30%	383 36% b	451 25%	420 23%	417 39% c
FaceTime	921 30%	335 31%	508 28%	463 25%	397 37% c
Microsoft Teams	758 25%	248 23%	452 25%	391 21%	328 31% c

Columns Tested: a,b - c,d

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Zoom	630 20%	224 21%	372 21%	323 18%	268 25% c
iMessage (by Apple)	575 19%	178 17%	367 20%	300 16%	255 24% c
Pinterest	573 19%	225 21%	312 17%	332 18%	205 19%
LinkedIn	468 15%	157 15%	289 16%	249 14%	197 18% c
Skype	417 14%	136 13%	252 14%	212 12%	180 17% c
Reddit	395 13%	164 15% b	188 10%	231 13%	145 13%
Twitch	345 11%	165 15% b	142 8%	182 10%	130 12%
Discord	289 9%	141 13% b	125 7%	157 9%	107 10%
Telegram	278 9%	110 10%	147 8%	119 7%	147 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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Google Chat/ Google Meet	214 7%	96 9% b	109 6%	84 5%	115 11% c
BeReal	135 4%	73 7% b	52 3%	81 4%	45 4%
Vimeo	118 4%	55 5% b	54 3%	52 3%	60 6% c
Dailymotion	114 4%	51 5% b	49 3%	56 3%	53 5%
Tumblr	110 4%	54 5% b	46 3%	56 3%	41 4%
Viber	90 3%	30 3%	52 3%	34 2%	47 4% c
Kik	87 3%	43 4% b	37 2%	37 2%	41 4% c
OnlyFans	81 3%	41 4% b	34 2%	32 2%	43 4% c
Signal	74 2%	29 3%	43 2%	42 2%	26 2%

Columns Tested: a,b - c,d

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
WeChat	65 2%	29 3%	30 2%	20 1%	40 4% c
Slack	58 2%	22 2%	31 2%	31 2%	22 2%
Yubo	44 1%	28 3% b	13 1%	23 1%	17 2%
Clubhouse	44 1%	25 2% b	19 1%	11 1%	24 2% c
YouNow	42 1%	26 2% b	14 1%	9 *%	24 2% c
BitChute	35 1%	26 2% b	10 1%	14 1%	18 2%
Other sites/ apps used	4 *%	3 *%	1 *%	4 *%	- -%
ANY OF THESE	3042 99%	1056 99%	1779 99%	1787 98%	1072 100% c
NONE OF THESE	41 1%	15 1%	24 1%	37 2% d	2 *%
Base for stats	3083	1071	1803	1824	1075
Mean score	6.2	6.6 b	5.9	5.5	7.4 c
Standard deviation	3.94	4.33	3.69	3.78	3.96
Columns Tested: a,b - c,d					

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

**SUMMARY TO SHOW APPS OR SITES 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	3083	1104	1780	1968	930
Total	3083	1071	1803	1824	1075
Standard error	.07	.13	.09	.09	.13

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 74**

All interviewing conducted using an online panel. Any break column with 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 or 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	3044	441	509	554	487	449	604	3044	1439	1576	816	808	620	782	1624	1402	3044
Effective Weighted Sample	1831	264	319	339	311	284	326	1831	901	915	526	518	365	423	1043	779	1831
Total	3042	370	569	528	546	499	529	3042	1442	1564	871	917	636	595	1789	1231	3042
Strongly disagree	113 4%	17 5%	18 3%	8 2%	9 2%	18 4%	42 8%	113 4%	55 4%	51 3%	38 4%	34 4%	23 4%	17 3%	73 4%	40 3%	113 4%
		cd					bcdeg	c									
Slightly disagree	236 8%	33 9%	27 5%	31 6%	31 6%	45 9%	68 13%	236 8%	105 7%	126 8%	74 8%	66 7%	53 8%	43 7%	140 8%	96 8%	236 8%
		b				b	bcdeg										
Neither agree nor disagree	575 19%	68 18%	82 14%	88 17%	118 22%	98 20%	121 23%	575 19%	274 19%	293 19%	141 16%	168 18%	114 18%	146 25%	309 17%	260 21%	575 19%
					b		bc							jklnp		jn	
Slightly agree	1189 39%	133 36%	224 39%	229 43%	241 44%	189 38%	173 33%	1189 39%	546 38%	634 41%	325 37%	378 41%	262 41%	221 37%	703 39%	483 39%	1189 39%
				f	af		f										
Strongly agree	887 29%	114 31%	215 38%	171 32%	141 26%	141 28%	104 20%	887 29%	445 31%	435 28%	289 33%	260 28%	171 27%	160 27%	548 31%	330 27%	887 29%
		f	defg	f		f		f			lmo						
Don't know	42 1%	4 1%	3 1%	1 *%	6 1%	8 2%	20 4%	42 1%	16 1%	25 2%	5 1%	11 1%	14 2%	8 1%	16 1%	22 2%	42 1%
						c	abcdg						j				
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	349 11%	51 14%	45 8%	39 7%	40 7%	63 13%	111 21%	349 11%	160 11%	177 11%	112 13%	100 11%	76 12%	60 10%	212 12%	136 11%	349 11%
		bcd				cd	abcdeg	cd									
TOTAL AGREE	2076 68%	247 67%	439 77%	400 76%	382 70%	330 66%	277 52%	2076 68%	991 69%	1069 68%	614 70%	638 70%	433 68%	381 64%	1252 70%	814 66%	2076 68%
		f	adefg	aefg	f	f	f	f			m				m		
TOTAL NEITHER/ DON'T KNOW	617 20%	72 20%	85 15%	89 17%	124 23%	106 21%	141 27%	617 20%	290 20%	318 20%	146 17%	179 20%	127 20%	154 26%	325 18%	281 23%	617 20%
					b	b	abchg	b						jklnp		jn	

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 74**

All interviewing conducted using an online panel. Any break column with 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 or 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				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	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
Strongly disagree	113 4%	87 3%	16 6% a	6 5%	3 4%	113 4%	94 4%	19 5%	20 4%	93 4%	37 5% l	50 4%	25 3%	113 4%	17 4%	39 3%	25 3%
Slightly disagree	236 8%	204 8%	16 6%	9 7%	7 9%	236 8%	184 7%	52 13% f	41 9%	195 8%	62 9%	117 9%	58 6%	236 8%	26 6%	96 8%	71 9%
Neither agree nor disagree	575 19%	496 19%	44 17%	23 16%	14 18%	575 19%	498 19%	77 19%	118 25% i	457 18%	207 30% klm	231 17% l	124 13%	575 19% l	89 19%	252 20% p	113 14%
Slightly agree	1189 39%	999 39%	113 44%	50 37%	27 36%	1189 39%	1028 39%	161 39%	166 36%	1023 40%	234 34%	548 40% j	407 42% j	1189 39%	175 37%	491 39%	335 43%
Strongly agree	887 29%	752 29%	63 25%	46 33% b	25 33%	887 29%	791 30% g	96 23%	116 25%	771 30%	134 19%	402 29% j	347 36% jkm	887 29% j	162 34%	362 29%	238 30%
Don't know	42 1%	34 1%	4 2%	3 2%	* 1%	42 1%	35 1%	6 2%	4 1%	38 1%	16 2% l	16 1%	7 1%	42 1%	4 1%	21 2%	5 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	349 11%	291 11%	32 13%	16 12%	10 13%	349 11%	278 11% f	71 17% f	61 13%	288 11%	99 14% l	167 12% l	83 9%	349 11% l	42 9%	135 11%	97 12%
TOTAL AGREE	2076 68%	1751 68%	176 69%	96 70%	52 68%	2076 68%	1819 69% g	256 62%	282 61%	1793 70% h	368 53%	950 70% j	754 78% jkm	2076 68% j	336 71%	853 68%	573 73%

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

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

**IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or 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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
TOTAL NEITHER/ DON'T KNOW	617	530	48	25	14	617	534	84	122	495	223	247	131	617	93	273	118
	20%	21%	19%	18%	18%	20%	20%	20%	26%	19%	32%	18%	14%	20%	20%	22%	15%
									i		klm	l		l		p	

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



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

**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 or 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	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
Strongly disagree	113 4%	49 5%	49 3%	78 4%	22 2%
		b		d	
Slightly disagree	236 8%	87 8%	127 7%	152 8%	64 6%
Neither agree nor disagree	575 19%	189 18%	328 18%	370 21%	152 14%
				d	
Slightly agree	1189 39%	406 38%	722 41%	659 37%	472 44%
					c
Strongly agree	887 29%	309 29%	531 30%	493 28%	357 33%
					c
Don't know	42 1%	16 1%	22 1%	34 2%	5 *0%
				d	
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	349 11%	136 13%	176 10%	230 13%	86 8%
				d	
TOTAL AGREE	2076 68%	714 68%	1253 70%	1153 64%	829 77%
					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 or 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	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
TOTAL NEITHER/ DON'T KNOW	617	205	350	404	158
	20%	19%	20%	23%	15%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 75**

All interviewing conducted using an online panel. Any break column with 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	3044	441	509	554	487	449	604	3044	1439	1576	816	808	620	782	1624	1402	3044
Effective Weighted Sample	1831	264	319	339	311	284	326	1831	901	915	526	518	365	423	1043	779	1831
Total	3042	370	569	528	546	499	529	3042	1442	1564	871	917	636	595	1789	1231	3042
Strongly disagree	288 9%	21 6%	38 7%	41 8%	42 8%	62 12%	85 16%	288 9%	163 11%	123 8%	92 11%	73 8%	61 10%	58 10%	165 9%	119 10%	288 9%
						abc	abcdg	a	i								
Slightly disagree	451 15%	41 11%	84 15%	63 12%	87 16%	85 17%	91 17%	451 15%	223 15%	228 15%	128 15%	141 15%	109 17%	72 12%	269 15%	181 15%	451 15%
						a	a						m				
Neither agree nor disagree	751 25%	76 21%	86 15%	142 27%	145 27%	142 29%	160 30%	751 25%	356 25%	389 25%	137 16%	242 26%	177 28%	189 32%	379 21%	366 30%	751 25%
				b	b	ab	abg	b				jn	jn	jnp	j	jnp	jn
Slightly agree	852 28%	134 36%	199 35%	144 27%	164 30%	123 25%	88 17%	852 28%	385 27%	457 29%	276 32%	263 29%	161 25%	147 25%	539 30%	308 25%	852 28%
		cefg	cefg	f	f	f	f	f			lmo				mo		
Strongly agree	586 19%	88 24%	157 28%	131 25%	96 18%	63 13%	50 9%	586 19%	269 19%	305 20%	199 23%	164 18%	111 17%	111 19%	363 20%	222 18%	586 19%
		ef	defg	defg	f			ef			ko						
Don't know	112 4%	9 2%	5 1%	7 1%	13 2%	24 5%	54 10%	112 4%	47 3%	61 4%	38 4%	35 4%	17 3%	17 3%	74 4%	34 3%	112 4%
						bc	abcdeg	bc									
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	740 24%	62 17%	122 21%	104 20%	128 23%	147 29%	176 33%	740 24%	386 27%	351 22%	221 25%	214 23%	170 27%	130 22%	434 24%	300 24%	740 24%
						abc	abcdg	a	i								
TOTAL AGREE	1438 47%	222 60%	356 63%	276 52%	260 48%	186 37%	138 26%	1438 47%	654 45%	763 49%	475 55%	427 47%	272 43%	258 43%	902 50%	530 43%	1438 47%
		defg	cdefg	ef	ef	f		ef			klmop				lmo		o
TOTAL NEITHER/ DON'T KNOW	863 28%	85 23%	91 16%	149 28%	158 29%	166 33%	215 41%	863 28%	403 28%	449 29%	175 20%	277 30%	194 30%	207 35%	453 25%	401 33%	863 28%
		b	b	b	b	ab	abcdg	b				jn	j	jnp	j	jnp	j

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 75**

All interviewing conducted using an online panel. Any break column with 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	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
Strongly disagree	288 9%	232 9%	30 12%	19 14%	7 9%	288 9%	240 9%	48 12%	33 7%	255 10%	86 13%	129 9%	71 7%	288 9%	52 11%	124 10%	75 10%
Slightly disagree	451 15%	374 15%	47 18%	20 15%	10 13%	451 15%	383 15%	68 17%	53 11%	398 15%	98 14%	212 16%	138 14%	451 15%	54 11%	190 15%	146 18%
Neither agree nor disagree	751 25%	664 26%	52 20%	24 17%	12 15%	751 25%	633 24%	118 29%	157 34%	594 23%	241 35%	332 24%	167 17%	751 25%	122 26%	310 25%	183 23%
Slightly agree	852 28%	703 27%	80 31%	43 31%	27 35%	852 28%	762 29%	90 22%	119 26%	733 28%	150 22%	401 29%	300 31%	852 28%	143 30%	351 28%	213 27%
Strongly agree	586 19%	501 19%	39 15%	28 20%	18 24%	586 19%	509 19%	77 19%	90 19%	496 19%	61 9%	248 18%	275 28%	586 19%	91 19%	238 19%	145 18%
Don't know	112 4%	99 4%	7 3%	3 2%	3 4%	112 4%	102 4%	10 2%	12 3%	100 4%	53 8%	42 3%	16 2%	112 4%	10 2%	47 4%	26 3%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	740 24%	606 24%	78 30%	39 29%	17 22%	740 24%	624 24%	116 28%	86 19%	654 25%	185 27%	341 25%	209 22%	740 24%	105 22%	313 25%	221 28%
TOTAL AGREE	1438 47%	1204 47%	119 47%	71 51%	45 59%	1438 47%	1272 48%	167 41%	209 45%	1229 48%	211 31%	648 48%	575 59%	1438 47%	235 50%	589 47%	359 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.

**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	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
TOTAL NEITHER/ DON'T KNOW	863	762	59	27	15	863	735	128	169	694	294	375	183	863	132	357	209
	28%	30%	23%	20%	19%	28%	28%	31%	36%	27%	43%	27%	19%	28%	28%	28%	27%
		bcd				cd			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.

**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
Significance Level: 95%		a	b	c	d
Unweighted total	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
Strongly disagree	288 9%	99 9%	177 10%	189 11%	85 8%
Slightly disagree	451 15%	128 12%	307 17%	272 15%	161 15%
Neither agree nor disagree	751 25%	220 21%	468 26%	475 27%	228 21%
Slightly agree	852 28%	317 30%	467 26%	477 27%	321 30%
Strongly agree	586 19%	238 23%	306 17%	284 16%	264 25%
Don't know	112 4%	53 5%	54 3%	91 5%	12 1%
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	740 24%	227 22%	484 27%	462 26%	246 23%
TOTAL AGREE	1438 47%	555 53%	773 43%	760 43%	586 55%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
TOTAL NEITHER/ DON'T KNOW	863	273	523	565	240
	28%	26%	29%	32%	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.

**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	3044	441	509	554	487	449	604	3044	1439	1576	816	808	620	782	1624	1402	3044
Effective Weighted Sample	1831	264	319	339	311	284	326	1831	901	915	526	518	365	423	1043	779	1831
Total	3042	370	569	528	546	499	529	3042	1442	1564	871	917	636	595	1789	1231	3042
Strongly disagree	136 4%	18 5%	16 3%	19 4%	25 5%	20 4%	37 7%	136 4%	86 6%	49 3%	43 5%	36 4%	29 5%	27 5%	79 4%	57 5%	136 4%
							bg		i								
Slightly disagree	145 5%	39 10%	30 5%	20 4%	16 3%	14 3%	27 5%	145 5%	74 5%	62 4%	46 5%	40 4%	35 6%	23 4%	87 5%	58 5%	145 5%
		bcdefg															
Neither agree nor disagree	341 11%	36 10%	62 11%	77 15%	55 10%	55 11%	56 11%	341 11%	178 12%	160 10%	89 10%	108 12%	50 8%	87 15%	197 11%	137 11%	341 11%
														jl			
Slightly agree	1091 36%	118 32%	223 39%	175 33%	212 39%	172 34%	191 36%	1091 36%	522 36%	558 36%	312 36%	330 36%	234 37%	210 35%	642 36%	444 36%	1091 36%
Strongly agree	1302 43%	155 42%	235 41%	235 44%	231 42%	233 47%	214 40%	1302 43%	566 39%	728 47%	371 43%	403 44%	281 44%	240 40%	774 43%	521 42%	1302 43%
										h							
Don't know	26 1%	4 1%	4 1%	2 *%	8 1%	5 1%	4 1%	26 1%	16 1%	7 *%	9 1%	1 *%	6 1%	8 1%	10 1%	14 1%	26 1%
											k			k		k	
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	281 9%	57 15%	46 8%	39 7%	41 7%	34 7%	65 12%	281 9%	161 11%	111 7%	90 10%	76 8%	64 10%	50 8%	165 9%	115 9%	281 9%
		bcdeg					cde		i								
TOTAL AGREE	2394 79%	273 74%	457 80%	410 78%	443 81%	405 81%	405 77%	2394 79%	1088 75%	1286 82%	683 78%	733 80%	515 81%	450 76%	1416 79%	966 78%	2394 79%
					a	a				h							
TOTAL NEITHER/ DON'T KNOW	367 12%	40 11%	66 12%	79 15%	62 11%	60 12%	60 11%	367 12%	193 13%	166 11%	99 11%	108 12%	56 9%	95 16%	207 12%	151 12%	367 12%
														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.

**IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
Strongly disagree	136 4%	108 4%	21 8% ace	3 2%	4 5%	136 4%	114 4%	22 5%	17 4%	119 5%	44 6%	58 4%	32 3%	136 4%	34 7%	43 3%	33 4%
Slightly disagree	145 5%	124 5%	9 4%	7 5%	5 6%	145 5%	129 5%	16 4%	23 5%	122 5%	39 6%	81 6%	25 3%	145 5%	28 6%	55 4%	22 3%
Neither agree nor disagree	341 11%	300 12%	20 8%	15 11%	6 8%	341 11%	294 11%	47 11%	69 15%	272 11%	131 19% klm	127 9%	72 7%	341 11% l	49 10%	115 9%	76 10%
Slightly agree	1091 36%	916 36%	107 42% cd	43 31%	25 33%	1091 36%	937 36%	154 37%	153 33%	938 36%	238 35%	484 35%	366 38%	1091 36%	147 31%	477 38% n	298 38%
Strongly agree	1302 43%	1101 43%	97 38%	68 50% b	36 48% b	1302 43%	1133 43%	169 41%	198 43%	1104 43%	229 33%	603 44% j	466 48% jm	1302 43% j	211 45%	564 45%	353 45%
Don't know	26 1%	23 1%	2 1%	1 *% *	* *% *	26 1%	23 1%	3 1%	5 1%	21 1%	10 1%	10 1%	6 1%	26 1%	3 1%	6 *% *	5 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	281 9%	231 9%	30 12%	11 8%	9 11%	281 9%	243 9%	38 9%	40 9%	241 9%	82 12% l	139 10% l	57 6%	281 9% l	62 13% op	98 8%	56 7%
TOTAL AGREE	2394 79%	2017 78%	204 80%	111 81%	61 80%	2394 79%	2070 79%	323 79%	351 76%	2042 79%	467 68%	1087 80% j	832 86% jkm	2394 79% j	358 76%	1041 83% n	651 83% 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.

**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 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	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
TOTAL NEITHER/ DON'T KNOW	367	324	22	15	6	367	317	50	74	293	140	138	78	367	52	121	81
	12%	13%	8%	11%	8%	12%	12%	12%	16%	11%	20% klm	10%	8%	12% l	11%	10%	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.

**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	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
Strongly disagree	136 4%	56 5%	70 4%	94 5%	38 4%
Slightly disagree	145 5%	62 6%	66 4%	91 5%	38 4%
Neither agree nor disagree	341 11%	110 10%	190 11%	195 11%	99 9%
Slightly agree	1091 36%	329 31%	692 39%	644 36%	398 37%
Strongly agree	1302 43%	485 46%	754 42%	748 42%	495 46%
Don't know	26 1%	14 1%	7 *%	15 1%	5 *%
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	281 9%	118 11%	136 8%	185 10%	76 7%
TOTAL AGREE	2394 79%	814 77%	1446 81%	1392 78%	893 83%
TOTAL NEITHER/ DON'T KNOW	367 12%	124 12%	198 11%	211 12%	104 10%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 77**

All interviewing conducted using an online panel. Any break column with 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	3044	441	509	554	487	449	604	3044	1439	1576	816	808	620	782	1624	1402	3044
Effective Weighted Sample	1831	264	319	339	311	284	326	1831	901	915	526	518	365	423	1043	779	1831
Total	3042	370	569	528	546	499	529	3042	1442	1564	871	917	636	595	1789	1231	3042
Strongly disagree	120 4%	13 4%	17 3%	12 2%	17 3%	17 3%	43 8%	120 4%	58 4%	62 4%	50 6%	28 3%	19 3%	23 4%	78 4%	42 3%	120 4%
							abcdeg				ko						
Slightly disagree	234 8%	32 9%	46 8%	28 5%	24 4%	47 9%	58 11%	234 8%	110 8%	111 7%	66 8%	70 8%	52 8%	46 8%	136 8%	98 8%	234 8%
							cd				cd						
Neither agree nor disagree	950 31%	101 27%	143 25%	168 32%	198 36%	166 33%	174 33%	950 31%	397 28%	544 35%	186 21%	293 32%	216 34%	243 41%	479 27%	459 37%	950 31%
					ab	b	b			h		jn	jn	jklnp	j	jknp	jn
Slightly agree	1157 38%	138 37%	225 40%	193 37%	220 40%	198 40%	182 34%	1157 38%	578 40%	576 37%	370 42%	352 38%	243 38%	189 32%	722 40%	432 35%	1157 38%
											mo	m			mo		m
Strongly agree	515 17%	75 20%	124 22%	120 23%	77 14%	64 13%	56 11%	515 17%	274 19%	234 15%	187 21%	155 17%	98 15%	72 12%	342 19%	170 14%	515 17%
			def	defg	defg			f	i		lmop	m			mo		mo
Don't know	66 2%	10 3%	15 3%	7 1%	11 2%	8 2%	16 3%	66 2%	25 2%	37 2%	12 1%	19 2%	8 1%	21 4%	32 2%	30 2%	66 2%
														jin			
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	354 12%	45 12%	63 11%	40 8%	41 8%	64 13%	101 19%	354 12%	168 12%	172 11%	116 13%	98 11%	71 11%	69 12%	214 12%	140 11%	354 12%
						cd	abcdeg	cd									
TOTAL AGREE	1672 55%	213 58%	349 61%	313 59%	297 54%	262 52%	238 45%	1672 55%	852 59%	810 52%	557 64%	507 55%	341 54%	262 44%	1064 59%	602 49%	1672 55%
			f	efg	f	f		f	i		klmop	mo	m		lmop		mo
TOTAL NEITHER/ DON'T KNOW	1016 33%	111 30%	157 28%	175 33%	208 38%	174 35%	190 36%	1016 33%	422 29%	581 37%	198 23%	312 34%	224 35%	264 44%	511 29%	489 40%	1016 33%
					ab		b	b		h		jn	jn	jklnp	j	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 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	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
Strongly disagree	120 4%	99 4%	14 5%	4 3%	3 4%	120 4%	93 4%	27 7% f	12 2%	108 4%	42 6%	55 4%	22 2%	120 4%	19 4%	42 3%	33 4%
Slightly disagree	234 8%	197 8%	18 7%	12 9%	7 10%	234 8%	203 8%	31 7%	40 9%	194 8%	66 10%	111 8%	55 6%	234 8%	40 9%	94 7%	46 6%
Neither agree nor disagree	950 31%	813 32%	79 31%	35 25%	24 32%	950 31%	824 31%	126 31%	207 45% i	743 29%	283 41% klm	424 31% l	232 24%	950 31% l	164 35% p	437 35% p	189 24%
Slightly agree	1157 38%	960 37%	110 43%	58 43%	28 37%	1157 38%	997 38%	160 39%	150 32%	1007 39%	221 32%	513 38%	422 44% jkm	1157 38% j	154 33%	477 38%	363 46% no
Strongly agree	515 17%	444 17%	35 13%	23 17%	13 17%	515 17%	461 18%	53 13%	46 10%	469 18% h	54 8%	231 17% j	228 24% jkm	515 17% j	90 19%	191 15%	148 19%
Don't know	66 2%	59 2%	1 1% d	5 3% bd	- -%	66 2% d	51 2%	14 3%	11 2%	55 2%	24 3% l	30 2% l	8 1%	66 2% l	4 1%	18 1%	10 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	354 12%	296 12%	31 12%	16 12%	11 14%	354 12%	296 11%	58 14%	51 11%	303 12%	108 16% lm	166 12% l	78 8%	354 12% l	59 13%	136 11%	79 10%
TOTAL AGREE	1672 55%	1404 55%	145 57%	82 60%	41 54%	1672 55%	1458 55%	213 52%	196 42%	1476 57% h	275 40%	743 55% j	650 67% jkm	1672 55% j	245 52%	668 53%	510 65% no

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

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

**IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
TOTAL NEITHER/ DON'T KNOW	1016	872	80	39	24	1016	876	140	218	798	307	454	240	1016	168	456	199
	33%	34%	31%	29%	32%	33%	33%	34%	47%	31%	45%	33%	25%	33%	36%	36%	25%
									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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
Strongly disagree	120 4%	58 6%	50 3%	87 5%	28 3%
		b		d	
Slightly disagree	234 8%	94 9%	117 7%	157 9%	58 5%
				d	
Neither agree nor disagree	950 31%	317 30%	559 31%	585 33%	318 30%
Slightly agree	1157 38%	360 34%	743 42%	656 37%	435 41%
			a		
Strongly agree	515 17%	195 18%	285 16%	266 15%	212 20%
					c
Don't know	66 2%	31 3%	25 1%	37 2%	21 2%
		b			
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	354 12%	153 14%	167 9%	243 14%	86 8%
		b		d	
TOTAL AGREE	1672 55%	556 53%	1028 58%	922 52%	648 60%
			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.

**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	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
TOTAL NEITHER/ DON'T KNOW	1016	347	584	622	339
	33%	33%	33%	35%	32%

Columns Tested: a,b - c,d



**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 78**

All interviewing conducted using an online panel. Any break column with 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	3044	441	509	554	487	449	604	3044	1439	1576	816	808	620	782	1624	1402	3044
Effective Weighted Sample	1831	264	319	339	311	284	326	1831	901	915	526	518	365	423	1043	779	1831
Total	3042	370	569	528	546	499	529	3042	1442	1564	871	917	636	595	1789	1231	3042
Strongly disagree	231 8%	37 10% d	43 8%	31 6%	30 6%	35 7%	54 10% cd	231 8%	120 8%	107 7%	65 7%	74 8%	46 7%	44 7%	139 8%	90 7%	231 8%
Slightly disagree	458 15%	77 21% defg	95 17% d	95 18% df	59 11%	70 14%	61 12%	458 15% d	187 13%	261 17% h	153 18% mo	143 16% m	104 16% m	55 9%	296 17% mo	160 13%	458 15% m
Neither agree nor disagree	1178 39%	92 25%	198 35% a	164 31% a	259 47% abcg	209 42% ac	256 48% abcg	1178 39% ac	544 38%	624 40%	277 32%	371 40% j	238 37%	282 47% jklmp	649 36% jn	520 42% jn	1178 39% j
Slightly agree	797 26%	99 27%	161 28% f	154 29% f	147 27%	122 24%	114 22%	797 26%	395 27%	396 25%	248 28% m	237 26%	174 27%	136 23%	485 27%	310 25%	797 26%
Strongly agree	322 11%	58 16% defg	69 12% f	75 14% df	49 9% f	48 10% f	23 4%	322 11% f	176 12% i	144 9%	115 13% k	74 8%	66 10%	65 11%	189 11% m	131 11%	322 11% m
Don't know	56 2%	6 2%	3 *%	8 2%	3 1%	15 3% bd	21 4% bdg	56 2%	20 1%	33 2%	14 2%	18 2%	8 1%	13 2%	32 2%	21 2%	56 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	689 23%	114 31% defg	138 24% d	127 24% d	89 16%	106 21%	115 22%	689 23% d	307 21%	367 23%	218 25% mo	217 24% m	150 24% m	99 17%	435 24% mo	249 20%	689 23% m
TOTAL AGREE	1119 37%	157 42% ef	231 41% f	229 43% defg	195 36% f	170 34% f	137 26% f	1119 37% f	570 40% i	539 34% i	363 42% kmop	311 34%	240 38%	201 34%	674 38% j	441 36% j	1119 37% j
TOTAL NEITHER/ DON'T KNOW	1234 41%	99 27%	201 35% a	173 33% a	261 48% abcg	224 45% abc	276 52% abcg	1234 41% ac	564 39%	657 42%	291 33%	389 42% j	246 39%	294 49% jklmp	680 38% jn	541 44% jn	1234 41% 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 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	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
Strongly disagree	231 8%	197 8%	18 7%	10 8%	6 8%	231 8%	187 7%	44 11%	42 9%	189 7%	64 9%	109 8%	56 6%	231 8%	41 9%	88 7%	41 5%
Slightly disagree	458 15%	384 15%	40 16%	17 13%	16 21% ace	458 15%	387 15%	71 17%	81 18%	376 15%	86 12%	186 14%	185 19% jkm	458 15%	67 14%	188 15%	148 19%
Neither agree nor disagree	1178 39%	998 39%	95 37%	59 43%	27 35%	1178 39%	1003 38%	175 43%	196 42%	982 38%	317 46% klm	523 38%	324 34%	1178 39% l	162 34%	485 39%	317 40%
Slightly agree	797 26%	675 26%	70 27%	34 24%	18 24%	797 26%	714 27% g	82 20%	92 20%	705 27% h	153 22%	384 28% j	260 27%	797 26%	128 27%	339 27%	204 26%
Strongly agree	322 11%	273 11%	28 11%	13 10%	8 10%	322 11%	295 11% g	27 6%	48 10%	275 11%	51 7%	131 10%	138 14% jkm	322 11%	69 15% p	130 10%	70 9%
Don't know	56 2%	45 2%	5 2%	5 3%	1 2%	56 2%	43 2%	13 3%	5 1%	50 2%	19 3% l	30 2% l	4 *% l	56 2% l	4 1%	29 2%	8 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	689 23%	581 23%	58 23%	28 20%	22 29% ace	689 23%	574 22%	115 28% f	123 27%	566 22%	150 22%	295 22%	242 25%	689 23%	109 23%	276 22%	189 24%
TOTAL AGREE	1119 37%	948 37%	98 38%	47 34%	26 35%	1119 37%	1010 38% g	109 27%	140 30%	979 38% h	204 30%	516 38% j	397 41% j	1119 37% j	197 42%	469 37%	274 35%

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

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

**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 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	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
TOTAL NEITHER/ DON'T KNOW	1234	1043	99	63	28	1234	1046	187	202	1032	336	553	328	1234	166	514	325
	41%	41%	39%	46%	37%	41%	40%	46%	43%	40%	49%	41%	34%	41%	35%	41%	41%

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

All interviewing conducted using an online panel. Any break column with 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	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
Strongly disagree	231 8%	79 7%	123 7%	138 8%	68 6%
Slightly disagree	458 15%	176 17%	257 14%	279 16%	167 16%
Neither agree nor disagree	1178 39%	357 34%	746 42%	730 41%	380 35%
Slightly agree	797 26%	292 28%	452 25%	446 25%	299 28%
Strongly agree	322 11%	124 12%	178 10%	152 8%	149 14%
Don't know	56 2%	27 3%	23 1%	42 2%	8 1%
				d	
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	689 23%	255 24%	380 21%	417 23%	235 22%
TOTAL AGREE	1119 37%	416 39%	630 35%	598 33%	449 42%
				c	
TOTAL NEITHER/ DON'T KNOW	1234 41%	384 36%	769 43%	772 43%	388 36%
			a	d	

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 79**

All interviewing conducted using an online panel. Any break column with 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	3044	441	509	554	487	449	604	3044	1439	1576	816	808	620	782	1624	1402	3044
Effective Weighted Sample	1831	264	319	339	311	284	326	1831	901	915	526	518	365	423	1043	779	1831
Total	3042	370	569	528	546	499	529	3042	1442	1564	871	917	636	595	1789	1231	3042
Strongly disagree	261 9%	19 5%	20 4%	35 7%	35 6%	57 11%	95 18%	261 9%	117 8%	141 9%	84 10%	87 9%	48 7%	44 7%	170 10%	91 7%	261 9%
Slightly disagree	419 14%	64 17%	76 13%	65 12%	70 13%	68 14%	76 14%	419 14%	191 13%	219 14%	115 13%	131 14%	90 14%	77 13%	246 14%	167 14%	419 14%
Neither agree nor disagree	1277 42%	109 30%	209 37%	188 36%	268 49%	247 49%	256 48%	1277 42%	569 39%	698 45%	310 36%	399 43%	274 43%	284 48%	710 40%	558 45%	1277 42%
Slightly agree	735 24%	122 33%	166 29%	166 31%	119 22%	89 18%	73 14%	735 24%	366 25%	360 23%	245 28%	219 24%	154 24%	113 19%	464 26%	267 22%	735 24%
Strongly agree	320 11%	47 13%	97 17%	72 14%	51 9%	33 7%	20 4%	320 11%	180 13%	136 9%	115 13%	75 8%	61 10%	69 12%	190 11%	130 11%	320 11%
Don't know	29 1%	8 2%	* %	3 1%	3 1%	6 1%	9 2%	29 1%	18 1%	10 1%	3 *	5 1%	10 2%	8 1%	8 *	18 1%	29 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	680 22%	83 23%	97 17%	100 19%	104 19%	125 25%	171 32%	680 22%	308 21%	360 23%	198 23%	218 24%	137 22%	121 20%	417 23%	258 21%	680 22%
TOTAL AGREE	1055 35%	169 46%	263 46%	238 45%	170 31%	122 24%	93 18%	1055 35%	546 38%	496 32%	360 41%	295 32%	214 34%	182 31%	655 37%	397 32%	1055 35%
TOTAL NEITHER/ DON'T KNOW	1306 43%	117 32%	210 37%	191 36%	271 50%	252 51%	265 50%	1306 43%	588 41%	707 45%	313 36%	404 44%	284 45%	292 49%	717 40%	576 47%	1306 43%

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

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

**IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	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	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
Strongly disagree	261 9%	223 9%	22 9%	11 8%	5 7%	261 9%	199 8%	63 15% f	29 6%	232 9%	61 9%	147 11% l	52 5%	261 9% l	26 5%	107 9%	78 10% n
Slightly disagree	419 14%	357 14%	34 13%	17 12%	12 15%	419 14%	356 14%	63 15%	72 16%	347 13%	94 14%	199 15%	125 13%	419 14%	67 14%	169 13%	114 14%
Neither agree nor disagree	1277 42%	1077 42%	110 43%	58 42%	32 42%	1277 42%	1075 41%	202 49% f	228 49% i	1049 41%	348 50% klm	539 40%	380 39%	1277 42%	168 36%	556 44% n	329 42%
Slightly agree	735 24%	630 24%	55 22%	32 23%	18 24%	735 24%	680 26% g	55 13%	86 19%	649 25% h	119 17%	335 25% j	279 29% jm	735 24% j	144 30% o	289 23%	195 25%
Strongly agree	320 11%	264 10%	30 12%	17 12%	9 12%	320 11%	292 11%	29 7%	44 9%	276 11%	56 8%	131 10% jkm	131 14% jkm	320 11% j	67 14% op	124 10%	70 9%
Don't know	29 1%	22 1%	4 2%	3 2%	* *% *	29 1%	29 1%	- -%	5 1%	24 1%	12 2% l	13 1% l	1 *% l	29 1% l	1 *% l	14 1% l	3 *% l
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	680 22%	580 23%	56 22%	28 20%	17 22%	680 22%	555 21% f	125 30% f	102 22%	579 22%	155 22%	346 25% l	177 18%	680 22% l	92 20%	276 22%	192 24%
TOTAL AGREE	1055 35%	894 35%	85 33%	49 35%	27 36%	1055 35%	971 37% g	84 20%	130 28%	925 36% h	175 25%	465 34% j	410 42% jkm	1055 35% j	210 45% op	414 33%	265 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.

**IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
TOTAL NEITHER/ DON'T KNOW	1306	1099	115	61	32	1306	1104	202	233	1073	360	552	380	1306	169	570	331
	43%	43%	45%	44%	42%	43%	42%	49%	50%	42%	52%	41%	39%	43%	36%	45%	42%
								f	i		klm					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	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
Strongly disagree	261 9%	80 8%	162 9%	187 10% d	64 6%
Slightly disagree	419 14%	154 15%	234 13%	257 14%	133 12%
Neither agree nor disagree	1277 42%	415 39%	785 44%	813 46% d	393 37%
Slightly agree	735 24%	266 25%	414 23%	374 21%	325 30% c
Strongly agree	320 11%	123 12%	176 10%	136 8%	151 14% c
Don't know	29 1%	17 2% b	8 *%	19 1%	6 1%
<b>SUMMARY CODES</b>					
TOTAL DISAGREE	680 22%	234 22%	396 22%	444 25% d	198 18%
TOTAL AGREE	1055 35%	389 37%	590 33%	510 29%	476 44% 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	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
TOTAL NEITHER/ DON'T KNOW	1306	433	793	832	398
	43%	41%	45%	47%	37%

Columns Tested: a,b - c,d

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

**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						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	3044	441	509	554	487	449	604	3044	1439	1576	816	808	620	782	1624	1402	3044
Effective Weighted Sample	1831	264	319	339	311	284	326	1831	901	915	526	518	365	423	1043	779	1831
Total	3042	370	569	528	546	499	529	3042	1442	1564	871	917	636	595	1789	1231	3042
I often see views that I disagree with	628	70	135	133	117	102	71	628	325	293	209	180	117	120	389	237	628
	21%	19%	24%	25%	21%	20%	14%	21%	23%	19%	24%	20%	18%	20%	22%	19%	21%
			f	f	f	f		f	i		lo						
I sometimes see views that I disagree with	1746	207	356	302	328	272	281	1746	815	913	475	581	366	318	1057	684	1746
	57%	56%	63%	57%	60%	54%	53%	57%	57%	58%	55%	63%	58%	53%	59%	56%	57%
			ef									jmop			m		
I rarely see views that I disagree with	445	66	56	57	76	89	102	445	214	227	126	126	98	93	252	191	445
	15%	18%	10%	11%	14%	18%	19%	15%	15%	14%	14%	14%	15%	16%	14%	15%	15%
		bc				bc	bcg	b									
Don't know	223	27	23	36	26	37	75	223	88	131	61	30	56	64	91	120	223
	7%	7%	4%	7%	5%	7%	14%	7%	6%	8%	7%	3%	9%	11%	5%	10%	7%
							abcdeg	b			k		kn	jknp		knp	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.

**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	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
I often see views that I disagree with	628	514	56	39	19	628	547	81	76	551	97	274	255	628	123	238	174
	21%	20%	22%	28%	25%	21%	21%	20%	16%	21%	14%	20%	26%	21%	26%	19%	22%
				ae								j	jkm	j	o		
I sometimes see views that I disagree with	1746	1488	145	69	44	1746	1513	233	259	1487	323	821	593	1746	248	779	460
	57%	58%	57%	50%	58%	57%	58%	57%	56%	58%	47%	60%	61%	57%	53%	62%	58%
		c				c						j	j	j		n	
I rarely see views that I disagree with	445	381	35	21	9	445	381	64	74	371	154	186	97	445	73	170	116
	15%	15%	14%	15%	12%	15%	14%	16%	16%	14%	22%	14%	10%	15%	15%	13%	15%
											klm	l		l			
Don't know	223	189	20	9	5	223	189	33	55	168	115	81	22	223	27	73	38
	7%	7%	8%	7%	6%	7%	7%	8%	12%	7%	17%	6%	2%	7%	6%	6%	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.

**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	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
I often see views that I disagree with	628 21%	257 24%	325 18%	333 19%	259 24%
		b			c
I sometimes see views that I disagree with	1746 57%	568 54%	1083 61%	1010 56%	648 60%
			a		
I rarely see views that I disagree with	445 15%	136 13%	278 16%	285 16%	129 12%
				d	
Don't know	223 7%	93 9%	92 5%	159 9%	36 3%
		b		d	

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 81**

All interviewing conducted using an online panel. Any break column with 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	3044	441	509	554	487	449	604	3044	1439	1576	816	808	620	782	1624	1402	3044
Effective Weighted Sample	1831	264	319	339	311	284	326	1831	901	915	526	518	365	423	1043	779	1831
Total	3042	370	569	528	546	499	529	3042	1442	1564	871	917	636	595	1789	1231	3042
All of the time	289	45	96	58	32	33	25	289	142	146	93	82	52	60	175	111	289
	10%	12%	17%	11%	6%	7%	5%	10%	10%	9%	11%	9%	8%	10%	10%	9%	10%
		def	cdefg	df				df									
Most of the time	653	137	159	120	97	78	61	653	351	288	201	176	153	121	377	274	653
	21%	37%	28%	23%	18%	16%	12%	21%	24%	18%	23%	19%	24%	20%	21%	22%	21%
		bcdefg	defg	ef	f			ef	i								
Sometimes	1867	177	297	322	394	339	338	1867	857	991	505	594	388	364	1099	753	1867
	61%	48%	52%	61%	72%	68%	64%	61%	59%	63%	58%	65%	61%	61%	61%	61%	61%
				ab	abcfg	abg	ab	ab				j					
Never	84	7	13	19	8	16	21	84	34	50	22	26	16	20	48	36	84
	3%	2%	2%	4%	1%	3%	4%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%
Don't know	148	3	3	9	15	33	84	148	58	89	50	41	27	30	91	57	148
	5%	1%	1%	2%	3%	7%	16%	5%	4%	6%	6%	4%	4%	5%	5%	5%	5%
				b	abcd	abcdeg	abc										
TOTAL - EVER	2810	359	553	500	523	450	424	2810	1350	1424	799	851	592	545	1650	1138	2810
	92%	97%	97%	95%	96%	90%	80%	92%	94%	91%	92%	93%	93%	92%	92%	92%	92%
		efg	efg	ef	efg	f		f	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.

**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	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
All of the time	289	245	23	13	8	289	253	37	44	246	63	136	89	289	76	98	59
	10%	10%	9%	10%	10%	10%	10%	9%	9%	10%	9%	10%	9%	10%	16%	8%	8%
															op		
Most of the time	653	555	49	34	16	653	567	87	116	537	117	309	220	653	121	252	151
	21%	22%	19%	24%	21%	21%	22%	21%	25%	21%	17%	23%	23%	21%	26%	20%	19%
												j	j		op		
Sometimes	1867	1577	161	81	48	1867	1612	255	278	1589	424	816	623	1867	253	811	508
	61%	61%	63%	59%	63%	61%	61%	62%	60%	62%	61%	60%	64%	61%	54%	64%	64%
															n	n	n
Never	84	73	6	3	2	84	73	11	11	73	23	40	22	84	14	34	21
	3%	3%	2%	2%	3%	3%	3%	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%
Don't know	148	122	18	6	2	148	126	22	16	132	62	63	13	148	7	65	49
	5%	5%	7%	5%	2%	5%	5%	5%	3%	5%	9%	5%	1%	5%	2%	5%	6%
			d								klm	l		l		n	n
TOTAL - EVER	2810	2377	233	128	72	2810	2431	378	437	2372	604	1261	932	2810	451	1161	719
	92%	92%	91%	93%	95%	92%	92%	92%	94%	92%	88%	93%	96%	92%	96%	92%	91%
												j	jk	j	p		

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

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

**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	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
All of the time	289	125	140	140	121
	10%	12%	8%	8%	11%
		b			c
Most of the time	653	283	304	335	268
	21%	27%	17%	19%	25%
		b			c
Sometimes	1867	577	1191	1136	641
	61%	55%	67%	64%	60%
			a		
Never	84	27	50	54	23
	3%	3%	3%	3%	2%
Don't know	148	44	94	123	19
	5%	4%	5%	7%	2%
				d	
TOTAL - EVER	2810	985	1635	1610	1030
	92%	93%	92%	90%	96%
					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.

**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	3044	441	509	554	487	449	604	3044	1439	1576	816	808	620	782	1624	1402	3044
Effective Weighted Sample	1831	264	319	339	311	284	326	1831	901	915	526	518	365	423	1043	779	1831
Total	3042	370	569	528	546	499	529	3042	1442	1564	871	917	636	595	1789	1231	3042
Yes	1289	226	310	239	219	154	141	1289	697	571	421	422	244	192	843	437	1289
	42%	61%	54%	45%	40%	31%	27%	42%	48%	37%	48%	46%	38%	32%	47%	35%	42%
		cdefg	cdefg	ef	ef			ef	i		lmop	lmo			lmop		mo
No	1071	79	157	182	200	203	249	1071	480	587	287	298	229	254	585	483	1071
	35%	21%	28%	34%	37%	41%	47%	35%	33%	38%	33%	32%	36%	43%	33%	39%	35%
				a	ab	ab	abcdg	ab						jknp		jknp	
Don't know	682	64	102	107	128	142	138	682	265	406	163	198	162	149	361	312	682
	22%	17%	18%	20%	23%	28%	26%	22%	18%	26%	19%	22%	26%	25%	20%	25%	22%
					abcg	ab			h				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.

**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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3044	2130	308	302	304	3044	2657	387	402	2642	593	1421	1015	3044	502	1278	771
Effective Weighted Sample	1831	1421	226	224	251	1831	1625	213	222	1627	339	857	655	1831	287	756	503
Total	3042	2572	256	138	76	3042	2630	411	465	2577	689	1364	967	3042	472	1260	788
Yes	1289	1074	109	70	36	1289	1144	145	147	1142	162	590	535	1289	235	523	364
	42%	42%	43%	51%	47%	42%	43%	35%	32%	44%	24%	43%	55%	42%	50%	42%	46%
			ae				g			h		j	jkm	j	o		
No	1071	915	88	41	26	1071	907	163	176	895	348	477	236	1071	154	476	261
	35%	36%	35%	30%	34%	35%	34%	40%	38%	35%	51%	35%	24%	35%	33%	38%	33%
											klm	l		l			
Don't know	682	583	58	26	14	682	579	103	141	540	179	297	196	682	83	261	163
	22%	23%	23%	19%	19%	22%	22%	25%	30%	21%	26%	22%	20%	22%	18%	21%	21%
									i		l						

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

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

**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	3044	1092	1754	1932	928
Effective Weighted Sample	1831	636	1075	1132	604
Total	3042	1056	1779	1787	1072
Yes	1289 42%	542 51%	657 37%	675 38%	557 52%
		b			c
No	1071 35%	303 29%	717 40%	689 39%	318 30%
			a	d	
Don't know	682 22%	211 20%	406 23%	423 24%	198 18%
				d	

Columns Tested: a,b - c,d

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

**IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1359	274	284	258	206	148	189	1359	721	619	420	375	273	281	795	554	1359
Effective Weighted Sample	838	162	184	160	144	96	96	838	454	371	281	242	164	154	520	315	838
Total	1289	226	310	239	219	154	141	1289	697	571	421	422	244	192	843	437	1289
I reported it to the site/ app	421	79	109	101	59	41	32	421	226	187	149	120	83	68	269	152	421
	33%	35%	35%	42%	27%	27%	23%	33%	32%	33%	35%	28%	34%	36%	32%	35%	33%
		f	f	defg													
I commented on it to say it was incorrect/ misleading	299	42	75	68	65	22	26	299	192	103	132	78	52	36	210	88	299
	23%	19%	24%	29%	30%	15%	19%	23%	28%	18%	31%	19%	21%	19%	25%	20%	23%
				ae	ae				i		klmop						
I shared it online and said it was incorrect/ misleading	179	46	62	40	13	8	9	179	126	48	84	37	35	20	122	55	179
	14%	20%	20%	17%	6%	5%	6%	14%	18%	8%	20%	9%	14%	11%	14%	13%	14%
		defg	defg	def				def	i		kmnop				k		k
I did something else	18	*	5	4	6	2	1	18	11	7	6	5	3	4	12	7	18
	1%	*%	2%	2%	3%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%
					a												
TOTAL - TOOK SOME ACTION	709	129	193	155	114	60	58	709	409	285	266	202	133	103	468	236	709
	55%	57%	62%	65%	52%	39%	41%	55%	59%	50%	63%	48%	55%	54%	56%	54%	55%
		ef	ef	defg	e			ef	i		knop						
I didn't do anything/ I ignored it	561	93	108	83	101	94	82	561	279	276	151	213	110	82	364	192	561
	44%	41%	35%	35%	46%	61%	58%	44%	40%	48%	36%	50%	45%	43%	43%	44%	44%
					bc	abcdg	abcg	bc		h		j			j	j	j
Don't know	19	5	9	1	3	-	1	19	9	10	4	7	2	7	11	8	19
	1%	2%	3%	*%	1%	-%	1%	1%	1%	2%	1%	2%	1%	3%	1%	2%	1%

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

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

**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	SCOT-LAND	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	1359	932	128	152	147	1359	1205	154	149	1210	151	624	582	1359	250	547	369
Effective Weighted Sample	838	642	91	110	125	838	747	91	87	752	84	379	383	838	144	331	249
Total	1289	1074	109	70	36	1289	1144	145	147	1142	162	590	535	1289	235	523	364
I reported it to the site/ app	421	358	31	21	11	421	381	40	40	381	48	182	190	421	95	154	118
	33%	33%	29%	29%	30%	33%	33%	28%	27%	33%	30%	31%	36%	33%	40%	29%	33%
I commented on it to say it was incorrect/ misleading	299	245	27	19	8	299	257	42	28	271	29	131	138	299	53	105	103
	23%	23%	25%	27%	22%	23%	22%	29%	19%	24%	18%	22%	26%	23%	22%	20%	28%
I shared it online and said it was incorrect/ misleading	179	160	9	6	3	179	161	18	24	155	24	80	76	179	51	59	42
	14%	15%	9%	9%	9%	14%	14%	12%	16%	14%	15%	14%	14%	14%	22%	11%	12%
I did something else	18	17	1	1	-	18	15	3	-	18	2	9	7	18	2	9	4
	1%	2%	1%	2%	-%	1%	1%	2%	-%	2%	1%	1%	1%	1%	1%	2%	1%
TOTAL - TOOK SOME ACTION	709	594	57	40	18	709	629	80	75	634	85	321	301	709	156	261	197
	55%	55%	52%	56%	50%	55%	55%	55%	51%	56%	52%	54%	56%	55%	67%	50%	54%
I didn't do anything/ I ignored it	561	465	49	29	17	561	498	63	70	491	74	257	231	561	77	254	166
	44%	43%	45%	42%	48%	44%	44%	44%	48%	43%	45%	44%	43%	44%	33%	49%	46%
Don't know	19	14	3	1	*	19	17	2	3	16	4	11	4	19	2	7	1
	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	2%	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.

**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 a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1359	579	690	783	503
Effective Weighted Sample	838	342	446	471	333
Total	1289	542	657	675	557
I reported it to the site/ app	421 33%	187 34%	189 29%	204 30%	202 36%
I commented on it to say it was incorrect/ misleading	299 23%	134 25%	143 22%	114 17%	170 30% c
I shared it online and said it was incorrect/ misleading	179 14%	104 19% b	58 9%	57 8%	103 18% c
I did something else	18 1%	10 2%	8 1%	12 2%	7 1%
TOTAL - TOOK SOME ACTION	709 55%	327 60% b	319 49%	315 47%	357 64% c
I didn't do anything/ I ignored it	561 44%	202 37%	334 51% a	350 52% d	195 35%
Don't know	19 1%	14 3% b	4 1%	10 2%	5 1%

Columns Tested: a,b - c,d

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

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Follow an online 'how to' tutorial to create or do something of your own	894 29%	120 33%	193 34%	185 35%	140 25%	142 28%	114 20%	894 29%	407 28%	480 30%	270 31%	287 31%	201 31%	134 22%	557 31%	335 27%	894 29%
		f	df	dfg	f	f	f	f			m	m	m		m		m
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	777 25%	81 22%	168 29%	143 27%	157 29%	116 23%	113 20%	777 25%	354 24%	419 26%	278 31%	233 25%	160 25%	105 17%	511 28%	264 21%	777 25%
			af	f	f						klmop	m	m		mo		mo
Add filters to or edit photos	586 19%	130 35%	160 28%	123 23%	80 15%	44 9%	49 9%	586 19%	248 17%	331 21%	204 23%	174 19%	130 20%	76 12%	378 21%	206 16%	586 19%
		cdefg	defg	def	ef		ef			h	mop	m	m		mo		m
Create an online scrapbook of ideas, on sites like Pinterest	299 10%	57 15%	106 19%	56 11%	36 7%	24 5%	19 3%	299 10%	111 8%	183 12%	117 13%	74 8%	65 10%	42 7%	191 11%	107 9%	299 10%
		defg	cdefg	ef			ef			h	kmop				m		
Create an online photo book or calendar	290 9%	39 11%	76 13%	71 13%	49 9%	35 7%	19 3%	290 9%	124 9%	165 10%	110 12%	90 10%	50 8%	39 6%	201 11%	89 7%	290 9%
		f	efg	efg	f	f	f	f			lmop				mo		m
Make a meme or gif	277 9%	67 18%	83 15%	52 10%	37 7%	26 5%	11 2%	277 9%	152 10%	122 8%	89 10%	91 10%	56 9%	40 7%	180 10%	96 8%	277 9%
		cdefg	defg	ef	f	f	ef	ef	i						m		
Set up/ manage your own website	224 7%	42 11%	66 12%	57 11%	24 4%	19 4%	16 3%	224 7%	130 9%	90 6%	92 10%	60 6%	39 6%	33 5%	152 8%	72 6%	224 7%
		defg	defg	defg			ef	ef	i		klmop				mo		

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 84**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Have an online dating profile	212	40	74	52	23	8	16	212	132	78	64	59	45	45	123	89	212
	7%	11%	13%	10%	4%	2%	3%	7%	9%	5%	7%	6%	7%	7%	7%	7%	7%
		defg	defg	def	e			ef	i								
Write blogs or articles	192	33	48	48	27	19	17	192	114	77	91	35	41	25	126	66	192
	6%	9%	8%	9%	5%	4%	3%	6%	8%	5%	10%	4%	6%	4%	7%	5%	6%
		def	ef	def				f	i		klmnop				km		k
Make or edit music online (such as editing/ cutting or mixing tracks)	190	54	62	47	17	4	7	190	114	73	69	55	41	23	124	64	190
	6%	14%	11%	9%	3%	1%	1%	6%	8%	5%	8%	6%	6%	4%	7%	5%	6%
		cdefg	defg	def	e			def	i		mo				m		m
Make or modify a website/ app or game	185	45	60	38	22	9	11	185	118	64	83	49	29	23	132	51	185
	6%	12%	10%	7%	4%	2%	2%	6%	8%	4%	9%	5%	4%	4%	7%	4%	6%
		cdefg	defg	ef				ef	i		klmop				mo		
Contribute to collaborative websites such as Wikipedia	129	9	52	28	11	13	16	129	95	32	59	34	22	14	93	36	129
	4%	3%	9%	5%	2%	3%	3%	4%	6%	2%	7%	4%	3%	2%	5%	3%	4%
			adefg	d					i		klmop				mo		
Make a podcast	111	21	43	23	9	10	4	111	78	32	53	20	25	13	73	38	111
	4%	6%	8%	4%	2%	2%	1%	4%	5%	2%	6%	2%	4%	2%	4%	3%	4%
		def	defg	df				f	i		kmop						
ANY OF THESE	1885	282	431	369	300	264	238	1885	910	955	620	562	391	305	1183	696	1885
	61%	76%	75%	70%	55%	52%	43%	61%	62%	60%	70%	61%	61%	50%	65%	56%	61%
		defg	defg	defg	f	f		def			klmop	m	m		mop		mo
None of these	1127	77	129	142	228	237	315	1127	517	593	252	348	236	281	601	517	1127
	37%	21%	23%	27%	42%	47%	56%	37%	35%	37%	29%	38%	37%	46%	33%	41%	37%
					abc	abcg	abcdcg	abc				j	j	jklnp		jnp	j

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

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

**IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Don't know	71	11	13	19	21	4	4	71	35	35	13	14	14	25	26	38	71
	2%	3%	2%	4%	4%	1%	1%	2%	2%	2%	1%	2%	2%	4%	1%	3%	2%
		f		ef	ef									jknp		n	

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



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

**IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Follow an online 'how to' tutorial to create or do something of your own	894 29%	759 29%	68 26%	43 31%	25 32%	894 29%	794 30%	101 24%	87 19%	807 31% h	90 13%	365 27% j	437 45% jkm	894 29% j	142 30%	397 31%	239 30%
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	777 25%	648 25%	64 25%	43 31%	23 29%	777 25%	676 25%	101 24%	76 16%	702 27% h	63 9%	336 24% j	378 39% jkm	777 25% j	115 24%	323 25%	231 29%
Add filters to or edit photos	586 19%	487 19%	55 21%	23 17%	20 26% ace	586 19%	545 20% g	41 10%	87 19%	499 19%	60 8%	236 17% j	289 30% jkm	586 19% j	109 23% o	205 16%	165 21% o
Create an online scrapbook of ideas, on sites like Pinterest	299 10%	256 10%	18 7%	19 14% b	6 8%	299 10%	263 10%	36 9%	25 5%	274 10% h	24 3%	130 9% j	146 15% jkm	299 10% j	47 10%	114 9%	87 11%
Create an online photo book or calendar	290 9%	231 9%	36 14% ae	14 10%	9 11%	290 9%	263 10%	27 6%	31 7%	259 10%	32 5%	103 8% jkm	154 16% jkm	290 9% j	61 13%	119 9%	80 10%
Make a meme or gif	277 9%	233 9%	21 8%	14 10%	9 12%	277 9%	255 10% g	22 5%	39 8%	237 9%	29 4%	114 8% j	134 14% jkm	277 9% j	69 15% op	96 8%	65 8%
Set up/ manage your own website	224 7%	192 7%	16 6%	12 9%	4 6%	224 7%	205 8%	20 5%	20 4%	204 8%	26 4%	91 7% j	107 11% jkm	224 7% j	30 6%	79 6%	73 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.

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Have an online dating profile	212 7%	179 7%	14 5%	15 11%	4 5%	212 7%	197 7%	15 4%	19 4%	194 7%	19 3%	78 6%	115 12%	212 7%	36 8%	91 7%	47 6%
Write blogs or articles	192 6%	163 6%	18 7%	7 5%	4 5%	192 6%	175 7%	17 4%	16 3%	176 7%	27 4%	66 5%	99 10%	192 6%	42 9%	62 5%	59 7%
Make or edit music online (such as editing/ cutting or mixing tracks)	190 6%	160 6%	17 7%	8 5%	5 6%	190 6%	181 7%	9 2%	22 5%	168 6%	10 1%	80 6%	99 10%	190 6%	42 9%	69 5%	43 5%
Make or modify a website/ app or game	185 6%	163 6%	9 3%	8 5%	5 7%	185 6%	166 6%	19 4%	18 4%	167 6%	23 3%	69 5%	92 10%	185 6%	38 8%	65 5%	47 6%
Contribute to collaborative websites such as Wikipedia	129 4%	104 4%	15 6%	6 4%	4 5%	129 4%	125 5%	5 1%	7 2%	122 5%	14 2%	49 4%	66 7%	129 4%	19 4%	41 3%	39 5%
Make a podcast	111 4%	93 4%	5 2%	9 6%	3 5%	111 4%	99 4%	12 3%	9 2%	101 4%	10 1%	51 4%	49 5%	111 4%	26 6%	40 3%	26 3%
ANY OF THESE	1885 61%	1584 61%	157 61%	92 66%	53 68%	1885 61%	1679 63%	205 49%	242 52%	1643 63%	279 39%	827 60%	776 80%	1885 61%	328 69%	773 60%	483 60%
None of these	1127 37%	960 37%	101 39%	43 31%	24 31%	1127 37%	917 34%	210 50%	190 41%	938 36%	407 57%	521 38%	183 19%	1127 37%	139 29%	481 38%	309 39%

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

All interviewing conducted using an online panel. Any break column with 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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Don't know	71	65	1	4	*	71	64	7	34	37	31	25	8	71	6	24	11
	2%	3%	3%	3%	3%	2%	2%	2%	7%	1%	4%	2%	1%	2%	1%	2%	1%
		d		bd		d			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.

**IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Follow an online 'how to' tutorial to create or do something of your own	894 29%	346 32%	503 28%	520 28%	357 33% c
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	777 25%	288 27%	453 25%	454 25%	298 28%
Add filters to or edit photos	586 19%	242 23% b	306 17%	299 16%	260 24% c
Create an online scrapbook of ideas, on sites like Pinterest	299 10%	141 13% b	138 8%	146 8%	135 13% c
Create an online photo book or calendar	290 9%	114 11%	163 9%	136 7%	146 14% c
Make a meme or gif	277 9%	146 14% b	113 6%	130 7%	127 12% c
Set up/ manage your own website	224 7%	93 9% b	102 6%	108 6%	97 9% c

Columns Tested: a,b - c,d

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

**IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Have an online dating profile	212 7%	100 9% b	98 5%	118 6%	81 8%
Write blogs or articles	192 6%	76 7% b	94 5%	75 4%	104 10% c
Make or edit music online (such as editing/ cutting or mixing tracks)	190 6%	96 9% b	75 4%	75 4%	99 9% c
Make or modify a website/ app or game	185 6%	82 8% b	83 5%	79 4%	87 8% c
Contribute to collaborative websites such as Wikipedia	129 4%	60 6% b	58 3%	43 2%	64 6% c
Make a podcast	111 4%	42 4%	54 3%	43 2%	58 5% c
ANY OF THESE	1885 61%	713 67% b	1048 58%	1011 55%	762 71% c

Columns Tested: a,b - c,d

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

**IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
None of these	1127 37%	336 31%	722 40% a	782 43% d	287 27%
Don't know	71 2%	22 2%	34 2%	31 2%	26 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.

**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						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	2819	440	504	539	463	405	468	2819	1360	1430	753	750	589	710	1503	1299	2819
Effective Weighted Sample	1695	263	315	331	299	254	245	1695	855	825	486	484	346	380	969	718	1695
Total	2790	368	562	510	502	451	397	2790	1349	1405	788	851	597	532	1639	1130	2790
I spend too much time doing this	676	179	187	154	87	45	25	676	291	373	193	220	148	106	413	255	676
	24%	49%	33%	30%	17%	10%	6%	24%	22%	27%	25%	26%	25%	20%	25%	23%	24%
		bcdefg	defg	defg	ef			def		h		m			m		
I am comfortable with the amount of time I spend doing this	1969	168	348	332	393	383	345	1969	994	953	561	593	417	388	1154	805	1969
	71%	46%	62%	65%	78%	85%	87%	71%	74%	68%	71%	70%	70%	73%	70%	71%	71%
			a	a	abcg	abcdg	abcdg	abc	i								
I would like to spend more time doing this	98	12	21	11	22	15	17	98	45	51	22	24	27	24	46	51	98
	4%	3%	4%	2%	4%	3%	4%	4%	3%	4%	3%	3%	5%	5%	3%	5%	4%
Don't know	47	9	5	14	1	8	10	47	19	28	13	14	5	14	26	19	47
	2%	2%	1%	3%	*%	2%	3%	2%	1%	2%	2%	2%	1%	3%	2%	2%	2%
		d		d			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.

**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	2819	1948	286	286	299	2819	2476	343	376	2443	468	1336	1009	2819	482	1166	714
Effective Weighted Sample	1695	1308	210	212	247	1695	1518	185	207	1503	264	803	651	1695	275	695	463
Total	2790	2352	234	129	75	2790	2432	358	423	2367	550	1272	961	2790	452	1143	723
I spend too much time doing this	676 24%	560 24%	56 24%	38 30%	22 29%	676 24%	621 26%	56 16%	115 27%	561 24%	116 21%	301 24%	259 27%	676 24%	149 33%	255 22%	147 20%
I am comfortable with the amount of time I spend doing this	1969 71%	1664 71%	170 72%	85 66%	50 66%	1969 71%	1689 69%	280 78%	275 65%	1694 72%	369 67%	917 72%	678 71%	1969 71%	285 63%	827 72%	556 77%
I would like to spend more time doing this	98 4%	84 4%	7 3%	4 3%	2 3%	98 4%	82 3%	16 4%	22 5%	76 3%	39 7%	40 3%	19 2%	98 4%	11 2%	47 4%	15 2%
Don't know	47 2%	43 2%	1 1%	1 1%	1 2%	47 2%	41 2%	6 2%	11 3%	36 2%	25 5%	14 1%	5 *%	47 2%	7 2%	14 1%	6 1%

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



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

**Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)**

Base : All respondents who watch content on video sharing platforms

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2819	1018	1612	1737	909
Effective Weighted Sample	1695	588	993	1011	595
Total	2790	968	1628	1582	1043
I spend too much time doing this	676 24%	277 29% b	341 21%	345 22%	295 28% c
I am comfortable with the amount of time I spend doing this	1969 71%	628 65%	1223 75% a	1165 74% d	696 67%
I would like to spend more time doing this	98 4%	47 5% b	43 3%	49 3%	38 4%
Don't know	47 2%	16 2%	22 1%	23 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.

**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	2756	435	493	522	450	380	476	2756	1264	1464	734	728	572	704	1462	1276	2756
Effective Weighted Sample	1657	260	308	318	291	241	250	1657	795	847	479	467	333	379	944	704	1657
Total	2721	363	552	498	502	415	390	2721	1251	1436	775	817	578	530	1591	1107	2721
I spend too much time doing this	759	181	213	168	100	69	28	759	318	432	244	238	171	99	481	270	759
	28%	50%	39%	34%	20%	17%	7%	28%	25%	30%	31%	29%	30%	19%	30%	24%	28%
		bcdefg	defg	defg	f	f		def		h	mo	m	m		mo	m	m
I am comfortable with the amount of time I spend doing this	1859	163	324	316	382	329	345	1859	892	944	508	554	381	403	1062	784	1859
	68%	45%	59%	63%	76%	79%	88%	68%	71%	66%	66%	68%	66%	76%	67%	71%	68%
			a	a	abcg	abcg	abcdeg	ab	i					jklnp			
I would like to spend more time doing this	77	17	12	7	18	13	10	77	32	44	14	21	24	18	35	42	77
	3%	5%	2%	1%	4%	3%	2%	3%	3%	3%	2%	3%	4%	3%	2%	4%	3%
		c											j				
Don't know	26	2	3	7	3	3	7	26	9	16	8	5	1	9	13	11	26
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%

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

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

**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 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	2756	1923	273	275	285	2756	2405	351	366	2390	487	1289	973	2756	470	1154	691
Effective Weighted Sample	1657	1286	198	205	236	1657	1468	193	205	1466	271	777	630	1657	269	684	454
Total	2721	2301	223	125	71	2721	2359	362	416	2305	557	1235	922	2721	444	1113	706
I spend too much time doing this	759 28%	635 28%	61 27%	40 32%	23 33%	759 28%	671 28%	88 24%	127 31%	631 27%	130 23%	325 26%	303 33%	759 28%	147 33%	275 25%	193 27%
I am comfortable with the amount of time I spend doing this	1859 68%	1578 69%	156 70%	81 65%	45 63%	1859 68%	1593 68%	266 74%	259 62%	1600 69%	374 67%	869 70%	610 66%	1859 68%	281 63%	802 72%	501 71%
I would like to spend more time doing this	77 3%	66 3%	4 2%	4 3%	3 4%	77 3%	75 3%	2 1%	24 6%	53 2%	35 6%	37 3%	5 1%	77 3%	14 3%	31 3%	8 1%
Don't know	26 1%	23 1%	2 1%	- -%	* 1%	26 1%	20 1%	5 2%	5 1%	20 1%	18 3%	4 *%	4 *%	26 1%	3 1%	5 *%	4 1%

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

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

**Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	2756	1005	1570	1697	889
Effective Weighted Sample	1657	582	964	992	579
Total	2721	957	1575	1538	1017
I spend too much time doing this	759 28%	301 31%	389 25%	365 24%	344 34%
		b			c
I am comfortable with the amount of time I spend doing this	1859 68%	613 64%	1140 72%	1126 73%	639 63%
			a	d	
I would like to spend more time doing this	77 3%	32 3%	35 2%	38 2%	30 3%
Don't know	26 1%	11 1%	10 1%	10 1%	4 *0%

Columns Tested: a,b - c,d

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

**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						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	2338	415	476	466	371	287	323	2338	1131	1180	655	581	500	587	1236	1087	2338
Effective Weighted Sample	1404	248	301	285	235	174	173	1404	705	682	425	366	299	315	790	610	1404
Total	2325	349	530	445	422	313	266	2325	1152	1142	706	658	497	447	1365	944	2325
I spend too much time doing this	361 16%	79 23% cdefg	93 18% d	70 16%	46 11%	37 12%	36 13%	361 16%	183 16%	170 15%	130 18% lmo	107 16%	61 12%	58 13%	236 17% lo	119 13%	361 16%
I am comfortable with the amount of time I spend doing this	1694 73%	213 61%	355 67%	320 72% a	332 79% ab	260 83% abcg	215 81% abcg	1694 73% ab	852 74%	824 72%	497 70%	494 75%	371 75%	322 72%	991 73%	693 73%	1694 73%
I would like to spend more time doing this	200 9%	44 13% efg	66 12% efg	40 9% ef	32 8% e	9 3%	10 4%	200 9% ef	102 9%	94 8%	59 8%	37 6%	52 10% k	53 12% kn	96 7%	104 11% kn	200 9%
Don't know	69 3%	13 4%	17 3%	15 3%	12 3%	7 2%	4 2%	69 3%	15 1%	54 5% h	21 3%	21 3%	13 3%	15 3%	42 3%	27 3%	69 3%

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

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

**Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)**

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	2338	1617	242	240	239	2338	2078	260	305	2033	345	1089	898	2338	414	965	574
Effective Weighted Sample	1404	1083	175	175	203	1404	1263	142	165	1254	196	654	578	1404	238	576	370
Total	2325	1958	199	108	60	2325	2064	261	347	1978	414	1051	849	2325	407	938	586
I spend too much time doing this	361 16%	303 15%	31 16%	19 18%	9 14%	361 16%	324 16%	37 14%	44 13%	317 16%	56 14%	173 16%	132 16%	361 16%	75 19%	143 15%	82 14%
I am comfortable with the amount of time I spend doing this	1694 73%	1428 73%	152 77%	73 68%	41 68%	1694 73%	1495 72%	199 76%	253 73%	1441 73%	300 72%	757 72%	627 74%	1694 73%	265 65%	702 75% n	458 78% n
I would like to spend more time doing this	200 9%	164 8%	12 6%	15 14% abe	9 15% abe	200 9%	183 9%	17 6%	30 9%	170 9%	40 10%	96 9%	64 8%	200 9%	53 13% op	76 8%	29 5%
Don't know	69 3%	63 3%	4 2%	1 1%	1 2%	69 3%	61 3%	9 3%	19 5%	51 3%	18 4%	26 2%	26 3%	69 3%	13 3%	16 2%	16 3%

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

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

**Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)**

Base : All respondents who play games

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2338	905	1271	1373	817
Effective Weighted Sample	1404	519	788	794	536
Total	2325	875	1281	1238	939
I spend too much time doing this	361 16%	195 22% b	129 10%	192 16%	151 16%
I am comfortable with the amount of time I spend doing this	1694 73%	568 65%	1016 79% a	926 75%	665 71%
I would like to spend more time doing this	200 9%	85 10%	103 8%	92 7%	89 9%
Don't know	69 3%	27 3%	32 3%	27 2%	34 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.

**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						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
I spend too much time doing this	450 15%	80 22% cdefg	117 20% cdefg	76 14% f	68 12% f	63 13% f	46 8% f	450 15% f	182 12% f	263 17% h	134 15% f	144 16% f	87 14% f	79 13% f	278 15% f	166 13% f	450 15% f
I am comfortable with the amount of time I spend doing this	2393 78%	224 61% a	419 73% a	412 78% a	435 79% a	424 84% abg	479 86% abcdg	2393 78% a	1160 79% a	1206 76% a	679 77% a	729 79% a	505 79% a	470 77% a	1408 78% a	975 78% a	2393 78% a
I would like to spend more time doing this	171 6%	51 14% bcdefg	27 5% bcdefg	28 5% bcdefg	35 6% f	15 3% f	16 3% f	171 6% f	91 6% f	77 5% f	55 6% k	33 4% k	41 6% k	41 7% k	88 5% k	82 7% k	171 6% k
Don't know	68 2%	15 4% e	9 2% e	15 3% e	10 2% e	3 1% e	17 3% e	68 2% e	29 2% e	38 2% e	17 2% e	19 2% e	8 1% e	21 3% e	36 2% e	28 2% e	68 2% e

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



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

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
I spend too much time doing this	450 15%	378 14%	38 15%	24 17%	11 14%	450 15%	410 15%	40 10%	79 17%	371 14%	80 11%	209 15%	161 17%	450 15%	104 22%	189 15%	105 13%
I am comfortable with the amount of time I spend doing this	2393 78%	2029 78%	199 77%	104 75%	61 79%	2393 78%	2043 77%	350 83%	347 75%	2045 78%	553 77%	1060 77%	759 78%	2393 78%	334 71%	1012 79%	641 80%
I would like to spend more time doing this	171 6%	145 6%	14 5%	8 6%	4 6%	171 6%	157 6%	15 4%	24 5%	148 6%	48 7%	77 6%	46 5%	171 6%	27 6%	59 5%	48 6%
Don't know	68 2%	56 2%	8 3%	3 2%	1 2%	68 2%	51 2%	17 4%	15 3%	53 2%	37 5%	26 2%	1 *%	68 2%	9 2%	18 1%	8 1%

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

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

**Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
I spend too much time doing this	450 15%	214 20% b	200 11%	248 14%	175 16%
I am comfortable with the amount of time I spend doing this	2393 78%	772 72%	1482 82% a	1457 80% d	814 76%
I would like to spend more time doing this	171 6%	68 6%	85 5%	86 5%	69 6%
Don't know	68 2%	17 2%	36 2%	33 2%	17 2%

Columns Tested: a,b - c,d

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

**Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Look up health symptoms	1330	148	208	220	247	257	250	1330	544	773	391	425	283	227	815	509	1330
	43%	40%	36%	42%	45%	51%	45%	43%	37%	49%	44%	46%	44%	37%	45%	41%	43%
				b	abcg	b	b		h	m	m	m		m		m	
Relax	1058	186	241	218	206	119	88	1058	511	528	331	307	222	187	638	409	1058
	34%	50%	42%	41%	38%	24%	16%	34%	35%	33%	37%	33%	35%	31%	35%	33%	34%
		bcdefg	efg	efg	ef	f	ef		m								
Healthy eating/ nutrition	991	147	214	190	186	140	114	991	360	618	310	306	228	142	616	370	991
	32%	40%	37%	36%	34%	28%	20%	32%	25%	39%	35%	33%	36%	23%	34%	30%	32%
		efg	ef	ef	f	f	f		h	mo	m	mo	mo		mo	m	m
Improve your mood/ feel happy	771	150	214	163	116	78	50	771	383	374	235	247	165	117	482	283	771
	25%	41%	37%	31%	21%	15%	9%	25%	26%	24%	27%	27%	26%	19%	27%	23%	25%
		cdefg	defg	defg	f	f	ef		m	m	m	m		mo	m	m	
Follow a fitness programme/ health tracker	717	111	196	146	120	99	45	717	298	410	239	229	159	86	468	244	717
	23%	30%	34%	28%	22%	20%	8%	23%	20%	26%	27%	25%	25%	14%	26%	20%	23%
		defg	defg	ef	f	f	f		h	mo	mo	mo	mo		mo	m	mo
Sleep	677	138	175	123	130	72	39	677	326	339	205	218	135	112	423	247	677
	22%	37%	31%	23%	24%	14%	7%	22%	22%	21%	23%	24%	21%	18%	23%	20%	22%
		cdefg	cefg	ef	ef	f	ef					m			m		
Get support when feeling unhappy/ anxious/ worried	536	106	138	113	102	52	26	536	226	300	172	181	112	66	353	178	536
	17%	29%	24%	21%	19%	10%	5%	17%	15%	19%	19%	20%	17%	11%	19%	14%	17%
		cdefg	efg	ef	ef	f	ef		h	mo	mo	m		mo	mo	mo	mo
Meditate	442	88	128	74	81	49	24	442	207	229	163	132	89	54	295	143	442
	14%	24%	22%	14%	15%	10%	4%	14%	14%	14%	18%	14%	14%	9%	16%	11%	14%
		cdefg	cdefg	f	f	f	ef				mop	m	m		mo		mo

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

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

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Feel energised	364	76	99	89	58	27	15	364	201	156	131	107	73	52	239	125	364
	12%	21%	17%	17%	11%	5%	3%	12%	14%	10%	15%	12%	11%	9%	13%	10%	12%
		defg	defg	defg	ef			ef	i		mo				mo		
ANY OF THESE	2396	331	507	437	430	360	331	2396	1090	1275	724	707	521	429	1431	950	2396
	78%	90%	88%	82%	79%	71%	59%	78%	75%	80%	82%	76%	81%	70%	79%	76%	78%
		cdefg	cdefg	ef	ef	f		ef		h	kmop	m	mo		m	m	m
None of these	628	26	54	78	110	139	220	628	348	276	140	204	117	164	345	281	628
	20%	7%	10%	15%	20%	28%	40%	20%	24%	17%	16%	22%	18%	27%	19%	22%	20%
				ab	ab	abcdg	abcdg	abc	i			j		jlnp		j	j
Don't know	59	13	12	15	8	6	6	59	25	34	21	13	2	18	34	20	59
	2%	3%	2%	3%	1%	1%	1%	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%
		f									l			l	l		l
Base for stats	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mean number of type of app/ site/ online service used (out of 9)	2.2	3.1	2.8	2.5	2.3	1.8	1.2	2.2	2.1	2.4	2.5	2.3	2.3	1.7	2.4	2.0	2.2
		bcdefg	cdefg	defg	ef	f		ef		h	mop	mo	mo		mop	m	mo
Standard deviation	2.01	2.26	2.08	2.04	2.03	1.70	1.33	2.01	1.94	2.06	1.99	2.18	1.96	1.75	2.09	1.88	2.01
Standard error	.04	.11	.09	.09	.09	.08	.05	.04	.05	.05	.07	.08	.08	.06	.05	.05	.04

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

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

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Look up health symptoms	1330 43%	1128 43%	111 43%	60 44%	31 40%	1330 43%	1131 43%	198 47%	158 34%	1171 45%	187 26%	614 45%	528 55%	1330 43%	177 37%	573 45%	391 49%
Relax	1058 34%	885 34%	90 35%	53 38%	30 39%	1058 34%	952 36%	106 25%	128 27%	931 36%	145 20%	428 31%	484 50%	1058 34%	192 41%	405 32%	294 37%
Healthy eating/ nutrition	991 32%	831 32%	91 35%	42 30%	28 36%	991 32%	832 31%	159 38%	134 29%	857 33%	121 17%	416 30%	454 47%	991 32%	150 32%	416 33%	288 36%
Improve your mood/ feel happy	771 25%	630 24%	74 29%	42 30%	25 33%	771 25%	688 26%	83 20%	79 17%	692 26%	84 12%	322 23%	366 38%	771 25%	144 30%	284 22%	213 27%
Follow a fitness programme/ health tracker	717 23%	602 23%	64 25%	28 20%	23 30%	717 23%	634 24%	83 20%	86 19%	630 24%	65 9%	294 21%	358 37%	717 23%	100 21%	286 22%	227 28%
Sleep	677 22%	571 22%	50 19%	30 22%	26 33%	677 22%	609 23%	68 16%	106 23%	571 22%	91 13%	282 21%	303 31%	677 22%	131 28%	249 19%	172 21%
Get support when feeling unhappy/ anxious/ worried	536 17%	455 17%	43 16%	26 18%	14 18%	536 17%	482 18%	55 13%	47 10%	489 19%	51 7%	217 16%	269 28%	536 17%	96 20%	207 16%	136 17%
Meditate	442 14%	375 14%	37 14%	16 12%	14 18%	442 14%	393 15%	50 12%	45 10%	397 15%	38 5%	190 14%	215 22%	442 14%	85 18%	153 12%	135 17%

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

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

**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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Feel energised	364	312	22	20	10	364	333	31	26	338	36	143	185	364	78	108	106
	12%	12%	9%	14%	13%	12%	13%	7%	6%	13%	5%	10%	19%	12%	16%	8%	13%
				b			g			h		j	jkm	j	o		o
ANY OF THESE	2396	2013	208	113	62	2396	2089	308	339	2057	429	1085	881	2396	388	968	645
	78%	77%	80%	81%	81%	78%	78%	73%	73%	79%	60%	79%	91%	78%	82%	76%	80%
												j	jkm	j	o		o
None of these	628	544	48	22	14	628	524	104	101	527	251	272	84	628	69	301	156
	20%	21%	19%	16%	18%	20%	20%	25%	22%	20%	35%	20%	9%	20%	15%	24%	19%
											klm	l		l		n	
Don't know	59	51	2	4	1	59	49	10	25	33	38	15	3	59	16	9	1
	2%	2%	1%	3%	1%	2%	2%	2%	5%	1%	5%	1%	3%	2%	3%	1%	3%
									i		klm		3%	l	op		3%
Base for stats	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mean number of type of app/ site/ online service used (out of 9)	2.2	2.2	2.2	2.3	2.6	2.2	2.3	2.0	1.7	2.3	1.1	2.1	3.3	2.2	2.4	2.1	2.4
					abe		g			h		j	jkm	j	o		o
Standard deviation	2.01	2.02	2.04	1.88	2.15	2.01	2.03	1.88	1.65	2.06	1.40	1.82	2.16	2.01	1.96	1.94	2.14
Standard error	.04	.04	.12	.11	.12	.04	.04	.09	.08	.04	.06	.05	.07	.04	.09	.05	.08

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

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

**Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Look up health symptoms	1330	517	760	863	430
	43%	48%	42%	47%	40%
		b		d	
Relax	1058	413	570	557	446
	34%	39%	32%	31%	42%
		b		c	
Healthy eating/ nutrition	991	375	564	554	404
	32%	35%	31%	30%	38%
				c	
Improve your mood/ feel happy	771	330	385	397	347
	25%	31%	21%	22%	32%
		b		c	
Follow a fitness programme/ health tracker	717	260	421	362	332
	23%	24%	23%	20%	31%
				c	
Sleep	677	328	296	342	288
	22%	31%	16%	19%	27%
		b		c	
Get support when feeling unhappy/ anxious/ worried	536	281	227	270	240
	17%	26%	13%	15%	22%
		b		c	
Meditate	442	192	222	240	179
	14%	18%	12%	13%	17%
		b		c	

Columns Tested: a,b - c,d

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

**Q5. Have you ever used websites, apps or other online services to help you with any of the following things? (MULTI CODE)**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Feel energised	364 12%	131 12%	209 12%	163 9%	176 16%
					c
ANY OF THESE	2396 78%	889 83%	1351 75%	1352 74%	906 84%
		b			c
None of these	628 20%	162 15%	439 24%	439 24%	156 14%
			a	d	
Don't know	59 2%	19 2%	14 1%	33 2%	13 1%
Base for stats	3083	1071	1803	1824	1075
Mean number of type of app/ site/ online service used (out of 9)	2.2	2.6 b	2.0	2.1	2.6 c
Standard deviation	2.01	2.09	1.95	1.99	2.05
Standard error	.04	.06	.05	.04	.07

Columns Tested: a,b - c,d



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

**Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Disable notifications on devices or use 'Do not Disturb' settings	777	136	197	145	133	99	67	777	346	425	256	248	167	101	504	268	777
	25%	37%	34%	27%	24%	20%	12%	25%	24%	27%	29%	27%	26%	17%	28%	21%	25%
		cdefg	cdefg	ef	f	f		ef			mo	mo	m		mo	m	mo
Set aside time for yourself when you are not online	775	101	151	121	125	119	158	775	357	401	236	246	145	144	482	288	775
	25%	27%	26%	23%	23%	24%	28%	25%	24%	25%	27%	27%	23%	24%	27%	23%	25%
Taken a deliberate break from any social media apps	650	123	161	139	103	83	42	650	321	315	204	214	139	89	419	227	650
	21%	33%	28%	26%	19%	16%	7%	21%	22%	20%	23%	23%	22%	15%	23%	18%	21%
		defg	defg	defg	f	f		f			mo	mo	m		mo		m
Deleted apps because you spend too much time on them	618	118	165	118	102	65	52	618	291	314	199	174	146	92	373	238	618
	20%	32%	29%	22%	19%	13%	9%	20%	20%	20%	22%	19%	23%	15%	21%	19%	20%
		cdefg	defg	ef	f			ef			m		m		m		m
Chosen not to take devices such as phones or tablets to bed with you	605	83	106	77	78	114	146	605	302	298	191	202	106	102	393	207	605
	20%	22%	19%	15%	14%	23%	26%	20%	21%	19%	22%	22%	16%	17%	22%	17%	20%
		cd				cd	bcdg	cd			o	lmo			lmo		
Deleted apps because they are bad for your mental health/ self-esteem	406	88	115	90	62	28	23	406	225	174	131	126	82	64	257	146	406
	13%	24%	20%	17%	11%	5%	4%	13%	15%	11%	15%	14%	13%	10%	14%	12%	13%
		cdefg	defg	def	ef			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.

**Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Taken a deliberate break from any other apps	333	64	87	61	62	37	22	333	195	134	123	103	70	34	226	104	333
	11%	17%	15%	12%	11%	7%	4%	11%	13%	8%	14%	11%	11%	6%	12%	8%	11%
		cdefg	efg	f	f			f	i		mop	m	m		mo		m
Used an app to help reduce your 'screen time' / time spent using devices	265	64	98	60	22	12	10	265	140	118	115	78	39	32	192	72	265
	9%	17%	17%	11%	4%	2%	2%	9%	10%	7%	13%	8%	6%	5%	11%	6%	9%
		cdefg	cdefg	def				def			klmop				lmo		mo
ANY OF THESE	2056	320	445	361	346	290	293	2056	998	1029	640	633	421	347	1273	769	2056
	67%	87%	78%	68%	63%	57%	53%	67%	68%	65%	72%	68%	66%	57%	70%	61%	67%
		bcdefg	cdefg	ef	f			ef			lmop	mo	m		mop		mo
None of these	955	32	115	154	185	213	256	955	436	518	235	279	202	238	514	440	955
	31%	9%	20%	29%	34%	42%	46%	31%	30%	33%	27%	30%	32%	39%	28%	35%	31%
			a	ab	ab	abcdg	abcdg	ab						jklnp		jnp	j
Don't know	72	18	13	14	17	2	8	72	28	38	10	12	17	25	23	42	72
	2%	5%	2%	3%	3%	0%	2%	2%	2%	2%	1%	1%	3%	4%	1%	3%	2%
		efg	e	e	e			e						jknp		jkn	n
<b>SUMMARY</b>																	
DELETING ANY APPS	842	162	233	164	139	78	65	842	429	396	279	232	192	131	511	323	842
	27%	44%	41%	31%	25%	16%	12%	27%	29%	25%	32%	25%	30%	21%	28%	26%	27%
		cdefg	cdefg	ef	ef			ef	i		kmo		m		m		m
TAKING A BREAK FROM ANY APP	810	151	197	168	139	98	57	810	424	373	263	266	170	107	529	277	810
	26%	41%	34%	32%	25%	19%	10%	26%	29%	24%	30%	29%	27%	18%	29%	22%	26%
		cdefg	defg	efg	f	f		ef	i		mo	mo	m		mo		mo

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

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

**Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Disable notifications on devices or use 'Do not Disturb' settings	777 25%	644 25%	65 25%	42 30%	27 34% abe	777 25%	693 26%	84 20%	107 23%	670 26%	80 11%	338 25% j	359 37% jkm	777 25% j	128 27%	299 23%	225 28%
Set aside time for yourself when you are not online	775 25%	660 25%	65 25%	30 22%	20 26%	775 25%	677 25%	98 23%	92 20%	683 26% h	127 18%	334 24% j	314 32% jkm	775 25% j	135 29%	328 26%	203 25%
Taken a deliberate break from any social media apps	650 21%	536 21%	52 20%	42 31% abe	20 26%	650 21%	577 22%	72 17%	76 16%	574 22%	83 12%	263 19% j	298 31% jkm	650 21% j	124 26% op	251 20%	152 19%
Deleted apps because you spend too much time on them	618 20%	511 20%	52 20%	32 23%	22 29% abe	618 20%	550 21%	68 16%	102 22%	517 20%	71 10%	275 20% j	272 28% jkm	618 20% j	111 23%	252 20%	150 19%
Chosen not to take devices such as phones or tablets to bed with you	605 20%	497 19%	60 23%	30 21%	18 24%	605 20%	532 20%	73 17%	75 16%	530 20%	121 17%	283 21%	200 21%	605 20%	100 21%	271 21%	141 18%
Deleted apps because they are bad for your mental health/ self-esteem	406 13%	334 13%	35 14%	24 17%	14 18% ae	406 13%	367 14%	39 9%	40 9%	366 14% h	41 6%	190 14% j	175 18% jkm	406 13% j	84 18% op	151 12%	96 12%

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

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

**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	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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Taken a deliberate break from any other apps	333	268	31	24	10	333	313	20	27	306	28	138	164	333	56	116	100
	11%	10%	12%	17%	13%	11%	12%	5%	6%	12%	4%	10%	17%	11%	12%	9%	13%
				ae			g		h			j	jkm	j			o
Used an app to help reduce your 'screen time' / time spent using devices	265	222	23	11	10	265	252	13	32	233	25	102	139	265	50	97	66
	9%	9%	9%	8%	12%	9%	9%	3%	7%	9%	3%	7%	14%	9%	11%	8%	8%
				ae			g					j	jkm	j			
ANY OF THESE	2056	1726	171	100	59	2056	1813	243	297	1759	369	927	751	2056	355	832	526
	67%	66%	66%	72%	76%	67%	68%	57%	64%	67%	51%	68%	78%	67%	75%	65%	66%
				abe			g					j	jkm	j	op		
None of these	955	817	86	35	17	955	792	163	148	806	306	428	204	955	111	423	270
	31%	31%	33%	25%	22%	31%	30%	39%	32%	31%	43%	31%	21%	31%	23%	33%	34%
		d	d			d		f			klm	l		l		n	n
Don't know	72	66	2	3	1	72	56	16	20	52	42	18	12	72	7	23	7
	2%	3%	1%	2%	2%	2%	2%	4%	4%	2%	6%	1%	1%	2%	1%	2%	1%
									i		klm						
<b>SUMMARY</b>																	
DELETING ANY APPS	842	699	72	44	28	842	753	89	125	717	102	392	348	842	162	333	195
	27%	27%	28%	32%	36%	27%	28%	21%	27%	27%	14%	29%	36%	27%	34%	26%	24%
					ae		g					j	jkm	j	op		
TAKING A BREAK FROM ANY APP	810	671	64	51	24	810	728	82	91	719	104	336	363	810	151	304	207
	26%	26%	25%	37%	32%	26%	27%	20%	20%	27%	14%	24%	38%	26%	32%	24%	26%
				abe			g		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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Disable notifications on devices or use 'Do not Disturb' settings	777 25%	332 31% b	411 23%	428 23%	325 30% c
Set aside time for yourself when you are not online	775 25%	310 29% b	434 24%	465 26%	276 26%
Taken a deliberate break from any social media apps	650 21%	288 27% b	323 18%	297 16%	306 28% c
Deleted apps because you spend too much time on them	618 20%	269 25% b	298 17%	314 17%	270 25% c
Chosen not to take devices such as phones or tablets to bed with you	605 20%	233 22%	336 19%	381 21%	193 18%
Deleted apps because they are bad for your mental health/ self-esteem	406 13%	198 19% b	188 10%	185 10%	183 17% c

Columns Tested: a,b - c,d

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

**Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Taken a deliberate break from any other apps	333	142	176	168	140
	11%	13%	10%	9%	13%
		b			c
Used an app to help reduce your 'screen time'/ time spent using devices	265	115	124	111	135
	9%	11%	7%	6%	13%
		b			c
ANY OF THESE	2056	804	1118	1127	809
	67%	75%	62%	62%	75%
		b			c
None of these	955	240	664	665	248
	31%	22%	37%	36%	23%
			a	d	
Don't know	72	27	21	32	18
	2%	2%	1%	2%	2%
		b			
<b>SUMMARY</b>					
DELETING ANY APPS	842	381	399	405	374
	27%	36%	22%	22%	35%
		b			c
TAKING A BREAK FROM ANY APP	810	352	409	371	379
	26%	33%	23%	20%	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						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
1	370 12%	23 6%	42 7%	36 7%	51 9%	82 16%	136 24%	370 12%	182 12%	187 12%	65 7%	134 14%	46 7%	125 20%	198 11%	171 14%	370 12%
						abcdg	abcdeg	abc				jln		jklmnop	jl	jl	jl
2	909 29%	44 12%	136 24%	76 14%	112 20%	224 44%	317 57%	909 29%	408 28%	498 31%	255 29%	269 29%	193 30%	192 31%	524 29%	385 31%	909 29%
			ac		ac	abcdg	abcdeg	abcd									
3	793 26%	89 24%	187 33%	141 27%	189 34%	131 26%	57 10%	793 26%	379 26%	404 26%	243 28%	244 26%	169 26%	132 22%	488 27%	301 24%	793 26%
		f	afg	f	acefg	f		f			m				m		
4	530 17%	81 22%	110 19%	158 30%	121 22%	45 9%	15 3%	530 17%	284 19%	239 15%	179 20%	145 16%	130 20%	66 11%	324 18%	196 16%	530 17%
		ef	ef	abdefg	efg	f		ef	i		mo	m	m		m	m	m
5-6	292 9%	82 22%	47 8%	87 16%	53 10%	14 3%	9 2%	292 9%	122 8%	166 11%	82 9%	87 9%	80 12%	42 7%	169 9%	122 10%	292 9%
		bdefg	ef	bdefg	ef			ef					m				
7-9	28 1%	18 5%	2 *	5 1%	* *	* *	1 *	28 1%	6 *	17 1%	10 1%	8 1%	6 1%	2 *	18 1%	9 1%	28 1%
		bcdefg															
10 or more	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%
Prefer not to say	160 5%	32 9%	49 9%	26 5%	22 4%	9 2%	22 4%	160 5%	83 6%	71 5%	51 6%	36 4%	17 3%	51 8%	88 5%	68 5%	160 5%
		defg	defg	e				e			l			klmnop	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.

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
1	370 12%	304 12%	40 16% d	18 13%	7 9%	370 12%	317 12%	53 13%	45 10%	325 12%	103 14% l	185 14% l	79 8%	370 12% l	61 13%	179 14%	95 12%
2	909 29%	769 29% d	83 32% d	39 28%	18 23%	909 29% d	734 28%	175 41% f	106 23%	802 31% h	247 34% l	425 31% l	225 23%	909 29% l	50 11%	431 34% n	315 39% no
3	793 26%	672 26%	69 27%	35 26%	16 21%	793 26%	693 26%	100 24%	128 28%	665 25%	128 18%	354 26% j	302 31% jkm	793 26% j	80 17%	443 35% np	180 22%
4	530 17%	449 17%	38 15%	21 15%	22 29% abce	530 17%	485 18% g	45 11%	80 17%	450 17%	87 12%	226 16%	215 22% jkm	530 17% j	114 24% o	190 15%	150 19%
5-6	292 9%	254 10% b	11 4%	18 13% b	9 12% b	292 9% b	262 10%	30 7%	54 12%	238 9%	54 7%	124 9%	114 12% j	292 9%	153 32% op	34 3% o	62 8% o
7-9	28 1%	23 1%	4 1%	1 *% *	1 2%	28 1%	27 1%	1 *% *	10 2% i	18 1% i	8 1% i	10 1% i	10 1% i	28 1% i	14 3% op	- -% *	1 *% *
10 or more	1 *% *	1 *% *	- -% *	- -% *	- -% *	1 *% *	1 *% *	- -% *	1 *% *	- -% *	- -% *	1 *% *	- -% *	1 *% *	1 *% *	- -% *	- -% *
Prefer not to say	160 5%	137 5%	13 5%	7 5%	3 4%	160 5%	142 5%	18 4%	40 9% i	120 5% i	91 13% klm	46 3% klm	23 2% klm	160 5% kl	- -% kl	- -% kl	- -% kl

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



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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
1	370 12%	142 13%	211 12%	370 20% d	- -%
2	909 29%	294 27%	575 32%	838 46% d	65 6%
3	793 26%	292 27%	459 25%	360 20%	430 40% c
4	530 17%	148 14%	338 19% a	151 8%	373 35% c
5-6	292 9%	112 10%	160 9%	88 5%	198 18% c
7-9	28 1%	18 2% b	9 1%	16 1%	8 1%
10 or more	1 *%	1 *%	- -%	1 *%	- -%
Prefer not to say	160 5%	64 6% b	52 3%	- -%	- -%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Yes	1088	84	271	372	268	74	18	1088	518	562	381	279	258	160	660	418	1088
	35%	23%	47%	70%	49%	15%	3%	35%	35%	35%	43%	30%	40%	26%	36%	33%	35%
		ef	aefg	abdefg	aefg	f		aef			kmnop		kmo		km	m	km
No	1824	246	253	130	258	421	517	1824	859	947	452	603	365	397	1055	762	1824
	59%	67%	44%	25%	47%	83%	93%	59%	59%	60%	51%	65%	57%	65%	58%	61%	59%
		bcdg	c		c	abcdg	abcdg	bcd				jlnp		jlnp	j	j	j
Prefer not to say	171	39	49	28	22	10	22	171	85	75	51	43	18	54	94	72	171
	6%	11%	9%	5%	4%	2%	4%	6%	6%	5%	6%	5%	3%	9%	5%	6%	6%
		cdefg	defg	e				e			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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Yes	1088 35%	931 36%	81 31%	45 33%	30 39%	1088 35%	964 36%	124 29%	175 38%	913 35%	152 21%	460 34%	466 48%	1088 35%	211 45%	492 38%	285 36%
No	1824 59%	1532 59%	164 63%	86 62%	43 56%	1824 59%	1545 58%	279 66%	245 53%	1579 60%	472 66%	860 63%	477 49%	1824 59%	262 55%	786 62%	517 64%
Prefer not to say	171 6%	146 6%	14 5%	7 5%	4 5%	171 6%	152 6%	19 5%	46 10%	126 5%	95 13%	53 4%	24 2%	171 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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Yes	1088 35%	336 31%	701 39%	- -%	1075 100%
			a		c
No	1824 59%	666 62%	1048 58%	1824 100%	- -%
				d	
Prefer not to say	171 6%	69 6%	55 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
None/ no children aged under 18 living at home	1824	246	253	130	258	421	517	1824	859	947	452	603	365	397	1055	762	1824
	59%	67%	44%	25%	47%	83%	93%	59%	59%	60%	51%	65%	57%	65%	58%	61%	59%
		bcdg	c		c	abcdg	abcdeg	bcd				jlnp		jlnp	j	j	j
1	564	49	143	144	158	58	12	564	260	296	178	138	154	94	317	247	564
	18%	13%	25%	27%	29%	12%	2%	18%	18%	19%	20%	15%	24%	15%	17%	20%	18%
		f	aefg	aefg	aefg	f		aef			k		kmnp			k	
2	385	28	104	145	89	14	6	385	209	176	170	97	75	42	267	117	385
	13%	8%	18%	27%	16%	3%	1%	13%	14%	11%	19%	10%	12%	7%	15%	9%	13%
		ef	aefg	abdefg	aef			aef	i		klmnop	m	m		kmo		mo
3	103	4	14	67	17	*	-	103	34	68	26	32	24	16	58	41	103
	3%	1%	3%	13%	3%	3%	0%	3%	2%	4%	3%	3%	4%	3%	3%	3%	3%
			ef	abdefg	ef			aef		h							
4	24	1	6	13	3	*	*	24	10	13	7	6	4	7	13	11	24
	1%	3%	1%	2%	1%	3%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				aefg													
5 or more	3	3	-	1	-	-	-	3	-	3	-	1	-	1	1	1	3
	3%	1%	0%	3%	0%	0%	0%	3%	0%	3%	0%	3%	0%	3%	3%	3%	3%
		g															
Prefer not to say	180	40	52	31	22	12	23	180	89	81	51	48	19	55	99	74	180
	6%	11%	9%	6%	4%	2%	4%	6%	6%	5%	6%	5%	3%	9%	5%	6%	6%
		cdefg	defg	e				e			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.

**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 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
None/ no children aged under 18 living at home	1824	1532	164	86	43	1824	1545	279	245	1579	472	860	477	1824	262	786	517
	59%	59%	63%	62%	56%	59%	58%	66%	53%	60%	66%	63%	49%	59%	55%	62%	64%
								f		h	lm	l	l				n
1	564	490	40	21	12	564	479	85	89	475	76	253	224	564	50	321	139
	18%	19%	16%	15%	16%	18%	18%	20%	19%	18%	11%	18%	23%	18%	10%	25%	17%
												j	jkm	j		np	n
2	385	325	31	16	13	385	361	24	49	337	49	154	183	385	99	146	113
	13%	12%	12%	12%	17%	13%	14%	6%	11%	13%	7%	11%	19%	13%	21%	11%	14%
					ae		g					j	jkm	j	op		
3	103	88	5	6	4	103	92	11	25	78	19	34	50	103	44	25	27
	3%	3%	2%	4%	5%	3%	3%	3%	5%	3%	3%	2%	5%	3%	9%	2%	3%
													km		op		
4	24	18	3	2	1	24	20	3	4	19	4	15	5	24	16	-	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	-%	1%
															op		o
5 or more	3	2	1	-	-	3	3	-	3	1	3	-	1	3	2	-	-
	*%	*%	1%	-%	-%	*%	*%	-%	1%	*%	*%	-%	*%	*%	*%	-%	-%
									i								
Prefer not to say	180	154	15	8	4	180	160	19	50	130	96	57	27	180	-	-	-
	6%	6%	6%	6%	5%	6%	6%	5%	11%	5%	13%	4%	3%	6%	-%	-%	-%
									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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
None/ no children aged under 18 living at home	1824 59%	666 62%	1048 58%	1824 100% d	- -%
1	564 18%	190 18%	353 20%	- -%	560 52% c
2	385 13%	105 10%	257 14% a	- -%	385 36% c
3	103 3%	28 3%	71 4%	- -%	103 10% c
4	24 1%	7 1%	16 1%	- -%	24 2% c
5 or more	3 *%	2 *%	- -%	- -%	3 *%
Prefer not to say	180 6%	73 7% b	59 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.

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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
None/ no children aged under 18 living at home	1824	246	253	130	258	421	517	1824	859	947	452	603	365	397	1055	762	1824
	59%	67%	44%	25%	47%	83%	93%	59%	59%	60%	51%	65%	57%	65%	58%	61%	59%
		bcdg	c		c	abcdg	abcdeg	bcd				jlmp		jlmp	j	j	j
0-2 years old	207	25	125	47	6	1	3	207	74	130	76	46	47	38	122	84	207
	7%	7%	22%	9%	1%	*	*	7%	5%	8%	9%	5%	7%	6%	7%	7%	7%
		def	acdefg	def				def		h	k						
3-4 years old	189	14	78	71	18	4	4	189	92	96	72	50	40	23	123	62	189
	6%	4%	14%	13%	3%	1%	1%	6%	6%	6%	8%	5%	6%	4%	7%	5%	6%
		ef	adefg	adefg	ef			ef			mo				m		
5-7 years old	250	8	90	115	28	7	2	250	142	106	91	69	53	35	161	88	250
	8%	2%	16%	22%	5%	1%	*	8%	10%	7%	10%	7%	8%	6%	9%	7%	8%
		f	adefg	abdefg	ef			aef	i		mo				m		
8-11 years old	335	13	57	169	81	12	3	335	171	164	115	82	82	51	197	133	335
	11%	3%	10%	32%	15%	2%	1%	11%	12%	10%	13%	9%	13%	8%	11%	11%	11%
		f	aef	abdefg	aefg			aef			km		m				
12-15 years old	389	26	29	171	115	40	9	389	190	199	144	106	84	55	249	139	389
	13%	7%	5%	32%	21%	8%	2%	13%	13%	13%	16%	11%	13%	9%	14%	11%	13%
		f	f	abdefg	abefg	f		abef			kmop				m		m
16-17 years old	224	17	7	64	116	19	1	224	90	130	74	55	57	34	128	91	224
	7%	5%	1%	12%	21%	4%	*	7%	6%	8%	8%	6%	9%	6%	7%	7%	7%
		bf		abefg	abcefg	bf		bef									
Prefer not to say	184	42	53	31	22	12	25	184	90	84	53	50	20	55	102	75	184
	6%	11%	9%	6%	4%	2%	4%	6%	6%	5%	6%	5%	3%	9%	6%	6%	6%
		cdefg	defg	e				e						klmp		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	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
None/ no children aged under 18 living at home	1824	1532	164	86	43	1824	1545	279	245	1579	472	860	477	1824	262	786	517
	59%	59%	63%	62%	56%	59%	58%	66%	53%	60%	66%	63%	49%	59%	55%	62%	64%
								f		h	lm	l	l				n
0-2 years old	207	180	12	8	7	207	179	28	45	162	31	94	81	207	54	91	47
	7%	7%	5%	6%	9%	7%	7%	7%	10%	6%	4%	7%	8%	7%	11%	7%	6%
													j		op		
3-4 years old	189	162	16	6	5	189	170	19	30	160	34	69	86	189	44	79	53
	6%	6%	6%	4%	6%	6%	6%	4%	6%	6%	5%	5%	9%	6%	9%	6%	7%
													jkm				
5-7 years old	250	207	21	12	9	250	220	30	36	214	19	99	131	250	63	114	67
	8%	8%	8%	9%	12%	8%	8%	7%	8%	8%	3%	7%	14%	8%	13%	9%	8%
					a							j	jkm	j	op		
8-11 years old	335	285	23	16	10	335	310	25	54	282	63	129	143	335	78	131	102
	11%	11%	9%	12%	13%	11%	12%	6%	12%	11%	9%	9%	15%	11%	17%	10%	13%
							g						jkm		o		
12-15 years old	389	333	27	17	12	389	357	33	53	337	47	163	171	389	111	144	106
	13%	13%	11%	13%	15%	13%	13%	8%	11%	13%	7%	12%	18%	13%	23%	11%	13%
							g					j	jkm	j	op		
16-17 years old	224	194	18	8	4	224	196	29	42	182	30	98	94	224	61	75	56
	7%	7%	7%	6%	6%	7%	7%	7%	9%	7%	4%	7%	10%	7%	13%	6%	7%
													jm	j	op		
Prefer not to say	184	157	15	9	4	184	161	23	51	133	96	60	27	184	1	2	-
	6%	6%	6%	6%	5%	6%	6%	5%	11%	5%	13%	4%	3%	6%	*	*	-
									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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
None/ no children aged under 18 living at home	1824 59%	666 62%	1048 58%	1824 100% d	- -%
0-2 years old	207 7%	53 5%	141 8% a	- -%	207 19% c
3-4 years old	189 6%	57 5%	122 7%	- -%	189 18% c
5-7 years old	250 8%	73 7%	163 9%	- -%	250 23% c
8-11 years old	335 11%	101 9%	226 13% a	- -%	335 31% c
12-15 years old	389 13%	124 12%	246 14%	- -%	389 36% c
16-17 years old	224 7%	71 7%	146 8%	- -%	224 21% c
Prefer not to say	184 6%	75 7% b	61 3%	- -%	- -%

Columns Tested: a,b - c,d

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

**A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)**

Base : All respondents

	Total	AGE							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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083	
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854	
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083	
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2724	295	481	470	497	465	515	2724	1305	1397	781	834	575	523	1615	1098	2724	
	88%	80%	84%	89%	91%	92%	92%	88%	89%	88%	88%	90%	90%	86%	89%	88%	88%	
				a	ab	ab	abg	ab				m						
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	937	135	190	172	168	151	121	937	483	446	315	286	177	153	601	331	937	
	30%	36%	33%	33%	31%	30%	22%	30%	33%	28%	36%	31%	28%	25%	33%	26%	30%	
		fg	f	f	f	f		f	i		lmop	m			lmo		mo	
ACCESS TO THE INTERNET AT HOME	2978	351	549	506	527	498	547	2978	1428	1519	871	901	620	572	1773	1192	2978	
	97%	95%	96%	96%	96%	99%	98%	97%	98%	96%	98%	97%	97%	94%	98%	95%	97%	
						abc	a		i		mop	mo			mop		m	
None of these – Do not connect to the internet at home	26	2	7	4	5	5	4	26	14	12	4	3	5	13	7	19	26	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	
											*	*		jknp		n		
Don't know	79	16	18	20	16	2	7	79	20	53	10	20	16	25	30	41	79	
	3%	4%	3%	4%	3%	1%	1%	3%	1%	3%	1%	2%	2%	4%	2%	3%	3%	
		ef	e	ef	e			e		h				jn		jn		

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

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

**A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2724	2303	233	122	66	2724	2335	389	363	2360	558	1234	911	2724	408	1173	768
	88%	88%	90%	88%	85%	88%	88%	92%	78%	90%	78%	90%	94%	88%	86%	92%	96%
										h		j	jkm	j	n	no	
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	937	793	82	38	25	937	831	107	125	812	173	390	372	937	143	364	263
	30%	30%	32%	27%	33%	30%	31%	25%	27%	31%	24%	28%	38%	30%	30%	29%	33%
													jkm	j			
ACCESS TO THE INTERNET AT HOME	2978	2516	253	133	75	2978	2566	411	420	2557	655	1344	957	2978	463	1256	796
	97%	96%	98%	96%	98%	97%	96%	98%	90%	98%	91%	98%	99%	97%	98%	98%	99%
									h			j	jm	j			
None of these – Do not connect to the internet at home	26	21	4	1	*	26	22	4	12	13	15	8	1	26	1	9	4
	1%	1%	1%	1%	%	1%	1%	1%	3%	1%	2%	1%	%	1%	%	1%	1%
									i		klm			l			
Don't know	79	72	2	5	1	79	73	6	33	47	47	21	10	79	9	13	3
	3%	3%	1%	3%	2%	3%	3%	1%	7%	2%	7%	2%	1%	3%	2%	1%	%
				b					i		klm			l	p		

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2724 88%	903 84%	1670 93% a	1684 92% d	957 89%
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	937 30%	366 34% b	502 28%	500 27%	359 33% c
ACCESS TO THE INTERNET AT HOME	2978 97%	1025 96%	1769 98% a	1785 98%	1049 98%
None of these – Do not connect to the internet at home	26 1%	16 1% b	9 *% a	13 1%	3 *% d
Don't know	79 3%	30 3% b	25 1%	26 1%	23 2%

Columns Tested: a,b - c,d

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

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
I have no formal qualifications (and I am not still studying)	113	14	4	19	9	14	53	113	45	63	6	24	22	57	30	79	113
	4%	4%	1%	4%	2%	3%	9%	4%	3%	4%	1%	3%	3%	9%	2%	6%	4%
		b		b		b	abcdeg	b				j	jn	jknp		jknp	jn
Entry level qualification such as ESOL, ELC or Skills for Life	31	12	1	4	3	4	8	31	16	11	2	2	11	16	4	27	31
	1%	3%	*%	1%	*%	1%	1%	1%	1%	1%	*%	*%	2%	3%	*%	2%	1%
		bcdeg											jkn	jknp		jknp	n
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	332	37	47	52	76	80	41	332	150	182	41	67	100	121	108	221	332
	11%	10%	8%	10%	14%	16%	7%	11%	10%	11%	5%	7%	16%	20%	6%	18%	11%
				bf	abcf								jknp	jknp		jknp	jknp
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	528	69	71	71	104	110	102	528	241	284	94	163	112	157	256	268	528
	17%	19%	12%	13%	19%	22%	18%	17%	17%	18%	11%	18%	17%	26%	14%	21%	17%
		b			b	bc	b	b				j	j	jknp	j	jnp	jn
Level 1-2 vocational qualification or intermediate apprenticeship	137	12	26	17	25	30	27	137	69	68	12	31	56	38	43	93	137
	4%	3%	5%	3%	4%	6%	5%	4%	5%	4%	1%	3%	9%	6%	2%	7%	4%
												j	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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083	
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854	
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	359 12%	70 19%	55 10%	54 10%	56 10%	69 14%	56 10%	359 12%	169 12%	186 12%	77 9%	152 16%	67 11%	62 10%	229 13%	129 10%	359 12%	
		bcdfg										jlmnop			j			
Level 3 vocational qualification or advanced apprenticeship	191 6%	18 5%	32 6%	43 8%	38 7%	28 5%	32 6%	191 6%	85 6%	103 7%	37 4%	63 7%	59 9%	32 5%	100 6%	91 7%	191 6%	
												jmnop		j				
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	222 7%	21 6%	48 8%	31 6%	53 10%	36 7%	33 6%	222 7%	99 7%	124 8%	56 6%	72 8%	61 9%	33 5%	128 7%	94 7%	222 7%	
												m						
Level 4-5 vocational qualification or higher apprenticeship	99 3%	8 2%	23 4%	8 1%	12 2%	17 3%	32 6%	99 3%	39 3%	58 4%	26 3%	39 4%	30 5%	4 1%	65 4%	34 3%	99 3%	
			c			acdg					m		m		m		m	
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	641 21%	46 12%	164 29%	133 25%	108 20%	80 16%	110 20%	641 21%	325 22%	312 20%	284 32%	224 24%	85 13%	44 7%	509 28%	130 10%	641 21%	
			adefg		ae		a		a		klmop		lmo		m		lmop	
Level 6 vocational qualification or degree apprenticeship	37 1%	10 3%	5 1%	3 1%	9 2%	1 *	8 1%	37 1%	19 1%	17 1%	15 2%	9 1%	9 1%	4 1%	24 1%	13 1%	37 1%	
		ceg																

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

All interviewing conducted using an online panel. Any break column with 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						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
University higher degree (e.g. Masters, PhD or equivalent)	310	18	79	87	50	32	45	310	168	139	216	62	18	13	278	31	310
	10%	5%	14%	16%	9%	6%	8%	10%	12%	9%	24%	7%	3%	2%	15%	3%	10%
			aefg	adefg	a			ae			klmnop	lmo			klmop		klmo
Still studying/ still at school	20	16	1	1	2	-	-	20	11	8	7	8	3	1	15	5	20
	1%	4%	*%	*%	*%	-%	-%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%
		bcdefg															
Don't know	17	3	6	3	-	3	3	17	6	11	3	2	5	6	4	11	17
	1%	1%	1%	1%	-%	1%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
Prefer not to say	45	15	12	6	4	1	8	45	19	19	8	7	3	23	15	26	45
	1%	4%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	4%	1%	2%	1%
		cdefg	e											jklnp		ln	

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



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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
I have no formal qualifications (and I am not still studying)	113 4%	96 4%	12 5%	3 2%	2 2%	113 4%	90 3%	23 6%	23 5%	90 3%	62 9% klm	38 3% l	12 1%	113 4% l	29 6% p	52 4% p	4 **%
Entry level qualification such as ESOL, ELC or Skills for Life	31 1%	27 1%	2 1%	1 1%	1 1%	31 1%	31 1%	* **%	7 1%	24 1%	14 2% l	12 1%	5 1%	31 1%	10 2% p	12 1% p	* **%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	332 11%	287 11%	23 9%	16 11%	6 8%	332 11%	268 10%	64 15% f	93 20% i	239 9%	108 15% lm	158 12% l	60 6%	332 11% l	84 18% op	139 11% p	45 6%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	528 17%	468 18% b	28 11%	21 15%	11 14%	528 17% b	460 17%	69 16% f	97 21%	431 16%	152 21% l	262 19% l	106 11%	528 17% l	94 20% p	267 21% p	85 11%
Level 1-2 vocational qualification or intermediate apprenticeship	137 4%	120 5%	6 3%	7 5%	3 4%	137 4%	122 5%	14 3%	22 5%	115 4%	38 5%	66 5%	33 3%	137 4%	27 6% p	57 4% p	17 2%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	359 12%	301 12%	35 13%	14 10%	10 13%	359 12%	318 12%	42 10%	32 7%	327 12% h	62 9%	156 11%	141 15% jm	359 12%	37 8%	176 14% n	99 12% n
Level 3 vocational qualification or advanced apprenticeship	191 6%	168 6%	12 5%	7 5%	4 5%	191 6%	159 6%	32 8%	30 6%	161 6%	46 6%	77 6%	64 7%	191 6%	30 6%	98 8% p	37 5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	222 7%	170 7%	38 15% acde	9 6%	6 7%	222 7%	184 7%	38 9%	43 9%	180 7%	33 5%	116 8% j	73 8%	222 7%	32 7%	88 7%	66 8%
Level 4-5 vocational qualification or higher apprenticeship	99 3%	90 3%	3 1%	5 4%	1 1%	99 3%	81 3%	18 4%	17 4%	82 3%	27 4%	46 3%	22 2%	99 3%	12 2%	46 4%	30 4%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	641 21%	534 20%	54 21%	33 24%	21 27% ae	641 21%	573 22%	68 16%	47 10%	594 23% h	76 11%	282 21% j	283 29% jkm	641 21% j	64 14%	252 20% n	246 31% no

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Level 6 vocational qualification or degree apprenticeship	37 1%	32 1%	3 1%	2 1%	* **%	37 1%	31 1%	6 1%	13 3%	24 1%	13 2%	15 1%	9 1%	37 1%	6 1%	8 1%	11 1%
University higher degree (e.g. Masters, PhD or equivalent)	310 10%	256 10%	29 11%	14 10%	11 14%	310 10%	271 10%	39 9%	21 5%	289 11%	49 7%	110 8%	150 16%	310 10%	36 8%	79 6%	151 19%
Still studying/ still at school	20 1%	14 1%	4 2%	2 1%	* 1%	20 1%	18 1%	2 **%	4 1%	16 1%	6 1%	11 1%	3 **%	20 1%	4 1%	1 **%	6 1%
Don't know	17 1%	12 **%	3 1%	2 2%	* **%	17 1%	14 1%	3 1%	7 1%	10 **%	7 1%	7 1%	3 **%	17 1%	8 2%	1 **%	4 **%
Prefer not to say	45 1%	34 1%	7 3%	2 2%	1 2%	45 1%	41 2%	4 1%	10 2%	35 1%	26 4%	16 1%	2 **%	45 1%	1 **%	2 **%	2 **%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
I have no formal qualifications (and I am not still studying)	113 4%	54 5% b	49 3%	74 4%	30 3%
Entry level qualification such as ESOL, ELC or Skills for Life	31 1%	16 2%	13 1%	22 1%	4 *%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	332 11%	128 12%	176 10%	188 10%	118 11%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	528 17%	205 19%	297 16%	344 19% d	157 15%
Level 1-2 vocational qualification or intermediate apprenticeship	137 4%	57 5%	73 4%	74 4%	48 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
A' level, Scottish Higher, Welsh Baccaulaureate, International Baccaulaureate or equivalent	359 12%	97 9%	242 13% a	225 12%	116 11%
Level 3 vocational qualification or advanced apprenticeship	191 6%	69 6%	109 6%	125 7%	62 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	222 7%	86 8%	123 7%	128 7%	84 8%
Level 4-5 vocational qualification or higher apprenticeship	99 3%	40 4%	54 3%	71 4%	25 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	641 21%	182 17%	420 23% a	351 19%	268 25% c
Level 6 vocational qualification or degree apprenticeship	37 1%	12 1%	18 1%	23 1%	7 1%

Columns Tested: a,b - c,d

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
University higher degree (e.g. Masters, PhD or equivalent)	310	91	207	148	145
	10%	9%	11%	8%	13%
					c
Still studying/ still at school	20	14	6	14	4
	1%	1%	*%	1%	*%
		b			
Don't know	17	9	4	11	3
	1%	1%	*%	1%	*%
Prefer not to say	45	11	12	25	4
	1%	1%	1%	1%	*%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 97**

All interviewing conducted using an online panel. Any break column with 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Very confident	2180 71%	212 57%	364 64%	340 64%	389 71%	408 81%	467 84%	2180 71%	1023 70%	1131 71%	670 76%	674 73%	436 68%	396 65%	1345 74%	832 67%	2180 71%
					ab	abcdg	abcdg	abc			lmop	mo			lmop		mo
Fairly confident	695 23%	107 29%	162 28%	159 30%	112 20%	84 17%	71 13%	695 23%	348 24%	345 22%	171 19%	212 23%	159 25%	144 24%	383 21%	303 24%	695 23%
		defg	defg	defg	f		ef								j		
Neither confident nor not confident	131 4%	27 7%	28 5%	23 4%	30 5%	8 2%	14 3%	131 4%	60 4%	68 4%	24 3%	26 3%	25 4%	50 8%	50 3%	74 6%	131 4%
		efg	e	e	ef		e							jklnp		jkln	n
Not very confident	43 1%	11 3%	10 2%	3 1%	14 3%	6 1%	* *%	43 1%	17 1%	24 2%	13 2%	4 *%	19 3%	6 1%	17 1%	26 2%	43 1%
		cf	f		cf		f						kmnp			k	
Not at all confident	14 *%	5 1%	6 1%	2 *%	1 *%	- -%	* *%	14 *%	6 *%	8 1%	5 1%	7 1%	2 *%	1 *%	12 1%	2 *%	14 *%
		ef															
Don't know	5 *%	1 *%	- -%	- -%	3 1%	- -%	1 *%	5 *%	- -%	4 *%	* *%	- -%	- -%	3 1%	* *%	3 *%	5 *%
														n			
Prefer not to say	15 *%	6 2%	2 *%	3 1%	- -%	- -%	4 1%	15 *%	8 1%	4 *%	2 *%	- -%	1 *%	10 2%	2 *%	11 1%	15 *%
		deg												jklnp		kn	
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2875 93%	319 86%	526 92%	499 94%	501 91%	492 97%	538 96%	2875 93%	1371 94%	1476 93%	841 95%	887 96%	595 93%	540 89%	1728 96%	1135 91%	2875 93%
			a	a		abdg	abdg	a			mo	lmop	m		lmop		mo
TOTAL NOT CONFIDENT	58 2%	16 4%	16 3%	5 1%	15 3%	6 1%	* *%	58 2%	24 2%	32 2%	18 2%	11 1%	21 3%	7 1%	29 2%	28 2%	58 2%
		cefg	f		f		f						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.

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
TOTAL NEITHER/ DON'T KNOW	135	28	28	23	33	8	15	135	60	72	24	26	25	53	50	78	135
	4%	8%	5%	4%	6%	2%	3%	4%	4%	5%	3%	3%	4%	9%	3%	6%	4%
		efg	e	e	ef			e						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	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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Very confident	2180 71%	1832 70%	199 77% ad	98 71%	50 65%	2180 71%	1860 70%	320 76%	279 60%	1901 73% h	446 62%	969 71% j	752 78% jkm	2180 71% j	319 67%	926 72%	620 77% n
Fairly confident	695 23%	603 23% b	44 17%	27 20%	21 27% b	695 23%	612 23%	82 20%	123 26%	571 22%	156 22%	339 25% l	194 20%	695 23%	113 24%	297 23%	162 20%
Neither confident nor not confident	131 4%	111 4%	9 4%	8 6%	3 4%	131 4%	120 5%	11 3%	38 8% i	93 4%	70 10% klm	40 3%	15 2%	131 4% l	19 4%	38 3%	14 2%
Not very confident	43 1%	35 1%	1 1%	4 3% b	2 3% abe	43 1%	35 1%	8 2%	10 2%	33 1%	26 4% klm	13 1%	4 *% l	43 1% l	11 2% p	14 1%	3 *% p
Not at all confident	14 *%	10 *%	4 1%	1 *% b	* 1% abe	14 *%	14 1%	- -%	5 1%	10 *% i	9 1% l	5 *% k	* *% l	14 *% l	7 2% op	3 *% p	* *% p
Don't know	5 *%	4 *%	- -%	* *% b	* *% abe	5 *%	4 *% g	* *% g	4 1% i	1 *% i	4 1% k	* *% k	- -% l	5 *% l	1 *% o	- -% p	- -% p
Prefer not to say	15 *%	14 1%	1 *% o	* *% o	- -% o	15 *% o	15 1% o	- -% o	6 1% o	9 *% o	6 1% o	6 *% o	2 *% o	15 *% o	3 1% o	- -% o	3 *% o
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2875 93%	2435 93%	243 94%	125 90%	71 92%	2875 93%	2472 93%	403 95%	403 86% h	2472 94% h	602 84%	1308 95% jm	946 98% jkm	2875 93% j	432 91%	1223 96% n	782 97% n
TOTAL NOT CONFIDENT	58 2%	45 2%	5 2%	5 3%	3 4% ae	58 2%	50 2%	8 2%	15 3%	43 2%	35 5% klm	18 1% l	4 *% l	58 2% l	18 4% op	17 1% op	4 *% 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	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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
TOTAL NEITHER/ DON'T KNOW	135	115	9	8	3	135	125	11	42	93	75	41	15	135	20	38	14
	4%	4%	4%	6%	4%	4%	5%	3%	9%	4%	10%	3%	2%	4%	4%	3%	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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Very confident	2180 71%	695 65%	1373 76% a	1356 74% d	744 69%
Fairly confident	695 23%	274 26% b	366 20%	375 21%	276 26% c
Neither confident nor not confident	131 4%	53 5% b	51 3%	56 3%	37 3%
Not very confident	43 1%	29 3% b	10 1%	19 1%	13 1%
Not at all confident	14 *%	11 1% b	3 *%	7 *%	5 *%
Don't know	5 *%	4 *% b	- -%	1 *%	- -%
Prefer not to say	15 *%	3 *%	* *%	9 *%	- -%
<b>SUMMARY CODES</b>					
TOTAL CONFIDENT	2875 93%	970 91%	1739 96% a	1732 95%	1020 95%
TOTAL NOT CONFIDENT	58 2%	40 4% b	13 1%	27 1%	18 2%

Columns Tested: a,b - c,d

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
TOTAL NEITHER/ DON'T KNOW	135	58	51	57	37
	4%	5%	3%	3%	3%
		b			

Columns Tested: a,b - c,d

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

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Yes – (English is first/ main language)	2899	336	518	490	518	496	541	2899	1384	1485	826	880	609	562	1707	1171	2899
	94%	91%	90%	93%	94%	98%	97%	94%	95%	94%	93%	95%	95%	92%	94%	94%	94%
					abcdg		abcg	b				m					
No	165	31	51	36	23	8	16	165	73	86	57	42	26	40	98	66	165
	5%	8%	9%	7%	4%	2%	3%	5%	5%	5%	6%	4%	4%	7%	5%	5%	5%
		defg	defg	ef			ef										
Prefer not to say	19	2	4	3	7	2	1	19	5	13	2	3	6	8	5	14	19
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
														n		n	

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

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

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Yes – (English is first/ main language)	2899	2455	239	132	74	2899	2499	401	434	2466	658	1304	913	2899	437	1223	770
	94%	94%	92%	95%	96%	94%	94%	95%	93%	94%	92%	95%	94%	94%	92%	96%	96%
No	165	137	18	7	3	165	150	14	28	137	47	64	52	165	34	54	30
	5%	5%	7%	5%	4%	5%	6%	3%	6%	5%	7%	5%	5%	5%	7%	4%	4%
Prefer not to say	19	17	1	-	*	19	12	7	4	15	13	4	2	19	1	1	2
	1%	1%	*%	-%	*%	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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Yes – (English is first/ main language)	2899	1004	1709	1737	1016
	94%	94%	95%	95%	95%
No	165	62	93	82	57
	5%	6%	5%	4%	5%
Prefer not to say	19	4	1	5	1
	1%	*%	*%	*%	*%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Being bought on mortgage	913	89	195	241	226	111	51	913	432	477	333	289	197	93	621	290	913
	30%	24%	34%	45%	41%	22%	9%	30%	30%	30%	38%	31%	31%	15%	34%	23%	30%
		f	aef	abefg	aefg	f		ef			klmop	mo	mo		mop	m	mo
Owned outright by the household	1000	70	88	77	124	255	385	1000	495	498	329	313	202	152	641	354	1000
	32%	19%	15%	14%	23%	51%	69%	32%	34%	31%	37%	34%	31%	25%	35%	28%	32%
					bc	abcdg	abcdeg	abcd			mop	mo	m		mo		mo
Rented from Local Authority/ Housing Association/ Trust	468	63	92	82	89	82	60	468	221	243	57	99	104	205	156	309	468
	15%	17%	16%	15%	16%	16%	11%	15%	15%	15%	6%	11%	16%	34%	9%	25%	15%
		f	f		f	f		f				j	jkn	jkinop		jklnp	jkn
Rented from private landlord	566	83	167	117	99	51	48	566	252	303	147	192	107	119	339	226	566
	18%	22%	29%	22%	18%	10%	9%	18%	17%	19%	17%	21%	17%	19%	19%	18%	18%
		ef	cdefg	ef	ef			ef									
Something else	30	6	11	3	6	1	3	30	16	13	3	3	14	10	6	24	30
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
			e										jkn	jkn		jkn	
Don't know	45	30	8	*	3	-	3	45	30	14	9	11	5	14	20	19	45
	1%	8%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%
		bcdefg	ce					ce	i								
Prefer not to say	61	28	12	10	-	5	7	61	16	35	7	19	13	17	26	30	61
	2%	7%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	3%	1%	2%	2%
		bcdefg	d	d				d						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	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Being bought on mortgage	913	760	76	46	30	913	777	135	141	772	149	397	363	913	115	315	357
	30%	29%	29%	33%	39%	30%	29%	32%	30%	29%	21%	29%	38%	30%	24%	25%	45%
					abe							j	jkm	j			no
Owned outright by the household	1000	853	83	40	24	1000	825	175	86	914	302	458	229	1000	101	450	292
	32%	33%	32%	29%	31%	32%	31%	41%	19%	35%	42%	33%	24%	32%	21%	35%	36%
								f		h	klm	l	l			n	n
Rented from Local Authority/ Housing Association/ Trust	468	378	59	23	9	468	428	40	101	367	120	206	132	468	132	225	28
	15%	14%	23%	17%	11%	15%	16%	10%	22%	14%	17%	15%	14%	15%	28%	18%	3%
			ade				g		i					op	p		
Rented from private landlord	566	500	32	24	11	566	517	49	97	469	82	262	221	566	106	262	119
	18%	19%	12%	17%	14%	18%	19%	12%	21%	18%	11%	19%	23%	18%	22%	21%	15%
		b				b	g					j	jm	j	p	p	
Something else	30	26	1	2	-	30	27	3	10	20	5	15	10	30	6	15	3
	1%	1%	1%	1%	-%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	45	39	3	2	1	45	38	8	16	29	25	16	4	45	7	8	2
	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	3%	1%	1%	1%	1%	1%	1%
									i		klm			l			
Prefer not to say	61	53	5	2	2	61	49	12	15	46	35	19	8	61	5	3	2
	2%	2%	2%	1%	2%	2%	2%	3%	3%	2%	5%	1%	1%	2%	1%	1%	1%
											klm			l	o		

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Being bought on mortgage	913	228	620	386	489
	30%	21%	34%	21%	46%
			a		c
Owned outright by the household	1000	350	608	797	157
	32%	33%	34%	44%	15%
				d	
Rented from Local Authority/ Housing Association/ Trust	468	234	198	269	176
	15%	22%	11%	15%	16%
		b			
Rented from private landlord	566	188	345	306	226
	18%	18%	19%	17%	21%
					c
Something else	30	17	12	20	9
	1%	2%	1%	1%	1%
Don't know	45	22	9	24	8
	1%	2%	1%	1%	1%
		b			
Prefer not to say	61	32	11	22	10
	2%	3%	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.

**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							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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083	
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854	
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083	
Your mental health? Anxiety, depression, or trauma-related conditions, for example	460	94	105	78	84	72	26	460	176	267	119	98	106	131	217	237	460	
	15%	26%	18%	15%	15%	14%	5%	15%	12%	17%	13%	11%	17%	21%	12%	19%	15%	
		bcdefg	f	f	f	f		f		h			kn	jknp		jknp	kn	
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	256	11	39	28	47	45	85	256	131	122	71	62	38	84	134	123	256	
	8%	3%	7%	5%	9%	9%	15%	8%	9%	8%	8%	7%	6%	14%	7%	10%	8%	
			a		a	a	abcdeg	a						jkinop		l		
Breathing? Breathlessness or chest pains	207	36	23	31	27	34	55	207	93	111	48	42	42	75	90	117	207	
	7%	10%	4%	6%	5%	7%	10%	7%	6%	7%	5%	5%	6%	12%	5%	9%	7%	
		bd					bdg							jklnp		jknp		
Eyesight? Poor vision, colour blindness, partial sight, or are blind	202	35	41	28	27	29	41	202	123	77	55	52	52	41	107	93	202	
	7%	10%	7%	5%	5%	6%	7%	7%	8%	5%	6%	6%	8%	7%	6%	7%	7%	
		cd							i									
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	195	15	13	22	45	60	40	195	76	118	40	56	40	58	96	98	195	
	6%	4%	2%	4%	8%	12%	7%	6%	5%	7%	5%	6%	6%	9%	5%	8%	6%	
					abc	abcf	b	b		h				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.

**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						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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	180	56	46	27	26	13	12	180	81	88	63	42	35	40	105	75	180
	6%	15%	8%	5%	5%	3%	2%	6%	6%	6%	7%	5%	5%	7%	6%	6%	6%
		bcdefg	ef	f				ef									
Hearing? Poor hearing, partial hearing, or are deaf	169	11	22	13	16	33	73	169	84	85	51	36	28	55	86	83	169
	5%	3%	4%	3%	3%	7%	13%	5%	6%	5%	6%	4%	4%	9%	5%	7%	5%
						cd	abcdeg	c						klnp		k	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	131	45	41	23	10	8	5	131	59	61	51	34	23	22	85	46	131
	4%	12%	7%	4%	2%	2%	1%	4%	4%	4%	6%	4%	4%	4%	5%	4%	4%
		bcdefg	defg	ef				def									
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	117	17	21	20	28	17	14	117	59	57	37	33	22	24	70	46	117
	4%	5%	4%	4%	5%	3%	2%	4%	4%	4%	4%	4%	3%	4%	4%	4%	4%

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Difficulty with speech? e.g. due to stroke, stutter or stammer	45	10	12	14	6	2	1	45	29	16	22	6	9	8	28	17	45
	1%	3%	2%	3%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%
		ef	f	ef							k						
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1071	174	194	151	179	171	201	1071	480	567	293	257	222	289	550	511	1071
	35%	47%	34%	29%	33%	34%	36%	35%	33%	36%	33%	28%	35%	47%	30%	41%	35%
		bcdefg					c	c					k	jklmnop		jklmp	kn
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1803	142	325	343	348	319	327	1803	883	911	531	617	387	263	1148	650	1803
	58%	38%	57%	65%	64%	63%	59%	58%	60%	57%	60%	67%	60%	43%	63%	52%	58%
			a	abg	a	a	a	a			mo	jmop	mo		mop	m	mo
Don't know	93	31	19	19	11	7	6	93	48	44	27	24	15	25	50	40	93
	3%	8%	3%	4%	2%	1%	1%	3%	3%	3%	3%	3%	2%	4%	3%	3%	3%
		bcdefg		f													
Prefer not to say	116	23	36	17	10	7	24	116	51	63	35	27	16	34	62	50	116
	4%	6%	6%	3%	2%	1%	4%	4%	3%	4%	4%	3%	3%	6%	3%	4%	4%
		de	deg				e	e						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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Your mental health? Anxiety, depression, or trauma-related conditions, for example	460 15%	379 15%	36 14%	31 22% abe	14 18%	460 15%	420 16% g	40 10%	82 18%	378 14%	85 12%	214 16%	160 17% j	460 15%	115 24% op	171 13% p	78 10%
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	256 8%	212 8%	20 8%	16 11%	9 12% a	256 8%	222 8%	34 8%	29 6%	227 9%	65 9%	126 9% l	59 6%	256 8%	44 9%	129 10%	58 7%
Breathing? Breathlessness or chest pains	207 7%	171 7%	20 8%	13 9% d	3 4%	207 7%	181 7%	26 6%	46 10% i	161 6%	75 10% klm	87 6%	44 5%	207 7% l	56 12% op	79 6%	46 6%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	202 7%	174 7%	12 4%	11 8%	5 7%	202 7%	181 7%	21 5%	30 6%	172 7%	61 8% k	69 5%	71 7%	202 7% op	48 10% op	72 6%	44 6%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	195 6%	162 6%	21 8%	8 6%	5 6%	195 6%	165 6%	30 7%	43 9%	152 6%	38 5%	98 7%	59 6%	195 6% p	37 8% p	103 8% p	34 4%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 100**

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	180 6%	150 6%	12 5%	14 10% abde	4 5%	180 6%	160 6%	20 5%	32 7%	149 6%	28 4%	82 6%	69 7% j	180 6%	47 10% op	55 4%	38 5%
Hearing? Poor hearing, partial hearing, or are deaf	169 5%	137 5%	16 6%	12 9% ae	4 5%	169 5%	146 5%	23 5%	32 7%	137 5%	63 9% klm	68 5%	38 4%	169 5%	34 7%	80 6%	36 5%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	131 4%	106 4%	11 4%	11 8% ae	3 4%	131 4%	126 5% g	6 1%	23 5%	108 4%	33 5%	51 4%	48 5%	131 4%	39 8% op	30 2%	24 3%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	117 4%	99 4%	7 3%	7 5%	3 5%	117 4%	105 4%	12 3%	14 3%	103 4%	28 4%	59 4%	30 3%	117 4%	28 6% p	56 4%	19 2%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 100**

All interviewing conducted using an online panel. Any break column with 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Difficulty with speech? e.g. due to stroke, stutter or stammer	45	38	6	1	1	45	43	2	3	42	3	21	21	45	5	20	15
	1%	1%	2%	*%	1%	1%	2%	*%	1%	2%	*%	2%	2%	1%	1%	2%	2%
													j				
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1071	895	87	59	29	1071	941	130	182	888	274	490	300	1071	218	448	201
	35%	34%	34%	43%	38%	35%	35%	31%	39%	34%	38%	36%	31%	35%	46%	35%	25%
				ae							l				op	p	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1803	1538	152	70	43	1803	1543	261	235	1569	379	787	620	1803	221	780	574
	58%	59%	59%	50%	56%	58%	58%	62%	50%	60%	53%	57%	64%	58%	47%	61%	72%
		c				c				h			jkm	j		n	no
Don't know	93	78	9	4	2	93	76	17	26	67	32	39	20	93	18	26	12
	3%	3%	4%	3%	2%	3%	3%	4%	6%	3%	5%	3%	2%	3%	4%	2%	1%
									i		l				p		
Prefer not to say	116	98	10	6	3	116	101	15	23	93	32	57	27	116	15	23	15
	4%	4%	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	3%	4%	3%	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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Your mental health? Anxiety, depression, or trauma-related conditions, for example	460	460	-	289	146
	15%	43% b	-%	16%	14%
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	256	256	-	173	72
	8%	24% b	-%	9% d	7%
Breathing? Breathlessness or chest pains	207	207	-	138	58
	7%	19% b	-%	8%	5%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	202	202	-	115	69
	7%	19% b	-%	6%	6%

Columns Tested: a,b - c,d

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	195 6%	195 18% b	- -%	152 8% d	41 4%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	180 6%	180 17% b	- -%	104 6%	65 6%
Hearing? Poor hearing, partial hearing, or are deaf	169 5%	169 16% b	- -%	132 7% d	31 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	131 4%	131 12% b	- -%	78 4%	39 4%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	117 4%	117 11% b	- -%	56 3%	52 5%
Difficulty with speech? e.g. due to stroke, stutter or stammer	45 1%	45 4% b	- -%	19 1%	25 2% c
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1071 35%	1071 100% b	- -%	666 37% d	330 31%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1803 58%	- -%	1803 100% a	1048 57%	695 65% c
Don't know	93 3%	- -%	- -%	47 3%	25 2%

Columns Tested: a,b - c,d

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Prefer not to say	116	-	-	64	25
	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.

**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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2515	225	405	428	465	465	527	2515	1169	1325	691	754	548	506	1445	1055	2515
	82%	61%	71%	81%	85%	92%	94%	82%	80%	84%	78%	82%	86%	83%	80%	84%	82%
		a	ab	ab	abcdg	abcdg	ab		h	h	j	kn	ln	m	n	o	p
WHITE - Irish	44	7	14	7	9	4	3	44	23	20	17	16	5	6	33	11	44
	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
			f														
WHITE - Gypsy, Traveller or Irish Traveller	3	*	-	*	-	-	2	3	2	*	-	*	-	*	*	*	3
	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
WHITE - Any other White background	83	11	20	32	9	7	4	83	31	50	32	19	18	14	51	32	83
	3%	3%	4%	6%	2%	1%	1%	3%	2%	3%	4%	2%	3%	2%	3%	3%	3%
		f	f	defg				f									
MIXED - White and Asian	30	10	8	3	5	3	2	30	22	6	7	6	13	5	13	18	30
	1%	3%	1%	*%	1%	1%	*%	1%	2%	*%	1%	1%	2%	1%	1%	1%	1%
		cefg							i				n				
MIXED - White and Black Caribbean	28	8	8	4	2	4	1	28	15	12	12	9	2	5	21	7	28
	1%	2%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		f															
MIXED - White and Black African	8	3	3	*	*	1	-	8	5	3	1	2	1	2	3	3	8
	*%	1%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
MIXED - Any other mixed/ multiple ethnic background	14	5	*	6	1	1	1	14	8	5	4	6	-	4	10	4	14
	*%	1%	*%	1%	*%	*%	*%	*%	1%	*%	*%	1%	-%	1%	1%	*%	*%

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
ASIAN AND BRITISH ASIAN - Indian	72 2%	21 6% cdefg	22 4% f	11 2% f	10 2% f	7 1% f	* *% f	72 2% f	43 3%	28 2%	27 3%	23 3%	10 2%	12 2%	50 3%	22 2%	72 2%
ASIAN AND BRITISH ASIAN - Pakistani	40 1%	18 5% cdefg	14 2% ef	4 1%	4 1%	- -%	1 *% f	40 1%	18 1%	22 1%	16 2%	8 1%	8 1%	7 1%	24 1%	15 1%	40 1%
ASIAN AND BRITISH ASIAN - Chinese	22 1%	3 1%	3 1%	5 1%	5 1%	3 1%	2 *% f	22 1%	7 *% f	15 1%	8 1%	9 1%	2 *% f	1 *% f	18 1% o	3 *% f	22 1%
ASIAN AND BRITISH ASIAN - Bangladeshi	13 *% cdefg	8 2% cdefg	4 1%	2 *% f	- -% f	- -% f	1 *% f	13 *% f	8 1%	4 *% f	5 1%	4 *% f	1 *% f	4 1%	9 *% f	5 *% f	13 *% f
ASIAN AND BRITISH ASIAN - Any other Asian background	29 1%	9 3% eg	6 1%	4 1%	4 1%	- -% f	5 1% f	29 1%	14 1%	15 1%	5 1%	13 1%	1 *% f	10 2% l	18 1%	11 1%	29 1%
BLACK AND BLACK BRITISH - African	89 3% cdefg	27 7% cdefg	37 7% cdefg	10 2% f	8 1% f	3 1% f	4 1% f	89 3% ef	51 4%	32 2%	31 3%	32 3%	17 3%	10 2%	62 3% m	26 2%	89 3%
BLACK AND BLACK BRITISH - Caribbean	26 1% f	5 1% f	4 1%	5 1% f	7 1% f	5 1% f	- -% f	26 1% f	14 1%	12 1%	8 1%	11 1%	2 *% f	6 1%	18 1%	8 1%	26 1% f

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

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

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

Base : All respondents

	Total	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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11 *%	5 1% cfg	2 *%	- -%	4 1%	- -%	- -%	11 *%	4 *%	6 *%	2 *%	1 *%	5 1%	3 *%	3 *%	8 1%	11 *%
OTHER ETHNIC GROUP - Arab	19 1%	1 *%	7 1%	2 *%	9 2% ef	- -%	* *%	19 1%	10 1%	8 1%	3 *%	4 *%	5 1%	6 1%	8 *%	12 1%	19 1%
OTHER ETHNIC GROUP - Any other ethnic background	10 *%	2 1%	3 *%	2 *%	2 *%	1 *%	- -%	10 *%	4 *%	5 *%	5 1%	1 *%	1 *%	2 *%	6 *%	3 *%	10 *%
Prefer not to say	28 1%	1 *%	12 2%	7 1%	4 1%	* *%	3 1%	28 1%	14 1%	13 1%	12 1%	7 1%	2 *%	7 1%	19 1%	9 1%	28 1%

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 101**

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2515	2104	231	123	56	2515	2123	392	374	2141	611	1123	759	2515	355	1120	652
	82%	81%	89%	89%	73%	82%	80%	93%	80%	82%	85%	82%	79%	82%	75%	88%	81%
		d	ade	ade		d		f			l				np	n	
WHITE - Irish	44	28	-	2	14	44	42	2	5	39	7	20	17	44	15	8	12
	1%	1%	-%	1%	19%	1%	2%	1%	1%	2%	1%	1%	2%	1%	3%	1%	1%
					abce										o		
WHITE - Gypsy, Traveller or Irish Traveller	3	2	-	*	-	3	3	-	-	3	2	*	-	3	*	*	-
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%
WHITE - Any other White background	83	72	8	2	2	83	81	2	10	73	9	33	41	83	11	33	29
	3%	3%	3%	1%	3%	3%	3%	1%	2%	3%	1%	2%	4%	3%	2%	3%	4%
							g						jkm				
MIXED - White and Asian	30	25	3	2	*	30	28	2	4	27	4	17	8	30	9	7	8
	1%	1%	1%	2%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%
															o		
MIXED - White and Black Caribbean	28	25	1	1	1	28	24	3	2	25	3	15	9	28	4	9	9
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
MIXED - White and Black African	8	5	2	*	-	8	7	1	1	6	1	5	1	8	2	3	1
	*%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
			a														

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



**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 101**

All interviewing conducted using an online panel. Any break column with 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
MIXED - Any other mixed/ multiple ethnic background	14 *%	12 *%	* *%	1 1%	* *%	14 *%	11 *%	2 1%	- -%	14 1%	1 *%	5 *%	8 1%	14 *%	2 *%	6 *%	2 *%
ASIAN AND BRITISH ASIAN - Indian	72 2%	71 3%	- -%	- -%	* 1%	72 2%	70 3%	2 *%	9 2%	63 2%	13 2%	32 2%	26 3%	72 2%	21 5%	19 2%	20 2%
		bcd				bc	g								o		
ASIAN AND BRITISH ASIAN - Pakistani	40 1%	34 1%	4 1%	2 2%	- -%	40 1%	39 1%	1 *%	12 3%	28 1%	10 1%	15 1%	13 1%	40 1%	12 2%	9 1%	4 *%
															op		
ASIAN AND BRITISH ASIAN - Chinese	22 1%	21 1%	- -%	- -%	1 1%	22 1%	22 1%	- -%	- -%	22 1%	3 *%	3 *%	16 2%	22 1%	* *%	8 1%	9 1%
													km				
ASIAN AND BRITISH ASIAN- Bangladeshi	13 *%	13 *%	- -%	1 1%	- -%	13 *%	12 *%	2 *%	2 *%	12 *%	3 *%	4 *%	6 1%	13 *%	2 *%	4 *%	3 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	29 1%	28 1%	- -%	* *%	* *%	29 1%	25 1%	4 1%	2 *%	27 1%	9 1%	8 1%	11 1%	29 1%	10 2%	5 *%	4 1%
															o		
BLACK AND BLACK BRITISH - African	89 3%	80 3%	4 2%	3 2%	1 2%	89 3%	87 3%	2 *%	19 4%	70 3%	13 2%	54 4%	21 2%	89 3%	17 4%	20 2%	27 3%
							g					l			o		o
BLACK AND BLACK BRITISH - Caribbean	26 1%	26 1%	- -%	- -%	- -%	26 1%	22 1%	4 1%	7 1%	19 1%	8 1%	8 1%	10 1%	26 1%	- -%	10 1%	10 1%
																	n

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

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 101**

All interviewing conducted using an online panel. Any break column with 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11 *%	11 *%	- -%	- -%	- -%	11 *%	11 *%	- -%	- -%	11 *%	3 *%	7 *%	1 *%	11 *%	3 1% o	- -%	2 *%
OTHER ETHNIC GROUP - Arab	19 1%	17 1%	2 1%	* *%	- -%	19 1%	19 1%	- -%	10 2% i	9 *%	5 1%	10 1%	4 *%	19 1%	2 *%	8 1%	4 *%
OTHER ETHNIC GROUP - Any other ethnic background	10 *%	9 *%	* *%	* *%	- -%	10 *%	9 *%	1 *%	* *%	9 *%	* *%	6 *%	4 *%	10 *%	1 *%	6 *%	2 *%
Prefer not to say	28 1%	25 1%	3 1%	- -%	1 1%	28 1%	28 1%	* *%	9 2%	19 1%	11 1%	6 *%	12 1%	28 1%	6 1% o	3 *%	6 1%

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

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

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2515 82%	883 82%	1474 82%	1540 84%	853 79%
			a	d	
WHITE - Irish	44 1%	20 2%	22 1%	19 1%	21 2%
WHITE - Gypsy, Traveller or Irish Traveller	3 *%	* *%	* *%	1 *%	- -%
WHITE - Any other White background	83 3%	17 2%	62 3%	47 3%	35 3%
			a		
MIXED - White and Asian	30 1%	13 1%	16 1%	24 1%	6 1%
MIXED - White and Black Caribbean	28 1%	10 1%	13 1%	12 1%	13 1%
MIXED - White and Black African	8 *%	2 *%	6 *%	6 *%	1 *%
MIXED - Any other mixed/ multiple ethnic background	14 *%	5 *%	6 *%	7 *%	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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
ASIAN AND BRITISH ASIAN - Indian	72 2%	27 2%	40 2%	36 2%	29 3%
ASIAN AND BRITISH ASIAN - Pakistani	40 1%	16 1%	17 1%	17 1%	17 2%
ASIAN AND BRITISH ASIAN - Chinese	22 1%	9 1%	12 1%	16 1%	4 *%
ASIAN AND BRITISH ASIAN- Bangladeshi	13 *%	6 1%	7 *%	5 *%	5 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	29 1%	6 1%	23 1%	21 1%	6 1%
BLACK AND BLACK BRITISH - African	89 3%	24 2%	57 3%	34 2%	42 4% c
BLACK AND BLACK BRITISH - Caribbean	26 1%	7 1%	16 1%	13 1%	10 1%
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11 *%	5 *%	3 *%	6 *%	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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
OTHER ETHNIC GROUP - Arab	19 1%	7 1%	12 1%	2 *%	12 1% c
OTHER ETHNIC GROUP - Any other ethnic background	10 *%	6 1%	4 *%	3 *%	6 1%
Prefer not to say	28 1%	8 1%	12 1%	15 1%	3 *%

Columns Tested: a,b - c,d

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023.**

**Table 102**

All interviewing conducted using an online panel. Any break column with 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. Do you or anyone in your household currently receive 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Universal Credit (and household has other earnings).	279	46	75	61	48	39	9	279	132	146	47	80	60	89	127	150	279
	9%	12%	13%	12%	9%	8%	2%	9%	9%	9%	5%	9%	9%	15%	7%	12%	9%
		f	efg	f	f	f		f				j	j	jklnp		jnp	j
Personal Independence Payment (PIP)	227	22	28	29	54	60	34	227	93	128	51	54	51	71	105	122	227
	7%	6%	5%	6%	10%	12%	6%	7%	6%	8%	6%	6%	8%	12%	6%	10%	7%
					bc	abcfg								jknp		jknp	
Universal Credit (and household has no other earnings).	145	25	39	28	27	21	5	145	78	61	35	21	23	65	56	88	145
	5%	7%	7%	5%	5%	4%	1%	5%	5%	4%	4%	2%	4%	11%	3%	7%	5%
		f	f	f	f	f		f						jklnop		jklnp	kn
Employment and Support Allowance (ESA)	143	18	26	33	29	26	10	143	68	69	34	33	21	52	67	73	143
	5%	5%	5%	6%	5%	5%	2%	5%	5%	4%	4%	4%	3%	9%	4%	6%	5%
		f	f	f	f	f		f						jklnp		n	
Carer's allowance	113	15	17	12	24	32	13	113	60	49	27	23	24	39	50	63	113
	4%	4%	3%	2%	4%	6%	2%	4%	4%	3%	3%	2%	4%	6%	3%	5%	4%
						bcfg								jknp		kn	
Income Support	99	23	23	22	8	7	16	99	70	25	30	21	13	35	51	48	99
	3%	6%	4%	4%	1%	1%	3%	3%	5%	2%	3%	2%	2%	6%	3%	4%	3%
		defg	e	de					i					klnp			
Pensions Credit (Guaranteed Credit)	74	10	14	7	3	2	37	74	39	34	23	9	13	29	32	42	74
	2%	3%	2%	1%	1%	*%	7%	2%	3%	2%	3%	1%	2%	5%	2%	3%	2%
		de	e				abcdeg	de						klnp		kn	
Pensions Credit (no Guaranteed Credit)	52	9	15	2	2	2	21	52	29	20	13	15	13	10	28	23	52
	2%	2%	3%	*%	*%	*%	4%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%
		cde	cde				cdeg										

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

All interviewing conducted using an online panel. Any break column with 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. Do you or anyone in your household currently receive 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	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Income-based Jobseeker's Allowance	42 1%	8 2%	18 3%	5 1%	3 1%	4 1%	3 1%	42 1%	30 2%	12 1%	8 1%	15 2%	5 1%	13 2%	24 1%	18 1%	42 1%
Other	43 1%	1 *%	4 1%	3 1%	4 1%	5 1%	25 5%	43 1%	20 1%	22 1%	16 2%	5 1%	3 1%	18 3%	21 1%	22 2%	43 1%
RECEIVES ANY OF THESE BENEFITS	842 27%	123 33%	167 29%	151 28%	139 25%	126 25%	135 24%	842 27%	411 28%	414 26%	180 20%	201 22%	166 26%	289 47%	381 21%	456 36%	842 27%
None of these - Do not receive any of these benefits	2004 65%	157 42%	357 62%	345 65%	379 69%	361 71%	406 73%	2004 65%	928 63%	1067 67%	651 74%	668 72%	425 66%	256 42%	1319 73%	682 54%	2004 65%
Don't know	94 3%	49 13%	23 4%	9 2%	4 1%	6 1%	4 1%	94 3%	43 3%	50 3%	26 3%	23 2%	24 4%	16 3%	49 3%	40 3%	94 3%
Prefer not to say	143 5%	41 11%	26 5%	25 5%	26 5%	12 2%	13 2%	143 5%	79 5%	54 3%	28 3%	33 4%	25 4%	49 8%	61 3%	74 6%	143 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.

**C11. Do you or anyone in your household currently receive 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Universal Credit (and household has other earnings).	279	250	18	6	4	279	258	21	66	213	58	131	90	279	82	132	16
	9%	10%	7%	5%	6%	9%	10%	5%	14%	8%	8%	10%	9%	9%	17%	10%	2%
		cd				c	g		i						op	p	
Personal Independence Payment (PIP)	227	176	27	13	10	227	190	37	32	195	59	110	52	227	36	123	35
	7%	7%	11%	10%	13%	7%	7%	9%	7%	7%	8%	8%	5%	7%	8%	10%	4%
			a		ae											p	
Universal Credit (and household has no other earnings).	145	121	15	7	3	145	134	12	25	120	33	76	36	145	53	47	18
	5%	5%	6%	5%	4%	5%	5%	3%	5%	5%	5%	6%	4%	5%	11%	4%	2%
															op		
Employment and Support Allowance (ESA)	143	116	11	10	6	143	125	17	27	116	39	75	28	143	41	53	19
	5%	4%	4%	7%	8%	5%	5%	4%	6%	4%	5%	5%	3%	5%	9%	4%	2%
					ae						l	l			op		
Carer's allowance	113	86	16	7	5	113	96	17	23	90	36	49	29	113	24	66	7
	4%	3%	6%	5%	6%	4%	4%	4%	5%	3%	5%	4%	3%	4%	5%	5%	1%
			a		a										p	p	
Income Support	99	77	15	4	3	99	92	6	8	91	30	42	26	99	31	27	25
	3%	3%	6%	3%	4%	3%	3%	2%	2%	3%	4%	3%	3%	3%	7%	2%	3%
			a												op		
Pensions Credit (Guaranteed Credit)	74	59	8	4	3	74	65	9	5	69	25	32	17	74	15	39	11
	2%	2%	3%	3%	4%	2%	2%	2%	1%	3%	3%	2%	2%	2%	3%	3%	1%
					a												
Pensions Credit (no Guaranteed Credit)	52	46	1	4	1	52	52	-	5	47	20	20	12	52	14	18	11
	2%	2%	*%	3%	1%	2%	2%	-%	1%	2%	3%	1%	1%	2%	3%	1%	1%
				b			g										

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



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

**C11. Do you or anyone in your household currently receive 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	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Income-based Jobseeker's Allowance	42	34	5	1	2	42	36	6	2	39	10	24	8	42	12	14	4
	1%	1%	2%	1%	3%	1%	1%	1%	1%	2%	1%	2%	1%	1%	3%	1%	1%
Other	43	33	7	2	*	43	35	8	8	35	13	22	8	43	2	32	3
	1%	1%	3%	2%	***	1%	1%	2%	2%	1%	2%	2%	1%	1%	***	2%	***
			d													np	
RECEIVES ANY OF THESE BENEFITS	842	698	80	39	24	842	759	83	153	688	238	379	216	842	237	367	93
	27%	27%	31%	28%	32%	27%	29%	20%	33%	26%	33%	28%	22%	27%	50%	29%	12%
							g		i		lm	l		l	op	p	
None of these - Do not receive any of these benefits	2004	1712	159	86	47	2004	1688	316	267	1737	412	871	705	2004	201	876	684
	65%	66%	62%	62%	61%	65%	63%	75%	57%	66%	57%	63%	73%	65%	42%	69%	85%
							f	f	h	h	j	j	jkm	j		n	no
Don't know	94	80	7	5	2	94	87	7	16	78	25	50	19	94	15	15	9
	3%	3%	3%	4%	3%	3%	3%	2%	3%	3%	3%	4%	2%	3%	3%	1%	1%
															op		
Prefer not to say	143	119	12	9	3	143	127	16	29	114	43	72	27	143	20	20	16
	5%	5%	5%	6%	4%	5%	5%	4%	6%	4%	6%	5%	3%	5%	4%	2%	2%
											l	l		l	o		

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

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

**C11. Do you or anyone in your household currently receive 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Universal Credit (and household has other earnings).	279	144	122	113	150
	9%	13%	7%	6%	14%
		b		c	
Personal Independence Payment (PIP)	227	184	43	157	62
	7%	17%	2%	9%	6%
		b		d	
Universal Credit (and household has no other earnings).	145	108	31	75	57
	5%	10%	2%	4%	5%
		b			
Employment and Support Allowance (ESA)	143	101	37	78	51
	5%	9%	2%	4%	5%
		b			
Carer's allowance	113	65	42	82	26
	4%	6%	2%	4%	2%
		b		d	
Income Support	99	71	24	45	41
	3%	7%	1%	2%	4%
		b			
Pensions Credit (Guaranteed Credit)	74	51	19	51	21
	2%	5%	1%	3%	2%
		b			

Columns Tested: a,b - c,d

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

**C11. Do you or anyone in your household currently receive 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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Pensions Credit (no Guaranteed Credit)	52 2%	36 3% b	15 1%	27 1%	18 2%
Income-based Jobseeker's Allowance	42 1%	26 2% b	14 1%	20 1%	16 1%
Other	43 1%	24 2% b	13 1%	31 2%	11 1%
RECEIVES ANY OF THESE BENEFITS	842 27%	516 48% b	288 16%	454 25%	324 30% c
None of these - Do not receive any of these benefits	2004 65%	454 42%	1455 81% a	1247 68%	693 64%
Don't know	94 3%	42 4% b	30 2%	54 3%	16 1%
Prefer not to say	143 5%	58 5% b	30 2%	69 4%	42 4%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
Up to £199 per week / Up to £10,399 per year	224	53	35	25	46	37	28	224	104	109	28	54	33	107	82	140	224
	7%	14%	6%	5%	8%	7%	5%	7%	7%	7%	3%	6%	5%	18%	5%	11%	7%
		bcdefg										j		ijklnop		ijklnp	jn
From £200 to £299 per week / From £10,400 to £15,599 per year	273	37	44	38	37	49	67	273	106	165	47	53	57	113	100	170	273
	9%	10%	8%	7%	7%	10%	12%	9%	7%	10%	5%	6%	9%	19%	6%	14%	9%
							cd			h			jn	ijklnop		ijklnp	jkn
From £300 to £499 per week / From £15,600 to £25,999 per year	508	41	83	81	89	87	127	508	233	272	65	187	122	132	253	255	508
	16%	11%	14%	15%	16%	17%	23%	16%	16%	17%	7%	20%	19%	22%	14%	20%	16%
						a	abcdg	a				jnp	jn	jnp	j	jnp	j
From £500 to £699 per week / From £26,000 to £36,399 per year	540	48	104	92	90	83	123	540	275	259	121	205	140	73	326	213	540
	18%	13%	18%	17%	16%	16%	22%	18%	19%	16%	14%	22%	22%	12%	18%	17%	18%
							ag					jmop	jmo		jm	m	jm
From £700 to £999 per week / From £36,400 to £51,999 per year	541	37	122	107	83	98	94	541	281	259	185	181	140	34	366	174	541
	18%	10%	21%	20%	15%	19%	17%	18%	19%	16%	21%	20%	22%	6%	20%	14%	18%
			ad	a		a	a	a			mo	mo	mop		mo	m	mo
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	328	25	69	75	74	50	36	328	175	153	162	110	46	10	272	56	328
	11%	7%	12%	14%	14%	10%	6%	11%	12%	10%	18%	12%	7%	2%	15%	4%	11%
			af	af	af			af			klmop	lmo	m		lmop	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	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	441	511	556	488	458	629	3083	1459	1594	827	816	623	799	1643	1422	3083
Effective Weighted Sample	1854	264	321	341	312	289	339	1854	911	926	535	523	367	430	1057	788	1854
Total	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
£1,500 and above per week / £78,000 and above per year	243 8%	15 4%	38 7%	66 12%	66 12%	41 8%	18 3%	243 8%	130 9%	113 7%	162 18%	48 5%	26 4%	6 1%	210 12%	31 3%	243 8%
			f	abfg	abfg	af		af			klmnop	mo	m		klmop		klmo
Don't know/ Prefer not to say	427 14%	114 31%	77 13%	47 9%	63 11%	60 12%	66 12%	427 14%	159 11%	253 16%	114 13%	87 9%	77 12%	135 22%	201 11%	212 17%	427 14%
		bcdefg						c		h				ijklnop		ijklnp	kn

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

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

**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				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
Up to £199 per week / Up to £10,399 per year	224	180	22	16	6	224	194	29	51	173	87	102	34	224	205	-	-
	7%	7%	9%	12%	8%	7%	7%	7%	11%	7%	12%	7%	3%	7%	43%	-%	-%
				ae					i		klm	l		l	op		
From £200 to £299 per week / From £10,400 to £15,599 per year	273	228	23	15	6	273	251	22	63	210	97	116	59	273	92	170	-
	9%	9%	9%	11%	8%	9%	9%	5%	14%	8%	13%	8%	6%	9%	19%	13%	-%
							g		i		klm			l	op	p	
From £300 to £499 per week / From £15,600 to £25,999 per year	508	425	49	23	11	508	420	87	72	436	102	248	144	508	106	393	-
	16%	16%	19%	16%	14%	16%	16%	21%	15%	17%	14%	18%	15%	16%	22%	31%	-%
															p	np	
From £500 to £699 per week / From £26,000 to £36,399 per year	540	464	37	24	15	540	482	58	81	460	123	270	145	540	47	419	51
	18%	18%	14%	17%	19%	18%	18%	14%	17%	18%	17%	20%	15%	18%	10%	33%	6%
												l				np	
From £700 to £999 per week / From £36,400 to £51,999 per year	541	466	35	24	15	541	470	71	59	481	97	223	220	541	23	296	200
	18%	18%	14%	17%	20%	18%	18%	17%	13%	18%	14%	16%	23%	18%	5%	23%	25%
									h				jkm			n	n
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	328	264	42	12	10	328	279	49	32	296	34	133	161	328	-	-	315
	11%	10%	16%	9%	13%	11%	10%	12%	7%	11%	5%	10%	17%	11%	-%	-%	39%
			ace						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.

**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				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3083	2161	310	305	307	3083	2689	394	403	2680	621	1429	1015	3083	504	1294	784
Effective Weighted Sample	1854	1441	226	227	254	1854	1643	218	223	1649	355	862	655	1854	289	766	509
Total	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
£1,500 and above per week / £78,000 and above per year	243	211	21	7	5	243	194	49	18	225	26	96	120	243	-	-	237
	8%	8%	8%	5%	7%	8%	7%	12%	4%	9%	4%	7%	12%	8%	-%	-%	30%
							f			h		j	jkm	j			no
Don't know/ Prefer not to say	427	370	29	19	9	427	370	56	90	337	153	184	83	427	-	-	-
	14%	14%	11%	13%	11%	14%	14%	13%	19%	13%	21%	13%	9%	14%	-%	-%	-%
									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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
Up to £199 per week / Up to £10,399 per year	224 7%	114 11%	95 5%	150 8%	54 5%
		b		d	
From £200 to £299 per week / From £10,400 to £15,599 per year	273 9%	137 13%	116 6%	191 10%	71 7%
		b		d	
From £300 to £499 per week / From £15,600 to £25,999 per year	508 16%	184 17%	302 17%	341 19%	157 15%
			a	d	
From £500 to £699 per week / From £26,000 to £36,399 per year	540 18%	162 15%	359 20%	332 18%	185 17%
			a		
From £700 to £999 per week / From £36,400 to £51,999 per year	541 18%	173 16%	340 19%	280 15%	239 22%
				c	
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	328 11%	92 9%	224 12%	164 9%	151 14%
			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.

**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	3083	1104	1780	1968	930
Effective Weighted Sample	1854	641	1092	1152	606
Total	3083	1071	1803	1824	1075
£1,500 and above per week / £78,000 and above per year	243	49	183	108	129
	8%	5%	10%	6%	12%
			a		c
Don't know/ Prefer not to say	427	159	183	259	90
	14%	15%	10%	14%	8%
		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.

**FINANCIAL VULNERABILITY**

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

	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	2582	296	417	486	429	402	552	2582	1254	1314	694	709	540	633	1403	1173	2582
Effective Weighted Sample	1562	176	269	301	274	250	301	1562	794	762	454	458	318	346	911	651	1562
Total	2554	241	461	461	474	437	479	2554	1249	1287	739	807	552	451	1545	1004	2554
Most Financially Vulnerable	473	105	91	93	85	58	42	473	216	250	76	130	114	151	206	266	473
	19%	43%	20%	20%	18%	13%	9%	19%	17%	19%	10%	16%	21%	34%	13%	26%	19%
		bcdefg	ef	ef	f			ef				j	jn	ijklnop		jknp	jn
Potentially Financially Vulnerable	1278	88	234	211	221	230	294	1278	615	654	255	427	330	265	682	595	1278
	50%	36%	51%	46%	47%	52%	61%	50%	49%	51%	34%	53%	60%	59%	44%	59%	50%
			a	a	a	a	abcdeg	a				jn	jnp	jnp	j	jknp	jn
Least Financially Vulnerable	803	49	136	157	168	150	143	803	419	383	408	250	108	35	658	144	803
	31%	20%	29%	34%	35%	34%	30%	31%	34%	30%	55%	31%	20%	8%	43%	14%	31%
			a	a	a	a	a	a			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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2582	1804	268	253	257	2582	2238	344	310	2272	465	1200	905	2582	504	1294	784
Effective Weighted Sample	1562	1208	195	189	212	1562	1382	187	165	1413	258	734	587	1562	289	766	509
Total	2554	2152	221	115	66	2554	2193	360	348	2206	518	1149	867	2554	473	1278	803
Most Financially Vulnerable	473	395	34	31	13	473	430	44	99	374	121	222	129	473	473	-	-
	19%	18%	15%	27%	20%	19%	20%	12%	29%	17%	23%	19%	15%	19%	100%	-%	-%
			abe				g		i		l	l		l	op		
Potentially Financially Vulnerable	1278	1087	103	55	33	1278	1103	175	183	1095	281	596	385	1278	-	1278	-
	50%	51%	47%	48%	50%	50%	50%	49%	53%	50%	54%	52%	44%	50%	-%	100%	-%
											l	l		l		np	
Least Financially Vulnerable	803	670	85	29	19	803	661	142	65	737	116	331	353	803	-	-	803
	31%	31%	38%	25%	29%	31%	30%	39%	19%	33%	22%	29%	41%	31%	-%	-%	100%
			ac					f		h		j	jkm	j			no

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

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

**FINANCIAL VULNERABILITY**

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2582	912	1557	1718	861
Effective Weighted Sample	1562	535	957	1005	561
Total	2554	868	1575	1565	985
Most Financially Vulnerable	473	218	221	262	210
	19%	25%	14%	17%	21%
		b			c
Potentially Financially Vulnerable	1278	448	780	786	489
	50%	52%	50%	50%	50%
Least Financially Vulnerable	803	201	574	517	285
	31%	23%	36%	33%	29%
			a		

Columns Tested: a,b - c,d