

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 2 - 25TH OCTOBER - 28TH NOVEMBER 2023.**

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**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
England	2622	310	491	442	468	436	476	2622	1242	1363	756	770	552	519	1526	1071	2622
	85%	83%	85%	83%	85%	86%	85%	85%	85%	85%	85%	83%	86%	85%	84%	85%	85%
Scotland	260	34	48	53	44	37	45	260	119	136	74	86	49	49	160	97	260
	8%	9%	8%	10%	8%	7%	8%	8%	8%	8%	8%	9%	8%	8%	9%	8%	8%
Wales	139	20	23	23	23	22	27	139	67	70	38	43	27	31	81	58	139
	4%	5%	4%	4%	4%	4%	5%	4%	5%	4%	4%	5%	4%	5%	4%	5%	4%
Northern Ireland	77	8	13	15	16	13	13	77	40	36	22	23	17	15	45	32	77
	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%	2%

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

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**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
England	2622	2622	-	-	-	2622	2275	347	401	2221	603	1176	804	2622	441	943	747
	85%	100%	-%	-%	-%	85%	85%	82%	85%	85%	85%	85%	83%	85%	85%	83%	85%
		bcde				bcd											
Scotland	260	-	260	-	-	260	229	31	39	221	57	112	88	260	47	98	73
	8%	-%	100%	-%	-%	8%	9%	7%	8%	8%	8%	8%	9%	8%	9%	9%	8%
			acde			acd											
Wales	139	-	-	139	-	139	108	31	22	117	31	62	45	139	20	63	31
	4%	-%	-%	100%	-%	4%	4%	7%	5%	4%	4%	4%	5%	4%	4%	6%	4%
				abde		abd		f									
Northern Ireland	77	-	-	-	77	77	62	15	9	69	15	33	29	77	11	31	23
	2%	-%	-%	-%	100%	2%	2%	4%	2%	3%	2%	2%	3%	2%	2%	3%	3%
					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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
England	2622	572	1335	656	2622	929	1455	1513	923
	85%	86%	85%	83%	85%	83%	85%	84%	86%
Scotland	260	45	133	77	260	100	143	156	85
	8%	7%	8%	10%	8%	9%	8%	9%	8%
Wales	139	26	68	42	139	49	79	84	45
	4%	4%	4%	5%	4%	4%	5%	5%	4%
Northern Ireland	77	19	41	17	77	35	38	47	26
	2%	3%	3%	2%	2%	3%	2%	3%	2%

Columns Tested: a,b,c,d - e,f - g,h

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**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
North West	360	36	62	57	74	71	61	360	176	184	95	101	83	81	196	164	360
	12%	10%	11%	11%	13%	14%	11%	12%	12%	11%	11%	11%	13%	13%	11%	13%	12%
Yorkshire and Humberside	264	42	54	45	45	31	48	264	130	135	61	80	67	53	142	121	264
	9%	11%	9%	8%	8%	6%	9%	9%	9%	8%	7%	9%	10%	9%	8%	10%	9%
		e										j					
North East	160	14	32	21	31	28	34	160	77	83	43	42	37	36	85	73	160
	5%	4%	6%	4%	6%	6%	6%	5%	5%	5%	5%	5%	6%	6%	5%	6%	5%
West Midlands	290	42	60	46	45	47	49	290	144	145	73	92	66	49	166	115	290
	9%	11%	10%	9%	8%	9%	9%	9%	10%	9%	8%	10%	10%	8%	9%	9%	9%
East of England	269	25	42	50	46	58	48	269	132	133	82	79	51	56	161	107	269
	9%	7%	7%	9%	8%	11%	9%	9%	9%	8%	9%	9%	8%	9%	9%	9%	9%
						ab											
East Midlands	232	32	33	40	35	48	44	232	106	124	53	80	49	47	133	97	232
	7%	9%	6%	8%	6%	10%	8%	7%	7%	8%	6%	9%	8%	8%	7%	8%	7%
						b											
South East	412	39	68	62	75	70	97	412	182	226	141	108	70	90	249	160	412
	13%	11%	12%	12%	14%	14%	17%	13%	12%	14%	16%	12%	11%	15%	14%	13%	13%
							ab										
							bcg										
London	396	55	101	78	73	46	43	396	189	200	146	128	62	58	274	120	396
	13%	15%	18%	15%	13%	9%	8%	13%	13%	12%	16%	14%	10%	9%	15%	10%	13%
		ef	efg	ef	f			ef			lmop	lmo			lmop		lmo
South West	239	24	39	43	43	37	53	239	106	133	61	59	66	48	121	114	239
	8%	7%	7%	8%	8%	7%	9%	8%	7%	8%	7%	6%	10%	8%	7%	9%	8%
													jknp			n	
Scotland	260	34	48	53	44	37	45	260	119	136	74	86	49	49	160	97	260
	8%	9%	8%	10%	8%	7%	8%	8%	8%	8%	8%	9%	8%	8%	9%	8%	8%
Wales	139	20	23	23	23	22	27	139	67	70	38	43	27	31	81	58	139
	4%	5%	4%	4%	4%	4%	5%	4%	5%	4%	4%	5%	4%	5%	4%	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.

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Northern Ireland	77	8	13	15	16	13	13	77	40	36	22	23	17	15	45	32	77
	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%	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 2 - 25TH OCTOBER - 28TH NOVEMBER 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
North West	360	360	-	-	-	360	319	41	64	296	74	172	105	360	72	135	93
	12%	14%	-%	-%	-%	12%	12%	10%	14%	11%	10%	12%	11%	12%	14%	12%	11%
		bcde				bcd											
Yorkshire and Humberside	264	264	-	-	-	264	228	37	34	230	64	129	72	264	54	101	68
	9%	10%	-%	-%	-%	9%	9%	9%	7%	9%	9%	9%	7%	9%	10%	9%	8%
		bcd				bcd											
North East	160	160	-	-	-	160	133	27	30	130	42	75	43	160	33	69	42
	5%	6%	-%	-%	-%	5%	5%	6%	6%	5%	6%	5%	4%	5%	6%	6%	5%
		bcd				bcd											
West Midlands	290	290	-	-	-	290	259	31	63	227	86	116	81	290	55	108	74
	9%	11%	-%	-%	-%	9%	10%	7%	13%	9%	12%	8%	8%	9%	11%	10%	8%
		bcd				bcd			i		kl						
East of England	269	269	-	-	-	269	221	48	31	238	63	118	86	269	27	97	86
	9%	10%	-%	-%	-%	9%	8%	11%	7%	9%	9%	9%	9%	9%	5%	9%	10%
		bcd				bcd										n	n
East Midlands	232	232	-	-	-	232	187	46	36	197	57	83	87	232	40	86	61
	7%	9%	-%	-%	-%	7%	7%	11%	8%	7%	8%	6%	9%	7%	8%	8%	7%
		bcd				bcd		f					k				
South East	412	412	-	-	-	412	347	65	50	363	85	201	116	412	62	141	139
	13%	16%	-%	-%	-%	13%	13%	15%	11%	14%	12%	15%	12%	13%	12%	12%	16%
		bcde				bcd											
London	396	396	-	-	-	396	390	6	56	340	74	179	140	396	58	110	124
	13%	15%	-%	-%	-%	13%	15%	2%	12%	13%	10%	13%	15%	13%	11%	10%	14%
		bcde				bcd	g						j				o
South West	239	239	-	-	-	239	193	46	37	202	58	101	75	239	39	97	60
	8%	9%	-%	-%	-%	8%	7%	11%	8%	8%	8%	7%	8%	8%	8%	9%	7%
		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 2 - 25TH OCTOBER - 28TH NOVEMBER 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				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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Scotland	260	-	260	-	-	260	229	31	39	221	57	112	88	260	47	98	73
	8%	-%	100%	-%	-%	8%	9%	7%	8%	8%	8%	8%	9%	8%	9%	9%	8%
			acde			acd											
Wales	139	-	-	139	-	139	108	31	22	117	31	62	45	139	20	63	31
	4%	-%	-%	100%	-%	4%	4%	7%	5%	4%	4%	4%	5%	4%	4%	6%	4%
			abde			abd		f									
Northern Ireland	77	-	-	-	77	77	62	15	9	69	15	33	29	77	11	31	23
	2%	-%	-%	-%	100%	2%	2%	4%	2%	3%	2%	2%	3%	2%	2%	3%	3%
					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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
North West	360	65	185	99	360	124	211	204	138
	12%	10%	12%	13%	12%	11%	12%	11%	13%
Yorkshire and Humberside	264	51	134	70	264	99	147	153	95
	9%	8%	9%	9%	9%	9%	9%	8%	9%
North East	160	39	84	37	160	56	89	89	66
	5%	6%	5%	5%	5%	5%	5%	5%	6%
West Midlands	290	68	148	68	290	114	153	167	103
	9%	10%	9%	9%	9%	10%	9%	9%	10%
East of England	269	70	130	68	269	106	151	154	91
	9%	10%	8%	9%	9%	10%	9%	9%	8%
East Midlands	232	37	136	53	232	78	118	137	76
	7%	6%	9%	7%	7%	7%	7%	8%	7%
			a						
South East	412	92	207	105	412	136	241	248	141
	13%	14%	13%	13%	13%	12%	14%	14%	13%
London	396	108	179	96	396	119	227	205	144
	13%	16%	11%	12%	13%	11%	13%	11%	13%
		bcd							
South West	239	42	132	59	239	99	118	155	69
	8%	6%	8%	7%	8%	9%	7%	9%	6%
Scotland	260	45	133	77	260	100	143	156	85
	8%	7%	8%	10%	8%	9%	8%	9%	8%
Wales	139	26	68	42	139	49	79	84	45
	4%	4%	4%	5%	4%	4%	5%	5%	4%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Northern Ireland	77	19	41	17	77	35	38	47	26
	2%	3%	3%	2%	2%	3%	2%	3%	2%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Urban	2675	328	530	479	488	398	452	2675	1303	1353	766	822	552	507	1588	1059	2675
	86%	88%	92%	90%	89%	78%	81%	86%	89%	84%	86%	89%	86%	83%	88%	84%	86%
		ef	efg	efg	ef			ef	i			mo			mo		m
Rural	424	44	46	54	63	110	109	424	167	252	124	100	92	106	224	199	424
	14%	12%	8%	10%	11%	22%	19%	14%	11%	16%	14%	11%	14%	17%	12%	16%	14%
						abcdg	abcdg	bc		h				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.

**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	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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Urban	2675	2275	229	108	62	2675	2675	-	411	2264	596	1192	853	2675	466	948	748
	86%	87%	88%	78%	80%	86%	100%	-%	87%	86%	84%	86%	88%	86%	90%	83%	86%
		cd	cd			cd	g								op		
Rural	424	347	31	31	15	424	-	424	60	364	110	191	114	424	52	188	126
	14%	13%	12%	22%	20%	14%	-%	100%	13%	14%	16%	14%	12%	14%	10%	17%	14%
				abe	abe			f								n	n

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

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

**URBANITY**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Urban	2675	588	1355	673	2675	944	1491	1494	973
	86%	89%	86%	85%	86%	85%	87%	83%	90%
									g
Rural	424	75	222	118	424	169	224	306	106
	14%	11%	14%	15%	14%	15%	13%	17%	10%
									h

Columns Tested: a,b,c,d - e,f - g,h

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 2 - 25TH OCTOBER - 28TH NOVEMBER 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						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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
A	227	25	60	50	27	26	39	227	139	87	227	-	-	-	227	-	227
	7%	7%	10%	9%	5%	5%	7%	7%	9%	5%	25%	-%	-%	-%	13%	-%	7%
			deg	de					i		klmnop				klmop		klmo
B	663	76	125	102	108	88	164	663	328	333	663	-	-	-	663	-	663
	21%	20%	22%	19%	20%	17%	29%	21%	22%	21%	75%	-%	-%	-%	37%	-%	21%
							abcdeg				klmnop				klmop		klmo
C1	922	147	165	175	154	141	140	922	421	489	-	922	-	-	922	-	922
	30%	40%	29%	33%	28%	28%	25%	30%	29%	30%	-%	100%	-%	-%	51%	-%	30%
		bdefg		f				f				ijmnop			ijmop		jlmo
C2	644	61	126	115	141	124	76	644	359	282	-	-	644	-	-	644	644
	21%	16%	22%	22%	26%	24%	14%	21%	24%	18%	-%	-%	100%	-%	-%	51%	21%
			f	f	afg	af		f	i				jkmnop			jkmpn	jkmpn
D	315	33	61	56	51	82	32	315	110	203	-	-	-	315	-	315	315
	10%	9%	11%	11%	9%	16%	6%	10%	7%	13%	-%	-%	-%	51%	-%	25%	10%
			f	f		abcdfg		f		h				ijklnop		ijklp	ijklp
E	299	22	35	30	64	42	104	299	102	197	-	-	-	299	-	299	299
	10%	6%	6%	6%	12%	8%	19%	10%	7%	12%	-%	-%	-%	49%	-%	24%	10%
					abc		abcdeg	abc		h				ijklnop		ijklp	ijklp
Don't know	29	8	3	4	5	5	4	29	11	14	-	-	-	-	-	-	29
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%	-%	-%	-%	1%
		g															ijklmno
<b>SUMMARY CODES</b>																	
AB	890	101	185	152	135	114	203	890	467	419	890	-	-	-	890	-	890
	29%	27%	32%	28%	24%	22%	36%	29%	32%	26%	100%	-%	-%	-%	49%	-%	29%
			de	e			acdeg	e	i		klmnop				klmop		klmo
C1C2	1566	208	292	290	296	265	216	1566	780	772	-	922	644	-	922	644	1566
	51%	56%	51%	54%	54%	52%	39%	51%	53%	48%	-%	100%	100%	-%	51%	51%	51%
		f	f	f	f	f		f	i			jmnp	jmnp		jm	jm	jm
DE	614	55	96	87	116	124	137	614	212	400	-	-	-	614	-	614	614
	20%	15%	17%	16%	21%	24%	24%	20%	14%	25%	-%	-%	-%	100%	-%	49%	20%
					a	abcg	abcg	a		h				ijklnop		ijklp	ijklp

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 2 - 25TH OCTOBER - 28TH NOVEMBER 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	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
A	227 7%	199 8%	16 6%	7 5%	5 7%	227 7%	196 7%	30 7%	21 4%	206 8% h	41 6%	97 7%	87 9% j	227 7%	28 5%	54 5%	106 12% no
B	663 21%	557 21%	58 22%	31 22%	17 22%	663 21%	569 21%	94 22%	44 9%	619 24% h	133 19%	295 21%	233 24% j	663 21%	47 9%	192 17% n	321 37% no
C1	922 30%	770 29%	86 33%	43 31%	23 30%	922 30%	822 31% g	100 23% g	144 31%	778 30%	186 26%	415 30%	312 32% j	922 30%	128 25%	351 31% n	264 30%
C2	644 21%	552 21%	49 19%	27 19%	17 22%	644 21%	552 21%	92 22%	109 23%	535 20%	137 19%	307 22%	194 20%	644 21%	121 23% p	278 24% p	147 17%
D	315 10%	278 11%	19 7%	12 8%	6 8%	315 10%	266 10%	49 11%	73 16% i	241 9%	90 13%	131 9%	89 9%	315 10%	96 19% op	129 11% p	28 3%
E	299 10%	241 9%	30 11%	20 14% ae	9 11%	299 10%	241 9%	58 14% f	66 14% i	233 9%	111 16% klm	129 9% l	49 5% j	299 10% l	94 18% op	123 11% p	7 1%
Don't know	29 1%	26 1%	3 1%	1 *% *	* *% *	29 1%	27 1%	2 *% *	13 3% i	16 1%	9 1%	9 1%	4 *% j	29 1%	5 1% p	9 1% p	- -%
<b>SUMMARY CODES</b>																	
AB	890 29%	756 29%	74 28%	38 27%	22 28%	890 29%	766 29%	124 29%	65 14% h	825 31% h	174 25%	393 28%	320 33% jkm	890 29%	74 14%	246 22% n	427 49% no
C1C2	1566 51%	1322 50%	135 52%	69 50%	40 52%	1566 51%	1374 51%	192 45%	254 54%	1313 50%	323 46%	722 52% j	505 52% j	1566 51%	249 48%	628 55% np	412 47%

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

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

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	NATION				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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
DE	614	519	49	31	15	614	507	106	140	474	200	259	138	614	190	252	35
	20%	20%	19%	22%	19%	20%	19%	25%	30%	18%	28%	19%	14%	20%	37%	22%	4%
								f	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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
A	227	119	84	18	227	82	119	102	107
	7%	18%	5%	2%	7%	7%	7%	6%	10%
		bcd	c		bc				g
B	663	188	367	101	663	205	430	364	260
	21%	28%	23%	13%	21%	18%	25%	20%	24%
		bcd	c		c		e		g
C1	922	156	492	253	922	294	547	584	275
	30%	24%	31%	32%	30%	26%	32%	32%	26%
			a	a	a		e	h	
C2	644	132	346	162	644	250	341	356	246
	21%	20%	22%	20%	21%	22%	20%	20%	23%
D	315	36	148	120	315	108	167	174	117
	10%	5%	9%	15%	10%	10%	10%	10%	11%
			a	abd	a				
E	299	26	129	132	299	161	103	210	68
	10%	4%	8%	17%	10%	14%	6%	12%	6%
			a	abd	a	f		h	
Don't know	29	5	12	5	29	13	8	11	5
	1%	1%	1%	1%	1%	1%	*%	1%	*%
<b>SUMMARY CODES</b>									
AB	890	307	451	119	890	287	550	466	368
	29%	46%	29%	15%	29%	26%	32%	26%	34%
		bcd	c		c		e		g
C1C2	1566	288	837	415	1566	544	888	940	522
	51%	43%	53%	53%	51%	49%	52%	52%	48%
			a	a	a				

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
DE	614	62	277	251	614	269	270	384	185
	20%	9%	18%	32%	20%	24%	16%	21%	17%
			a	abd	a	f		h	

Columns Tested: a,b,c,d - e,f - g,h

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 2 - 25TH OCTOBER - 28TH NOVEMBER 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
16-24 years	372	372	-	-	-	-	-	372	162	198	101	147	61	55	248	115	372
	12%	100%	-%	-%	-%	-%	-%	12%	11%	12%	11%	16%	9%	9%	14%	9%	12%
		bcdefg						bcdef				jlmop			lmo		mo
25-34 years	576	-	576	-	-	-	-	576	263	303	185	165	126	96	350	222	576
	19%	-%	100%	-%	-%	-%	-%	19%	18%	19%	21%	18%	20%	16%	19%	18%	19%
			acdefg					acdef			m						
35-44 years	532	-	-	532	-	-	-	532	245	285	152	175	115	87	326	202	532
	17%	-%	-%	100%	-%	-%	-%	17%	17%	18%	17%	19%	18%	14%	18%	16%	17%
				abdefg				abdef			m				m		
45-54 years	551	-	-	-	551	-	-	551	248	303	135	154	141	116	289	257	551
	18%	-%	-%	-%	100%	-%	-%	18%	17%	19%	15%	17%	22%	19%	16%	20%	18%
					abcefg			abcef					jknop			jn	
55-64 years	508	-	-	-	-	508	-	508	262	245	114	141	124	124	254	248	508
	16%	-%	-%	-%	-%	100%	-%	16%	18%	15%	13%	15%	19%	20%	14%	20%	16%
						abcdfg		abcdf					jn	jknp		jknp	j
65+	560	-	-	-	-	-	560	560	288	271	203	140	76	137	343	213	560
	18%	-%	-%	-%	-%	-%	100%	18%	20%	17%	23%	15%	12%	22%	19%	17%	18%
								abcdeg	abcde			knop		klop	kl	l	l

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 2 - 25TH OCTOBER - 28TH NOVEMBER 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	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
16-24 years	372	310	34	20	8	372	328	44	71	300	92	183	94	372	92	85	54
	12%	12%	13%	14%	11%	12%	12%	10%	15%	11%	13%	13%	10%	12%	18%	8%	6%
25-34 years	576	491	48	23	13	576	530	46	89	486	112	211	250	576	121	198	152
	19%	19%	18%	17%	17%	19%	20%	11%	19%	19%	16%	15%	26%	19%	23%	17%	17%
							g						jkm	k	op		
35-44 years	532	442	53	23	15	532	479	54	95	438	80	206	239	532	96	176	177
	17%	17%	20%	17%	20%	17%	18%	13%	20%	17%	11%	15%	25%	17%	19%	16%	20%
							g						jkm	j			o
45-54 years	551	468	44	23	16	551	488	63	94	457	107	252	180	551	101	185	172
	18%	18%	17%	17%	20%	18%	18%	15%	20%	17%	15%	18%	19%	18%	19%	16%	20%
55-64 years	508	436	37	22	13	508	398	110	65	443	128	240	135	508	68	205	158
	16%	17%	14%	16%	16%	16%	15%	26%	14%	17%	18%	17%	14%	16%	13%	18%	18%
								f			l	l				n	n
65+	560	476	45	27	13	560	452	109	58	503	187	290	68	560	40	286	161
	18%	18%	17%	19%	16%	18%	17%	26%	12%	19%	26%	21%	7%	18%	8%	25%	18%
								f		h	klm	lm		l		np	n

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

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

**RESPONDENT'S AGE**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
16-24 years	372	106	181	69	372	169	145	234	75
	12%	16%	11%	9%	12%	15%	8%	13%	7%
		bcd			c	f		h	
25-34 years	576	123	283	154	576	185	333	211	310
	19%	19%	18%	19%	19%	17%	19%	12%	29%
									g
35-44 years	532	102	246	180	532	163	317	150	350
	17%	15%	16%	23%	17%	15%	18%	8%	32%
				abd			e		g
45-54 years	551	90	254	192	551	200	300	281	238
	18%	14%	16%	24%	18%	18%	17%	16%	22%
				abd	a				g
55-64 years	508	77	300	124	508	191	288	415	75
	16%	12%	19%	16%	16%	17%	17%	23%	7%
			a		a			h	
65+	560	166	314	71	560	205	332	510	32
	18%	25%	20%	9%	18%	18%	19%	28%	3%
		bcd	c		c			h	

Columns Tested: a,b,c,d - e,f - g,h

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

RESPONDENT'S GENDER

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Man	1469	162	263	245	248	262	288	1469	1469	-	467	421	359	212	887	570	1469
	47%	44%	46%	46%	45%	52%	51%	47%	100%	-%	52%	46%	56%	34%	49%	45%	47%
					a	a			i		kmop	m	kmnop	m	m	m	
Woman	1605	198	303	285	303	245	271	1605	-	1605	419	489	282	400	909	682	1605
	52%	53%	53%	53%	55%	48%	48%	52%	-%	100%	47%	53%	44%	65%	50%	54%	52%
									h			jl		jklnop	l	jl	jl
Non-binary	14	6	5	2	-	*	*	14	-	-	3	5	2	2	7	5	14
	*%	2%	1%	*%	-%	*%	*%	*%	-%	-%	*%	1%	*%	*%	*%	*%	*%
		defg															
Prefer to use another term	4	2	1	-	-	-	-	4	-	-	1	2	-	-	4	-	4
	*%	1%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%	-%	*%
		g															
Prefer not to say	8	3	4	-	-	-	1	8	-	-	-	5	1	-	5	1	8
	*%	1%	1%	-%	-%	-%	*%	*%	-%	-%	-%	1%	*%	-%	*%	*%	*%
												o					

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

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

**RESPONDENT'S GENDER**

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Man	1469	1242	119	67	40	1469	1303	167	168	1301	315	699	435	1469	219	554	468
	47%	47%	46%	48%	52%	47%	49%	39%	36%	50%	45%	51%	45%	47%	42%	49%	54%
Woman	1605	1363	136	70	36	1605	1353	252	299	1306	378	677	527	1605	295	580	404
	52%	52%	52%	50%	47%	52%	51%	59%	63%	50%	53%	49%	54%	52%	57%	51%	46%
Non-binary	14	9	4	1	1	14	10	3	3	11	4	5	5	14	5	2	1
	*%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	*%	1%	*%	*%
Prefer to use another term	4	2	1	-	-	4	1	2	-	4	2	1	-	4	-	-	1
	*%	*%	1%	-%	-%	*%	*%	1%	-%	*%	*%	*%	-%	*%	-%	-%	*%
Prefer not to say	8	6	-	1	*	8	8	-	1	6	7	1	-	8	-	-	-
	*%	*%	-%	1%	*%	*%	*%	-%	*%	*%	1%	*%	-%	*%	-%	-%	-%

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

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

**RESPONDENT'S GENDER**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Man	1469	387	748	306	1469	499	833	882	481
	47%	58%	47%	39%	47%	45%	49%	49%	45%
		bcd	c		c			h	
Woman	1605	268	824	479	1605	599	878	907	595
	52%	40%	52%	61%	52%	54%	51%	50%	55%
			a	abd	a				g
Non-binary	14	1	5	6	14	8	2	8	2
	*%	*%	*%	1%	*%	1%	*%	*%	*%
						f			
Prefer to use another term	4	4	-	-	4	4	-	2	1
	*%	1%	-%	-%	*%	*%	-%	*%	*%
		bd				f			
Prefer not to say	8	3	-	-	8	3	2	1	-
	*%	1%	-%	-%	*%	*%	*%	*%	-%
		b							

Columns Tested: a,b,c,d - e,f - g,h

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 2 - 25TH OCTOBER - 28TH NOVEMBER 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
In full time employment	1457	112	401	359	303	226	56	1457	829	620	514	481	336	121	995	457	1457
	47%	30%	70%	67%	55%	45%	10%	47%	56%	39%	58%	52%	52%	20%	55%	36%	47%
		f	adefg	adefg	aefg	af		af	i		kmop	mop	mop		mop	m	mo
In part time employment	527	72	87	102	93	118	55	527	154	367	131	133	131	127	263	257	527
	17%	19%	15%	19%	17%	23%	10%	17%	10%	23%	15%	14%	20%	21%	15%	20%	17%
		f	f	f	f	bdfg		f		h			jkn	jknp		jknp	
Retired	519	-	-	-	9	74	436	519	275	244	176	131	74	135	307	208	519
	17%	-%	-%	-%	2%	15%	78%	17%	19%	15%	20%	14%	11%	22%	17%	17%	17%
					abc	abcd	abcdeg	abcd	i		kl		klnop	l	l	l	
Unemployed	188	35	31	29	58	26	8	188	79	109	15	34	15	119	49	135	188
	6%	9%	5%	5%	11%	5%	2%	6%	5%	7%	2%	4%	2%	19%	3%	11%	6%
		bcefg	f	f	bcefg	f		f				j		jklnop		jklnp	jkln
Full-time responsibility for home/family	166	2	35	28	62	34	5	166	28	137	17	32	44	73	49	118	166
	5%	1%	6%	5%	11%	7%	1%	5%	2%	9%	2%	3%	7%	12%	3%	9%	5%
			af	af	abcefg	af		af		h			jkn	jklnp		jknp	jn
A student	165	143	12	5	2	3	-	165	75	81	28	98	24	12	126	36	165
	5%	39%	2%	1%	*%	1%	-%	5%	5%	5%	3%	11%	4%	2%	7%	3%	5%
		bcddefg	df	f				bcdef				jlmnop			jlmo		jmo
Other	61	5	6	4	22	25	*	61	24	37	5	11	16	24	17	40	61
	2%	1%	1%	1%	4%	5%	*%	2%	2%	2%	1%	1%	3%	4%	1%	3%	2%
		f			abcfg	abcfg		f					jn	jknp		jknp	jn
Prefer not to say	16	2	4	5	2	3	*	16	5	10	4	2	4	3	6	7	16
	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	*%	*%	1%	*%	*%	1%	1%

**SUMMARY CODES**

WORKING	1983	184	488	461	396	344	110	1983	984	987	645	614	467	248	1259	714	1983
	64%	50%	85%	87%	72%	68%	20%	64%	67%	62%	72%	67%	72%	40%	69%	57%	64%
		f	adefg	adefg	afg	af		af	i		kmop	mo	kmop		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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
NOT WORKING	1099	185	85	66	153	161	450	1099	480	608	241	306	174	363	547	537	1099
	35%	50%	15%	12%	28%	32%	80%	35%	33%	38%	27%	33%	27%	59%	30%	43%	35%
		bcdeg			bc	bc	abcdeg	bcd		h		jl		jklmnop		jklnp	jln

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
In full time employment	1457	1241	119	56	40	1457	1319	138	165	1292	236	605	608	1457	165	521	579
	47%	47%	46%	41%	52%	47%	49%	33%	35%	49%	33%	44%	63%	47%	32%	46%	66%
		c			c	c	g			h		j	jkm	j		n	no
In part time employment	527	446	48	21	12	527	442	85	103	424	119	233	166	527	126	187	105
	17%	17%	19%	15%	15%	17%	17%	20%	22%	16%	17%	17%	17%	17%	24%	17%	12%
									i						op	p	
Retired	519	445	41	25	9	519	403	116	49	470	177	268	60	519	29	273	144
	17%	17%	16%	18%	11%	17%	15%	27%	10%	18%	25%	19%	6%	17%	6%	24%	16%
		d		d		d		f		h	klm	l		l		np	n
Unemployed	188	155	16	11	5	188	151	37	52	136	68	76	40	188	70	51	10
	6%	6%	6%	8%	7%	6%	6%	9%	11%	5%	10%	6%	4%	6%	13%	4%	1%
								f	i		klm			l	op	p	
Full-time responsibility for home/family	166	138	17	6	5	166	140	26	34	132	39	87	39	166	63	51	21
	5%	5%	6%	4%	7%	5%	5%	6%	7%	5%	6%	6%	4%	5%	12%	4%	2%
												l			op	p	
A student	165	134	14	13	4	165	153	13	43	122	37	88	38	165	51	22	11
	5%	5%	5%	9%	5%	5%	6%	3%	9%	5%	5%	6%	4%	5%	10%	2%	1%
				ae					i			l			op		
Other	61	48	6	6	2	61	52	9	19	42	22	20	15	61	15	30	3
	2%	2%	2%	4%	2%	2%	2%	2%	4%	2%	3%	1%	2%	2%	3%	3%	1%
				ae					i		k				p	p	
Prefer not to say	16	14	-	2	1	16	16	1	7	9	8	7	1	16	-	1	-
	1%	1%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-%	1%	-%
									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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
<b>SUMMARY CODES</b>																	
WORKING	1983	1687	167	77	52	1983	1760	223	268	1715	355	838	773	1983	290	708	684
	64%	64%	64%	55%	67%	64%	66%	53%	57%	65%	50%	61%	80%	64%	56%	62%	78%
		c	c		c	c	g		h		j	l	j		n	no	
NOT WORKING	1099	921	93	60	25	1099	898	201	196	903	343	538	192	1099	228	426	189
	35%	35%	36%	43%	32%	35%	34%	47%	42%	34%	49%	39%	20%	35%	44%	38%	22%
				ade				f	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.

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
In full time employment	1457	357	753	330	1457	427	907	692	673
	47%	54%	48%	42%	47%	38%	53%	38%	62%
		bcd	c		c		e		g
In part time employment	527	77	265	170	527	203	280	277	212
	17%	12%	17%	22%	17%	18%	16%	15%	20%
			a	abd	a				g
Retired	519	149	302	62	519	188	308	486	15
	17%	22%	19%	8%	17%	17%	18%	27%	1%
		cd	c		c			h	
Unemployed	188	15	70	92	188	99	65	125	43
	6%	2%	4%	12%	6%	9%	4%	7%	4%
			a	abd	ab	f		h	
Full-time responsibility for home/ family	166	14	77	70	166	85	66	58	99
	5%	2%	5%	9%	5%	8%	4%	3%	9%
			a	abd	a	f			g
A student	165	45	76	36	165	67	67	110	23
	5%	7%	5%	4%	5%	6%	4%	6%	2%
						f		h	
Other	61	5	25	29	61	42	14	48	12
	2%	1%	2%	4%	2%	4%	1%	3%	1%
				abd		f		h	
Prefer not to say	16	-	11	3	16	2	8	4	3
	1%	-%	1%	*%	1%	*%	*%	*%	*%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
<b>SUMMARY CODES</b>									
WORKING	1983	434	1018	501	1983	631	1187	970	884
	64%	66%	65%	63%	64%	57%	69%	54%	82%
							e		g
NOT WORKING	1099	228	549	288	1099	481	519	827	192
	35%	34%	35%	36%	35%	43%	30%	46%	18%
						f		h	

Columns Tested: a,b,c,d - e,f - g,h

**OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 2 - 25TH OCTOBER - 28TH NOVEMBER 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
None	14	3	1	-	2	4	4	14	6	8	-	1	4	7	1	11	14
	*%	1%	*%	-%	*%	1%	1%	*%	*%	*%	-%	*%	1%	1%	*%	1%	*%
		c										n	jknp		jn		
Up to 2 hours	66	10	16	13	10	4	13	66	35	32	18	16	11	21	35	32	66
	2%	3%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%
		e	e	e													
3 to 5 hours	472	62	112	100	64	72	64	472	190	275	167	116	95	91	283	186	472
	15%	17%	19%	19%	12%	14%	11%	15%	13%	17%	19%	13%	15%	15%	16%	15%	15%
		df	dfg	df				f		h	kop						
6 to 8 hours	307	31	61	59	54	42	60	307	130	172	94	87	65	57	181	122	307
	10%	8%	11%	11%	10%	8%	11%	10%	9%	11%	11%	9%	10%	9%	10%	10%	10%
9 to 11 hours	338	43	55	72	52	54	62	338	143	192	84	105	73	75	189	148	338
	11%	12%	10%	13%	9%	11%	11%	11%	10%	12%	9%	11%	11%	12%	10%	12%	11%
12 to 15 hours	224	21	37	28	39	41	59	224	117	105	75	69	44	36	143	80	224
	7%	6%	6%	5%	7%	8%	11%	7%	8%	7%	8%	7%	7%	6%	8%	6%	7%
							abcg										
16 to 22 hours	328	30	56	52	58	51	82	328	160	167	96	93	74	66	189	140	328
	11%	8%	10%	10%	11%	10%	15%	11%	11%	10%	11%	10%	11%	11%	10%	11%	11%
							abceg										
23 to 30 hours	510	63	68	73	113	95	98	510	256	252	141	149	122	90	291	212	510
	16%	17%	12%	14%	20%	19%	18%	16%	17%	16%	16%	16%	19%	15%	16%	17%	16%
					bc	b	b	b									
Over 30 hours	779	93	169	129	148	133	107	779	401	373	211	260	149	155	471	304	779
	25%	25%	29%	24%	27%	26%	19%	25%	27%	23%	24%	28%	23%	25%	26%	24%	25%
		f	f	f	f	f	f	f	i								
Don't know/ unsure	61	15	3	7	12	13	11	61	31	28	4	27	8	16	31	24	61
	2%	4%	1%	1%	2%	3%	2%	2%	2%	2%	*%	3%	1%	3%	2%	2%	2%
		bcg				b						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.

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
<b>SUMMARY CODES</b>																	
0 to 8 hours	859	107	189	172	130	121	140	859	360	487	279	220	174	176	499	350	859
	28%	29%	33%	32%	24%	24%	25%	28%	25%	30%	31%	24%	27%	29%	28%	28%	28%
			defg	def						h	k						
9 to 22 hours	890	94	147	152	149	145	203	890	421	465	254	266	191	177	520	368	890
	29%	25%	26%	28%	27%	29%	36%	29%	29%	29%	29%	29%	30%	29%	29%	29%	29%
							abcdeg										
23+ hours	1289	156	236	202	260	228	205	1289	657	625	353	409	271	245	762	516	1289
	42%	42%	41%	38%	47%	45%	37%	42%	45%	39%	40%	44%	42%	40%	42%	41%	42%
				cfg	cf				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 2 - 25TH OCTOBER - 28TH NOVEMBER 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
None	14 *%	12 *%	1 *%	1 1%	1 1%	14 *%	13 *%	1 *%	2 *%	12 *%	6 1%	4 *%	- -%	14 *%	3 1%	2 *%	2 *%
Up to 2 hours	66 2%	59 2%	4 1%	3 2%	1 1%	66 2%	61 2%	6 1%	25 5%	42 2%	38 5%	14 1%	8 1%	66 2%	26 5%	14 1%	7 1%
3 to 5 hours	472 15%	407 16%	38 14%	17 12%	10 14%	472 15%	425 16%	47 11%	99 21%	373 14%	142 20%	222 16%	97 10%	472 15%	79 15%	151 13%	139 16%
6 to 8 hours	307 10%	269 10%	21 8%	11 8%	6 8%	307 10%	269 10%	38 9%	56 12%	251 10%	85 12%	158 11%	58 6%	307 10%	30 6%	106 9%	88 10%
9 to 11 hours	338 11%	287 11%	26 10%	15 10%	10 13%	338 11%	266 10%	71 17%	54 11%	284 11%	99 14%	144 10%	93 10%	338 11%	63 12%	118 10%	95 11%
12 to 15 hours	224 7%	190 7%	19 7%	10 7%	5 7%	224 7%	194 7%	30 7%	31 7%	193 7%	56 8%	108 8%	59 6%	224 7%	34 7%	92 8%	66 8%
16 to 22 hours	328 11%	273 10%	27 10%	19 14%	9 12%	328 11%	277 10%	52 12%	42 9%	286 11%	62 9%	164 12%	101 10%	328 11%	42 8%	145 13%	94 11%
23 to 30 hours	510 16%	424 16%	41 16%	30 21%	16 20%	510 16%	429 16%	80 19%	54 12%	455 17%	77 11%	224 16%	207 21%	510 16%	78 15%	206 18%	157 18%
Over 30 hours	779 25%	651 25%	77 30%	31 22%	20 25%	779 25%	685 26%	93 22%	92 20%	687 26%	122 17%	320 23%	334 35%	779 25%	161 31%	283 25%	218 25%
Don't know/ unsure	61 2%	51 2%	7 3%	3 2%	- -%	61 2%	56 2%	6 1%	16 3%	45 2%	20 3%	24 2%	9 1%	61 2%	2 *%	18 2%	7 1%

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
<b>SUMMARY CODES</b>																	
0 to 8 hours	859 28%	747 28%	63 24%	32 23%	18 23%	859 28%	767 29% g	92 22%	182 39% i	678 26%	271 38% klm	398 29% l	164 17%	859 28% l	138 27%	273 24%	236 27%
9 to 22 hours	890 29%	750 29%	72 28%	44 31%	24 32%	890 29%	737 28%	153 36% f	127 27%	763 29%	216 31%	417 30%	254 26%	890 29%	139 27%	355 31%	256 29%
23+ hours	1289 42%	1075 41%	118 45%	61 44%	35 45%	1289 42%	1115 42%	174 41%	147 31%	1142 43% h	199 28%	543 39% j	541 56% jkm	1289 42% j	239 46%	489 43%	375 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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
None	14 *%	2 *%	8 1%	1 *%	14 *%	6 1%	4 *%	8 *%	3 *%
Up to 2 hours	66 2%	23 3%	21 1%	18 2%	66 2%	28 3%	24 1%	37 2%	17 2%
3 to 5 hours	472 15%	109 16%	231 15%	117 15%	472 15%	186 17%	236 14%	248 14%	165 15%
6 to 8 hours	307 10%	87 13%	149 9%	65 8%	307 10%	99 9%	172 10%	158 9%	115 11%
9 to 11 hours	338 11%	71 11%	178 11%	82 10%	338 11%	107 10%	186 11%	201 11%	113 11%
12 to 15 hours	224 7%	49 7%	119 8%	54 7%	224 7%	72 6%	139 8%	141 8%	74 7%
16 to 22 hours	328 11%	61 9%	171 11%	90 11%	328 11%	106 10%	201 12%	197 11%	121 11%
23 to 30 hours	510 16%	95 14%	282 18%	124 16%	510 16%	195 18%	292 17%	318 18%	173 16%
Over 30 hours	779 25%	148 22%	397 25%	223 28%	779 25%	299 27%	431 25%	458 25%	286 26%
Don't know/ unsure	61 2%	17 3%	19 1%	16 2%	61 2%	15 1%	30 2%	36 2%	10 1%

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
<b>SUMMARY CODES</b>									
0 to 8 hours	859	221	410	201	859	320	436	450	301
	28%	33%	26%	25%	28%	29%	25%	25%	28%
		bcd							
9 to 22 hours	890	181	468	226	890	284	527	539	309
	29%	27%	30%	29%	29%	26%	31%	30%	29%
							e		
23+ hours	1289	242	680	347	1289	494	723	776	459
	42%	37%	43%	44%	42%	44%	42%	43%	43%
			a	a	a				

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
WhatsApp	2480	309	482	467	454	405	363	2480	1109	1349	720	768	508	461	1488	969	2480
	80%	83%	84%	88%	82%	80%	65%	80%	75%	84%	81%	83%	79%	75%	82%	77%	80%
		f	f	defg	f	f		f		h	m	mo			mo		mo
(Facebook) Messenger	1829	163	388	367	375	278	258	1829	756	1062	473	560	395	385	1033	780	1829
	59%	44%	67%	69%	68%	55%	46%	59%	51%	66%	53%	61%	61%	63%	57%	62%	59%
			aefg	aefg	aefg	af		af		h		j	j	jn		jn	j
Instagram (Direct)	1244	258	382	275	162	105	61	1244	522	713	380	404	253	197	784	450	1244
	40%	69%	66%	52%	29%	21%	11%	40%	36%	44%	43%	44%	39%	32%	43%	36%	40%
		cdefg	cdefg	defg	ef	f		def		h	mo	mo	m		mo		mo
FaceTime	971	182	208	195	151	119	117	971	361	599	330	282	181	166	612	347	971
	31%	49%	36%	37%	27%	24%	21%	31%	25%	37%	37%	31%	28%	27%	34%	28%	31%
		bcdefg	def	defg	f			ef		h	klmop				lmo		mo
Snapchat	861	275	289	141	91	40	25	861	356	491	268	278	166	141	545	307	861
	28%	74%	50%	27%	17%	8%	4%	28%	24%	31%	30%	30%	26%	23%	30%	24%	28%
		bcdefg	cdefg	def	ef	f		def		h	mo	mo			mo		mo
Microsoft Teams	717	91	196	158	131	99	43	717	336	376	269	267	108	70	536	178	717
	23%	24%	34%	30%	24%	19%	8%	23%	23%	23%	30%	29%	17%	11%	30%	14%	23%
		f	adefg	efg	f	f		f			lmop	lmop	m		lmop		lmo
Zoom	665	62	183	141	98	84	97	665	306	355	278	212	98	72	490	170	665
	21%	17%	32%	27%	18%	16%	17%	21%	21%	22%	31%	23%	15%	12%	27%	14%	21%
			adefg	adefg				ae			klmop	lmo			lmop		lmo
iMessage (by Apple)	613	114	149	124	91	70	66	613	237	371	198	194	124	90	392	214	613
	20%	31%	26%	23%	17%	14%	12%	20%	16%	23%	22%	21%	19%	15%	22%	17%	20%
		cdefg	defg	def	f			ef		h	mo	mo	m		mo		m
Skype	436	29	104	90	79	54	80	436	244	191	149	134	101	49	283	150	436
	14%	8%	18%	17%	14%	11%	14%	14%	17%	12%	17%	15%	16%	8%	16%	12%	14%
			aeg	ae	a		a	a	i		mo	m	mo		mo	m	m
Telegram	390	49	131	101	51	43	17	390	260	130	132	111	98	42	243	140	390
	13%	13%	23%	19%	9%	8%	3%	13%	18%	8%	15%	12%	15%	7%	13%	11%	13%
		ef	adefg	adefg	f	f		ef	i		mo	m	mo		m	m	m

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Discord	307	96	108	48	34	12	8	307	206	95	120	90	61	36	210	97	307
	10%	26%	19%	9%	6%	2%	2%	10%	14%	6%	13%	10%	9%	6%	12%	8%	10%
		bcdefg	cdefg	ef	ef			def	i		klmop	m	m		mo		mo
Google Chat/ Google Meet	281	32	106	71	37	19	16	281	148	132	113	83	52	31	196	83	281
	9%	9%	18%	13%	7%	4%	3%	9%	10%	8%	13%	9%	8%	5%	11%	7%	9%
		ef	acdefg	adefg	f			ef			klmop	m	m		mo		mo
WeChat	132	9	52	41	12	11	7	132	89	42	55	38	26	14	92	39	132
	4%	3%	9%	8%	2%	2%	1%	4%	6%	3%	6%	4%	4%	2%	5%	3%	4%
			adefg	adefg				df	i		mop				mo		m
Viber	122	7	43	35	23	5	8	122	67	55	48	34	23	17	82	39	122
	4%	2%	7%	7%	4%	1%	1%	4%	5%	3%	5%	4%	4%	3%	5%	3%	4%
			aefg	aefg	ef			ef			mo						
Signal	97	8	24	28	23	7	7	97	63	35	47	22	16	11	69	27	97
	3%	2%	4%	5%	4%	1%	1%	3%	4%	2%	5%	2%	2%	2%	4%	2%	3%
			ef	aefg	ef			f	i		klmop				mo		
Kik	73	6	25	19	11	7	5	73	40	33	28	19	11	15	47	26	73
	2%	2%	4%	4%	2%	1%	1%	2%	3%	2%	3%	2%	2%	3%	3%	2%	2%
			aefg	ef													
Slack	71	4	33	24	7	2	1	71	42	27	39	16	11	4	56	15	71
	2%	1%	6%	5%	1%	*%	*%	2%	3%	2%	4%	2%	2%	1%	3%	1%	2%
			adefg	adefg				ef			klmop				mo		mo
Clubhouse	39	2	22	9	4	-	1	39	27	12	18	6	8	6	24	15	39
	1%	1%	4%	2%	1%	-%	*%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
			adefg	ef				e	i		k						
I send messages, chat or make video/ voice calls on other apps/ sites	133	20	24	21	24	25	19	133	82	51	36	29	35	33	65	68	133
	4%	5%	4%	4%	4%	5%	3%	4%	6%	3%	4%	3%	5%	5%	4%	5%	4%
									i							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.

**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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2956	368	572	525	533	473	484	2956	1377	1554	854	891	609	576	1746	1185	2956
	95%	99%	99%	99%	97%	93%	86%	95%	94%	97%	96%	97%	94%	94%	96%	94%	95%
		defg	defg	efg	ef	f		f		h		mo			mo		
I do not send messages, chat or make video or voice calls on ANY apps/ sites	126	3	1	7	16	28	71	126	82	44	34	26	31	33	60	65	126
	4%	1%	*%	1%	3%	6%	13%	4%	6%	3%	4%	3%	5%	5%	3%	5%	4%
					ab	abc	abcdeg	abc	i					kn		kn	
Don't know	17	1	2	1	3	6	5	17	10	7	2	5	4	4	7	9	17
	1%	*%	*%	*%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 19)	3.7	4.6	5.1	4.4	3.4	2.7	2.1	3.7	3.6	3.8	4.2	3.8	3.5	3.0	4.0	3.3	3.7
		defg	acdefg	defg	ef	f		def		h	klmop	lmo	mo		lmop	m	mo
Standard deviation	2.73	2.37	3.22	3.01	2.32	1.85	1.80	2.73	2.87	2.58	3.11	2.55	2.55	2.40	2.84	2.49	2.73
Standard error	.05	.11	.15	.12	.10	.08	.07	.05	.08	.06	.10	.09	.10	.09	.07	.07	.05

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 2 - 25TH OCTOBER - 28TH NOVEMBER 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	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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
WhatsApp	2480 80%	2095 80%	205 79%	113 81%	67 86% abe	2480 80%	2159 81% g	320 76%	398 84% i	2082 79%	481 68%	1105 80% j	874 90% jkm	2480 80% j	422 81%	879 77%	743 85% o
(Facebook) Messenger	1829 59%	1535 59%	156 60%	87 63%	51 66% ae	1829 59%	1569 59% g	260 61%	270 57% i	1559 59%	306 43%	782 57% j	727 75% jkm	1829 59% j	311 60%	697 61%	526 60%
Instagram (Direct)	1244 40%	1054 40%	102 39%	49 35%	40 51% abce	1244 40%	1120 42% g	124 29%	163 35% h	1081 41%	160 23%	518 37% j	561 58% jkm	1244 40% j	248 48% o	373 33%	383 44% o
FaceTime	971 31%	815 31%	90 35%	46 33%	21 27%	971 31%	872 33% g	99 23%	133 28%	838 32%	172 24%	375 27% jkm	421 44% jk	971 31% o	181 35% o	306 27%	291 33% o
Snapchat	861 28%	705 27%	94 36% ace	35 25%	26 34% ace	861 28%	788 29% g	73 17%	135 29%	726 28%	149 21%	378 27% j	331 34% jkm	861 28% j	196 38% op	264 23%	201 23%
Microsoft Teams	717 23%	596 23%	75 29% ade	30 22%	16 21%	717 23%	650 24% g	67 16%	52 11%	665 25% h	63 9%	264 19% j	390 40% jkm	717 23% jk	117 23%	222 20%	277 32% no
Zoom	665 21%	557 21%	63 24%	28 20%	17 22%	665 21%	606 23% g	58 14%	43 9%	622 24% h	51 7%	226 16% j	388 40% jkm	665 21% jk	100 19%	233 20%	234 27% no
iMessage (by Apple)	613 20%	508 19%	66 26% ace	24 17%	15 19%	613 20%	544 20% g	69 16%	67 14%	546 21% h	70 10%	253 18% j	288 30% jkm	613 20% j	98 19%	183 16%	213 24% no
Skype	436 14%	366 14%	38 14%	18 13%	14 19%	436 14%	386 14% g	50 12%	28 6%	408 16% h	45 6%	187 14% j	203 21% jkm	436 14% j	69 13%	154 14%	148 17%
Telegram	390 13%	320 12%	42 16%	15 11%	13 17%	390 13%	376 14% g	15 3%	48 10%	342 13%	31 4%	152 11% j	207 21% jkm	390 13% j	76 15% o	119 10%	127 15% 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 2 - 25TH OCTOBER - 28TH NOVEMBER 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	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Discord	307	254	28	15	10	307	284	23	17	291	32	117	158	307	59	89	96
	10%	10%	11%	11%	13%	10%	11%	5%	4%	11%	5%	8%	16%	10%	11%	8%	11%
							g			h		j	jkm	j	o		o
Google Chat/ Google Meet	281	231	32	11	6	281	257	23	16	265	30	92	159	281	54	83	104
	9%	9%	12%	8%	8%	9%	10%	6%	3%	10%	4%	7%	16%	9%	10%	7%	12%
							g			h			jkm	jk			o
WeChat	132	111	13	5	3	132	125	7	10	121	20	34	76	132	28	41	42
	4%	4%	5%	3%	4%	4%	5%	2%	2%	5%	3%	2%	8%	4%	5%	4%	5%
							g			h			jkm	k			
Viber	122	103	11	4	5	122	113	9	8	114	20	40	62	122	23	33	37
	4%	4%	4%	3%	6%	4%	4%	2%	2%	4%	3%	3%	6%	4%	5%	3%	4%
										h			jkm				
Signal	97	86	8	1	3	97	89	9	10	87	4	38	55	97	15	27	37
	3%	3%	3%	1%	3%	3%	3%	2%	2%	3%	1%	3%	6%	3%	3%	2%	4%
		c			c	c						j	jkm	j			o
Kik	73	63	7	2	2	73	68	6	15	59	8	23	42	73	16	16	27
	2%	2%	3%	2%	2%	2%	3%	1%	3%	2%	1%	2%	4%	2%	3%	1%	3%
													jkm	o			o
Slack	71	60	8	1	3	71	66	5	2	69	1	18	52	71	7	19	31
	2%	2%	3%	1%	4%	2%	2%	1%	0%	3%	0%	1%	5%	2%	1%	2%	4%
					c					h		j	jkm	j			no
Clubhouse	39	36	*	-	2	39	37	2	2	37	1	11	27	39	7	10	15
	1%	1%	0%	0%	3%	1%	1%	0%	0%	1%	0%	1%	3%	1%	1%	1%	2%
					bc								jkm	j			
I send messages, chat or make video/ voice calls on other apps/ sites	133	115	8	6	4	133	119	15	12	122	18	45	69	133	31	43	42
	4%	4%	3%	4%	6%	4%	4%	3%	2%	5%	3%	3%	7%	4%	6%	4%	5%
													jkm				

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

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

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

Base : All respondents

	Total	NATION				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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2956 95%	2500 95%	248 95%	132 95%	75 97%	2956 95%	2560 96%	395 93%	455 97%	2500 95%	634 90%	1337 97%	956 99%	2956 95%	501 97%	1056 93%	855 98%
I do not send messages, chat or make video or voice calls on ANY apps/ sites	126 4%	108 4%	10 4%	6 4%	2 3%	126 4%	99 4%	27 6%	12 3%	114 4%	64 9%	40 3%	10 1%	126 4%	17 3%	73 6%	17 2%
Don't know	17 1%	14 1%	2 1%	1 1%	- -%	17 1%	15 1%	3 1%	4 1%	14 1%	9 1%	6 *%	1 *%	17 1%	1 *%	7 1%	1 *%
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 19)	3.7	3.7	4.0	3.5	4.1	3.7	3.8	2.9	3.0	3.8	2.4	3.4	5.3	3.7	4.0	3.3	4.1
Standard deviation	2.73	2.74	2.78	2.35	2.50	2.73	2.78	2.24	1.97	2.82	1.90	2.16	3.20	2.73	2.72	2.49	2.92
Standard error	.05	.06	.16	.13	.14	.05	.05	.12	.09	.05	.07	.06	.10	.05	.12	.07	.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.

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
WhatsApp	2480	505	1285	641	2480	861	1409	1399	933
	80%	76%	81%	81%	80%	77%	82%	78%	86%
			a				e		g
(Facebook) Messenger	1829	352	921	523	1829	672	1016	987	748
	59%	53%	58%	66%	59%	60%	59%	55%	69%
			a	abd	a				g
Instagram (Direct)	1244	272	628	316	1244	450	685	576	572
	40%	41%	40%	40%	40%	40%	40%	32%	53%
									g
FaceTime	971	230	484	237	971	377	516	494	402
	31%	35%	31%	30%	31%	34%	30%	27%	37%
									g
Snapchat	861	217	412	212	861	357	416	396	383
	28%	33%	26%	27%	28%	32%	24%	22%	36%
		bcd				f			g
Microsoft Teams	717	153	369	182	717	220	446	358	316
	23%	23%	23%	23%	23%	20%	26%	20%	29%
							e		g
Zoom	665	154	350	152	665	221	397	342	289
	21%	23%	22%	19%	21%	20%	23%	19%	27%
									g
iMessage (by Apple)	613	146	303	153	613	269	299	316	256
	20%	22%	19%	19%	20%	24%	17%	18%	24%
						f			g
Skype	436	127	226	77	436	175	235	230	179
	14%	19%	14%	10%	14%	16%	14%	13%	17%
		bcd	c		c				g

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Telegram	390	118	181	84	390	146	207	163	194
	13%	18%	11%	11%	13%	13%	12%	9%	18%
		bcd							g
Discord	307	71	151	82	307	137	144	157	126
	10%	11%	10%	10%	10%	12%	8%	9%	12%
						f			g
Google Chat/ Google Meet	281	75	136	62	281	97	158	104	163
	9%	11%	9%	8%	9%	9%	9%	6%	15%
		c							g
WeChat	132	47	47	34	132	58	64	49	73
	4%	7%	3%	4%	4%	5%	4%	3%	7%
		bcd							g
Viber	122	30	63	24	122	46	57	39	68
	4%	4%	4%	3%	4%	4%	3%	2%	6%
									g
Signal	97	20	47	28	97	45	44	44	46
	3%	3%	3%	4%	3%	4%	3%	2%	4%
									g
Kik	73	29	23	18	73	36	31	30	38
	2%	4%	1%	2%	2%	3%	2%	2%	4%
		bd				f			g
Slack	71	19	32	18	71	23	41	17	46
	2%	3%	2%	2%	2%	2%	2%	1%	4%
									g
Clubhouse	39	13	18	6	39	13	22	9	27
	1%	2%	1%	1%	1%	1%	1%	1%	3%
									g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
I send messages, chat or make video/ voice calls on other apps/ sites	133 4%	32 5%	64 4%	35 4%	133 4%	63 6%	68 4%	75 4%	53 5%
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2956 95%	626 95%	1500 95%	765 97%	2956 95%	1059 95%	1639 96%	1691 94%	1056 98%
I do not send messages, chat or make video or voice calls on ANY apps/ sites	126 4%	33 5% c	69 4%	21 3%	126 4%	54 5%	67 4%	102 6% h	18 2%
Don't know	17 1%	2 *%	8 1%	5 1%	17 1%	1 *%	9 1%	8 *%	5 *%
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 19)	3.7	3.9 bcd	3.6	3.6	3.7	3.8	3.6	3.2	4.6 g
Standard deviation	2.73	2.95	2.63	2.64	2.73	2.77	2.70	2.34	3.07
Standard error	.05	.12	.07	.09	.05	.08	.07	.05	.10

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
None used	143	3	3	8	18	35	76	143	92	51	35	31	36	38	66	73	143
	5%	1%	1%	1%	3%	7%	14%	5%	6%	3%	4%	3%	6%	6%	4%	6%	5%
					ab	abcd	abcdeg	abc	i				kn		kn		
Only one site or app used	449	23	47	48	82	105	144	449	259	184	112	115	104	112	227	216	449
	14%	6%	8%	9%	15%	21%	26%	14%	18%	11%	13%	12%	16%	18%	13%	17%	14%
					abc	abcdg	abcdg	abc	i				n	jknp	jknp		
More than one site or app used	2506	345	526	477	451	368	340	2506	1119	1370	742	776	504	464	1518	968	2506
	81%	93%	91%	90%	82%	72%	61%	81%	76%	85%	83%	84%	78%	76%	84%	77%	81%
		defg	defg	defg	ef	f		ef		h	lmo	lmo			lmop	mo	
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 19)	3.7	4.6	5.1	4.4	3.4	2.7	2.1	3.7	3.6	3.8	4.2	3.8	3.5	3.0	4.0	3.3	3.7
		defg	acdefg	defg	ef	f		def		h	klmop	lmo	mo		lmop	m	mo
Standard deviation	2.73	2.37	3.22	3.01	2.32	1.85	1.80	2.73	2.87	2.58	3.11	2.55	2.55	2.40	2.84	2.49	2.73
Standard error	.05	.11	.15	.12	.10	.08	.07	.05	.08	.06	.10	.09	.10	.09	.07	.07	.05

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

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

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

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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
None used	143	122	12	7	2	143	114	29	16	127	72	47	10	143	18	79	18
	5%	5%	5%	5%	3%	5%	4%	7%	3%	5%	10%	3%	1%	5%	3%	7%	2%
Only one site or app used	449	392	34	17	7	449	369	81	83	366	187	193	56	449	64	181	119
	14%	15%	13%	12%	9%	14%	14%	19%	18%	14%	26%	14%	6%	14%	12%	16%	14%
		d				d		f			klm	l		l		np	
More than one site or app used	2506	2108	214	115	68	2506	2192	314	372	2134	447	1144	901	2506	436	875	736
	81%	80%	82%	83%	88%	81%	82%	74%	79%	81%	63%	83%	93%	81%	84%	77%	84%
					ae		g					j	jkm	j	o	o	o
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 19)	3.7	3.7	4.0	3.5	4.1	3.7	3.8	2.9	3.0	3.8	2.4	3.4	5.3	3.7	4.0	3.3	4.1
			ace		ace		g			h		j	jkm	jk	o	o	o
Standard deviation	2.73	2.74	2.78	2.35	2.50	2.73	2.78	2.24	1.97	2.82	1.90	2.16	3.20	2.73	2.72	2.49	2.92
Standard error	.05	.06	.16	.13	.14	.05	.05	.12	.09	.05	.07	.06	.10	.05	.12	.07	.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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
None used	143 5%	36 5%	77 5%	26 3%	143 5%	55 5%	76 4%	109 6%	24 2%
Only one site or app used	449 14%	95 14%	213 14%	126 16%	449 14%	132 12%	279 16%	314 17%	93 9%
More than one site or app used	2506 81%	532 80%	1287 82%	639 81%	2506 81%	926 83%	1360 79%	1377 76%	963 89%
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 19)	3.7	3.9	3.6	3.6	3.7	3.8	3.6	3.2	4.6
Standard deviation	2.73	2.95	2.63	2.64	2.73	2.77	2.70	2.34	3.07
Standard error	.05	.12	.07	.09	.05	.08	.07	.05	.10
Columns Tested: a,b,c,d - e,f - g,h		bcd				f	e	h	g

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
YouTube	2412	344	468	438	422	371	369	2412	1211	1179	697	758	490	447	1455	936	2412
	78%	93%	81%	82%	77%	73%	66%	78%	82%	73%	78%	82%	76%	73%	80%	74%	78%
		bcdefg	ef	defg	f	f		ef	i		m	lmop			lmo		mo
Facebook (inc Facebook Gaming)	1526	134	363	322	310	213	184	1526	667	853	431	424	362	299	855	661	1526
	49%	36%	63%	61%	56%	42%	33%	49%	45%	53%	48%	46%	56%	49%	47%	53%	49%
			aefg	aefg	aefg	f		aef		h			jkmp		kn		
Instagram	1399	257	414	319	192	140	77	1399	615	772	428	446	294	218	874	512	1399
	45%	69%	72%	60%	35%	28%	14%	45%	42%	48%	48%	48%	46%	35%	48%	41%	45%
		cdefg	cdefg	defg	ef	f		def		h	mo	mo	m		mo	m	mo
TikTok	1201	288	335	249	169	107	54	1201	500	685	345	368	259	219	713	478	1201
	39%	77%	58%	47%	31%	21%	10%	39%	34%	43%	39%	40%	40%	36%	39%	38%	39%
		bcdefg	cdefg	defg	ef	f		def		h							
Snapchat	621	192	208	110	72	20	20	621	292	319	185	199	128	103	384	231	621
	20%	52%	36%	21%	13%	4%	4%	20%	20%	20%	21%	22%	20%	17%	21%	18%	20%
		bcdefg	cdefg	def	ef			def				m			m		
Twitch	193	64	64	36	19	7	4	193	131	60	71	46	45	28	118	73	193
	6%	17%	11%	7%	3%	1%	1%	6%	9%	4%	8%	5%	7%	5%	6%	6%	6%
		bcdefg	cdefg	def	f			def	i		km						
Vimeo	124	8	38	38	27	9	4	124	82	41	52	38	19	15	90	35	124
	4%	2%	7%	7%	5%	2%	1%	4%	6%	3%	6%	4%	3%	2%	5%	3%	4%
			aefg	aefg	ef			ef	i		lmop				mo		
Dailymotion	113	12	41	21	20	10	7	113	67	44	43	40	16	13	83	30	113
	4%	3%	7%	4%	4%	2%	1%	4%	5%	3%	5%	4%	3%	2%	5%	2%	4%
			acdefg	f	f			f	i		lmo	mo			lmo		
OnlyFans	72	9	25	17	13	2	6	72	61	12	38	19	10	5	57	15	72
	2%	2%	4%	3%	2%	1%	1%	2%	4%	1%	4%	2%	2%	1%	3%	1%	2%
		e	efg	ef	e			e	i		klmop				mo		mo
BitChute	29	4	8	8	6	1	1	29	21	8	16	3	4	6	19	10	29
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
			f	f					i		k						

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

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

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
I watch videos/ clips on other apps/ sites	76 2%	6 2%	17 3%	9 2%	14 3%	19 4%	12 2%	76 2%	50 3%	26 2%	17 2%	23 3%	20 3%	14 2%	40 2%	34 3%	76 2%	
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2843 92%	372 100%	566 98%	515 97%	518 94%	443 87%	429 77%	2843 92%	1366 93%	1452 90%	823 93%	862 94%	597 93%	537 88%	1686 93%	1134 90%	2843 92%	
		bcdefg	defg	efg	ef	f	ef	ef	i		m	mo	m		mo		m	
I do not watch videos/ clips on any apps/ sites	237 8%	- -%	9 2%	16 3%	31 6%	57 11%	125 22%	237 8%	99 7%	138 9%	62 7%	59 6%	44 7%	66 11%	121 7%	109 9%	237 8%	
			a	a	ab	abcdg	abcdeg	abc						jklnp				
Don't know	19 1%	- -%	1 *%	1 *%	3 *%	8 2%	7 1%	19 1%	4 *%	15 1%	4 *%	1 *%	4 1%	11 2%	5 *%	14 1%	19 1%	
					abcg					h				jknp		kn		
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
Mean number of apps/ sites used (out of 11)	2.5	3.5	3.4	2.9	2.3	1.8	1.3	2.5	2.5	2.5	2.6	2.6	2.6	2.2	2.6	2.4	2.5	
		cdefg	cdefg	defg	ef	f		def			mo	mo	mo		mo	m	mo	
Standard deviation	1.69	1.45	1.73	1.61	1.51	1.30	1.15	1.69	1.76	1.62	1.83	1.61	1.63	1.63	1.72	1.64	1.69	
Standard error	.03	.07	.08	.07	.07	.06	.05	.03	.05	.04	.06	.06	.06	.06	.04	.04	.03	

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
YouTube	2412	2039	205	105	63	2412	2111	301	323	2089	398	1115	886	2412	423	859	707
	78%	78%	79%	75%	82%	78%	79%	71%	68%	80%	56%	81%	92%	78%	82%	76%	81%
							g			h		j	jkm	j	o		o
Facebook (inc Facebook Gaming)	1526	1277	129	74	46	1526	1338	188	221	1305	209	648	665	1526	281	555	448
	49%	49%	50%	53%	59%	49%	50%	44%	47%	50%	30%	47%	69%	49%	54%	49%	51%
					abe							j	jkm	j			
Instagram	1399	1167	127	62	43	1399	1259	140	186	1213	173	585	637	1399	262	429	440
	45%	45%	49%	45%	55%	45%	47%	33%	39%	46%	25%	42%	66%	45%	51%	38%	50%
					ace		g			h		j	jkm	j	o		o
TikTok	1201	1012	99	55	35	1201	1096	104	186	1015	188	483	529	1201	244	385	326
	39%	39%	38%	40%	45%	39%	41%	25%	39%	39%	27%	35%	55%	39%	47%	34%	37%
							g					j	jkm	jk	op		
Snapchat	621	506	71	24	20	621	579	42	76	545	97	251	272	621	149	169	166
	20%	19%	27%	17%	25%	20%	22%	10%	16%	21%	14%	18%	28%	20%	29%	15%	19%
			ace		ace		g			h		j	jkm	j	op		o
Twitch	193	156	19	13	5	193	179	14	10	183	14	74	105	193	40	64	50
	6%	6%	7%	9%	7%	6%	7%	3%	2%	7%	2%	5%	11%	6%	8%	6%	6%
							g			h		j	jkm	j			
Vimeo	124	104	13	3	4	124	119	6	6	119	12	33	80	124	28	34	43
	4%	4%	5%	2%	6%	4%	4%	1%	1%	5%	2%	2%	8%	4%	5%	3%	5%
							g			h			jkm	jk	o		
Dailymotion	113	103	6	1	3	113	107	5	7	105	12	31	69	113	20	26	41
	4%	4%	2%	1%	4%	4%	4%	1%	2%	4%	2%	2%	7%	4%	4%	2%	5%
		c			c	c	g			h			jkm	jk			o
OnlyFans	72	64	4	2	2	72	68	4	3	69	8	27	37	72	18	16	24
	2%	2%	2%	2%	2%	2%	3%	1%	1%	3%	1%	2%	4%	2%	4%	1%	3%
										h			jkm		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
BitChute	29 1%	25 1%	2 1%	* *%	1 1%	29 1%	27 1%	2 *%	2 *%	27 1%	3 *%	10 1%	16 2%	29 1%	5 1%	8 1%	9 1%
I watch videos/ clips on other apps/ sites	76 2%	67 3%	4 1%	3 2%	2 2%	76 2%	72 3%	4 1%	6 1%	71 3%	16 2%	28 2%	32 3%	76 2%	11 2%	29 3%	20 2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2843 92%	2392 91%	250 96% ace	126 90%	75 97% ace	2843 92%	2484 93% g	359 85%	429 91%	2414 92%	558 79%	1306 94% jm	960 99% jkm	2843 92% j	499 96% op	1007 89%	811 93% o
I do not watch videos/ clips on any apps/ sites	237 8%	215 8% bd	8 3%	12 8% bd	2 3%	237 8% bd	175 7%	61 14% f	35 7%	202 8%	138 19% klm	70 5% l	7 1%	237 8% kl	17 3%	121 11% np	61 7% n
Don't know	19 1%	15 1%	2 1%	2 1%	- -%	19 1%	16 1%	4 1%	7 2% i	12 *%	11 2% klm	7 1%	- -%	19 1% l	2 *%	7 1%	2 *%
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 11)	2.5	2.5	2.6	2.5	2.9 abce	2.5	2.6 g	1.9	2.2	2.6 h	1.6	2.4 j	3.4 jkm	2.5 jk	2.9 op	2.3	2.6 o
Standard deviation	1.69	1.71	1.53	1.61	1.60	1.69	1.69	1.53	1.40	1.73	1.41	1.44	1.74	1.69	1.65	1.62	1.77
Standard error	.03	.04	.09	.09	.09	.03	.03	.08	.07	.03	.05	.04	.05	.03	.07	.05	.06

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
YouTube	2412 78%	509 77%	1232 78%	619 78%	2412 78%	871 78%	1321 77%	1357 75%	894 83%
Facebook (inc Facebook Gaming)	1526 49%	299 45%	763 48%	440 56% abd	1526 49%	552 50%	851 50%	766 43%	678 63%
Instagram	1399 45%	333 50% bcd	699 44%	342 43%	1399 45%	510 46%	775 45%	661 37%	633 59%
TikTok	1201 39%	252 38%	582 37%	340 43% b	1201 39%	447 40%	636 37%	552 31%	556 52%
Snapchat	621 20%	170 26% bcd	284 18%	147 19%	621 20%	247 22% f	304 18%	270 15%	282 26%
Twitch	193 6%	49 7%	100 6%	42 5%	193 6%	87 8% f	85 5%	92 5%	80 7%
Vimeo	124 4%	31 5%	52 3%	35 4%	124 4%	61 5% f	54 3%	44 2%	71 7%
Dailymotion	113 4%	24 4%	54 3%	31 4%	113 4%	53 5% f	48 3%	45 3%	53 5%
OnlyFans	72 2%	25 4% b	26 2%	17 2%	72 2%	33 3%	34 2%	25 1%	41 4%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
BitChute	29	9	10	8	29	17	9	8	17
	1%	1%	1%	1%	1%	2%	1%	0%	2%
						f			g
I watch videos/ clips on other apps/ sites	76	17	37	20	76	40	33	45	27
	2%	3%	2%	3%	2%	4%	2%	3%	2%
						f			
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2843	597	1444	740	2843	1024	1561	1584	1053
	92%	90%	92%	94%	92%	92%	91%	88%	98%
				a					g
I do not watch videos/ clips on any apps/ sites	237	62	124	46	237	84	147	204	24
	8%	9%	8%	6%	8%	8%	9%	11%	2%
		c						h	
Don't know	19	3	9	5	19	6	7	13	3
	1%	0%	1%	1%	1%	1%	0%	1%	0%
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 11)	2.5	2.6	2.4	2.6	2.5	2.6	2.4	2.1	3.1
		b		b		f			g
Standard deviation	1.69	1.83	1.64	1.64	1.69	1.74	1.66	1.55	1.73
Standard error	.03	.07	.04	.06	.03	.05	.04	.04	.05

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
None used	256	-	10	17	33	65	131	256	103	153	66	60	47	76	126	124	256
	8%	-%	2%	3%	6%	13%	23%	8%	7%	10%	7%	6%	7%	12%	7%	10%	8%
			a	a	ab	abcdg	abcdeg	abc		h				ijklp		kn	
Only one site or app used	763	28	68	84	151	199	233	763	412	345	219	224	147	169	443	316	763
	25%	8%	12%	16%	27%	39%	42%	25%	28%	21%	25%	24%	23%	28%	24%	25%	25%
				a	abc	abcdg	abcdg	abc	i								
More than one site or app used	2079	343	498	431	367	244	196	2079	954	1107	605	638	450	368	1243	818	2079
	67%	92%	86%	81%	67%	48%	35%	67%	65%	69%	68%	69%	70%	60%	69%	65%	67%
		bcdefg	cdefg	defg	ef	f		ef		h	m	m	m		m	m	m
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 11)	2.5	3.5	3.4	2.9	2.3	1.8	1.3	2.5	2.5	2.5	2.6	2.6	2.6	2.2	2.6	2.4	2.5
		cdefg	cdefg	defg	ef	f		def			mo	mo	mo		mo	m	mo
Standard deviation	1.69	1.45	1.73	1.61	1.51	1.30	1.15	1.69	1.76	1.62	1.83	1.61	1.63	1.63	1.72	1.64	1.69
Standard error	.03	.07	.08	.07	.07	.06	.05	.03	.05	.04	.06	.06	.06	.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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
None used	256	230	10	13	2	256	191	65	42	214	148	77	7	256	19	128	63
	8%	9%	4%	10%	3%	8%	7%	15%	9%	8%	21%	6%	1%	8%	4%	11%	7%
		bd		bd		bd		f			klm	l		kl		np	n
Only one site or app used	763	652	63	34	16	763	623	141	141	623	270	367	111	763	107	310	207
	25%	25%	24%	24%	20%	25%	23%	33%	30%	24%	38%	27%	12%	25%	21%	27%	24%
							f		i		klm	l		l		n	
More than one site or app used	2079	1741	187	92	60	2079	1861	218	288	1791	288	939	849	2079	392	697	603
	67%	66%	72%	66%	77%	67%	70%	51%	61%	68%	41%	68%	88%	67%	76%	61%	69%
					ace		g		h			j	jkm	j	op		o
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 11)	2.5	2.5	2.6	2.5	2.9	2.5	2.6	1.9	2.2	2.6	1.6	2.4	3.4	2.5	2.9	2.3	2.6
					abce		g		h			j	jkm	jk	op		o
Standard deviation	1.69	1.71	1.53	1.61	1.60	1.69	1.69	1.53	1.40	1.73	1.41	1.44	1.74	1.69	1.65	1.62	1.77
Standard error	.03	.04	.09	.09	.09	.03	.03	.08	.07	.03	.05	.04	.05	.03	.07	.05	.06

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

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

**COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS**

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
None used	256 8%	65 10%	133 8%	51 6%	256 8%	90 8%	154 9%	217 12%	26 2%
Only one site or app used	763 25%	152 23%	417 26%	176 22%	763 25%	242 22%	453 26%	521 29%	184 17%
More than one site or app used	2079 67%	445 67%	1028 65%	565 71%	2079 67%	782 70%	1108 65%	1063 59%	869 81%
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 11)	2.5	2.6 b	2.4	2.6 b	2.5	2.6 f	2.4	2.1	3.1 g
Standard deviation	1.69	1.83	1.64	1.64	1.69	1.74	1.66	1.55	1.73
Standard error	.03	.07	.04	.06	.03	.05	.04	.04	.05
Columns Tested: a,b,c,d - e,f - g,h									

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Yes	1043	179	309	257	153	93	52	1043	525	503	348	307	229	150	655	379	1043
	34%	48%	54%	48%	28%	18%	9%	34%	36%	31%	39%	33%	36%	24%	36%	30%	34%
		defg	defg	defg	ef	f		def	i		kmop	m	mo		mo	m	mo
No	2028	184	261	270	395	412	505	2028	932	1088	537	606	411	458	1142	869	2028
	65%	50%	45%	51%	72%	81%	90%	65%	63%	68%	60%	66%	64%	75%	63%	69%	65%
					abcg	abcdg	abcdeg	abc		h		j		jklnop		jlnp	j
Don't know	28	9	6	5	3	3	3	28	11	14	5	9	4	6	15	10	28
	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		dfg															

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

All interviewing conducted using an online panel. Any break column with 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 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Yes	1043 34%	872 33%	100 39%	43 31%	28 36%	1043 34%	954 36%	89 21%	129 27%	914 35%	175 25%	426 31%	443 46%	1043 34%	211 41%	325 29%	295 34%
No	2028 65%	1730 66%	156 60%	94 67%	49 63%	2028 65%	1699 64%	329 78%	329 70%	1699 65%	520 74%	949 69%	521 54%	2028 65%	306 59%	804 71%	576 66%
Don't know	28 1%	20 1%	4 1%	3 2%	1 1%	28 1%	22 1%	6 1%	13 3%	15 1%	12 2%	9 1%	3 *%	28 1%	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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Yes	1043	292	482	244	1043	420	529	450	488
	34%	44%	31%	31%	34%	38%	31%	25%	45%
		bcd				f			g
No	2028	364	1084	544	2028	685	1177	1338	583
	65%	55%	69%	69%	65%	62%	69%	74%	54%
			a	a	a		e	h	
Don't know	28	6	11	3	28	8	10	13	8
	1%	1%	1%	*%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	1024	204	253	281	134	86	66	1024	511	498	345	258	235	180	603	415	1024	
Effective Weighted Sample	781	163	201	216	107	64	44	781	378	393	256	202	188	140	456	327	781	
Total	1043	179	309	257	153	93	52	1043	525	503	348	307	229	150	655	379	1043	
Instagram	552	88	187	164	63	**	**	552	267	280	180	173	130	66	353	196	552	
	53%	49%	61%	64%	41%	**	**	53%	51%	56%	52%	56%	57%	44%	54%	52%	53%	
			adg	adg				d				m	m		m		m	
Facebook (inc Facebook Gaming)	521	29	151	157	100	**	**	521	279	239	168	142	133	77	310	209	521	
	50%	16%	49%	61%	65%	**	**	50%	53%	48%	48%	46%	58%	51%	47%	55%	50%	
			a	abg	abg			a					jkn		kn			
YouTube	515	82	172	117	68	**	**	515	338	173	185	129	137	63	314	199	515	
	49%	46%	56%	45%	44%	**	**	49%	64%	34%	53%	42%	60%	42%	48%	52%	49%	
			c					i			km		kmp		km			
TikTok	492	128	155	128	43	**	**	492	236	248	162	154	94	77	316	171	492	
	47%	72%	50%	50%	28%	**	**	47%	45%	49%	46%	50%	41%	52%	48%	45%	47%	
		bcdg	d	d				d										
Snapchat	318	82	126	65	25	**	**	318	155	159	113	98	58	45	211	103	318	
	31%	46%	41%	25%	16%	**	**	31%	30%	32%	33%	32%	25%	30%	32%	27%	31%	
		cdg	cdg					d										
Twitch	53	9	23	14	6	**	**	53	36	17	27	10	9	7	37	16	53	
	5%	5%	8%	5%	4%	**	**	5%	7%	3%	8%	3%	4%	5%	6%	4%	5%	
								i										
OnlyFans	38	4	15	13	4	**	**	38	26	12	16	11	8	3	27	11	38	
	4%	2%	5%	5%	3%	**	**	4%	5%	2%	5%	3%	3%	2%	4%	3%	4%	
Dailymotion	35	-	19	12	2	**	**	35	24	11	18	11	4	3	29	6	35	
	3%	-%	6%	5%	1%	**	**	3%	5%	2%	5%	4%	2%	2%	4%	2%	3%	
			ad	a				a			o				o			
Vimeo	33	-	15	9	4	**	**	33	22	12	17	9	5	3	26	7	33	
	3%	-%	5%	3%	2%	**	**	3%	4%	2%	5%	3%	2%	2%	4%	2%	3%	
			a	a	a			a			o							
BitChute	21	-	8	9	4	**	**	21	14	7	13	4	2	3	17	5	21	
	2%	-%	3%	4%	2%	**	**	2%	3%	1%	4%	1%	1%	2%	3%	1%	2%	
			a	a							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.

**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	1024	204	253	281	134	86	66	1024	511	498	345	258	235	180	603	415	1024
Effective Weighted Sample	781	163	201	216	107	64	44	781	378	393	256	202	188	140	456	327	781
Total	1043	179	309	257	153	93	52	1043	525	503	348	307	229	150	655	379	1043
I upload videos I have made myself to other apps/ sites	37 4%	3 2%	14 4%	5 2%	8 5%	** **	** **	37 4%	19 4%	15 3%	11 3%	12 4%	7 3%	6 4%	23 4%	13 3%	37 4%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1041 100%	177 99%	309 100%	257 100%	153 100%	** **	** **	1041 100%	525 100%	501 100%	348 100%	305 99%	229 100%	150 100%	653 100%	379 100%	1041 100%
Don't know	2 *%	2 1%	- -%	- -%	- -%	** **	** **	2 *%	* *%	1 *%	- -%	2 1%	- -%	* *%	2 *%	* *%	2 *%

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

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	~c	d	e	f	~g	h	i	j	k	l	m	n	o	p
Unweighted total	1024	705	103	98	118	1024	945	79	123	901	149	412	463	1024	205	329	288
Effective Weighted Sample	781	610	86	78	102	781	714	66	94	687	118	320	345	781	156	250	214
Total	1043	872	100	43	28	1043	954	89	129	914	175	426	443	1043	211	325	295
Instagram	552 53%	470 54%	44 44%	** **	16 58%	552 53%	524 55%	** **	46 35%	507 55%	53 30%	236 55%	263 59%	552 53%	112 53%	166 51%	179 61%
Facebook (inc Facebook Gaming)	521 50%	438 50%	47 47%	** **	13 46%	521 50%	479 50%	** **	57 44%	464 51%	56 32%	210 49%	255 58%	521 50%	90 43%	177 55%	173 59%
YouTube	515 49%	435 50%	43 43%	** **	17 62% abe	515 49%	470 49%	** **	40 31%	475 52%	66 38%	228 54%	221 50%	515 49%	107 50%	150 46%	155 53%
TikTok	492 47%	409 47%	49 49%	** **	14 49%	492 47%	460 48%	** **	66 51%	426 47%	86 49%	187 44%	219 49%	492 47%	107 51%	151 47%	121 41%
Snapchat	318 31%	261 30%	37 37%	** **	8 29%	318 31%	296 31%	** **	36 28%	282 31%	55 32%	116 27%	148 33%	318 31%	70 33%	95 29%	87 30%
Twitch	53 5%	46 5%	3 3%	** **	1 4%	53 5%	50 5%	** **	2 1%	52 6%	6 4%	20 5%	27 6%	53 5%	12 6%	17 5%	17 6%
OnlyFans	38 4%	34 4%	3 3%	** **	1 2%	38 4%	38 4%	** **	- -%	38 4%	5 3%	17 4%	16 4%	38 4%	12 6%	10 3%	7 2%
Dailymotion	35 3%	32 4%	1 1%	** **	2 6%	35 3%	34 4%	** **	1 1%	34 4%	4 2%	8 2%	24 5% k	35 3%	12 6% o	4 1%	10 3%
Vimeo	33 3%	29 3%	1 1%	** **	2 7% be	33 3%	32 3%	** **	- -%	33 4%	2 1%	7 2%	25 6% jk	33 3%	11 5%	6 2%	13 4%
BitChute	21 2%	21 2%	- -%	** **	1 2%	21 2%	21 2%	** **	- -%	21 2%	2 1%	5 1%	14 3%	21 2%	8 4%	4 1%	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.

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	~c	d	e	f	~g	h	i	j	k	l	m	n	o	p
Unweighted total	1024	705	103	98	118	1024	945	79	123	901	149	412	463	1024	205	329	288
Effective Weighted Sample	781	610	86	78	102	781	714	66	94	687	118	320	345	781	156	250	214
Total	1043	872	100	43	28	1043	954	89	129	914	175	426	443	1043	211	325	295
I upload videos I have made myself to other apps/ sites	37	31	6	**	*	37	33	**	1	36	9	14	15	37	12	10	7
	4%	4%	6%	**	1%	4%	3%	**	1%	4%	5%	3%	3%	4%	6%	3%	2%
			d														
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1041	870	100	**	28	1041	952	**	129	912	173	425	443	1041	211	324	293
	100%	100%	100%	**	100%	100%	100%	**	99%	100%	99%	100%	100%	100%	100%	100%	100%
													j				
Don't know	2	2	-	**	-	2	1	**	1	2	2	*	-	2	-	*	1
	*%	*%	-%	**	-%	*%	*%	**	1%	*%	1%	*%	-%	*%	-%	*%	*%
											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.

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1024	273	479	250	1024	419	517	487	441
Effective Weighted Sample	781	208	359	196	781	321	393	354	350
Total	1043	292	482	244	1043	420	529	450	488
Instagram	552 53%	161 55%	254 53%	127 52%	552 53%	225 54%	280 53%	213 47%	294 60%
Facebook (inc Facebook Gaming)	521 50%	162 55%	223 46%	132 54%	521 50%	200 48%	282 53%	200 44%	287 59%
YouTube	515 49%	161 55%	235 49%	111 46%	515 49%	223 53%	252 48%	213 47%	244 50%
TikTok	492 47%	139 48%	222 46%	120 49%	492 47%	204 48%	247 47%	181 40%	261 54%
Snapchat	318 31%	95 33%	139 29%	75 31%	318 31%	144 34%	145 27%	111 25%	170 35%
Twitch	53 5%	16 5%	21 4%	14 6%	53 5%	28 7%	22 4%	18 4%	30 6%
OnlyFans	38 4%	12 4%	14 3%	10 4%	38 4%	21 5%	17 3%	5 1%	26 5%
Dailymotion	35 3%	12 4%	13 3%	9 4%	35 3%	23 6%	11 2%	7 1%	21 4%
Vimeo	33 3%	11 4%	14 3%	5 2%	33 3%	18 4%	14 3%	7 2%	22 5%
BitChute	21 2%	9 3%	4 1%	7 3%	21 2%	16 4%	5 1%	* *%	15 3%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	1024	273	479	250	1024	419	517	487	441
Effective Weighted Sample	781	208	359	196	781	321	393	354	350
Total	1043	292	482	244	1043	420	529	450	488
I upload videos I have made myself to other apps/ sites	37 4%	10 4%	11 2%	12 5%	37 4%	12 3%	23 4%	11 3%	19 4%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1041 100%	291 100%	480 100%	244 100%	1041 100%	420 100%	529 100%	448 100%	488 100%
Don't know	2 *%	1 *%	2 *%	- -%	2 *%	* *%	- -%	2 *%	- -%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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							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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
Instagram	552	88	187	164	63	32	18	552	267	280	180	173	130	66	353	196	552	
	18%	24%	33%	31%	11%	6%	3%	18%	18%	17%	20%	19%	20%	11%	19%	16%	18%	
		defg	adefg	adefg	ef	f		def			mo	m	mo		mo	m	m	
Facebook (inc. Facebook Gaming)	521	29	151	157	100	57	26	521	279	239	168	142	133	77	310	209	521	
	17%	8%	26%	30%	18%	11%	5%	17%	19%	15%	19%	15%	21%	12%	17%	17%	17%	
			adefg	adefg	aef	f		aef	i		m		kmp		m	m	m	
YouTube	515	82	172	117	68	52	25	515	338	173	185	129	137	63	314	199	515	
	17%	22%	30%	22%	12%	10%	4%	17%	23%	11%	21%	14%	21%	10%	17%	16%	17%	
		defg	acdefg	defg	f	f		def	i		kmop	m	kmop		m	m	m	
TikTok	492	128	155	128	43	23	14	492	236	248	162	154	94	77	316	171	492	
	16%	34%	27%	24%	8%	5%	3%	16%	16%	15%	18%	17%	15%	13%	17%	14%	16%	
		bcdefg	defg	defg	f			def			mo	m			mo			
Snapchat	318	82	126	65	25	10	10	318	155	159	113	98	58	45	211	103	318	
	10%	22%	22%	12%	4%	2%	2%	10%	11%	10%	13%	11%	9%	7%	12%	8%	10%	
		cdefg	cdefg	def	f			def			lmo	m			mo		mo	
Twitch	53	9	23	14	6	*	1	53	36	17	27	10	9	7	37	16	53	
	2%	2%	4%	3%	1%	%	%	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%	
		ef	defg	ef				ef	i		kmop							
OnlyFans	38	4	15	13	4	1	1	38	26	12	16	11	8	3	27	11	38	
	1%	1%	3%	2%	1%	%	%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	
			defg	ef					i		m							
Dailymotion	35	-	19	12	2	-	3	35	24	11	18	11	4	3	29	6	35	
	1%	-%	3%	2%	%	-%	1%	1%	2%	1%	2%	1%	1%	%	2%	1%	1%	
			adefg	adef				ae	i		lmo				mo			
Vimeo	33	-	15	9	4	2	4	33	22	12	17	9	5	3	26	7	33	
	1%	-%	3%	2%	1%	%	1%	1%	1%	1%	2%	1%	1%	%	1%	1%	1%	
			adefg	a							mo				o			
BitChute	21	-	8	9	4	-	1	21	14	7	13	4	2	3	17	5	21	
	1%	-%	1%	2%	1%	-%	%	1%	1%	%	1%	%	%	%	1%	%	1%	
			aef	aefg							lo							

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



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

**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						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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
I upload videos I have made myself to other apps/ sites	37	3	14	5	8	5	3	37	19	15	11	12	7	6	23	13	37
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			f														
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1041	177	309	257	153	93	52	1041	525	501	348	305	229	150	653	379	1041
	34%	48%	54%	48%	28%	18%	9%	34%	36%	31%	39%	33%	36%	24%	36%	30%	34%
		defg	defg	defg	ef	f		def	i		kmop	m	mo		mo	m	mo
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2028	184	261	270	395	412	505	2028	932	1088	537	606	411	458	1142	869	2028
	65%	50%	45%	51%	72%	81%	90%	65%	63%	68%	60%	66%	64%	75%	63%	69%	65%
					abcg	abcdg	abcdeg	abc		h		j		jklnop		jlnp	j
Don't know	30	11	6	5	3	3	3	30	12	15	5	11	4	6	17	10	30
	1%	3%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		cdefg															
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 11)	.8	1.1	1.5	1.3	.6	.4	.2	.8	1.0	.7	1.0	.8	.9	.6	.9	.7	.8
		defg	acdefg	defg	ef	f		def	i		kmop	m	mo		mo	m	mo
Standard deviation	1.49	1.50	1.89	1.77	1.21	.88	.75	1.49	1.60	1.38	1.67	1.44	1.50	1.25	1.56	1.39	1.49
Standard error	.03	.07	.09	.07	.05	.04	.03	.03	.04	.03	.06	.05	.06	.05	.04	.04	.03
Columns Tested:		a,b,c,d,e,f,g		h,i	j,k,l,m,n,o,p												

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

**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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Instagram	552 18%	470 18%	44 17%	21 15%	16 21%	552 18%	524 20%	28 7%	46 10%	507 19%	53 8%	236 17%	263 27%	552 18%	112 22%	166 15%	179 21%
Facebook (inc. Facebook Gaming)	521 17%	438 17%	47 18%	23 17%	13 17%	521 17%	479 18%	42 10%	57 12%	464 18%	56 8%	210 15%	255 26%	521 17%	90 17%	177 16%	173 20%
YouTube	515 17%	435 17%	43 17%	20 14%	17 22%	515 17%	470 18%	45 11%	40 9%	475 18%	66 9%	228 16%	221 23%	515 17%	107 21%	150 13%	155 18%
TikTok	492 16%	409 16%	49 19%	20 14%	14 18%	492 16%	460 17%	33 8%	66 14%	426 16%	86 12%	187 14%	219 23%	492 16%	107 21%	151 13%	121 14%
Snapchat	318 10%	261 10%	37 14%	12 8%	8 10%	318 10%	296 11%	22 5%	36 8%	282 11%	55 8%	116 8%	148 15%	318 10%	70 14%	95 8%	87 10%
Twitch	53 2%	46 2%	3 1%	3 2%	1 1%	53 2%	50 2%	3 1%	2 *%	52 2%	6 1%	20 1%	27 3%	53 2%	12 2%	17 2%	17 2%
OnlyFans	38 1%	34 1%	3 1%	* *%	1 1%	38 1%	38 1%	- -%	- -%	38 1%	5 1%	17 1%	16 2%	38 1%	12 2%	10 1%	7 1%
Dailymotion	35 1%	32 1%	1 1%	- -%	2 2%	35 1%	34 1%	2 *%	1 *%	34 1%	4 1%	8 1%	24 2%	35 1%	12 2%	4 *%	10 1%
Vimeo	33 1%	29 1%	1 *%	1 1%	2 3%	33 1%	32 1%	1 *%	- -%	33 1%	2 *%	7 *%	25 3%	33 1%	11 2%	6 1%	13 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

	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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
BitChute	21 1%	21 1%	- -%	- -%	1 1%	21 1%	21 1%	- -%	- -%	21 1%	2 *%	5 *%	14 1%	21 1%	8 1%	4 *%	4 *%
I upload videos I have made myself to other apps/ sites	37 1%	31 1%	6 2% cd	* *% cd	* *% cd	37 1%	33 1%	5 1%	1 *%	36 1%	9 1%	14 1%	15 2%	37 1%	12 2% op	10 1%	7 1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1041 34%	870 33%	100 39% c	42 30%	28 36%	1041 34%	952 36% g	88 21%	129 27%	912 35% h	173 24%	425 31% j	443 46% jkm	1041 34% j	211 41% op	324 29% o	293 34% o
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2028 65%	1730 66%	156 60%	94 67%	49 63%	2028 65%	1699 64% g	329 78% f	329 70%	1699 65%	520 74% klm	949 69% l	521 54%	2028 65% l	306 59%	804 71% np	576 66% n
Don't know	30 1%	22 1%	4 1%	4 3% ae	1 1%	30 1%	23 1%	7 2%	14 3% i	17 1%	14 2% klm	10 1%	3 *%	30 1%	1 *%	7 1%	4 *%
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 11)	.8	.8	.9	.7	1.0 c	.8	.9 g	.4	.5	.9 h	.5	.8 j	1.3 jkm	.8 j	1.1 op	.7	.9 o
Standard deviation	1.49	1.51	1.38	1.41	1.54	1.49	1.55	1.00	1.03	1.55	1.03	1.35	1.86	1.49	1.69	1.32	1.57
Standard error	.03	.03	.08	.08	.09	.03	.03	.05	.05	.03	.04	.04	.06	.03	.07	.04	.05

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

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Instagram	552 18%	161 24% bcd	254 16%	127 16%	552 18%	225 20% f	280 16%	213 12%	294 27% g
Facebook (inc. Facebook Gaming)	521 17%	162 24% bcd	223 14%	132 17%	521 17% b	200 18%	282 16%	200 11%	287 27% g
YouTube	515 17%	161 24% bcd	235 15%	111 14%	515 17%	223 20% f	252 15%	213 12%	244 23% g
TikTok	492 16%	139 21% bcd	222 14%	120 15%	492 16%	204 18% f	247 14%	181 10%	261 24% g
Snapchat	318 10%	95 14% bcd	139 9%	75 9%	318 10%	144 13% f	145 8%	111 6%	170 16% g
Twitch	53 2%	16 2%	21 1%	14 2%	53 2%	28 3% f	22 1%	18 1%	30 3% g
OnlyFans	38 1%	12 2%	14 1%	10 1%	38 1%	21 2%	17 1%	5 **%	26 2% g
Dailymotion	35 1%	12 2%	13 1%	9 1%	35 1%	23 2% f	11 1%	7 **%	21 2% g
Vimeo	33 1%	11 2%	14 1%	5 1%	33 1%	18 2%	14 1%	7 **%	22 2% g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
BitChute	21 1%	9 1%	4 *%	7 1%	21 1%	16 1%	5 *%	* *%	15 1%
		b				f			g
I upload videos I have made myself to other apps/ sites	37 1%	10 2%	11 1%	12 2%	37 1%	12 1%	23 1%	11 1%	19 2%
									g
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1041 34%	291 44%	480 30%	244 31%	1041 34%	420 38%	529 31%	448 25%	488 45%
		bcd				f			g
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2028 65%	364 55%	1084 69%	544 69%	2028 65%	685 62%	1177 69%	1338 74%	583 54%
		a	a	a	a	e	h		
Don't know	30 1%	7 1%	13 1%	3 *%	30 1%	8 1%	10 1%	14 1%	8 1%
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 11)	.8	1.2 bcd	.7	.8	.8	1.0 f	.8	.5	1.3 g
Standard deviation	1.49	1.73	1.35	1.49	1.49	1.65	1.40	1.13	1.82
Standard error	.03	.07	.03	.05	.03	.05	.03	.03	.06

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
None used	2058	195	267	275	398	415	508	2058	944	1104	542	617	415	464	1159	879	2058
	66%	52%	46%	52%	72%	82%	91%	66%	64%	69%	61%	67%	64%	76%	64%	70%	66%
				abcg	abcdg	abcdeg	abc			h		j		jklmnop		jlmp	j
Only one site or app used	325	53	73	68	66	41	24	325	147	173	105	95	66	57	199	123	325
	10%	14%	13%	13%	12%	8%	4%	10%	10%	11%	12%	10%	10%	9%	11%	10%	10%
		efg	ef	ef	f	f		f									
More than one site or app used	716	124	236	189	88	51	28	716	377	329	243	210	163	93	453	255	716
	23%	33%	41%	36%	16%	10%	5%	23%	26%	20%	27%	23%	25%	15%	25%	20%	23%
		defg	adefg	defg	ef	f		def	i		mop	m	mo		mo	m	m
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 11)	.8	1.1	1.5	1.3	.6	.4	.2	.8	1.0	.7	1.0	.8	.9	.6	.9	.7	.8
		defg	acdefg	defg	ef	f		def	i		kmop	m	mo		mo	m	mo
Standard deviation	1.49	1.50	1.89	1.77	1.21	.88	.75	1.49	1.60	1.38	1.67	1.44	1.50	1.25	1.56	1.39	1.49
Standard error	.03	.07	.09	.07	.05	.04	.03	.03	.04	.03	.06	.05	.06	.05	.04	.04	.03

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

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

COUNT OF APPS/ SITES USED TO UPLOAD 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
None used	2058	1752	160	97	49	2058	1722	336	343	1716	534	958	524	2058	307	811	580
	66%	67%	61%	70%	64%	66%	64%	79%	73%	65%	76%	69%	54%	66%	59%	71%	66%
				b				f	i		klm	l		l		np	n
Only one site or app used	325	270	32	15	8	325	284	41	58	267	76	128	121	325	60	108	84
	10%	10%	12%	11%	10%	10%	11%	10%	12%	10%	11%	9%	13%	10%	12%	9%	10%
													k				
More than one site or app used	716	600	69	27	20	716	669	47	71	645	97	297	322	716	151	217	209
	23%	23%	26%	19%	26%	23%	25%	11%	15%	25%	14%	21%	33%	23%	29%	19%	24%
			c				g		h			j	jkm	j	o		o
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 11)	.8	.8	.9	.7	1.0	.8	.9	.4	.5	.9	.5	.8	1.3	.8	1.1	.7	.9
					c		g		h			j	jkm	j	op		o
Standard deviation	1.49	1.51	1.38	1.41	1.54	1.49	1.55	1.00	1.03	1.55	1.03	1.35	1.86	1.49	1.69	1.32	1.57
Standard error	.03	.03	.08	.08	.09	.03	.03	.05	.05	.03	.04	.04	.06	.03	.07	.04	.05

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL	GETTING BY	STRUGGLING	ALL	DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
None used	2058	371	1097	547	2058	694	1187	1352	591
	66%	56%	70%	69%	66%	62%	69%	75%	55%
		a	a	a		e	h		
Only one site or app used	325	79	159	75	325	120	173	177	109
	10%	12%	10%	10%	10%	11%	10%	10%	10%
More than one site or app used	716	213	320	169	716	300	356	272	379
	23%	32%	20%	21%	23%	27%	21%	15%	35%
		bcd				f			g
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 11)	.8	1.2	.7	.8	.8	1.0	.8	.5	1.3
		bcd			b	f			g
Standard deviation	1.49	1.73	1.35	1.49	1.49	1.65	1.40	1.13	1.82
Standard error	.03	.07	.03	.05	.03	.05	.03	.03	.06

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2843	372	566	515	518	443	429	2843	1366	1452	823	862	597	537	1686	1134	2843
	92%	100%	98%	97%	94%	87%	77%	92%	93%	90%	93%	94%	93%	88%	93%	90%	92%
		bcdefg	defg	efg	ef	f	ef	ef	i		m	mo	m		mo		m
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1041	177	309	257	153	93	52	1041	525	501	348	305	229	150	653	379	1041
	34%	48%	54%	48%	28%	18%	9%	34%	36%	31%	39%	33%	36%	24%	36%	30%	34%
		defg	defg	defg	ef	f		def	i		kmop	m	mo		mo	m	mo
TOTAL - EITHER OF THESE ACTIVITIES	2853	372	569	518	518	443	433	2853	1372	1455	829	862	597	541	1692	1138	2853
	92%	100%	99%	97%	94%	87%	77%	92%	93%	91%	93%	94%	93%	88%	93%	90%	92%
		bcdefg	defg	defg	ef	f	ef	ef	i		mo	mo	m		mo		m
TOTAL - BOTH OF THESE ACTIVITIES	1031	177	306	254	153	93	48	1031	519	498	342	305	229	146	647	375	1031
	33%	48%	53%	48%	28%	18%	9%	33%	35%	31%	38%	33%	36%	24%	36%	30%	33%
		defg	defg	defg	ef	f		def	i		kmop	m	mo		mo	m	mo
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	246	-	7	14	33	65	127	246	97	150	61	60	47	72	120	120	246
	8%	-%	1%	3%	6%	13%	23%	8%	7%	9%	7%	6%	7%	12%	7%	10%	8%
			a	a	abc	abcdg	abcdeg	abc		h				jklnp		jkn	

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2843	2392	250	126	75	2843	2484	359	429	2414	558	1306	960	2843	499	1007	811
	92%	91%	96%	90%	97%	92%	93%	85%	91%	92%	79%	94%	99%	92%	96%	89%	93%
			ace		ace		g					jm	jkm	j	op		o
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1041	870	100	42	28	1041	952	88	129	912	173	425	443	1041	211	324	293
	34%	33%	39%	30%	36%	34%	36%	21%	27%	35%	24%	31%	46%	34%	41%	29%	34%
			c				g		h			j	jkm	j	op		o
TOTAL - EITHER OF THESE ACTIVITIES	2853	2399	252	126	75	2853	2490	362	432	2421	564	1309	961	2853	500	1007	815
	92%	91%	97%	91%	97%	92%	93%	85%	92%	92%	80%	95%	99%	92%	96%	89%	93%
			ace		ace		g					jm	jkm	j	op		o
TOTAL - BOTH OF THESE ACTIVITIES	1031	863	98	42	28	1031	946	85	126	905	167	422	442	1031	210	324	289
	33%	33%	38%	30%	36%	33%	35%	20%	27%	34%	24%	30%	46%	33%	41%	29%	33%
							g		h			j	jkm	j	op		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	246	223	8	13	2	246	184	62	39	207	143	74	6	246	19	128	59
	8%	9%	3%	9%	3%	8%	7%	15%	8%	8%	20%	5%	1%	8%	4%	11%	7%
		bd		bd		bd		f			klm	l		kl		np	n

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

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

**SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2843	597	1444	740	2843	1024	1561	1584	1053
	92%	90%	92%	94% a	92%	92%	91%	88%	98% g
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1041	291	480	244	1041	420	529	448	488
	34%	44% bcd	30%	31%	34%	38% f	31%	25%	45% g
TOTAL - EITHER OF THESE ACTIVITIES	2853	603	1448	740	2853	1031	1563	1588	1055
	92%	91%	92%	94%	92%	93%	91%	88%	98% g
TOTAL - BOTH OF THESE ACTIVITIES	1031	286	476	244	1031	412	527	444	486
	33%	43% bcd	30%	31%	33%	37% f	31%	25%	45% g
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	246	59	129	51	246	82	152	213	24
	8%	9%	8%	6%	8%	7%	9%	12% h	2%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
YouTube (Live)	1291	203	320	271	217	154	126	1291	735	548	385	368	314	215	753	529	1291
	42%	55%	56%	51%	39%	30%	23%	42%	50%	34%	43%	40%	49%	35%	42%	42%	42%
		defg	defg	defg	ef	f	ef	ef	i		m		kmnop		m	m	m
Facebook (Live)	959	69	243	257	188	133	70	959	445	509	266	267	244	175	533	420	959
	31%	18%	42%	48%	34%	26%	13%	31%	30%	32%	30%	29%	38%	29%	29%	33%	31%
		f	adefg	adefg	aef	af	af	af					jkmpn		mn		
Instagram (Live)	956	172	296	246	120	87	34	956	448	501	292	315	213	128	607	341	956
	31%	46%	51%	46%	22%	17%	6%	31%	30%	31%	33%	34%	33%	21%	33%	27%	31%
		defg	defg	defg	f	f	def	def			mo	mo	mo		mo	m	mo
TikTok (LIVE)	838	216	242	184	102	63	31	838	348	478	250	251	185	144	501	329	838
	27%	58%	42%	35%	18%	12%	6%	27%	24%	30%	28%	27%	29%	23%	28%	26%	27%
		bcdefg	cdefg	defg	ef	f	def	def		h			m				
Twitch	262	94	87	40	21	8	11	262	184	72	105	68	53	33	173	86	262
	8%	25%	15%	8%	4%	2%	2%	8%	12%	4%	12%	7%	8%	5%	10%	7%	8%
		bcdefg	cdefg	def			def	def	i		klmop				mo		m
YouNow	43	5	13	13	9	-	3	43	29	15	23	9	8	3	32	11	43
	1%	1%	2%	2%	2%	-%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%
		e	ef	ef	e		e	e	i		kmop				m		
I watch live streamed videos on other apps/sites	69	8	16	9	11	11	15	69	40	28	25	14	14	16	39	30	69
	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	2%	3%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	2014	325	478	422	349	254	187	2014	979	1018	586	586	462	366	1172	828	2014
	65%	87%	83%	79%	63%	50%	33%	65%	67%	63%	66%	64%	72%	60%	65%	66%	65%
		cdefg	defg	defg	ef	f	ef	ef			m		jkmpnop		m	m	m
I do not watch live streamed videos on ANY apps/ sites	975	41	81	105	172	232	343	975	452	517	277	307	163	214	585	377	975
	31%	11%	14%	20%	31%	46%	61%	31%	31%	32%	31%	33%	25%	35%	32%	30%	31%
				ab	abc	abcdg	abcdeg	abc			l	l		lo	l		l

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

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

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Don't know	110	6	16	6	30	22	31	110	38	70	26	29	19	34	55	53	110
	4%	2%	3%	1%	5%	4%	5%	4%	3%	4%	3%	3%	3%	5%	3%	4%	4%
					ac	ac	ac	c		h				jklnp			
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 7)	1.4	2.1	2.1	1.9	1.2	.9	.5	1.4	1.5	1.3	1.5	1.4	1.6	1.2	1.5	1.4	1.4
		defg	cdefg	defg	ef	f		def	i		mo	m	kmnop		m	m	m
Standard deviation	1.40	1.33	1.44	1.45	1.25	1.15	.88	1.40	1.46	1.35	1.46	1.41	1.40	1.28	1.43	1.36	1.40
Standard error	.03	.06	.07	.06	.06	.05	.04	.03	.04	.03	.05	.05	.05	.05	.04	.04	.03

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

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

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

Base : All respondents

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
YouTube (Live)	1291	1081	112	56	42	1291	1175	116	164	1127	174	576	541	1291	249	441	341
	42%	41%	43%	41%	54%	42%	44%	27%	35%	43%	25%	42%	56%	42%	48%	39%	39%
					abce		g			h		j	jkm	j	op		
Facebook (Live)	959	801	86	44	29	959	862	97	143	816	115	388	457	959	191	325	271
	31%	31%	33%	32%	37%	31%	32%	23%	30%	31%	16%	28%	47%	31%	37%	29%	31%
					a		g					j	jkm	j	o		
Instagram (Live)	956	812	82	35	28	956	876	80	115	842	113	391	452	956	192	298	292
	31%	31%	31%	25%	36%	31%	33%	19%	24%	32%	16%	28%	47%	31%	37%	26%	33%
					c		g			h		j	jkm	j	o		o
TikTok (LIVE)	838	706	75	33	24	838	767	71	134	704	127	326	384	838	183	245	227
	27%	27%	29%	24%	31%	27%	29%	17%	28%	27%	18%	24%	40%	27%	35%	22%	26%
							g					j	jkm	jk	op		o
Twitch	262	213	24	17	8	262	248	14	23	239	42	112	107	262	52	73	74
	8%	8%	9%	12%	10%	8%	9%	3%	5%	9%	6%	8%	11%	8%	10%	6%	8%
				ae			g			h			jkm		o		
YouNow	43	37	4	*	2	43	43	*	1	42	8	18	18	43	10	9	14
	1%	1%	2%	*%	3%	1%	2%	*%	*%	2%	1%	1%	2%	1%	2%	1%	2%
					c		g										
I watch live streamed videos on other apps/sites	69	60	4	4	2	69	60	9	9	61	8	30	31	69	11	21	16
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%
													j				
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	2014	1680	185	90	59	2014	1819	196	311	1703	325	875	814	2014	402	676	532
	65%	64%	71%	65%	76%	65%	68%	46%	66%	65%	46%	63%	84%	65%	78%	60%	61%
			a		ace		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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
I do not watch live streamed videos on ANY apps/ sites	975	844	68	45	18	975	765	210	135	840	334	471	136	975	96	419	319
	31%	32%	26%	32%	23%	31%	29%	49%	29%	32%	47%	34%	14%	31%	19%	37%	36%
		d	d	d	d	d	f	f	i	i	klm	l	l	l	n	n	n
Don't know	110	98	7	4	1	110	92	19	26	85	47	38	16	110	20	39	23
	4%	4%	3%	3%	1%	4%	3%	4%	5%	3%	7%	3%	2%	4%	4%	3%	3%
		d	d	d	d	d	d	d	i	i	klm	l	l	l	l	l	l
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 7)	1.4	1.4	1.5	1.4	1.7	1.4	1.5	.9	1.3	1.5	.8	1.3	2.1	1.4	1.7	1.2	1.4
					abce		g		h	h		j	jkm	jk	op		o
Standard deviation	1.40	1.41	1.36	1.40	1.37	1.40	1.41	1.23	1.23	1.43	1.14	1.33	1.45	1.40	1.38	1.32	1.49
Standard error	.03	.03	.08	.08	.08	.03	.03	.06	.06	.03	.04	.04	.05	.03	.06	.04	.05

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

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
YouTube (Live)	1291	318	630	319	1291	474	672	645	535
	42%	48%	40%	40%	42%	43%	39%	36%	50%
		bcd							g
Facebook (Live)	959	224	463	256	959	362	501	413	476
	31%	34%	29%	32%	31%	33%	29%	23%	44%
									g
Instagram (Live)	956	254	457	225	956	376	494	405	471
	31%	38%	29%	28%	31%	34%	29%	23%	44%
		bcd				f			g
TikTok (LIVE)	838	196	383	236	838	340	413	383	383
	27%	30%	24%	30%	27%	31%	24%	21%	35%
		b		b		f			g
Twitch	262	73	133	52	262	122	116	117	113
	8%	11%	8%	7%	8%	11%	7%	6%	10%
		c				f			g
YouNow	43	20	15	7	43	25	17	7	28
	1%	3%	1%	1%	1%	2%	1%	1%	3%
		bcd				f			g
I watch live streamed videos on other apps/sites	69	19	32	14	69	25	40	33	31
	2%	3%	2%	2%	2%	2%	2%	2%	3%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	2014	438	989	542	2014	763	1040	1007	833
	65%	66%	63%	68%	65%	69%	61%	56%	77%
				b		f			g

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
I do not watch live streamed videos on ANY apps/ sites	975	209	526	221	975	314	617	717	218
	31%	31%	33%	28%	31%	28%	36%	40%	20%
			c				e	h	
Don't know	110	16	62	28	110	36	59	77	28
	4%	2%	4%	4%	4%	3%	3%	4%	3%
								h	
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 7)	1.4	1.7	1.3	1.4	1.4	1.5	1.3	1.1	1.9
		bcd			b	f			g
Standard deviation	1.40	1.57	1.36	1.32	1.40	1.43	1.39	1.28	1.46
Standard error	.03	.06	.03	.05	.03	.04	.03	.03	.05

Columns Tested: a,b,c,d - e,f - g,h

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
None used	1085	47	98	111	202	254	374	1085	490	587	303	336	182	248	640	430	1085
	35%	13%	17%	21%	37%	50%	67%	35%	33%	37%	34%	36%	28%	40%	35%	34%	35%
				a	abc	abcdg	abcdeg	abc			l	l		jlnop	l	l	l
Only one site or app used	722	87	107	119	159	137	113	722	341	376	178	214	158	169	392	327	722
	23%	23%	19%	22%	29%	27%	20%	23%	23%	23%	20%	23%	25%	27%	22%	26%	23%
					bcfg	bf		b						jnp		jn	
More than one site or app used	1292	238	371	303	190	116	73	1292	638	642	408	372	304	197	780	502	1292
	42%	64%	64%	57%	34%	23%	13%	42%	43%	40%	46%	40%	47%	32%	43%	40%	42%
		cdefg	cdefg	defg	ef	f		def			kmo	m	kmop		m	m	m
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 7)	1.4	2.1	2.1	1.9	1.2	.9	.5	1.4	1.5	1.3	1.5	1.4	1.6	1.2	1.5	1.4	1.4
		defg	cdefg	defg	ef	f		def	i		mo	m	kmnop		m	m	m
Standard deviation	1.40	1.33	1.44	1.45	1.25	1.15	.88	1.40	1.46	1.35	1.46	1.41	1.40	1.28	1.43	1.36	1.40
Standard error	.03	.06	.07	.06	.06	.05	.04	.03	.04	.03	.05	.05	.05	.05	.04	.04	.03

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

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
None used	1085	942	75	49	18	1085	856	228	160	925	381	508	152	1085	116	459	341
	35%	36%	29%	35%	24%	35%	32%	54%	34%	35%	54%	37%	16%	35%	22%	40%	39%
		bd		d		d		f			klm	l		l		n	n
Only one site or app used	722	595	73	36	18	722	634	88	150	573	165	327	231	722	143	261	178
	23%	23%	28%	26%	23%	23%	24%	21%	32%	22%	23%	24%	24%	23%	28%	23%	20%
									i						p		
More than one site or app used	1292	1086	111	54	41	1292	1185	107	161	1131	160	548	584	1292	260	416	354
	42%	41%	43%	39%	53%	42%	44%	25%	34%	43%	23%	40%	60%	42%	50%	37%	41%
					abce		g		h			j	jkm	j	op		
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 7)	1.4	1.4	1.5	1.4	1.7	1.4	1.5	.9	1.3	1.5	.8	1.3	2.1	1.4	1.7	1.2	1.4
					abce		g		h			j	jkm	jk	op		o
Standard deviation	1.40	1.41	1.36	1.40	1.37	1.40	1.41	1.23	1.23	1.43	1.14	1.33	1.45	1.40	1.38	1.32	1.49
Standard error	.03	.03	.08	.08	.08	.03	.03	.06	.06	.03	.04	.04	.05	.03	.06	.04	.05

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
None used	1085	225	588	249	1085	350	675	794	246
	35%	34%	37%	32%	35%	31%	39%	44%	23%
			c				e	h	
Only one site or app used	722	116	361	227	722	249	392	438	219
	23%	18%	23%	29%	23%	22%	23%	24%	20%
			a	abd	a			h	
More than one site or app used	1292	321	629	315	1292	514	648	569	615
	42%	49%	40%	40%	42%	46%	38%	32%	57%
		bcd				f			g
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 7)	1.4	1.7	1.3	1.4	1.4	1.5	1.3	1.1	1.9
		bcd			b	f			g
Standard deviation	1.40	1.57	1.36	1.32	1.40	1.43	1.39	1.28	1.46
Standard error	.03	.06	.03	.05	.03	.04	.03	.03	.05
Columns Tested: a,b,c,d - e,f - g,h									

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Yes	504	65	177	136	66	40	20	504	314	187	192	131	116	66	322	182	504
	16%	18%	31%	26%	12%	8%	4%	16%	21%	12%	22%	14%	18%	11%	18%	14%	16%
		def	adefg	adefg	f	f		def	i		kmnop		m		mo	m	m
No	2559	301	390	387	481	464	536	2559	1141	1399	691	780	523	537	1470	1060	2559
	83%	81%	68%	73%	87%	91%	96%	83%	78%	87%	78%	85%	81%	87%	81%	84%	83%
		bc			abcg	abcg	abcddeg	bc		h		j		jlnp		jn	j
Don't know	35	5	9	9	3	5	4	35	14	19	8	11	5	11	19	16	35
	1%	1%	2%	2%	1%	1%	1%	1%	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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Yes	504 16%	430 16%	40 15%	20 15%	14 19%	504 16%	482 18%	23 5%	52 11%	452 17%	103 15%	215 16%	186 19%	504 16%	109 21%	158 14%	142 16%
No	2559 83%	2162 82%	217 83%	118 84%	62 81%	2559 83%	2169 81%	390 92%	412 87%	2148 82%	588 83%	1160 84%	771 80%	2559 83%	405 78%	963 85%	730 84%
Don't know	35 1%	31 1%	3 1%	1 1%	1 1%	35 1%	24 1%	11 3%	8 2%	28 1%	15 2%	8 1%	10 1%	35 1%	4 1%	14 1%	1 *%

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Yes	504	192	201	108	504	233	234	182	265
	16%	29%	13%	14%	16%	21%	14%	10%	25%
		bcd			b	f			g
No	2559	465	1364	670	2559	866	1477	1605	799
	83%	70%	87%	85%	83%	78%	86%	89%	74%
			ad	a	a		e	h	
Don't know	35	6	12	13	35	15	5	13	16
	1%	1%	1%	2%	1%	1%	*%	1%	1%
						f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	482	73	141	150	57	36	25	482	297	182	185	108	113	76	293	189	482
Effective Weighted Sample	366	61	111	113	46	27	17	366	221	143	136	84	91	60	220	150	366
Total	504	65	177	136	66	40	20	504	314	187	192	131	116	66	322	182	504
YouTube (Live)	292	**	109	80	**	**	**	292	202	90	112	71	72	**	183	109	292
	58%	**	62%	58%	**	**	**	58%	65%	48%	58%	55%	62%	**	57%	60%	58%
									i								
Facebook (Live)	288	**	99	90	**	**	**	288	181	107	109	68	74	**	176	112	288
	57%	**	56%	66%	**	**	**	57%	58%	57%	57%	52%	63%	**	55%	61%	57%
Instagram (Live)	286	**	112	86	**	**	**	286	181	105	116	72	72	**	189	97	286
	57%	**	63%	63%	**	**	**	57%	58%	56%	61%	55%	62%	**	59%	54%	57%
TikTok (LIVE)	247	**	98	73	**	**	**	247	134	109	105	70	41	**	175	71	247
	49%	**	56%	54%	**	**	**	49%	43%	58%	55%	53%	35%	**	54%	39%	49%
									h	lo	lo				lo	lo	lo
Twitch	76	**	32	23	**	**	**	76	53	24	35	16	15	**	51	26	76
	15%	**	18%	17%	**	**	**	15%	17%	13%	18%	12%	13%	**	16%	14%	15%
YouNow	31	**	13	14	**	**	**	31	21	9	22	4	5	**	26	5	31
	6%	**	7%	10%	**	**	**	6%	7%	5%	11%	3%	4%	**	8%	3%	6%
									ko						o		
I post or share my own live streamed videos to other apps/ sites	12	**	5	3	**	**	**	12	6	5	5	2	2	**	7	4	12
	2%	**	3%	3%	**	**	**	2%	2%	3%	3%	2%	2%	**	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	503	**	177	136	**	**	**	503	314	185	192	131	116	**	322	181	503
	100%	**	100%	100%	**	**	**	100%	100%	99%	100%	100%	100%	**	100%	99%	100%
Don't know	2	**	-	-	**	**	**	2	-	2	-	-	-	**	-	2	2
	*%	**	-%	-%	**	**	**	*%	-%	1%	-%	-%	-%	**	-%	1%	*%

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



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

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

Base : All respondents who live stream their own videos

	Total	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	482	334	40	47	61	482	461	21	50	432	88	195	199	482	105	155	144
Effective Weighted Sample	366	291	35	40	56	366	348	18	41	326	70	151	147	366	81	117	104
Total	504	430	40	20	14	504	482	23	52	452	103	215	186	504	109	158	142
YouTube (Live)	292 58%	251 58%	** **	** **	** **	292 58%	280 58%	** **	** **	268 59%	** **	134 62%	108 58%	292 58%	61 55%	86 55%	87 61%
Facebook (Live)	288 57%	242 56%	** **	** **	** **	288 57%	277 57%	** **	** **	263 58%	** **	126 58%	128 69%	288 57%	62 57%	80 51%	87 61%
Instagram (Live)	286 57%	248 58%	** **	** **	** **	286 57%	281 58%	** **	** **	269 59%	** **	116 54%	120 65%	286 57%	55 51%	85 54%	95 67%
TikTok (LIVE)	247 49%	209 49%	** **	** **	** **	247 49%	237 49%	** **	** **	228 50%	** **	86 40%	111 60%	247 49%	55 50%	78 49%	69 48%
Twitch	76 15%	65 15%	** **	** **	** **	76 15%	73 15%	** **	** **	72 16%	** **	27 13%	36 19%	76 15%	24 22%	17 11%	25 18%
YouNow	31 6%	29 7%	** **	** **	** **	31 6%	29 6%	** **	** **	29 6%	** **	11 5%	16 9%	31 6%	11 10%	5 3%	13 9%
I post or share my own live streamed videos to other apps/ sites	12 2%	11 3%	** **	** **	** **	12 2%	12 2%	** **	** **	10 2%	** **	7 3%	4 2%	12 2%	2 2%	5 3%	5 3%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	503 100%	428 100%	** **	** **	** **	503 100%	480 100%	** **	** **	452 100%	** **	215 100%	186 100%	503 100%	109 100%	158 100%	142 100%
Don't know	2 *%	2 *%	** **	** **	** **	2 *%	2 *%	** **	** **	- -%	** **	- -%	- -%	2 *%	- -%	- -%	- -%

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

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	482	181	191	107	482	221	224	201	235
Effective Weighted Sample	366	135	145	84	366	169	170	143	186
Total	504	192	201	108	504	233	234	182	265
YouTube (Live)	292	121	116	53	292	137	133	90	161
	58%	63%	58%	49%	58%	59%	57%	50%	61%
		c							g
Facebook (Live)	288	111	118	55	288	139	128	90	165
	57%	58%	59%	51%	57%	60%	55%	49%	62%
									g
Instagram (Live)	286	125	105	55	286	129	140	90	165
	57%	65%	52%	50%	57%	56%	60%	50%	62%
		bc							g
TikTok (LIVE)	247	81	102	62	247	108	125	83	142
	49%	42%	51%	57%	49%	46%	53%	46%	54%
				a					
Twitch	76	30	27	19	76	37	33	26	43
	15%	16%	14%	17%	15%	16%	14%	14%	16%
YouNow	31	22	4	5	31	23	8	9	21
	6%	11%	2%	5%	6%	10%	3%	5%	8%
		b				f			
I post or share my own live streamed videos to other apps/ sites	12	5	5	1	12	4	7	4	7
	2%	3%	3%	1%	2%	2%	3%	2%	3%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	503	190	201	108	503	231	234	182	265
	100%	99%	100%	100%	100%	99%	100%	100%	100%
Don't know	2	2	-	-	2	2	-	-	-
	*%	1%	-%	-%	*%	1%	-%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
YouTube (Live)	292	35	109	80	37	21	10	292	202	90	112	71	72	37	183	109	292
	9%	9%	19%	15%	7%	4%	2%	9%	14%	6%	13%	8%	11%	6%	10%	9%	9%
		ef	adefg	adefg	f	f		ef	i		kmop		m		m		m
Facebook (Live)	288	14	99	90	49	28	8	288	181	107	109	68	74	38	176	112	288
	9%	4%	17%	17%	9%	6%	1%	9%	12%	7%	12%	7%	11%	6%	10%	9%	9%
		f	adefg	adefg	af	f		aef	i		kmop		km		m		m
Instagram (Live)	286	31	112	86	29	18	11	286	181	105	116	72	72	26	189	97	286
	9%	8%	19%	16%	5%	3%	2%	9%	12%	7%	13%	8%	11%	4%	10%	8%	9%
		ef	adefg	adefg	f			def	i		kmop	m	mo		mo	m	m
TikTok (LIVE)	247	32	98	73	20	10	13	247	134	109	105	70	41	30	175	71	247
	8%	9%	17%	14%	4%	2%	2%	8%	9%	7%	12%	8%	6%	5%	10%	6%	8%
		def	adefg	adefg				def	i		klmop				lmo		mo
Twitch	76	15	32	23	3	2	1	76	53	24	35	16	15	11	51	26	76
	2%	4%	5%	4%	1%	*%	*%	2%	4%	1%	4%	2%	2%	2%	3%	2%	2%
		def	defg	defg				def	i		kmop						
YouNow	31	1	13	14	-	1	2	31	21	9	22	4	5	-	26	5	31
	1%	*%	2%	3%	-%	*%	*%	1%	1%	1%	2%	*%	1%	-%	1%	*%	1%
			adefg	adefg				d	i		klmop		m		mo		m
I post or share my own live streamed videos to other apps/ sites	12	-	5	3	1	1	1	12	6	5	5	2	2	2	7	4	12
	*%	-%	1%	1%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	503	65	177	136	66	40	19	503	314	185	192	131	116	64	322	181	503
	16%	18%	31%	26%	12%	8%	3%	16%	21%	12%	22%	14%	18%	10%	18%	14%	16%
		def	adefg	adefg	f	f		def	i		kmnop		m		mo	m	m
DO NOT LIVE STREAM THEIR OWN VIDEOS	2559	301	390	387	481	464	536	2559	1141	1399	691	780	523	537	1470	1060	2559
	83%	81%	68%	73%	87%	91%	96%	83%	78%	87%	78%	85%	81%	87%	81%	84%	83%
		bc			abcg	abcg	abcdeg	bc		h		j		jlnp		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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Don't know	37	5	9	9	3	5	5	37	14	20	8	11	5	13	19	18	37
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 7)	.4	.3	.8	.7	.3	.2	.1	.4	.5	.3	.6	.3	.4	.2	.4	.3	.4
		ef	defg	defg	ef	f	def	i	klmnop	m	kmo	m	kmo	m	m	m	m
Standard deviation	1.05	.89	1.45	1.37	.78	.62	.50	1.05	1.18	.91	1.27	.94	1.06	.80	1.12	.95	1.05
Standard error	.02	.04	.07	.06	.03	.03	.02	.02	.03	.02	.04	.03	.04	.03	.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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
YouTube (Live)	292	251	21	10	10	292	280	12	24	268	50	134	108	292	61	86	87
	9%	10%	8%	8%	13%	9%	10%	3%	5%	10%	7%	10%	11%	9%	12%	8%	10%
					c		g			h			j		o		
Facebook (Live)	288	242	24	12	10	288	277	11	25	263	34	126	128	288	62	80	87
	9%	9%	9%	9%	13%	9%	10%	3%	5%	10%	5%	9%	13%	9%	12%	7%	10%
							g			h		j	jkm	j	o		o
Instagram (Live)	286	248	20	8	10	286	281	5	17	269	50	116	120	286	55	85	95
	9%	9%	8%	6%	13%	9%	11%	1%	4%	10%	7%	8%	12%	9%	11%	7%	11%
					bce		g			h			jkm				o
TikTok (LIVE)	247	209	20	10	8	247	237	10	19	228	49	86	111	247	55	78	69
	8%	8%	8%	7%	10%	8%	9%	2%	4%	9%	7%	6%	12%	8%	11%	7%	8%
							g			h			jkm		o		
Twitch	76	65	5	5	1	76	73	3	5	72	13	27	36	76	24	17	25
	2%	2%	2%	4%	2%	2%	3%	1%	1%	3%	2%	2%	4%	2%	5%	2%	3%
													k		o		
YouNow	31	29	-	*	2	31	29	2	2	29	4	11	16	31	11	5	13
	1%	1%	-%	*%	2%	1%	1%	*%	*%	1%	1%	1%	2%	1%	2%	*%	2%
					bc										o		o
I post or share my own live streamed videos to other apps/ sites	12	11	-	-	*	12	12	-	1	10	*	7	4	12	2	5	5
	*%	*%	-%	-%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	503	428	40	20	14	503	480	23	51	452	102	215	186	503	109	158	142
	16%	16%	15%	15%	19%	16%	18%	5%	11%	17%	14%	16%	19%	16%	21%	14%	16%
							g			h			jk		o		
DO NOT LIVE STREAM THEIR OWN VIDEOS	2559	2162	217	118	62	2559	2169	390	412	2148	588	1160	771	2559	405	963	730
	83%	82%	83%	84%	81%	83%	81%	92%	87%	82%	83%	84%	80%	83%	78%	85%	84%
							f		i			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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Don't know	37	32	3	1	1	37	26	11	9	28	17	8	10	37	4	14	1
	1%	1%	1%	1%	1%	1%	1%	3% f	2%	1%	2% km	1%	1%	1%	1%	1%	*% p
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 7)	.4	.4	.3	.3	.5 bce	.4	.4 g	.1	.2	.4 h	.3	.4	.5 jkm	.4 j	.5 o	.3	.4 o
Standard deviation	1.05	1.06	.94	.97	1.27	1.05	1.11	.51	.68	1.10	.84	.96	1.29	1.05	1.23	.89	1.14
Standard error	.02	.02	.05	.06	.07	.02	.02	.03	.03	.02	.03	.03	.04	.02	.05	.03	.04
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p																	

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
YouTube (Live)	292	121	116	53	292	137	133	90	161
	9%	18%	7%	7%	9%	12%	8%	5%	15%
		bcd			bc	f			g
Facebook (Live)	288	111	118	55	288	139	128	90	165
	9%	17%	7%	7%	9%	13%	7%	5%	15%
		bcd				f			g
Instagram (Live)	286	125	105	55	286	129	140	90	165
	9%	19%	7%	7%	9%	12%	8%	5%	15%
		bcd			b	f			g
TikTok (LIVE)	247	81	102	62	247	108	125	83	142
	8%	12%	6%	8%	8%	10%	7%	5%	13%
		bcd				f			g
Twitch	76	30	27	19	76	37	33	26	43
	2%	5%	2%	2%	2%	3%	2%	1%	4%
		bcd				f			g
YouNow	31	22	4	5	31	23	8	9	21
	1%	3%	*%	1%	1%	2%	*%	*%	2%
		bcd			b	f			g
I post or share my own live streamed videos to other apps/ sites	12	5	5	1	12	4	7	4	7
	*%	1%	*%	*%	*%	*%	*%	*%	1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	503	190	201	108	503	231	234	182	265
	16%	29%	13%	14%	16%	21%	14%	10%	25%
		bcd			b	f			g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
DO NOT LIVE STREAM THEIR OWN VIDEOS	2559	465	1364	670	2559	866	1477	1605	799
	83%	70%	87%	85%	83%	78%	86%	89%	74%
			ad	a	a		e	h	
Don't know	37	7	12	13	37	17	5	13	16
	1%	1%	1%	2%	1%	2%	*%	1%	1%
						f			
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 7)	.4	.7	.3	.3	.4	.5	.3	.2	.7
		bcd			bc	f			g
Standard deviation	1.05	1.37	.92	.95	1.05	1.19	.97	.75	1.34
Standard error	.02	.05	.02	.03	.02	.04	.02	.02	.04
Columns Tested: a,b,c,d - e,f - g,h									



All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
None used	2596	306	399	396	485	468	542	2596	1156	1420	698	791	528	549	1490	1077	2596
	84%	82%	69%	74%	88%	92%	97%	84%	79%	88%	78%	86%	82%	90%	82%	86%	84%
		bc			abcg	abcg	abcdeg	bc		h		j		jinop	j	jn	j
Only one site or app used	162	31	53	32	24	16	5	162	94	64	49	47	38	27	96	66	162
	5%	8%	9%	6%	4%	3%	1%	5%	6%	4%	5%	5%	6%	4%	5%	5%	5%
		defg	defg	f	f	f		f	i								
More than one site or app used	341	35	123	104	42	23	14	341	220	122	143	84	78	37	226	115	341
	11%	9%	21%	20%	8%	5%	3%	11%	15%	8%	16%	9%	12%	6%	12%	9%	11%
		ef	adefg	adefg	f			def	i		kmnop	m	m		kmo	m	m
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 7)	.4	.3	.8	.7	.3	.2	.1	.4	.5	.3	.6	.3	.4	.2	.4	.3	.4
		ef	adefg	adefg	ef	f		def	i		klmnop	m	kmo		kmo	m	m
Standard deviation	1.05	.89	1.45	1.37	.78	.62	.50	1.05	1.18	.91	1.27	.94	1.06	.80	1.12	.95	1.05
Standard error	.02	.04	.07	.06	.03	.03	.02	.02	.03	.02	.04	.03	.04	.03	.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 POST OR SHARE LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
None used	2596	2194	220	119	63	2596	2195	402	421	2176	605	1168	781	2596	409	977	732
	84%	84%	85%	85%	81%	84%	82%	95%	89%	83%	86%	84%	81%	84%	79%	86%	84%
Only one site or app used	162	132	17	8	4	162	150	12	28	134	50	63	49	162	37	50	39
	5%	5%	7%	6%	5%	5%	6%	3%	6%	5%	7%	5%	5%	5%	7%	4%	4%
More than one site or app used	341	296	23	12	11	341	331	10	23	318	52	152	137	341	72	108	103
	11%	11%	9%	9%	14%	11%	12%	2%	5%	12%	7%	11%	14%	11%	14%	10%	12%
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 7)	.4	.4	.3	.3	.5	.4	.4	.1	.2	.4	.3	.4	.5	.4	.5	.3	.4
					bce		g			h			jkm	j	o		o
Standard deviation	1.05	1.06	.94	.97	1.27	1.05	1.11	.51	.68	1.10	.84	.96	1.29	1.05	1.23	.89	1.14
Standard error	.02	.02	.05	.06	.07	.02	.02	.03	.03	.02	.03	.03	.04	.02	.05	.03	.04

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
None used	2596	472	1376	683	2596	882	1482	1619	814
	84%	71%	87%	86%	84%	79%	86%	90%	75%
			ad	a	a		e	h	
Only one site or app used	162	52	69	41	162	73	74	72	68
	5%	8%	4%	5%	5%	7%	4%	4%	6%
		bd				f			g
More than one site or app used	341	139	132	67	341	158	160	110	196
	11%	21%	8%	9%	11%	14%	9%	6%	18%
		bcd			b	f			g
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 7)	.4	.7	.3	.3	.4	.5	.3	.2	.7
		bcd			bc	f			g
Standard deviation	1.05	1.37	.92	.95	1.05	1.19	.97	.75	1.34
Standard error	.02	.05	.02	.03	.02	.04	.02	.02	.04
Columns Tested: a,b,c,d - e,f - g,h									

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	2014	325	478	422	349	254	187	2014	979	1018	586	586	462	366	1172	828	2014
	65%	87%	83%	79%	63%	50%	33%	65%	67%	63%	66%	64%	72%	60%	65%	66%	65%
		cdefg	defg	defg	ef	f	ef	ef			m		jkmnop		m	m	m
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	503	65	177	136	66	40	19	503	314	185	192	131	116	64	322	181	503
	16%	18%	31%	26%	12%	8%	3%	16%	21%	12%	22%	14%	18%	10%	18%	14%	16%
		def	adefg	adefg	f	f		def	i		kmnop		m		mo	m	m
TOTAL - EITHER OF THESE ACTIVITIES	2026	325	481	425	351	256	188	2026	985	1023	591	589	465	367	1180	832	2026
	65%	88%	84%	80%	64%	50%	34%	65%	67%	64%	66%	64%	72%	60%	65%	66%	65%
		cdefg	defg	defg	ef	f	ef	ef			m		jkmnop		m	m	m
TOTAL - BOTH OF THESE ACTIVITIES	491	65	174	133	65	38	17	491	307	180	187	128	113	63	315	177	491
	16%	17%	30%	25%	12%	7%	3%	16%	21%	11%	21%	14%	18%	10%	17%	14%	16%
		def	adefg	adefg	ef	f		def	i		kmop		m		mo	m	m
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1073	46	95	107	200	252	372	1073	484	582	299	333	179	246	632	426	1073
	35%	12%	16%	20%	36%	50%	66%	35%	33%	36%	34%	36%	28%	40%	35%	34%	35%
				a	abc	abcdg	abcdg	abc			l	l		jnop	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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	2014 65%	1680 64%	185 71% a	90 65%	59 76% ace	2014 65%	1819 68% g	196 46%	311 66%	1703 65%	325 46%	875 63% j	814 84% jkm	2014 65% j	402 78% op	676 60%	532 61%
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	503 16%	428 16%	40 15%	20 15%	14 19%	503 16%	480 18% g	23 5%	51 11%	452 17% h	102 14%	215 16%	186 19% jk	503 16%	109 21% o	158 14%	142 16%
TOTAL - EITHER OF THESE ACTIVITIES	2026 65%	1690 64%	186 72% ae	90 65%	59 76% ace	2026 65%	1830 68% g	196 46%	313 66%	1713 65%	330 47%	878 64% j	818 85% jkm	2026 65% j	403 78% op	678 60%	541 62%
TOTAL - BOTH OF THESE ACTIVITIES	491 16%	418 16%	39 15%	20 15%	14 18%	491 16%	469 18% g	23 5%	49 10%	442 17% h	97 14%	212 15%	182 19% jk	491 16%	108 21% op	156 14%	134 15%
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1073 35%	932 36% bd	74 28%	49 35% d	18 24%	1073 35% bd	845 32%	228 54% f	159 34%	914 35%	377 53% klm	505 36% l	149 15%	1073 35% l	115 22%	457 40% n	333 38% 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	2014	438	989	542	2014	763	1040	1007	833
	65%	66%	63%	68%	65%	69%	61%	56%	77%
				b		f			g
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	503	190	201	108	503	231	234	182	265
	16%	29%	13%	14%	16%	21%	14%	10%	25%
		bcd			b	f			g
TOTAL - EITHER OF THESE ACTIVITIES	2026	441	996	543	2026	770	1042	1012	838
	65%	67%	63%	69%	65%	69%	61%	56%	78%
				b		f			g
TOTAL - BOTH OF THESE ACTIVITIES	491	187	194	107	491	224	231	176	260
	16%	28%	12%	14%	16%	20%	13%	10%	24%
		bcd			b	f			g
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1073	221	581	248	1073	343	673	788	241
	35%	33%	37%	31%	35%	31%	39%	44%	22%
			c				e	h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Facebook	2177	186	433	408	434	371	346	2177	976	1192	595	633	487	445	1229	933	2177
	70%	50%	75%	77%	79%	73%	62%	70%	66%	74%	67%	69%	76%	73%	68%	74%	70%
			af	afg	afg	af	a	af		h			jknp	jn		jknp	
Instagram	1616	293	433	349	254	174	113	1616	672	929	482	517	340	265	999	605	1616
	52%	79%	75%	66%	46%	34%	20%	52%	46%	58%	54%	56%	53%	43%	55%	48%	52%
		cdefg	cdefg	defg	ef	f		def		h	mo	mo	m		mo		mo
TikTok	1140	287	330	226	162	92	44	1140	476	649	327	358	243	204	685	447	1140
	37%	77%	57%	42%	29%	18%	8%	37%	32%	40%	37%	39%	38%	33%	38%	36%	37%
		bcdefg	cdefg	defg	ef	f		def		h		m					
Snapchat	855	271	280	147	101	32	24	855	383	461	260	270	170	145	530	315	855
	28%	73%	49%	28%	18%	6%	4%	28%	26%	29%	29%	29%	26%	24%	29%	25%	28%
		bcdefg	cdefg	def	ef			def			m	m			mo		
X/Twitter (amended to X/Twitter at Wave 2)	780	124	192	143	138	110	73	780	447	329	238	246	171	116	484	287	780
	25%	33%	33%	27%	25%	22%	13%	25%	30%	21%	27%	27%	27%	19%	27%	23%	25%
		cdefg	cdefg	f	f	f		f	i		m	m	m		mo		m
LinkedIn	649	52	166	147	109	115	60	649	354	292	256	235	101	54	491	155	649
	21%	14%	29%	28%	20%	23%	11%	21%	24%	18%	29%	25%	16%	9%	27%	12%	21%
			adfg	adfg	af	af		af	i		lmop	lmop	m		lmop	m	lmo
Pinterest	601	126	146	111	93	71	53	601	170	419	171	199	125	102	370	227	601
	19%	34%	25%	21%	17%	14%	10%	19%	12%	26%	19%	22%	19%	17%	20%	18%	19%
		bcdefg	defg	ef	f	f		ef		h		m					
Reddit	349	80	116	69	51	21	12	349	214	130	109	129	65	44	238	109	349
	11%	22%	20%	13%	9%	4%	2%	11%	15%	8%	12%	14%	10%	7%	13%	9%	11%
		cdefg	cdefg	ef	ef			ef	i		mo	lmo			mo		mo
BeReal	127	65	31	12	10	5	3	127	52	72	55	35	16	19	91	35	127
	4%	18%	5%	2%	2%	1%	1%	4%	4%	5%	6%	4%	3%	3%	5%	3%	4%
		bcdefg	cdef	f				def			lmop				lo		
Tumblr	111	20	43	18	17	6	7	111	57	51	37	43	17	14	80	31	111
	4%	5%	7%	3%	3%	1%	1%	4%	4%	3%	4%	5%	3%	2%	4%	2%	4%
		ef	cdefg	ef				ef				mo			mo		

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

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

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Yubo	44	15	13	10	2	1	3	44	27	16	17	11	9	6	28	15	44
	1%	4%	2%	2%	*%	*%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
		defg	def	de				e									
I use other social media apps or sites	74	9	13	5	14	16	17	74	36	34	32	14	11	16	46	27	74
	2%	2%	2%	1%	3%	3%	3%	2%	2%	2%	4%	1%	2%	3%	3%	2%	2%
					c	c					k						
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2808	368	572	515	508	442	402	2808	1296	1488	807	845	592	541	1652	1134	2808
	91%	99%	99%	97%	92%	87%	72%	91%	88%	93%	91%	92%	92%	88%	91%	90%	91%
		cdefg	cdefg	defg	ef	f		ef		h			m		m		
None/ I do not use any social media apps or sites	272	*	4	14	36	65	152	272	164	108	79	73	46	68	151	114	272
	9%	*%	1%	3%	6%	13%	27%	9%	11%	7%	9%	8%	7%	11%	8%	9%	9%
				ab	abc	abcdg	abcdeg	abc	i					l			
Don't know	19	3	-	3	7	-	5	19	9	9	4	5	6	4	9	10	19
	1%	1%	-%	1%	1%	-%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
					be												
ONLY USES FACEBOOK	504	6	38	51	110	120	179	504	247	254	121	130	117	133	252	250	504
	16%	2%	7%	10%	20%	24%	32%	16%	17%	16%	14%	14%	18%	22%	14%	20%	16%
			a	a	abc	abcg	abcdeg	abc					jn	jknp		jknp	
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 12)	2.8	4.1	3.8	3.1	2.5	2.0	1.3	2.8	2.6	2.8	2.9	2.9	2.7	2.3	2.9	2.5	2.8
		bcdefg	cdefg	defg	ef	f		def		h	mo	mop	mo		mop	m	mo
Standard deviation	2.03	2.00	2.12	1.88	1.81	1.50	1.41	2.03	2.07	1.98	2.15	2.04	1.93	1.90	2.10	1.92	2.03
Standard error	.04	.10	.10	.08	.08	.07	.06	.04	.05	.05	.07	.07	.07	.07	.05	.05	.04
Columns Tested:		a,b,c,d,e,f,g							h,i								



All interviewing conducted using an online panel. Any break column with 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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Facebook	2177	1848	175	96	59	2177	1886	292	342	1835	396	957	804	2177	372	816	630
	70%	70%	67%	69%	76%	70%	70%	69%	73%	70%	56%	69%	83%	70%	72%	72%	72%
					b							j	jkm	j			
Instagram	1616	1356	139	71	49	1616	1439	177	228	1388	236	683	692	1616	307	501	502
	52%	52%	54%	51%	64%	52%	54%	42%	48%	53%	33%	49%	72%	52%	59%	44%	57%
					abce		g					j	jkm	j	o		o
TikTok	1140	959	96	53	32	1140	1053	87	172	968	181	469	490	1140	252	342	307
	37%	37%	37%	38%	42%	37%	39%	21%	37%	37%	26%	34%	51%	37%	49%	30%	35%
							g					j	jkm	j	op		o
Snapchat	855	696	93	41	26	855	795	60	136	720	146	361	345	855	206	248	201
	28%	27%	36%	29%	33%	28%	30%	14%	29%	27%	21%	26%	36%	28%	40%	22%	23%
			ae		a		g					j	jkm	j	op		
X/Twitter (amended to X/Twitter at Wave 2)	780	649	69	36	26	780	704	76	78	703	75	336	366	780	120	268	280
	25%	25%	26%	26%	34%	25%	26%	18%	16%	27%	11%	24%	38%	25%	23%	24%	32%
					ace		g			h		j	jkm	j			no
LinkedIn	649	563	48	20	18	649	586	63	56	593	52	261	334	649	79	199	274
	21%	21%	18%	14%	24%	21%	22%	15%	12%	23%	7%	19%	35%	21%	15%	18%	31%
		c			c	c	g			h		j	jkm	j			no
Pinterest	601	502	53	29	17	601	532	69	69	533	82	221	298	601	112	188	175
	19%	19%	20%	21%	22%	19%	20%	16%	15%	20%	12%	16%	31%	19%	22%	17%	20%
										h		j	jkm	jk	o		
Reddit	349	285	38	15	11	349	315	33	30	318	28	119	201	349	55	115	115
	11%	11%	15%	10%	14%	11%	12%	8%	6%	12%	4%	9%	21%	11%	11%	10%	13%
							g			h		j	jkm	jk			
BeReal	127	103	13	5	5	127	115	11	16	110	24	53	50	127	37	30	27
	4%	4%	5%	3%	7%	4%	4%	3%	3%	4%	3%	4%	5%	4%	7%	3%	3%
					ae									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.

**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	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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Tumblr	111 4%	89 3%	16 6% ade	4 3%	1 2%	111 4%	97 4%	13 3%	7 2%	103 4% h	11 2%	33 2%	67 7% jkm	111 4% j	25 5% o	27 2%	42 5% o
Yubo	44 1%	39 1%	2 1%	1 1%	1 2%	44 1%	43 2%	1 *%	2 *%	42 2%	7 1%	14 1%	23 2% k	44 1%	11 2% o	9 1%	11 1%
I use other social media apps or sites	74 2%	59 2%	7 3%	5 3%	3 4%	74 2%	65 2%	9 2%	9 2%	65 2%	10 1%	30 2%	34 4% j	74 2%	10 2%	22 2%	23 3%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2808 91%	2366 90%	245 94% a	125 89% bd	73 95% ace	2808 91%	2446 91% g	362 85%	435 92%	2373 90%	574 81%	1265 91% j	945 98% jkm	2808 91% j	493 95% op	990 87%	802 92% o
None/ I do not use any social media apps or sites	272 9%	239 9% d	15 6%	15 11% bd	4 5%	272 9% d	213 8%	59 14% f	31 7%	240 9%	124 17% klm	114 8% l	19 2%	272 9% l	26 5%	141 12% np	69 8%
Don't know	19 1%	18 1%	1 *%	- -%	- -%	19 1%	16 1%	3 1%	5 1%	14 1%	9 1% kl	4 *%	3 *%	19 1%	- -%	4 *%	3 *%
ONLY USES FACEBOOK	504 16%	432 16% d	41 16%	22 16%	9 12%	504 16%	410 15%	93 22% f	94 20% i	409 16%	179 25% klm	250 18% l	63 6%	504 16% l	78 15%	232 20% np	112 13%
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 12)	2.8	2.7	2.9	2.7	3.2 abce	2.8	2.9 g	2.1	2.4 h	2.8	1.8	2.6 j	3.8 jkm	2.8 jk	3.1 o	2.4 o	3.0 o
Standard deviation	2.03	2.04	2.02	1.96	1.92	2.03	2.06	1.75	1.74	2.08	1.58	1.78	2.19	2.03	2.09	1.91	2.10
Standard error	.04	.04	.11	.11	.11	.04	.04	.09	.08	.04	.06	.05	.07	.04	.09	.06	.07

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Facebook	2177	427	1103	609	2177	761	1234	1211	847
	70%	64%	70%	77%	70%	68%	72%	67%	78%
			a	abd	a				g
Instagram	1616	351	827	414	1616	567	904	777	722
	52%	53%	52%	52%	52%	51%	53%	43%	67%
									g
TikTok	1140	254	545	315	1140	438	592	528	520
	37%	38%	35%	40%	37%	39%	34%	29%	48%
				b		f			g
Snapchat	855	213	405	212	855	332	423	373	393
	28%	32%	26%	27%	28%	30%	25%	21%	36%
		bd				f			g
X/Twitter (amended to X/Twitter at Wave 2)	780	177	400	193	780	252	471	422	311
	25%	27%	25%	24%	25%	23%	27%	23%	29%
							e		g
LinkedIn	649	161	341	137	649	195	415	336	279
	21%	24%	22%	17%	21%	17%	24%	19%	26%
		c	c		c		e		g
Pinterest	601	122	313	153	601	259	300	295	258
	19%	18%	20%	19%	19%	23%	17%	16%	24%
						f			g
Reddit	349	86	162	97	349	151	179	179	140
	11%	13%	10%	12%	11%	14%	10%	10%	13%
						f			g
BeReal	127	46	51	24	127	63	58	66	49
	4%	7%	3%	3%	4%	6%	3%	4%	5%
		bcd				f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Tumblr	111	33	49	27	111	55	49	55	46
	4%	5%	3%	3%	4%	5%	3%	3%	4%
Yubo	44	20	13	8	44	24	14	12	23
	1%	3%	1%	1%	1%	2%	1%	1%	2%
		bcd				f			g
I use other social media apps or sites	74	20	27	20	74	32	33	39	26
	2%	3%	2%	2%	2%	3%	2%	2%	2%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2808	594	1413	741	2808	1011	1545	1560	1046
	91%	90%	90%	94%	91%	91%	90%	87%	97%
				abd					g
None/ I do not use any social media apps or sites	272	66	153	46	272	97	165	233	27
	9%	10%	10%	6%	9%	9%	10%	13%	3%
		c	c		c			h	
Don't know	19	2	11	3	19	5	5	8	5
	1%	0%	1%	0%	1%	0%	0%	0%	0%
ONLY USES FACEBOOK	504	90	270	130	504	185	281	368	114
	16%	14%	17%	16%	16%	17%	16%	20%	11%
								h	
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 12)	2.8	2.9	2.7	2.8	2.8	2.8	2.7	2.4	3.3
		b							g
Standard deviation	2.03	2.21	1.98	1.96	2.03	2.12	2.00	1.93	2.04
Standard error	.04	.09	.05	.07	.04	.06	.05	.04	.06

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
None used	291	3	4	17	43	65	158	291	173	117	83	77	52	73	160	124	291
	9%	1%	1%	3%	8%	13%	28%	9%	12%	7%	9%	8%	8%	12%	9%	10%	9%
				ab	abc	abcdg	abcdeg	abc	i				ln				
Only one site or app used	733	31	80	97	145	161	219	733	376	351	204	185	154	187	388	341	733
	24%	8%	14%	18%	26%	32%	39%	24%	26%	22%	23%	20%	24%	30%	21%	27%	24%
			a	a	abc	abcg	abcdeg	abc	i				jklnp		knp		
More than one site or app used	2075	338	491	418	363	281	184	2075	920	1137	604	660	438	354	1264	793	2075
	67%	91%	85%	79%	66%	55%	33%	67%	63%	71%	68%	72%	68%	58%	70%	63%	67%
		bcdefg	cdefg	defg	ef	f		ef	h		mo	mop	mo		mo	m	mo
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of apps/ sites used (out of 12)	2.8	4.1	3.8	3.1	2.5	2.0	1.3	2.8	2.6	2.8	2.9	2.9	2.7	2.3	2.9	2.5	2.8
		bcdefg	cdefg	defg	ef	f		def	h		mo	mop	mo		mop	m	mo
Standard deviation	2.03	2.00	2.12	1.88	1.81	1.50	1.41	2.03	2.07	1.98	2.15	2.04	1.93	1.90	2.10	1.92	2.03
Standard error	.04	.10	.10	.08	.08	.07	.06	.04	.05	.05	.07	.07	.07	.07	.05	.05	.04

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

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

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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
None used	291	257	15	15	4	291	228	62	36	255	132	118	21	291	26	145	72
	9%	10%	6%	11%	5%	9%	9%	15%	8%	10%	19%	9%	2%	9%	5%	13%	8%
		bd		d		d		f			klm	l		l		np	n
Only one site or app used	733	623	66	33	12	733	601	133	137	596	261	354	104	733	113	294	180
	24%	24%	25%	24%	15%	24%	22%	31%	29%	23%	37%	26%	11%	24%	22%	26%	21%
		d	d	d		d		f	i		klm	l		l		p	
More than one site or app used	2075	1743	179	92	62	2075	1846	229	298	1777	313	912	842	2075	380	696	621
	67%	66%	69%	66%	80%	67%	69%	54%	63%	68%	44%	66%	87%	67%	73%	61%	71%
					abce		g					j	jkm	j	o		o
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of apps/ sites used (out of 12)	2.8	2.7	2.9	2.7	3.2	2.8	2.9	2.1	2.4	2.8	1.8	2.6	3.8	2.8	3.1	2.4	3.0
					abce		g			h		j	jkm	jk	o		o
Standard deviation	2.03	2.04	2.02	1.96	1.92	2.03	2.06	1.75	1.74	2.08	1.58	1.78	2.19	2.03	2.09	1.91	2.10
Standard error	.04	.04	.11	.11	.11	.04	.04	.09	.08	.04	.06	.05	.07	.04	.09	.06	.07

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
None used	291 9%	68 10%	164 10%	49 6%	291 9%	103 9%	170 10%	240 13%	33 3%
Only one site or app used	733 24%	146 22%	381 24%	184 23%	733 24%	261 23%	402 23%	506 28%	173 16%
More than one site or app used	2075 67%	448 68%	1033 65%	558 70%	2075 67%	750 67%	1143 67%	1054 59%	873 81%
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of apps/ sites used (out of 12)	2.8	2.9 b	2.7	2.8	2.8	2.8	2.7	2.4	3.3 g
Standard deviation	2.03	2.21	1.98	1.96	2.03	2.12	2.00	1.93	2.04
Standard error	.04	.09	.05	.07	.04	.06	.05	.04	.06
Columns Tested: a,b,c,d - e,f - g,h									

All interviewing conducted using an online panel. Any break column with 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	2826	427	477	569	460	432	461	2826	1292	1510	795	717	612	686	1512	1298	2826	
Effective Weighted Sample	2119	333	376	436	357	322	320	2119	957	1146	591	552	487	516	1140	997	2119	
Total	2808	368	572	515	508	442	402	2808	1296	1488	807	845	592	541	1652	1134	2808	
Facebook	1329	37	162	238	307	287	299	1329	594	730	331	387	308	296	719	604	1329	
	47%	10%	28%	46%	60%	65%	74%	47%	46%	49%	41%	46%	52%	55%	43%	53%	47%	
			a	ab	abcg	abcg	abcddeg	ab					jkn	jknp		jknp	jn	
Instagram	567	86	193	138	76	50	24	567	225	337	182	174	127	75	357	202	567	
	20%	23%	34%	27%	15%	11%	6%	20%	17%	23%	23%	21%	21%	14%	22%	18%	20%	
		def	acdefg	defg	f	f		def		h	mo	m	m		mo		m	
TikTok	322	117	84	50	42	20	10	322	118	196	83	105	61	69	188	130	322	
	11%	32%	15%	10%	8%	4%	2%	11%	9%	13%	10%	12%	10%	13%	11%	11%	11%	
		bcdefg	cdef	ef	ef			ef		h								
X/Twitter (amended to X/Twitter at Wave 2)	195	18	38	39	34	36	31	195	149	47	68	59	36	31	127	67	195	
	7%	5%	7%	8%	7%	8%	8%	7%	11%	3%	8%	7%	6%	6%	8%	6%	7%	
									i									
Snapchat	170	83	48	18	13	3	5	170	83	86	54	50	33	30	105	63	170	
	6%	23%	8%	3%	3%	1%	1%	6%	6%	6%	7%	6%	6%	6%	6%	6%	6%	
		bcdefg	cdef	e				cdef										
LinkedIn	61	-	4	10	12	23	11	61	44	17	29	24	1	7	53	8	61	
	2%	-%	1%	2%	2%	5%	3%	2%	3%	1%	4%	3%	1%	1%	3%	1%	2%	
				a	a	abcdg	ab	a	i		lmo	lo		l	lmo		lo	
Pinterest	53	14	12	4	7	10	8	53	18	33	9	16	13	16	25	28	53	
	2%	4%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	3%	2%	2%	2%	
		cdg												j				
Reddit	51	8	22	11	5	2	2	51	33	18	24	16	5	6	39	11	51	
	2%	2%	4%	2%	1%	1%	1%	2%	3%	1%	3%	2%	1%	1%	2%	1%	2%	
			defg	e					i		lmo				lo			
Tumblr	7	-	2	3	1	-	1	7	6	1	4	2	-	1	6	1	7	
	1%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	
BeReal	5	-	2	1	1	-	-	5	2	3	4	1	-	-	5	-	5	
	1%	-%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	-%	1%	-%	1%	

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



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

**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	2826	427	477	569	460	432	461	2826	1292	1510	795	717	612	686	1512	1298	2826
Effective Weighted Sample	2119	333	376	436	357	322	320	2119	957	1146	591	552	487	516	1140	997	2119
Total	2808	368	572	515	508	442	402	2808	1296	1488	807	845	592	541	1652	1134	2808
Yubo	2	-	*	1	-	-	-	2	1	*	*	1	-	-	2	-	2
	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
Other social media app or site	36	3	4	2	9	7	11	36	15	18	14	8	5	7	22	12	36
	1%	1%	1%	*%	2%	2%	3%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
							abcg										
Don't know	10	2	*	-	3	4	1	10	7	3	4	-	3	2	4	6	10
	*%	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.

**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	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	2826	1965	294	277	290	2826	2515	311	431	2395	554	1274	982	2826	506	1054	757
Effective Weighted Sample	2119	1654	241	229	240	2119	1873	249	326	1793	411	960	739	2119	386	776	572
Total	2808	2366	245	125	73	2808	2446	362	435	2373	574	1265	945	2808	493	990	802
Facebook	1329 47%	1121 47%	109 45%	64 51%	35 47%	1329 47%	1121 46%	208 58% f	229 53% i	1100 46%	302 53% lm	613 48% l	395 42%	1329 47% l	209 42%	547 55% np	367 46%
Instagram	567 20%	477 20%	49 20%	22 18%	18 24%	567 20%	514 21% g	53 15%	68 16%	498 21% h	79 14%	230 18% j	254 27% jkm	567 20% j	104 21% o	160 16% o	201 25% o
TikTok	322 11%	269 11%	32 13%	13 11%	8 11%	322 11%	292 12%	30 8%	62 14%	260 11%	69 12%	145 11%	109 11%	322 11%	75 15% op	102 10%	66 8%
X/Twitter (amended to X/Twitter at Wave 2)	195 7%	166 7%	16 6%	9 7%	4 6%	195 7%	176 7%	20 5%	17 4%	178 8% h	22 4%	88 7% j	86 9% j	195 7% j	27 5%	72 7%	75 9% n
Snapchat	170 6%	143 6%	14 6%	9 7%	4 6%	170 6%	158 6%	12 3%	30 7%	140 6%	46 8% l	90 7% l	34 4%	170 6% l	50 10% op	41 4%	22 3%
LinkedIn	61 2%	53 2% c	7 3% c	* *% c	1 1%	61 2% c	52 2%	9 3%	5 1%	56 2%	11 2%	35 3%	16 2%	61 2%	9 2%	18 2%	23 3%
Pinterest	53 2%	46 2%	5 2%	2 2%	1 1%	53 2%	40 2%	13 4% f	8 2%	46 2%	21 4% klm	22 2%	11 1%	53 2%	8 2%	21 2%	9 1%
Reddit	51 2%	43 2%	5 2%	2 1%	2 2%	51 2%	39 2%	12 3%	4 1%	47 2%	5 1%	15 1%	30 3% jkm	51 2%	6 1%	12 1%	21 3%
Tumblr	7 *% c	6 *% c	1 *% c	- -% c	- -% c	7 *% c	7 *% c	- -% c	- -% c	7 *% c	2 *% c	4 *% c	1 *% c	7 *% c	- -% c	3 *% c	3 *% c
BeReal	5 *% c	5 *% c	- -% c	- -% c	- -% c	5 *% c	5 *% c	- -% c	- -% c	5 *% c	5 1% klm	- -% c	- -% c	5 *% c	1 *% c	2 *% c	- -% c

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

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

**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	2826	1965	294	277	290	2826	2515	311	431	2395	554	1274	982	2826	506	1054	757
Effective Weighted Sample	2119	1654	241	229	240	2119	1873	249	326	1793	411	960	739	2119	386	776	572
Total	2808	2366	245	125	73	2808	2446	362	435	2373	574	1265	945	2808	493	990	802
Yubo	2 *%	- -%	1 1% ae	* *%	- -%	2 *%	2 *%	- -%	- -%	2 *%	* *%	1 *%	- -%	2 *%	- -%	- -%	- -%
Other social media app or site	36 1%	30 1%	3 1%	2 2%	1 1%	36 1%	32 1%	4 1%	8 2%	28 1%	10 2%	19 2%	8 1%	36 1%	2 *%	9 1%	13 2%
Don't know	10 *%	7 *%	2 1%	1 1%	- -%	10 *%	10 *%	- -%	4 1%	6 *%	3 1%	4 *%	2 *%	10 *%	2 *%	3 *%	1 *%

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

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

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

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2826	569	1419	783	2826	1064	1532	1661	974
Effective Weighted Sample	2119	428	1063	589	2119	787	1156	1213	758
Total	2808	594	1413	741	2808	1011	1545	1560	1046
Facebook	1329	250	689	368	1329	470	760	780	498
	47%	42%	49%	50%	47%	47%	49%	50%	48%
			a	a	a				
Instagram	567	130	293	133	567	183	331	273	236
	20%	22%	21%	18%	20%	18%	21%	17%	23%
									g
TikTok	322	72	152	89	322	133	155	172	119
	11%	12%	11%	12%	11%	13%	10%	11%	11%
						f			
X/Twitter (amended to X/Twitter at Wave 2)	195	39	100	56	195	49	134	118	69
	7%	7%	7%	8%	7%	5%	9%	8%	7%
							e		
Snapchat	170	47	81	34	170	75	63	75	70
	6%	8%	6%	5%	6%	7%	4%	5%	7%
		c				f			
LinkedIn	61	11	37	12	61	16	40	39	18
	2%	2%	3%	2%	2%	2%	3%	3%	2%
Pinterest	53	9	27	16	53	32	19	36	12
	2%	2%	2%	2%	2%	3%	1%	2%	1%
						f			
Reddit	51	17	19	14	51	29	17	33	11
	2%	3%	1%	2%	2%	3%	1%	2%	1%
		b				f			
Tumblr	7	3	3	1	7	4	3	5	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
BeReal	5	-	-	5	5	3	2	-	3
	*%	-%	-%	1%	*%	*%	*%	-%	*%
				b					g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2826	569	1419	783	2826	1064	1532	1661	974
Effective Weighted Sample	2119	428	1063	589	2119	787	1156	1213	758
Total	2808	594	1413	741	2808	1011	1545	1560	1046
Yubo	2	1	-	-	2	*	1	-	-
	%	%	%	%	%	%	%	%	%
Other social media app or site	36	13	7	11	36	13	15	24	5
	1%	2%	1%	1%	1%	1%	1%	2%	%
		b	b	b	b			h	
Don't know	10	1	5	3	10	5	4	5	3
	%	%	%	%	%	%	%	%	%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
Facebook	1329	37	162	238	307	287	299	1329	594	730	331	387	308	296	719	604	1329	
	43%	10%	28%	45%	56%	57%	53%	43%	40%	45%	37%	42%	48%	48%	40%	48%	43%	
			a	ab	abcg	abcg	abcg	ab		h			jnp	jknp		jknp	j	
Instagram	567	86	193	138	76	50	24	567	225	337	182	174	127	75	357	202	567	
	18%	23%	33%	26%	14%	10%	4%	18%	15%	21%	21%	19%	20%	12%	20%	16%	18%	
		defg	acdefg	defg	f	f		def		h	mo	m	m		mo	m	m	
TikTok	322	117	84	50	42	20	10	322	118	196	83	105	61	69	188	130	322	
	10%	32%	15%	9%	8%	4%	2%	10%	8%	12%	9%	11%	9%	11%	10%	10%	10%	
		bcdefg	cdefg	ef	ef			ef		h								
X/Twitter (amended to X/Twitter at Wave 2)	195	18	38	39	34	36	31	195	149	47	68	59	36	31	127	67	195	
	6%	5%	7%	7%	6%	7%	5%	6%	10%	3%	8%	6%	6%	5%	7%	5%	6%	
									i		o							
Snapchat	170	83	48	18	13	3	5	170	83	86	54	50	33	30	105	63	170	
	5%	22%	8%	3%	2%	1%	1%	5%	6%	5%	6%	5%	5%	5%	6%	5%	5%	
		bcdefg	cdefg	ef	e			def										
LinkedIn	61	-	4	10	12	23	11	61	44	17	29	24	1	7	53	8	61	
	2%	-%	1%	2%	2%	5%	2%	2%	3%	1%	3%	3%	*%	1%	3%	1%	2%	
				a	a	abcfg	a	a	i		lmo	lo		l	lmo		lo	
Pinterest	53	14	12	4	7	10	8	53	18	33	9	16	13	16	25	28	53	
	2%	4%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	3%	1%	2%	2%	
		cdfg												j				
Reddit	51	8	22	11	5	2	2	51	33	18	24	16	5	6	39	11	51	
	2%	2%	4%	2%	1%	*%	*%	2%	2%	1%	3%	2%	1%	1%	2%	1%	2%	
		ef	defg	ef					i		lmo				lo			
Tumblr	7	-	2	3	1	-	1	7	6	1	4	2	-	1	6	1	7	
	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	
BeReal	5	-	2	1	1	-	-	5	2	3	4	1	-	-	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							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Yubo	2	-	*	1	-	-	-	2	1	*	*	1	-	-	2	-	2
	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
Other social media app or site	36	3	4	2	9	7	11	36	15	18	14	8	5	7	22	12	36
	1%	1%	1%	*%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
					c												
Don't know	29	5	*	3	10	4	6	29	16	12	8	5	9	7	13	16	29
	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
		b			b												
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2799	366	571	515	505	439	402	2799	1289	1485	803	845	589	539	1648	1128	2799
	90%	99%	99%	97%	92%	86%	72%	90%	88%	93%	90%	92%	91%	88%	91%	90%	90%
		defg	cdefg	defg	ef	f	ef	ef	h		m	m	m		m		
DO NOT USE SOCIAL MEDIA SITES OR APPS	272	*	4	14	36	65	152	272	164	108	79	73	46	68	151	114	272
	9%	*%	1%	3%	6%	13%	27%	9%	11%	7%	9%	8%	7%	11%	8%	9%	9%
				ab	abc	abcdg	abcdeg	abc	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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Facebook	1329 43%	1121 43%	109 42%	64 46%	35 45%	1329 43%	1121 42%	208 49% f	229 49% i	1100 42%	302 43%	613 44%	395 41%	1329 43%	209 40%	547 48% np	367 42%
Instagram	567 18%	477 18%	49 19%	22 16%	18 23%	567 18%	514 19% g	53 12%	68 15%	498 19% h	79 11%	230 17% j	254 26% jkm	567 18% j	104 20% o	160 14%	201 23% o
TikTok	322 10%	269 10%	32 12%	13 10%	8 10%	322 10%	292 11% g	30 7%	62 13%	260 10%	69 10%	145 10%	109 11%	322 10%	75 15% op	102 9%	66 8%
X/Twitter (amended to X/Twitter at Wave 2)	195 6%	166 6%	16 6%	9 6%	4 6%	195 6%	176 7%	20 5%	17 4%	178 7% h	22 3%	88 6% j	86 9% jkm	195 6% j	27 5%	72 6%	75 9% n
Snapchat	170 5%	143 5%	14 6%	9 6%	4 5%	170 5%	158 6% g	12 3%	30 6%	140 5%	46 7% l	90 6% l	34 4%	170 5% l	50 10% op	41 4%	22 3%
LinkedIn	61 2%	53 2% c	7 3% c	* *% c	1 1%	61 2% c	52 2%	9 2%	5 1%	56 2%	11 2%	35 3%	16 2%	61 2%	9 2%	18 2%	23 3%
Pinterest	53 2%	46 2%	5 2%	2 1%	1 1%	53 2%	40 2%	13 3% f	8 2%	46 2%	21 3% l	22 2%	11 1%	53 2%	8 2%	21 2%	9 1%
Reddit	51 2%	43 2%	5 2%	2 1%	2 2%	51 2%	39 1%	12 3%	4 1%	47 2%	5 1%	15 1%	30 3% jkm	51 2%	6 1%	12 1%	21 2% o
Tumblr	7 *% o	6 *% o	1 *% o	- -% o	- -% o	7 *% o	7 *% o	- -% o	- -% o	7 *% o	2 *% o	4 *% o	1 *% o	7 *% o	- -% o	3 *% o	3 *% o
BeReal	5 *% o	5 *% o	- -% o	- -% o	- -% o	5 *% o	5 *% o	- -% o	- -% o	5 *% o	5 1% klm	- -% o	- -% o	5 *% o	1 *% o	2 *% o	- -% o

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



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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Yubo	2	-	1	*	-	2	2	-	-	2	*	1	-	2	-	-	-
	*%	-%	1%	*%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	-%	-%
			ae														
Other social media app or site	36	30	3	2	1	36	32	4	8	28	10	19	8	36	2	9	13
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	1%	2%
Don't know	29	25	3	1	-	29	26	3	9	20	12	8	5	29	2	7	4
	1%	1%	1%	1%	-%	1%	1%	1%	2%	1%	2%	1%	1%	1%	*%	1%	*%
											kl						
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2799	2359	243	124	73	2799	2437	362	431	2367	571	1261	943	2799	491	987	801
	90%	90%	93%	89%	95%	90%	91%	85%	92%	90%	81%	91%	98%	90%	95%	87%	92%
					ace		g					j	jkm	j	o		o
DO NOT USE SOCIAL MEDIA SITES OR APPS	272	239	15	15	4	272	213	59	31	240	124	114	19	272	26	141	69
	9%	9%	6%	11%	5%	9%	8%	14%	7%	9%	17%	8%	2%	9%	5%	12%	8%
		d		bd		d		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.

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Facebook	1329	250	689	368	1329	470	760	780	498
	43%	38%	44%	47%	43%	42%	44%	43%	46%
			a	a	a				
Instagram	567	130	293	133	567	183	331	273	236
	18%	20%	19%	17%	18%	16%	19%	15%	22%
									g
TikTok	322	72	152	89	322	133	155	172	119
	10%	11%	10%	11%	10%	12%	9%	10%	11%
						f			
X/Twitter (amended to X/Twitter at Wave 2)	195	39	100	56	195	49	134	118	69
	6%	6%	6%	7%	6%	4%	8%	7%	6%
							e		
Snapchat	170	47	81	34	170	75	63	75	70
	5%	7%	5%	4%	5%	7%	4%	4%	6%
		c				f			g
LinkedIn	61	11	37	12	61	16	40	39	18
	2%	2%	2%	2%	2%	1%	2%	2%	2%
Pinterest	53	9	27	16	53	32	19	36	12
	2%	1%	2%	2%	2%	3%	1%	2%	1%
						f			
Reddit	51	17	19	14	51	29	17	33	11
	2%	3%	1%	2%	2%	3%	1%	2%	1%
		b				f			
Tumblr	7	3	3	1	7	4	3	5	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
BeReal	5	-	-	5	5	3	2	-	3
	*%	-%	-%	1%	*%	*%	*%	-%	*%
				bd					g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Yubo	2 *%	1 *%	- -%	- -%	2 *%	* *%	1 *%	- -%	- -%
Other social media app or site	36 1%	13 2%	7 *%	11 1%	36 1%	13 1%	15 1%	24 1%	5 *%
Don't know	29 1%	3 *%	16 1%	6 1%	29 1%	10 1%	9 1%	13 1%	8 1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2799 90%	593 90%	1408 89%	738 93% abd	2799 90%	1006 90%	1541 90%	1555 86%	1044 97% g
DO NOT USE SOCIAL MEDIA SITES OR APPS	272 9%	66 10% c	153 10% c	46 6%	272 9% c	97 9%	165 10%	233 13% h	27 3%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	2826	427	477	569	460	432	461	2826	1292	1510	795	717	612	686	1512	1298	2826
Effective Weighted Sample	2119	333	376	436	357	322	320	2119	957	1146	591	552	487	516	1140	997	2119
Total	2808	368	572	515	508	442	402	2808	1296	1488	807	845	592	541	1652	1134	2808
I often share, post or comment on social media sites or apps	818	126	240	185	125	78	64	818	389	420	254	241	173	147	495	319	818
	29%	34%	42%	36%	25%	18%	16%	29%	30%	28%	31%	29%	29%	27%	30%	28%	29%
		def	adefg	defg	ef			ef									
I sometimes share, post or comment on social media sites or apps	910	118	187	173	188	141	102	910	418	491	271	276	186	171	548	357	910
	32%	32%	33%	34%	37%	32%	25%	32%	32%	33%	34%	33%	31%	32%	33%	31%	32%
			f	f	f			f									
I usually just 'like' things on social media sites or apps	574	82	98	89	98	99	108	574	242	328	158	159	134	113	318	247	574
	20%	22%	17%	17%	19%	22%	27%	20%	19%	22%	20%	19%	23%	21%	19%	22%	20%
							bcdg										
I tend to only read things on these sites or apps and rarely like or post anything	487	34	42	67	97	121	126	487	242	241	121	165	97	101	286	199	487
	17%	9%	7%	13%	19%	27%	31%	17%	19%	16%	15%	20%	16%	19%	17%	18%	17%
				b	abc	abcdg	abcdg	abc				j					
Don't know	20	8	4	*	1	4	3	20	5	9	2	3	3	9	5	12	20
	1%	2%	1%	*%	*%	1%	1%	1%	*%	1%	*%	*%	*%	2%	*%	1%	1%
		cdg											jknp		n		
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1728	244	427	359	312	219	166	1728	807	911	525	517	358	318	1043	676	1728
	62%	66%	75%	70%	61%	49%	41%	62%	62%	61%	65%	61%	60%	59%	63%	60%	62%
		ef	adefg	defg	ef	f		ef			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.

**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 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	2826	1965	294	277	290	2826	2515	311	431	2395	554	1274	982	2826	506	1054	757
Effective Weighted Sample	2119	1654	241	229	240	2119	1873	249	326	1793	411	960	739	2119	386	776	572
Total	2808	2366	245	125	73	2808	2446	362	435	2373	574	1265	945	2808	493	990	802
I often share, post or comment on social media sites or apps	818 29%	675 29%	83 34%	37 30%	24 33%	818 29%	736 30%	82 23%	121 28%	697 29%	156 27%	308 24%	354 37%	818 29%	175 36%	264 27%	226 28%
I sometimes share, post or comment on social media sites or apps	910 32%	772 33%	69 28%	46 36%	24 33%	910 32%	797 33%	112 31%	133 31%	777 33%	148 26%	433 34%	325 34%	910 32%	164 33%	298 30%	276 34%
I usually just 'like' things on social media sites or apps	574 20%	488 21%	47 19%	23 18%	16 22%	574 20%	497 20%	77 21%	111 25%	463 19%	128 22%	289 23%	149 16%	574 20%	91 18%	227 23%	150 19%
I tend to only read things on these sites or apps and rarely like or post anything	487 17%	416 18%	44 18%	18 14%	9 12%	487 17%	402 16%	85 23%	66 15%	421 18%	132 23%	230 18%	117 12%	487 17%	62 13%	197 20%	148 18%
Don't know	20 1%	16 1%	2 1%	2 1%	* 1%	20 1%	14 1%	6 2%	4 1%	15 1%	11 2%	6 *%	- -%	20 1%	* *%	3 *%	1 *%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1728 62%	1446 61%	151 62%	82 66%	48 65%	1728 62%	1533 63%	195 54%	254 58%	1474 62%	304 53%	741 59%	680 72%	1728 62%	339 69%	562 57%	503 63%

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

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	2826	569	1419	783	2826	1064	1532	1661	974
Effective Weighted Sample	2119	428	1063	589	2119	787	1156	1213	758
Total	2808	594	1413	741	2808	1011	1545	1560	1046
I often share, post or comment on social media sites or apps	818 29%	217 37% bcd	379 27%	209 28%	818 29%	309 31%	436 28%	345 22%	408 39% g
I sometimes share, post or comment on social media sites or apps	910 32%	168 28%	470 33%	256 35% a	910 32%	337 33%	501 32%	490 31%	356 34%
I usually just 'like' things on social media sites or apps	574 20%	115 19%	298 21%	149 20%	574 20%	211 21%	305 20%	353 23% h	178 17%
I tend to only read things on these sites or apps and rarely like or post anything	487 17%	91 15%	262 19%	122 16%	487 17%	147 15%	301 19% e	360 23% h	105 10%
Don't know	20 1%	4 1%	4 *%	5 1%	20 1%	6 1%	2 *%	12 1% h	* *%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1728 62%	385 65%	849 60%	465 63%	1728 62%	646 64%	937 61%	836 54%	763 73% g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2826	427	477	569	460	432	461	2826	1292	1510	795	717	612	686	1512	1298	2826
Effective Weighted Sample	2119	333	376	436	357	322	320	2119	957	1146	591	552	487	516	1140	997	2119
Total	2808	368	572	515	508	442	402	2808	1296	1488	807	845	592	541	1652	1134	2808
Strongly disagree	312	32	35	45	54	70	76	312	166	147	92	96	72	50	188	122	312
	11%	9%	6%	9%	11%	16%	19%	11%	13%	10%	11%	11%	12%	9%	11%	11%	11%
					b	abcdg	abcdg	b	i								
Slightly disagree	297	36	56	55	58	44	49	297	131	160	93	92	56	56	185	112	297
	11%	10%	10%	11%	11%	10%	12%	11%	10%	11%	11%	11%	9%	10%	11%	10%	11%
Neither agree nor disagree	953	83	135	162	202	193	178	953	426	522	233	281	212	217	514	429	953
	34%	23%	24%	31%	40%	44%	44%	34%	33%	35%	29%	33%	36%	40%	31%	38%	34%
				ab	abcg	abcg	abcg	ab					j	jknp	jnp	j	
Slightly agree	728	128	173	141	122	94	70	728	327	394	227	225	137	131	452	269	728
	26%	35%	30%	27%	24%	21%	17%	26%	25%	26%	28%	27%	23%	24%	27%	24%	26%
		cdefg	ef	ef	f		f				o						
Strongly agree	474	81	165	106	63	34	23	474	227	240	156	135	105	75	291	180	474
	17%	22%	29%	21%	12%	8%	6%	17%	18%	16%	19%	16%	18%	14%	18%	16%	17%
		defg	acdefg	def	ef		def				m						
Don't know	44	8	7	6	9	8	6	44	19	25	5	17	10	12	22	22	44
	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%
												j		j		j	
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	610	68	91	100	112	114	125	610	297	307	185	188	128	106	373	234	610
	22%	18%	16%	19%	22%	26%	31%	22%	23%	21%	23%	22%	22%	20%	23%	21%	22%
					b	abc	abcdg	b									
TOTAL AGREE	1202	209	338	247	186	128	94	1202	554	634	384	359	243	206	743	449	1202
	43%	57%	59%	48%	37%	29%	23%	43%	43%	43%	48%	43%	41%	38%	45%	40%	43%
		cdefg	cdefg	defg	ef		def				lmop				mo		
TOTAL NEITHER/ DON'T KNOW	997	91	142	168	210	201	184	997	446	547	239	298	222	229	536	451	997
	36%	25%	25%	33%	41%	45%	46%	36%	34%	37%	30%	35%	37%	42%	32%	40%	36%
				ab	abcg	abcg	abcg	ab				j	j	jknp	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.

**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	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2826	1965	294	277	290	2826	2515	311	431	2395	554	1274	982	2826	506	1054	757
Effective Weighted Sample	2119	1654	241	229	240	2119	1873	249	326	1793	411	960	739	2119	386	776	572
Total	2808	2366	245	125	73	2808	2446	362	435	2373	574	1265	945	2808	493	990	802
Strongly disagree	312 11%	263 11%	26 11%	15 12%	9 12%	312 11%	267 11%	46 13%	43 10%	270 11%	83 14%	147 12%	74 8%	312 11%	54 11%	112 11%	94 12%
Slightly disagree	297 11%	251 11%	26 11%	16 13%	4 5%	297 11%	264 11%	34 9%	45 10%	252 11%	58 10%	149 12%	88 9%	297 11%	59 12%	108 11%	87 11%
Neither agree nor disagree	953 34%	800 34%	81 33%	45 36%	28 38%	953 34%	793 32%	160 44%	183 42%	770 32%	214 37%	453 36%	278 29%	953 34%	147 30%	352 36%	271 34%
Slightly agree	728 26%	615 26%	66 27%	27 21%	20 27%	728 26%	656 27%	72 20%	103 24%	625 26%	119 21%	329 26%	278 29%	728 26%	126 26%	250 25%	210 26%
Strongly agree	474 17%	402 17%	40 16%	19 15%	12 17%	474 17%	430 18%	43 12%	48 11%	426 18%	79 14%	177 14%	218 23%	474 17%	103 21%	157 16%	133 17%
Don't know	44 2%	35 1%	5 2%	4 3%	1 1%	44 2%	37 2%	7 2%	14 3%	30 1%	20 4%	11 1%	9 1%	44 2%	4 1%	12 1%	7 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	610 22%	513 22%	53 22%	31 25%	13 17%	610 22%	530 22%	79 22%	88 20%	522 22%	142 25%	296 23%	162 17%	610 22%	112 23%	220 22%	180 22%
TOTAL AGREE	1202 43%	1018 43%	106 43%	46 37%	32 44%	1202 43%	1086 44%	116 32%	150 35%	1051 44%	198 35%	506 40%	496 52%	1202 43%	229 46%	407 41%	343 43%
TOTAL NEITHER/ DON'T KNOW	997 36%	834 35%	86 35%	48 39%	29 39%	997 36%	830 34%	167 46%	197 45%	800 34%	235 41%	463 37%	288 30%	997 36%	151 31%	363 37%	278 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.

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2826	569	1419	783	2826	1064	1532	1661	974
Effective Weighted Sample	2119	428	1063	589	2119	787	1156	1213	758
Total	2808	594	1413	741	2808	1011	1545	1560	1046
Strongly disagree	312 11%	100 17%	132 9%	78 10%	312 11%	119 12%	178 12%	203 13%	91 9%
		bcd						h	
Slightly disagree	297 11%	54 9%	165 12%	74 10%	297 11%	100 10%	180 12%	170 11%	106 10%
Neither agree nor disagree	953 34%	151 25%	514 36%	261 35%	953 34%	315 31%	530 34%	602 39%	295 28%
			a	a	a			h	
Slightly agree	728 26%	130 22%	375 27%	213 29%	728 26%	272 27%	389 25%	364 23%	304 29%
				a					g
Strongly agree	474 17%	152 26%	206 15%	106 14%	474 17%	189 19%	251 16%	199 13%	235 23%
		bcd							g
Don't know	44 2%	8 1%	20 1%	10 1%	44 2%	15 1%	17 1%	24 2%	15 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	610 22%	153 26%	298 21%	152 20%	610 22%	220 22%	358 23%	373 24%	197 19%
		bc						h	
TOTAL AGREE	1202 43%	282 48%	581 41%	318 43%	1202 43%	461 46%	640 41%	562 36%	540 52%
		b							g
TOTAL NEITHER/ DON'T KNOW	997 36%	158 27%	534 38%	271 37%	997 36%	330 33%	547 35%	626 40%	310 30%
			a	a	a			h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3003	430	481	585	491	470	546	3003	1403	1575	849	757	648	732	1606	1380	3003
Effective Weighted Sample	2252	336	379	447	383	350	382	2252	1040	1195	633	583	516	548	1212	1059	2252
Total	2987	372	575	527	541	480	492	2987	1409	1552	864	892	625	581	1756	1205	2987
Follow friends	1886	254	365	347	347	291	282	1886	781	1087	551	583	385	352	1134	737	1886
	63%	68%	64%	66%	64%	61%	57%	63%	55%	70%	64%	65%	62%	61%	65%	61%	63%
		ef		f				f		h							
Find people that are like me/ that share my interests	1119	188	268	231	195	124	113	1119	538	567	332	338	227	215	670	442	1119
	37%	51%	47%	44%	36%	26%	23%	37%	38%	37%	38%	38%	36%	37%	38%	37%	37%
		defg	defg	defg	ef			ef									
Follow companies or brands that I like	1086	157	280	260	193	110	85	1086	456	625	318	348	251	164	666	415	1086
	36%	42%	49%	49%	36%	23%	17%	36%	32%	40%	37%	39%	40%	28%	38%	34%	36%
		efg	defg	adefg	ef			ef		h	m	m	mo		m	m	m
Follow celebrities or influencers	971	189	285	216	152	75	55	971	380	583	283	317	193	174	600	366	971
	33%	51%	50%	41%	28%	16%	11%	33%	27%	38%	33%	35%	31%	30%	34%	30%	33%
		cdefg	cdefg	defg	ef			ef		h		mo					
Support causes or organisations by sharing or commenting on posts	687	84	163	148	111	102	79	687	295	385	231	205	129	114	436	243	687
	23%	23%	28%	28%	20%	21%	16%	23%	21%	25%	27%	23%	21%	20%	25%	20%	23%
		f	defg	defg				f		h	lmo				mo		
Discuss/ debate things with people I know/ I have met in person	579	74	119	116	105	92	74	579	320	252	192	167	130	82	360	212	579
	19%	20%	21%	22%	19%	19%	15%	19%	23%	16%	22%	19%	21%	14%	20%	18%	19%
			f	f				f	i		mo	m	m		m		m
Sign petitions	566	62	113	114	106	84	86	566	236	327	192	150	112	108	342	220	566
	19%	17%	20%	22%	20%	17%	17%	19%	17%	21%	22%	17%	18%	19%	19%	18%	19%
										h							ko

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

All interviewing conducted using an online panel. Any break column with 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	3003	430	481	585	491	470	546	3003	1403	1575	849	757	648	732	1606	1380	3003
Effective Weighted Sample	2252	336	379	447	383	350	382	2252	1040	1195	633	583	516	548	1212	1059	2252
Total	2987	372	575	527	541	480	492	2987	1409	1552	864	892	625	581	1756	1205	2987
Follow journalists or particular news outlets	546	71	121	131	107	58	59	546	272	270	195	177	107	63	372	169	546
	18%	19%	21%	25%	20%	12%	12%	18%	19%	17%	23%	20%	17%	11%	21%	14%	18%
		ef	ef	efg	ef			ef			lmop	mo	m		mop		mo
Discuss/ debate things with people I don't know/ I have not met in person	493	66	124	99	95	63	46	493	284	203	167	133	108	80	300	188	493
	17%	18%	22%	19%	18%	13%	9%	17%	20%	13%	19%	15%	17%	14%	17%	16%	17%
		f	efg	ef	f			f	i		kmo						
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	465	47	123	105	82	50	59	465	210	253	158	154	95	58	312	153	465
	16%	13%	21%	20%	15%	10%	12%	16%	15%	16%	18%	17%	15%	10%	18%	13%	16%
			adefg	aefg				e			mo	mo	m		mo		mo
ANY OF THESE	2637	356	550	493	478	378	381	2637	1215	1403	789	788	558	483	1578	1040	2637
	88%	96%	96%	94%	88%	79%	78%	88%	86%	90%	91%	88%	89%	83%	90%	86%	88%
		defg	defg	defg	ef			ef		h	mop	m	m		mo		m
None of these	304	7	17	31	55	95	100	304	182	120	68	96	58	80	164	139	304
	10%	2%	3%	6%	10%	20%	20%	10%	13%	8%	8%	11%	9%	14%	9%	11%	10%
				ab	abc	abcdg	abcdg	abc	i					jinp		j	
Don't know	46	9	8	3	8	7	11	46	13	29	6	8	9	18	14	27	46
	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	1%	1%	3%	1%	2%	2%
		c						c						jknp		jkn	

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

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

**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						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	3003	430	481	585	491	470	546	3003	1403	1575	849	757	648	732	1606	1380	3003
Effective Weighted Sample	2252	336	379	447	383	350	382	2252	1040	1195	633	583	516	548	1212	1059	2252
Total	2987	372	575	527	541	480	492	2987	1409	1552	864	892	625	581	1756	1205	2987
<b>SUMMARY</b>																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2293	310	462	445	427	331	318	2293	1006	1269	681	705	479	413	1386	892	2293
	77%	84%	80%	84%	79%	69%	65%	77%	71%	82%	79%	79%	77%	71%	79%	74%	77%
		efg	ef	defg	ef			ef		h	mo	mo	m		mo		m
ANY SUPPORTING CAUSES/ PETITIONS	958	121	214	203	160	137	123	958	410	538	327	272	177	170	598	348	958
	32%	33%	37%	38%	30%	29%	25%	32%	29%	35%	38%	30%	28%	29%	34%	29%	32%
		f	def	defg				f		h	klmop				lmo		
ANY DISCUSSING/ DEBATING	817	111	198	157	142	117	93	817	449	359	278	224	190	118	501	309	817
	27%	30%	34%	30%	26%	24%	19%	27%	32%	23%	32%	25%	30%	20%	29%	26%	27%
		f	defg	f	f			f	i		kmop		kmo		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.

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOTLAND 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	POTENTIALLY o	LEAST p
Significance Level: 95%																	
Unweighted total	3003	2099	310	292	302	3003	2664	339	452	2551	610	1369	1006	3003	527	1133	807
Effective Weighted Sample	2252	1762	254	241	249	2252	1983	272	340	1912	454	1032	756	2252	402	836	609
Total	2987	2521	256	133	77	2987	2590	397	458	2529	635	1357	966	2987	514	1069	851
Follow friends	1886	1578	166	89	53	1886	1650	236	261	1625	294	825	758	1886	329	679	559
	63%	63%	65%	67%	69%	63%	64%	59%	57%	64%	46%	61%	78%	63%	64%	63%	66%
										h		j	jkm	j			
Find people that are like me/ that share my interests	1119	923	104	62	30	1119	978	141	148	971	157	471	489	1119	235	370	308
	37%	37%	40%	47%	39%	37%	38%	36%	32%	38%	25%	35%	51%	37%	46%	35%	36%
				ae						h		j	jkm	j	op		
Follow companies or brands that I like	1086	901	101	50	34	1086	958	128	124	962	98	439	549	1086	203	384	332
	36%	36%	39%	38%	45%	36%	37%	32%	27%	38%	15%	32%	57%	36%	39%	36%	39%
					ae					h		j	jkm	jk			
Follow celebrities or influencers	971	799	97	44	32	971	862	109	127	844	100	387	481	971	194	310	276
	33%	32%	38%	34%	41%	33%	33%	27%	28%	33%	16%	28%	50%	33%	38%	29%	32%
					ae					h		j	jkm	jk	o		
Support causes or organisations by sharing or commenting on posts	687	573	60	32	23	687	606	81	80	607	59	253	373	687	113	258	212
	23%	23%	23%	24%	29%	23%	23%	20%	18%	24%	9%	19%	39%	23%	22%	24%	25%
					ae					h		j	jkm	jk			
Discuss/ debate things with people I know/ I have met in person	579	470	68	24	17	579	521	57	58	520	54	216	309	579	110	196	178
	19%	19%	27%	18%	22%	19%	20%	14%	13%	21%	8%	16%	32%	19%	21%	18%	21%
			ace				g			h		j	jkm	jk			
Sign petitions	566	473	45	29	18	566	500	66	53	513	36	206	324	566	105	218	159
	19%	19%	18%	22%	24%	19%	19%	17%	12%	20%	6%	15%	33%	19%	20%	20%	19%
										h		j	jkm	jk			

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3003	2099	310	292	302	3003	2664	339	452	2551	610	1369	1006	3003	527	1133	807
Effective Weighted Sample	2252	1762	254	241	249	2252	1983	272	340	1912	454	1032	756	2252	402	836	609
Total	2987	2521	256	133	77	2987	2590	397	458	2529	635	1357	966	2987	514	1069	851
Follow journalists or particular news outlets	546	458	53	18	18	546	495	51	48	498	40	207	299	546	102	186	178
	18%	18%	21%	13%	24%	18%	19%	13%	10%	20%	6%	15%	31%	18%	20%	17%	21%
			c		ace		g		h			j	jkm	jk			
Discuss/ debate things with people I don't know/ I have not met in person	493	415	39	22	17	493	443	50	42	451	41	183	269	493	107	159	158
	17%	16%	15%	17%	22%	17%	17%	13%	9%	18%	6%	13%	28%	17%	21%	15%	19%
					ae					h		j	jkm	jk	o		
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	465	400	34	19	13	465	407	58	40	425	33	144	289	465	88	171	154
	16%	16%	13%	14%	16%	16%	16%	15%	9%	17%	5%	11%	30%	16%	17%	16%	18%
										h		j	jkm	jk			
ANY OF THESE	2637	2216	230	118	72	2637	2299	338	394	2243	492	1202	931	2637	462	924	764
	88%	88%	90%	89%	94%	88%	89%	85%	86%	89%	77%	89%	96%	88%	90%	86%	90%
					ace							j	jkm	j			
None of these	304	266	22	12	4	304	250	54	47	257	113	149	34	304	43	135	83
	10%	11%	9%	9%	5%	10%	10%	14%	10%	10%	18%	11%	4%	10%	8%	13%	10%
		d				d		f			klm	l		l		n	
Don't know	46	40	3	2	*	46	41	5	17	29	31	6	1	46	8	11	5
	2%	2%	1%	1%	1%	2%	2%	1%	4%	1%	5%	1%	1%	2%	2%	1%	1%
									i		klm			kl			

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

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

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

	Total	NATION				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	3003	2099	310	292	302	3003	2664	339	452	2551	610	1369	1006	3003	527	1133	807
Effective Weighted Sample	2252	1762	254	241	249	2252	1983	272	340	1912	454	1032	756	2252	402	836	609
Total	2987	2521	256	133	77	2987	2590	397	458	2529	635	1357	966	2987	514	1069	851
<b>SUMMARY</b>																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2293 77%	1922 76%	204 80%	104 78%	63 82% ae	2293 77%	2011 78% g	282 71%	324 71%	1968 78% h	378 60%	1034 76% j	869 90% jkm	2293 77% j	404 79%	813 76%	671 79%
ANY SUPPORTING CAUSES/ PETITIONS	958 32%	798 32%	84 33%	45 34%	31 40% ae	958 32%	847 33%	111 28%	105 23%	853 34% h	90 14%	381 28% j	484 50% jkm	958 32% jk	163 32%	362 34%	282 33%
ANY DISCUSSING/ DEBATING	817 27%	671 27%	86 34% ae	35 26%	26 33% ae	817 27%	737 28% g	80 20%	79 17%	738 29% h	85 13%	325 24% j	407 42% jkm	817 27% jk	163 32% o	279 26%	242 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.

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3003	610	1514	822	3003	1130	1635	1810	992
Effective Weighted Sample	2252	459	1133	619	2252	834	1236	1323	773
Total	2987	635	1512	778	2987	1079	1646	1703	1070
Follow friends	1886	383	964	505	1886	669	1074	1068	724
	63%	60%	64%	65%	63%	62%	65%	63%	68%
Find people that are like me/ that share my interests	1119	212	584	302	1119	412	615	589	468
	37%	33%	39%	39%	37%	38%	37%	35%	44%
Follow companies or brands that I like	1086	229	555	279	1086	388	628	517	521
	36%	36%	37%	36%	36%	36%	38%	30%	49%
Follow celebrities or influencers	971	193	495	263	971	350	549	449	456
	33%	30%	33%	34%	33%	32%	33%	26%	43%
Support causes or organisations by sharing or commenting on posts	687	149	336	189	687	283	359	352	306
	23%	24%	22%	24%	23%	26%	22%	21%	29%
Discuss/ debate things with people I know/ I have met in person	579	138	295	136	579	232	317	297	244
	19%	22%	20%	17%	19%	22%	19%	17%	23%
Sign petitions	566	121	255	182	566	246	282	283	247
	19%	19%	17%	23%	19%	23%	17%	17%	23%
				bd		f			g

Columns Tested: a,b,c,d - e,f - g,h



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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3003	610	1514	822	3003	1130	1635	1810	992
Effective Weighted Sample	2252	459	1133	619	2252	834	1236	1323	773
Total	2987	635	1512	778	2987	1079	1646	1703	1070
Follow journalists or particular news outlets	546	127	273	137	546	187	332	264	249
	18%	20%	18%	18%	18%	17%	20%	16%	23%
									g
Discuss/ debate things with people I don't know/ I have not met in person	493	116	232	141	493	216	243	241	225
	17%	18%	15%	18%	17%	20%	15%	14%	21%
						f			g
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	465	107	236	117	465	167	264	207	238
	16%	17%	16%	15%	16%	15%	16%	12%	22%
									g
ANY OF THESE	2637	570	1325	695	2637	971	1445	1447	1004
	88%	90%	88%	89%	88%	90%	88%	85%	94%
									g
None of these	304	53	175	70	304	93	185	232	64
	10%	8%	12%	9%	10%	9%	11%	14%	6%
								h	
Don't know	46	12	12	13	46	15	16	24	3
	2%	2%	1%	2%	2%	1%	1%	1%	*%
								h	

Columns Tested: a,b,c,d - e,f - g,h

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3003	610	1514	822	3003	1130	1635	1810	992
Effective Weighted Sample	2252	459	1133	619	2252	834	1236	1323	773
Total	2987	635	1512	778	2987	1079	1646	1703	1070
<b>SUMMARY</b>									
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2293 77%	475 75%	1168 77%	612 79%	2293 77%	815 76%	1300 79%	1253 74%	903 84%
ANY SUPPORTING CAUSES/ PETITIONS	958 32%	216 34%	453 30%	271 35% b	958 32%	396 37% f	491 30%	481 28%	419 39% g
ANY DISCUSSING/ DEBATING	817 27%	190 30%	414 27%	204 26%	817 27%	350 32% f	415 25%	403 24%	357 33% g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
YouTube	2536	360	504	461	443	385	383	2536	1282	1230	740	789	518	468	1529	986	2536
	82%	97%	88%	86%	80%	76%	68%	82%	87%	77%	83%	86%	80%	76%	84%	78%	82%
		bcdefg	defg	defg	f	f	ef	i	mo	lmop					lmo		mo
Facebook	2300	204	479	436	450	377	355	2300	1045	1243	640	669	513	462	1309	975	2300
	74%	55%	83%	82%	82%	74%	63%	74%	71%	77%	72%	73%	80%	75%	72%	78%	74%
			aefg	aefg	aefg	af	a	af		h			jknp		jknp		
Instagram	1761	310	491	379	266	193	123	1761	759	987	540	555	368	285	1095	653	1761
	57%	83%	85%	71%	48%	38%	22%	57%	52%	61%	61%	60%	57%	46%	60%	52%	57%
		cdefg	cdefg	defg	ef	f	def	h	mo	mo	mo	mo	mo		mop	m	mo
TikTok	1377	316	390	284	193	126	68	1377	600	759	409	413	298	248	822	545	1377
	44%	85%	68%	53%	35%	25%	12%	44%	41%	47%	46%	45%	46%	40%	45%	43%	44%
		bcdefg	cdefg	defg	ef	f	def	h	m						m		
Snapchat	955	287	316	169	108	45	30	955	438	504	295	301	187	162	597	348	955
	31%	77%	55%	32%	20%	9%	5%	31%	30%	31%	33%	33%	29%	26%	33%	28%	31%
		bcdefg	cdefg	def	ef		def		mo	mo					mo		m
X/Twitter (amended to X/Twitter at Wave 2)	780	124	192	143	138	110	73	780	447	329	238	246	171	116	484	287	780
	25%	33%	33%	27%	25%	22%	13%	25%	30%	21%	27%	27%	27%	19%	27%	23%	25%
		cdefg	cdefg	f	f	f	f	f	i		m	m	m		mo		m
LinkedIn	649	52	166	147	109	115	60	649	354	292	256	235	101	54	491	155	649
	21%	14%	29%	28%	20%	23%	11%	21%	24%	18%	29%	25%	16%	9%	27%	12%	21%
			adfg	adfg	af	af		af	i		lmop	lmop	m		lmop	m	lmo
Pinterest	601	126	146	111	93	71	53	601	170	419	171	199	125	102	370	227	601
	19%	34%	25%	21%	17%	14%	10%	19%	12%	26%	19%	22%	19%	17%	20%	18%	19%
		bcdefg	defg	ef	f	f	ef	h		h		m					
Reddit	349	80	116	69	51	21	12	349	214	130	109	129	65	44	238	109	349
	11%	22%	20%	13%	9%	4%	2%	11%	15%	8%	12%	14%	10%	7%	13%	9%	11%
		cdefg	cdefg	ef	ef		ef	i			mo	lmo			mo		mo
Twitch	345	116	115	64	28	11	12	345	237	103	137	87	72	45	224	117	345
	11%	31%	20%	12%	5%	2%	2%	11%	16%	6%	15%	9%	11%	7%	12%	9%	11%
		bcdefg	cdefg	def	ef		def	i			klmop		m		mo		m

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Vimeo	134	8	44	40	28	9	4	134	90	43	56	43	19	15	99	35	134
	4%	2%	8%	8%	5%	2%	1%	4%	6%	3%	6%	5%	3%	2%	5%	3%	4%
			aefg	aefg	aef		ef		i		lmop	mo			lmo		mo
BeReal	127	65	31	12	10	5	3	127	52	72	55	35	16	19	91	35	127
	4%	18%	5%	2%	2%	1%	1%	4%	4%	5%	6%	4%	3%	3%	5%	3%	4%
		bcdefg	cdef	f				def			lmop				lo		
Dailymotion	126	12	47	28	20	10	8	126	76	49	50	45	16	15	96	31	126
	4%	3%	8%	5%	4%	2%	1%	4%	5%	3%	6%	5%	3%	2%	5%	2%	4%
			adefg	ef	f			f	i		lmo	lmo			lmo		o
Tumblr	111	20	43	18	17	6	7	111	57	51	37	43	17	14	80	31	111
	4%	5%	7%	3%	3%	1%	1%	4%	4%	3%	4%	5%	3%	2%	4%	2%	4%
		ef	cdefg	ef				ef				mo			mo		
OnlyFans	93	12	34	25	14	3	6	93	78	15	47	26	14	6	73	20	93
	3%	3%	6%	5%	2%	1%	1%	3%	5%	1%	5%	3%	2%	1%	4%	2%	3%
		ef	defg	ef	e			ef	i		klmop	m			mo		mo
YouNow	64	6	24	20	9	1	3	64	44	20	39	10	12	3	49	15	64
	2%	2%	4%	4%	2%	*%	1%	2%	3%	1%	4%	1%	2%	1%	3%	1%	2%
		e	adefg	efg	e			ef	i		klmop		m		kmo		m
Yubo	44	15	13	10	2	1	3	44	27	16	17	11	9	6	28	15	44
	1%	4%	2%	2%	*%	*%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
		defg	def	de				e									
BitChute	41	4	13	14	7	1	1	41	31	10	23	7	6	6	29	11	41
	1%	1%	2%	3%	1%	*%	*%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%
			ef	efg	f			f	i		klmop						
ANY OF THESE	2980	372	575	527	540	478	488	2980	1409	1546	861	892	624	577	1754	1201	2980
	96%	100%	100%	99%	98%	94%	87%	96%	96%	96%	97%	97%	97%	94%	97%	95%	96%
		defg	defg	efg	ef	f		f			m	m	m		m		m
NONE OF THESE	119	-	1	5	11	29	72	119	60	59	28	30	20	37	58	57	119
	4%	-%	*%	1%	2%	6%	13%	4%	4%	4%	3%	3%	3%	6%	3%	5%	4%
					ab	abcd	abcdeg	abc						ijklp			

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

All interviewing conducted using an online panel. Any break column with 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
YouTube	2536	2141	219	108	67	2536	2227	308	348	2188	436	1174	912	2536	448	893	734
	82%	82%	84%	77%	87%	82%	83%	73%	74%	83%	62%	85%	94%	82%	86%	79%	84%
					ace		g			h		jm	jkm	j	o		o
Facebook	2300	1944	190	104	62	2300	1994	305	355	1945	434	1011	834	2300	396	857	661
	74%	74%	73%	75%	80%	74%	75%	72%	75%	74%	61%	73%	86%	74%	76%	75%	76%
					ae							j	jkm	j			
Instagram	1761	1475	155	78	54	1761	1570	191	253	1508	275	760	719	1761	335	554	536
	57%	56%	59%	56%	70%	57%	59%	45%	54%	57%	39%	55%	74%	57%	65%	49%	61%
					abce		g					j	jkm	j	o		o
TikTok	1377	1158	117	62	39	1377	1260	117	220	1157	251	566	559	1377	294	429	361
	44%	44%	45%	45%	51%	44%	47%	28%	47%	44%	35%	41%	58%	44%	57%	38%	41%
					a		g					j	jkm	j	op		
Snapchat	955	781	101	44	29	955	878	76	151	804	173	402	377	955	228	274	230
	31%	30%	39%	32%	38%	31%	33%	18%	32%	31%	24%	29%	39%	31%	44%	24%	26%
			ae		ae		g						jkm	j	op		
X/Twitter (amended to X/Twitter at Wave 2)	780	649	69	36	26	780	704	76	78	703	75	336	366	780	120	268	280
	25%	25%	26%	26%	34%	25%	26%	18%	16%	27%	11%	24%	38%	25%	23%	24%	32%
					ace		g			h		j	jkm	j			no
LinkedIn	649	563	48	20	18	649	586	63	56	593	52	261	334	649	79	199	274
	21%	21%	18%	14%	24%	21%	22%	15%	12%	23%	7%	19%	35%	21%	15%	18%	31%
		c			c	c	g			h		j	jkm	j			no
Pinterest	601	502	53	29	17	601	532	69	69	533	82	221	298	601	112	188	175
	19%	19%	20%	21%	22%	19%	20%	16%	15%	20%	12%	16%	31%	19%	22%	17%	20%
										h		j	jkm	jk	o		
Reddit	349	285	38	15	11	349	315	33	30	318	28	119	201	349	55	115	115
	11%	11%	15%	10%	14%	11%	12%	8%	6%	12%	4%	9%	21%	11%	11%	10%	13%
							g			h		j	jkm	jk			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Twitch	345 11%	284 11%	31 12%	19 14%	10 13%	345 11%	324 12%	21 5%	26 6%	319 12%	54 8%	140 10%	151 16%	345 11%	67 13%	104 9%	94 11%
Vimeo	134 4%	112 4%	14 5%	4 3%	5 6%	134 4%	129 5%	6 1%	6 1%	129 5%	12 2%	36 3%	86 9%	134 4%	30 6%	37 3%	48 6%
BeReal	127 4%	103 4%	13 5%	5 3%	5 7%	127 4%	115 4%	11 3%	16 3%	110 4%	24 3%	53 4%	50 5%	127 4%	37 7%	30 3%	27 3%
Dailymotion	126 4%	114 4%	7 3%	1 1%	4 5%	126 4%	121 5%	5 1%	8 2%	118 4%	16 2%	35 3%	75 8%	126 4%	26 5%	27 2%	44 5%
Tumblr	111 4%	89 3%	16 6%	4 3%	1 2%	111 4%	97 4%	13 3%	7 2%	103 4%	11 2%	33 2%	67 7%	111 4%	25 5%	27 2%	42 5%
OnlyFans	93 3%	82 3%	6 2%	3 2%	2 3%	93 3%	89 3%	4 1%	3 1%	90 3%	11 2%	38 3%	44 5%	93 3%	25 5%	23 2%	26 3%
YouNow	64 2%	56 2%	4 2%	1 1%	3 4%	64 2%	62 2%	2 *%	3 1%	61 2%	11 2%	27 2%	27 3%	64 2%	17 3%	14 1%	24 3%
Yubo	44 1%	39 1%	2 1%	1 1%	1 2%	44 1%	43 2%	1 *%	2 *%	42 2%	7 1%	14 1%	23 2%	44 1%	11 2%	9 1%	11 1%
BitChute	41 1%	36 1%	2 1%	* *%	2 2%	41 1%	39 1%	2 *%	2 *%	39 1%	6 1%	14 1%	21 2%	41 1%	11 2%	9 1%	9 1%
ANY OF THESE	2980 96%	2516 96%	255 98%	132 95%	77 99%	2980 96%	2585 97%	395 93%	458 97%	2522 96%	629 89%	1357 98%	966 100%	2980 96%	512 99%	1067 94%	849 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.

**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				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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
NONE OF THESE	119	106	5	7	1	119	89	30	14	105	77	26	1	119	6	68	24
	4%	4%	2%	5%	1%	4%	3%	7%	3%	4%	11%	2%	*%	4%	1%	6%	3%
		d		d		d		f			klm	l		kl		np	

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

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

**SUMMARY 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
YouTube	2536 82%	546 82%	1290 82%	643 81%	2536 82%	922 83%	1376 80%	1408 78%	941 87%
Facebook	2300 74%	461 70%	1160 74%	638 81% abd	2300 74% a	814 73%	1289 75%	1260 70%	905 84% g
Instagram	1761 57%	398 60%	887 56%	447 56%	1761 57%	645 58%	958 56%	844 47%	775 72% g
TikTok	1377 44%	310 47%	656 42%	378 48% b	1377 44%	524 47% f	712 42%	641 36%	620 57% g
Snapchat	955 31%	246 37% bcd	447 28%	235 30%	955 31%	383 34% f	464 27%	416 23%	437 40% g
X/Twitter (amended to X/Twitter at Wave 2)	780 25%	177 27%	400 25%	193 24%	780 25%	252 23%	471 27% e	422 23%	311 29% g
LinkedIn	649 21%	161 24% c	341 22% c	137 17%	649 21% c	195 17%	415 24% e	336 19%	279 26% g
Pinterest	601 19%	122 18%	313 20%	153 19%	601 19%	259 23% f	300 17%	295 16%	258 24% g
Reddit	349 11%	86 13%	162 10%	97 12%	349 11%	151 14% f	179 10%	179 10%	140 13% g

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Twitch	345	102	169	70	345	156	152	151	146
	11%	15%	11%	9%	11%	14%	9%	8%	14%
		bcd				f			g
Vimeo	134	35	58	35	134	62	62	45	78
	4%	5%	4%	4%	4%	6%	4%	3%	7%
						f			g
BeReal	127	46	51	24	127	63	58	66	49
	4%	7%	3%	3%	4%	6%	3%	4%	5%
		bcd				f			
Dailymotion	126	31	59	33	126	62	53	47	62
	4%	5%	4%	4%	4%	6%	3%	3%	6%
						f			g
Tumblr	111	33	49	27	111	55	49	55	46
	4%	5%	3%	3%	4%	5%	3%	3%	4%
						f			
OnlyFans	93	33	34	22	93	45	43	29	54
	3%	5%	2%	3%	3%	4%	3%	2%	5%
		bcd				f			g
YouNow	64	34	17	12	64	40	23	15	41
	2%	5%	1%	2%	2%	4%	1%	1%	4%
		bcd			b	f			g
Yubo	44	20	13	8	44	24	14	12	23
	1%	3%	1%	1%	1%	2%	1%	1%	2%
		bcd				f			g
BitChute	41	13	15	12	41	28	10	8	24
	1%	2%	1%	1%	1%	2%	1%	1%	2%
						f		*	g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
ANY OF THESE	2980	633	1508	778	2980	1074	1644	1698	1070
	96%	96%	96%	98%	96%	96%	96%	94%	99%
				abd					g
NONE OF THESE	119	29	69	13	119	39	71	103	9
	4%	4%	4%	2%	4%	4%	4%	6%	1%
		c	c		c			h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	11 *% *	* *% *	2 *% *	4 1% *	5 1% *	- -% *	- -% *	11 *% *	6 *% *	5 *% *	8 1% kl	- -% *	- -% *	4 1% *	8 *% *	4 *% *	11 *% *
USE MORE THAN ONE PROFILE	* *% *	- -% *	- -% *	* *% *	- -% *	- -% *	- -% *	* *% *	* *% *	- -% *	- -% *	- -% *	* *% *	- -% *	- -% *	* *% *	* *% *
USE BUT DON'T HAVE A PROFILE	29 1% *	4 1% *	11 2% ef	9 2% ef	3 *% *	1 *% *	1 *% *	29 1% *	24 2% i	4 *% *	15 2% mo	7 1% *	5 1% *	2 *% *	22 1% *	7 1% *	29 1% *
DON'T USE THIS APP/ SITE	3058 99% *	367 99% *	563 98% *	519 97% *	544 99% *	506 100% bc	560 100% bcdg	3058 99% c	1439 98% *	1595 99% h	867 97% *	916 99% j	639 99% j	608 99% j	1783 98% *	1247 99% j	3058 99% 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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	11 *%	11 *%	- -%	- -%	* *%	11 *%	11 *%	- -%	- -%	11 *%	* *%	- -%	11 1% jkm	11 *%	5 1% o	* *%	2 *%
USE MORE THAN ONE PROFILE	* *%	* *%	- -%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%
USE BUT DON'T HAVE A PROFILE	29 1%	25 1%	2 1%	* *%	1 2%	29 1%	27 1%	2 *%	2 *%	27 1%	5 1%	14 1%	10 1%	29 1%	6 1%	9 1%	7 1%
DON'T USE THIS APP/ SITE	3058 99%	2586 99%	258 99%	139 100%	76 98%	3058 99%	2636 99%	422 100%	470 100%	2589 99%	701 99%	1369 99%	946 98%	3058 99%	508 98%	1126 99%	864 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	11	2	5	3	11	9	1	3	6
	%	%	%	%	%	1%	%	%	1%
						f			
USE MORE THAN ONE PROFILE	*	-	-	*	*	-	*	*	-
	%	-%	-%	%	%	-%	%	%	-%
USE BUT DON'T HAVE A PROFILE	29	11	10	8	29	19	9	5	19
	1%	2%	1%	1%	1%	2%	1%	%	2%
						f			g
DON'T USE THIS APP/ SITE	3058	650	1563	779	3058	1086	1705	1793	1055
	99%	98%	99%	99%	99%	98%	99%	100%	98%
							e	h	

Columns Tested: a,b,c,d - e,f - g,h

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	19 1%	3 1%	12 2% cdefg	2 *% cdefg	2 *% cdefg	1 *% cdefg	* *% cdefg	19 1%	16 1%	3 *% i	6 1%	9 1%	3 *% i	1 *% i	15 1%	4 *% i	19 1%
USE MORE THAN ONE PROFILE	8 *%	- -%	5 1%	* *% o	2 *% o	- -% o	1 *% o	8 *% o	5 *% o	3 *% o	5 1% o	3 *% o	- -% o	- -% o	8 *% o	- -% o	8 *% o
DON'T KNOW HOW MANY PROFILES	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	2 *%	- -%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%	2 *%
USE BUT DON'T HAVE A PROFILE	98 3%	9 3%	31 5% efg	26 5% ef	15 3%	10 2%	7 1%	98 3% f	54 4%	42 3%	39 4% lmo	33 4% o	13 2%	12 2%	72 4% lmo	25 2%	98 3%
DON'T USE THIS APP/ SITE	2973 96%	359 97% b	528 92%	504 95%	531 96% b	498 98% bc	552 99% bcdg	2973 96% b	1393 95%	1556 97% h	840 94%	877 95%	628 97% jkn	599 98% jkn	1716 95%	1227 98% jknp	2973 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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	19 1%	18 1%	1 *%	- -%	- -%	19 1%	17 1%	2 *%	2 *%	17 1%	3 *%	6 *%	11 1%	19 1%	7 1%	7 1%	3 *%
USE MORE THAN ONE PROFILE	8 *%	7 *%	- -%	- -%	1 2%	8 *%	8 *%	- -%	- -%	8 *%	- -%	3 *%	5 1%	8 *%	3 1%	2 *%	* *%
					abce												
DON'T KNOW HOW MANY PROFILES	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	98 3%	87 3%	6 2%	1 1%	3 4%	98 3%	94 4%	4 1%	6 1%	92 3%	13 2%	27 2%	58 6%	98 3%	16 3%	19 2%	41 5%
		c			c	c	g			h			jkm	k			o
DON'T USE THIS APP/ SITE	2973 96%	2508 96%	253 97%	138 99%	73 95%	2973 96%	2554 95%	419 99%	463 98%	2510 96%	691 98%	1348 97%	892 92%	2973 96%	492 95%	1108 98%	830 95%
				ade				f	i		l	lm	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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	19 1%	4 1%	11 1%	3 *%	19 1%	9 1%	10 1%	1 *%	14 1%
USE MORE THAN ONE PROFILE	8 *%	1 *%	3 *%	4 1%	8 *%	5 *%	2 *%	3 *%	4 *%
DON'T KNOW HOW MANY PROFILES	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	98 3%	26 4%	45 3%	25 3%	98 3%	46 4%	40 2%	43 2%	43 4%
DON'T USE THIS APP/ SITE	2973 96%	631 95%	1518 96%	758 96%	2973 96%	1051 94%	1662 97%	1753 97%	1018 94%

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	1812	145	348	351	367	319	282	1812	794	1009	469	540	402	389	1009	791	1812
	58%	39%	60%	66%	67%	63%	50%	58%	54%	63%	53%	59%	62%	63%	56%	63%	58%
			af	afg	afg	af	a	af		h		j	jn	jnp		jnp	j
USE MORE THAN ONE PROFILE	189	17	51	41	38	24	18	189	85	104	66	58	37	28	124	66	189
	6%	5%	9%	8%	7%	5%	3%	6%	6%	6%	7%	6%	6%	5%	7%	5%	6%
			aefg	f	f			f			m						
DON'T KNOW HOW MANY PROFILES	15	-	-	5	5	3	1	15	5	10	7	1	1	6	8	7	15
	*%	-%	-%	1%	1%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	1%	*%
													kl				
USE BUT DON'T HAVE A PROFILE	283	41	80	39	39	31	53	283	162	120	98	71	73	39	169	111	283
	9%	11%	14%	7%	7%	6%	10%	9%	11%	7%	11%	8%	11%	6%	9%	9%	9%
		e	cdeg						i		km		km		m		m
DON'T USE THIS APP/ SITE	799	168	97	97	101	131	205	799	424	362	250	253	131	151	503	283	799
	26%	45%	17%	18%	18%	26%	37%	26%	29%	23%	28%	27%	20%	25%	28%	22%	26%
		bcdefg				bcd	bcdeg	bcd	i		lo	lo			lo		lo

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

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

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

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	1812	1531	147	84	50	1812	1573	239	280	1533	315	796	687	1812	293	707	540
	58%	58%	56%	60%	65%	58%	59%	56%	59%	58%	45%	58%	71%	58%	57%	62%	62%
					abe							j	jkm	j			
USE MORE THAN ONE PROFILE	189	156	21	8	6	189	164	25	24	166	25	79	85	189	37	58	58
	6%	6%	8%	5%	7%	6%	6%	6%	5%	6%	4%	6%	9%	6%	7%	5%	7%
													jkm	j			
DON'T KNOW HOW MANY PROFILES	15	13	*	1	*	15	13	2	3	12	3	9	3	15	3	2	4
	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	283	244	22	11	6	283	244	39	49	235	90	128	59	283	62	90	60
	9%	9%	8%	8%	8%	9%	9%	9%	10%	9%	13%	9%	6%	9%	12%	8%	7%
											klm	l		l	op		
DON'T USE THIS APP/ SITE	799	678	70	35	15	799	681	119	117	683	273	372	133	799	123	279	212
	26%	26%	27%	25%	20%	26%	25%	28%	25%	26%	39%	27%	14%	26%	24%	25%	24%
											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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	1812	339	920	522	1812	614	1065	1038	697
	58%	51%	58%	66%	58%	55%	62%	58%	65%
		a	abd	a		e			g
USE MORE THAN ONE PROFILE	189	45	95	46	189	88	78	78	92
	6%	7%	6%	6%	6%	8%	5%	4%	9%
						f			g
DON'T KNOW HOW MANY PROFILES	15	5	3	6	15	6	5	6	7
	*%	1%	*%	1%	*%	1%	*%	*%	1%
USE BUT DON'T HAVE A PROFILE	283	72	142	64	283	106	141	137	110
	9%	11%	9%	8%	9%	9%	8%	8%	10%
									g
DON'T USE THIS APP/ SITE	799	201	417	153	799	299	426	541	174
	26%	30%	26%	19%	26%	27%	25%	30%	16%
		cd	c	c				h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	1127	152	304	267	194	130	80	1127	480	641	344	364	230	183	708	413	1127
	36%	41%	53%	50%	35%	26%	14%	36%	33%	40%	39%	39%	36%	30%	39%	33%	36%
		ef	adefg	adefg	ef	f		ef		h	mo	mo	m		mo		mo
USE MORE THAN ONE PROFILE	334	109	105	62	32	21	5	334	127	204	100	113	72	47	214	119	334
	11%	29%	18%	12%	6%	4%	1%	11%	9%	13%	11%	12%	11%	8%	12%	9%	11%
		bcdefg	cdefg	def	f	f		def		h	m	m	m		m		m
DON'T KNOW HOW MANY PROFILES	12	2	4	2	1	2	1	12	6	5	4	3	3	2	7	5	12
	*%	1%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	289	46	78	48	39	40	38	289	146	137	92	75	63	53	166	117	289
	9%	12%	14%	9%	7%	8%	7%	9%	10%	9%	10%	8%	10%	9%	9%	9%	9%
		def	cdefg														
DON'T USE THIS APP/ SITE	1338	62	85	154	285	315	437	1338	710	618	350	367	276	329	717	605	1338
	43%	17%	15%	29%	52%	62%	78%	43%	48%	39%	39%	40%	43%	54%	40%	48%	43%
				ab	abcg	abcdg	abcdeg	abc	i					jklnop		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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	1127	951	94	47	34	1127	1000	126	174	953	143	476	503	1127	207	374	362
	36%	36%	36%	34%	44%	36%	37%	30%	37%	36%	20%	34%	52%	36%	40%	33%	41%
					ace		g					j	jkm	j	o		o
USE MORE THAN ONE PROFILE	334	277	31	17	10	334	300	34	33	301	41	145	148	334	63	96	104
	11%	11%	12%	12%	12%	11%	11%	8%	7%	11%	6%	11%	15%	11%	12%	8%	12%
									h			j	jkm	j	o		o
DON'T KNOW HOW MANY PROFILES	12	9	-	3	1	12	11	*	1	10	5	2	5	12	2	3	3
	*%	*%	-%	2%	1%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%
				abe													
USE BUT DON'T HAVE A PROFILE	289	238	29	11	10	289	258	31	45	244	86	137	63	289	63	81	66
	9%	9%	11%	8%	13%	9%	10%	7%	10%	9%	12%	10%	6%	9%	12%	7%	8%
											lm	l		l	op		
DON'T USE THIS APP/ SITE	1338	1147	105	62	24	1338	1105	233	218	1120	432	623	248	1338	183	581	338
	43%	44%	41%	44%	30%	43%	41%	55%	46%	43%	61%	45%	26%	43%	35%	51%	39%
		d	d	d		d		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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	1127	237	576	302	1127	366	665	541	517
	36%	36%	37%	38%	36%	33%	39%	30%	48%
							e		g
USE MORE THAN ONE PROFILE	334	91	164	74	334	157	155	175	135
	11%	14%	10%	9%	11%	14%	9%	10%	13%
		c				f			g
DON'T KNOW HOW MANY PROFILES	12	6	3	1	12	4	5	4	5
	*%	1%	*%	*%	*%	*%	*%	*%	*%
		b							
USE BUT DON'T HAVE A PROFILE	289	65	144	69	289	117	133	125	118
	9%	10%	9%	9%	9%	11%	8%	7%	11%
						f			g
DON'T USE THIS APP/ SITE	1338	264	690	344	1338	469	758	956	304
	43%	40%	44%	44%	43%	42%	44%	53%	28%
								h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	471	41	115	111	78	86	40	471	251	220	183	177	67	41	360	107	471
	15%	11%	20%	21%	14%	17%	7%	15%	17%	14%	21%	19%	10%	7%	20%	9%	15%
			adfg	adfg	f	af		af	i		lmop	lmop	m		lmop		lmo
USE MORE THAN ONE PROFILE	18	*	10	3	4	-	1	18	8	10	12	5	1	1	17	1	18
	1%	*%	2%	1%	1%	-%	*%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
			aefg								lmop				mo		o
DON'T KNOW HOW MANY PROFILES	4	-	2	-	2	-	-	4	-	4	1	2	-	2	3	2	4
	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	156	11	39	33	25	30	18	156	95	58	60	51	34	11	112	44	156
	5%	3%	7%	6%	5%	6%	3%	5%	6%	4%	7%	6%	5%	2%	6%	4%	5%
			af	af				i			mo	mo	m		mo	m	mo
DON'T USE THIS APP/ SITE	2450	319	410	385	442	392	501	2450	1115	1313	634	687	543	560	1321	1103	2450
	79%	86%	71%	72%	80%	77%	89%	79%	76%	82%	71%	75%	84%	91%	73%	88%	79%
		bcdeg			bc		bcdeg	bc		h			jknp	jklmnop		jknp	jkn

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	471	402	39	17	14	471	423	48	41	429	30	175	264	471	53	149	210
	15%	15%	15%	12%	18%	15%	16%	11%	9%	16%	4%	13%	27%	15%	10%	13%	24%
							g			h		j	klm	j			no
USE MORE THAN ONE PROFILE	18	17	-	-	1	18	18	-	*	18	2	9	7	18	5	7	6
	1%	1%	-%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					b												
DON'T KNOW HOW MANY PROFILES	4	4	-	-	-	4	4	-	2	2	-	3	2	4	-	-	1
	1%	1%	-%	-%	-%	1%	1%	-%	1%	1%	-%	1%	1%	1%	-%	-%	1%
USE BUT DON'T HAVE A PROFILE	156	140	9	4	4	156	141	15	12	144	19	75	62	156	22	44	56
	5%	5%	3%	3%	5%	5%	5%	4%	3%	5%	3%	5%	6%	5%	4%	4%	6%
										h		j	j	j			o
DON'T USE THIS APP/ SITE	2450	2059	212	119	59	2450	2089	361	415	2034	655	1122	633	2450	439	936	600
	79%	79%	82%	86%	76%	79%	78%	85%	88%	77%	93%	81%	65%	79%	85%	82%	69%
				ade				f	i		klm	l		l	p	p	

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



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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	471	98	264	102	471	120	324	261	196
	15%	15%	17%	13%	15%	11%	19%	14%	18%
			c				e		g
USE MORE THAN ONE PROFILE	18	5	6	8	18	8	10	1	17
	1%	1%	*%	1%	1%	1%	1%	*%	2%
									g
DON'T KNOW HOW MANY PROFILES	4	3	-	-	4	4	1	1	-
	*%	*%	-%	-%	*%	*%	*%	*%	-%
		b							
USE BUT DON'T HAVE A PROFILE	156	56	71	27	156	63	81	73	66
	5%	8%	4%	3%	5%	6%	5%	4%	6%
		bcd							g
DON'T USE THIS APP/ SITE	2450	501	1236	654	2450	919	1300	1464	800
	79%	76%	78%	83%	79%	83%	76%	81%	74%
				abd		f		h	

Columns Tested: a,b,c,d - e,f - g,h

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	28	6	8	8	4	1	*	28	23	6	13	7	5	4	20	8	28
	1%	2%	1%	2%	1%	**%	**%	1%	2%	**%	1%	1%	1%	1%	1%	1%	1%
		ef	f	f					i								
USE MORE THAN ONE PROFILE	5	-	2	1	2	-	-	5	3	2	5	-	-	-	5	-	5
	**%	-%	**%	**%	**%	-%	-%	**%	**%	**%	1%	-%	-%	-%	**%	-%	**%
											o						
DON'T KNOW HOW MANY PROFILES	2	-	-	-	2	-	-	2	-	2	-	-	-	2	-	2	2
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	58	6	24	15	6	2	6	58	52	6	29	18	9	1	47	11	58
	2%	2%	4%	3%	1%	*%	1%	2%	4%	*%	3%	2%	1%	4%	3%	1%	2%
			adefg	ef				e	i		lmop	mo	m		mo		mo
DON'T USE THIS APP/ SITE	3006	360	542	508	538	505	554	3006	1392	1590	843	897	631	607	1739	1238	3006
	97%	97%	94%	95%	98%	99%	99%	97%	95%	99%	95%	97%	98%	99%	96%	98%	97%
				b	abcdg		abcg	b		h		j	j	jknp		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	28 1%	26 1%	- -%	2 1%	1 1%	28 1%	27 1%	2 *%	3 1%	26 1%	2 *%	16 1%	11 1%	28 1%	8 2%	8 1%	8 1%
USE MORE THAN ONE PROFILE	5 *%	4 *%	1 *%	- -%	- -%	5 *%	5 *%	- -%	- -%	5 *%	1 *%	1 *%	3 *%	5 *%	- -%	- -%	1 *%
DON'T KNOW HOW MANY PROFILES	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	58 2%	51 2%	5 2%	1 1%	1 2%	58 2%	56 2%	2 1%	1 *%	57 2%	9 1%	21 1%	29 3%	58 2%	17 3%	15 1%	18 2%
DON'T USE THIS APP/ SITE	3006 97%	2540 97%	254 98%	136 98%	75 97%	3006 97%	2586 97%	420 99%	468 99%	2538 97%	695 98%	1345 97%	923 95%	3006 97%	493 95%	1112 98%	847 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	28 1%	7 1%	12 1%	9 1%	28 1%	9 1%	19 1%	12 1%	15 1%
USE MORE THAN ONE PROFILE	5 *%	2 *%	2 *%	- -%	5 *%	4 *%	1 *%	2 *%	1 *%
DON'T KNOW HOW MANY PROFILES	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	58 2%	24 4%	20 1%	13 2%	58 2%	30 3%	23 1%	14 1%	38 4%
		bcd				f			g
DON'T USE THIS APP/ SITE	3006 97%	629 95%	1543 98%	769 97%	3006 97%	1069 96%	1672 97%	1772 98%	1025 95%
			a	a	a		e	h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	348	93	93	62	45	28	27	348	84	256	100	124	63	59	223	122	348
	11%	25%	16%	12%	8%	5%	5%	11%	6%	16%	11%	13%	10%	10%	12%	10%	11%
		bcdefg	defg	ef				ef		h		mo			o		
USE MORE THAN ONE PROFILE	24	12	2	2	5	1	2	24	9	13	9	9	4	2	19	6	24
	1%	3%	*%	*%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
		bcdefg															
DON'T KNOW HOW MANY PROFILES	6	*	2	1	2	-	*	6	1	4	1	*	1	3	1	5	6
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	224	21	49	46	41	43	24	224	75	145	62	65	57	38	127	95	224
	7%	6%	8%	9%	7%	8%	4%	7%	5%	9%	7%	7%	9%	6%	7%	8%	7%
			f	f	f	f		f		h							
DON'T USE THIS APP/ SITE	2498	245	430	421	458	436	507	2498	1300	1186	718	723	519	511	1442	1031	2498
	81%	66%	75%	79%	83%	86%	90%	81%	88%	74%	81%	78%	81%	83%	80%	82%	81%
			a	a	ab	abcg	abcdeg	ab	i					k			

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

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

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

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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	348	288	32	17	11	348	307	40	34	314	32	125	190	348	74	102	101
	11%	11%	12%	12%	14%	11%	11%	10%	7%	12%	5%	9%	20%	11%	14%	9%	12%
									h			j	jkm	j	o		
USE MORE THAN ONE PROFILE	24	22	*	1	1	24	24	-	3	21	7	11	6	24	1	7	7
	1%	1%	*%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%
DON'T KNOW HOW MANY PROFILES	6	5	-	*	1	6	6	-	2	4	*	4	2	6	*	*	1
	*%	*%	-%	*%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	224	187	20	11	5	224	195	29	30	193	43	81	99	224	36	79	67
	7%	7%	8%	8%	7%	7%	7%	7%	6%	7%	6%	6%	10%	7%	7%	7%	8%
													jkm				
DON'T USE THIS APP/ SITE	2498	2120	208	110	60	2498	2143	355	403	2095	624	1162	669	2498	406	947	698
	81%	81%	80%	79%	78%	81%	80%	84%	85%	80%	88%	84%	69%	81%	78%	83%	80%
									i		klm	lm		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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	348 11%	74 11%	174 11%	90 11%	348 11%	159 14% f	172 10%	190 11%	141 13%
USE MORE THAN ONE PROFILE	24 1%	6 1%	14 1%	5 1%	24 1%	12 1% f	6 *% f	12 1%	6 1%
DON'T KNOW HOW MANY PROFILES	6 *% f	2 *% f	* *% f	2 *% f	6 *% f	5 *% f	1 *% f	1 *% f	2 *% f
USE BUT DON'T HAVE A PROFILE	224 7%	40 6%	125 8%	57 7%	224 7%	83 7%	121 7%	92 5%	108 10% g
DON'T USE THIS APP/ SITE	2498 81%	540 82%	1264 80%	638 81%	2498 81%	855 77%	1415 83% e	1505 84% h	821 76%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	201	54	60	37	34	11	5	201	122	76	63	76	34	27	139	61	201
	6%	15%	10%	7%	6%	2%	1%	6%	8%	5%	7%	8%	5%	4%	8%	5%	6%
		cdefg	defg	ef	ef			ef	i		m	lmo			mo		
USE MORE THAN ONE PROFILE	21	7	7	4	3	*	-	21	13	7	8	7	2	5	15	6	21
	1%	2%	1%	1%	1%	*%	-%	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%
		efg	f														
DON'T KNOW HOW MANY PROFILES	2	1	-	-	2	-	*	2	1	2	-	1	-	2	1	2	2
	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	124	19	49	28	13	10	6	124	78	45	39	45	30	11	84	40	124
	4%	5%	9%	5%	2%	2%	1%	4%	5%	3%	4%	5%	5%	2%	5%	3%	4%
		ef	defg	def				ef	i		m	m	m		m		m
DON'T USE THIS APP/ SITE	2750	292	459	463	500	487	549	2750	1255	1475	780	793	579	570	1574	1149	2750
	89%	78%	80%	87%	91%	96%	98%	89%	85%	92%	88%	86%	90%	93%	87%	91%	89%
				ab	ab	abcdg	abcdg	ab		h			k	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.

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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	201 6%	168 6%	18 7%	9 6%	6 8%	201 6%	180 7%	21 5%	16 3%	186 7%	13 2%	65 5%	122 13%	201 6%	34 6%	58 5%	74 8%
USE MORE THAN ONE PROFILE	21 1%	15 1%	3 1%	1 1%	1 2%	21 1%	18 1%	3 1%	4 1%	17 1%	2 *%	6 *%	13 1%	21 1%	2 *%	8 1%	6 1%
DON'T KNOW HOW MANY PROFILES	2 *%	2 *%	- -%	- -%	* *%	2 *%	2 *%	- -%	- -%	2 *%	- -%	1 *%	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	124 4%	99 4%	18 7%	4 3%	3 4%	124 4%	115 4%	9 2%	11 2%	113 4%	13 2%	47 3%	64 7%	124 4%	20 4%	50 4%	35 4%
DON'T USE THIS APP/ SITE	2750 89%	2337 89%	222 85%	125 90%	67 86%	2750 89%	2360 88%	391 92%	441 94%	2309 88%	679 96%	1264 91%	766 79%	2750 89%	463 89%	1020 90%	759 87%

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

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	201 6%	40 6%	99 6%	60 8%	201 6%	84 8%	107 6%	105 6%	84 8%
USE MORE THAN ONE PROFILE	21 1%	6 1%	8 1%	6 1%	21 1%	15 1%	6 *% f	12 1%	5 *%
DON'T KNOW HOW MANY PROFILES	2 *%	1 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	124 4%	39 6% b	55 3%	31 4%	124 4%	50 5%	66 4%	63 3%	50 5%
DON'T USE THIS APP/ SITE	2750 89%	576 87%	1415 90%	694 88%	2750 89%	962 86%	1536 90% e	1621 90% h	939 87%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	635	217	197	105	70	26	18	635	262	367	191	204	121	110	394	231	635
	20%	59%	34%	20%	13%	5%	3%	20%	18%	23%	21%	22%	19%	18%	22%	18%	20%
		bcdefg	cdefg	def	ef			def		h					o		
USE MORE THAN ONE PROFILE	77	30	29	10	6	2	1	77	46	29	21	22	21	14	43	35	77
	2%	8%	5%	2%	1%	*%	*%	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%
		cdefg	cdefg	f				ef	i								
DON'T KNOW HOW MANY PROFILES	2	*	-	1	1	-	-	2	1	1	1	-	-	1	1	1	2
	*%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	241	40	90	53	31	16	11	241	129	106	83	76	45	37	159	82	241
	8%	11%	16%	10%	6%	3%	2%	8%	9%	7%	9%	8%	7%	6%	9%	7%	8%
		def	acdefg	def	f			ef			mo				mo		
DON'T USE THIS APP/ SITE	2144	84	260	363	443	463	531	2144	1032	1101	595	621	458	452	1215	910	2144
	69%	23%	45%	68%	80%	91%	95%	69%	70%	69%	67%	67%	71%	74%	67%	72%	69%
			a	ab	abcg	abcdg	abcdg	ab						jknp		jkn	

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

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

**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 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	635 20%	511 19%	70 27% ae	32 23%	21 27% ae	635 20%	580 22% g	54 13%	108 23%	526 20%	87 12%	261 19% j	284 29% jkm	635 20% j	156 30% op	184 16%	160 18%
USE MORE THAN ONE PROFILE	77 2%	68 3%	5 2%	3 2%	2 2%	77 2%	75 3% g	2 *% g	8 2%	69 3%	18 3%	36 3%	24 2%	77 2%	16 3%	22 2%	14 2%
DON'T KNOW HOW MANY PROFILES	2 *% g	1 *% g	- -% g	* *% g	* *% g	2 *% g	1 *% g	* *% g	- -% g	2 *% g	- -% g	1 *% g	* *% g	2 *% g	* *% g	* *% g	1 *% g
USE BUT DON'T HAVE A PROFILE	241 8% g	201 8% g	26 10% g	8 6% g	6 8% g	241 8% g	221 8% g	20 5% g	34 7% g	207 8% g	67 10% g	104 8% g	69 7% g	241 8% g	55 11% op	67 6% op	55 6% op
DON'T USE THIS APP/ SITE	2144 69% bd	1841 70% bd	160 61% bd	95 68% bd	48 62% bd	2144 69% bd	1796 67% f	348 82% f	321 68% f	1823 69% f	534 76% lm	981 71% l	590 61% l	2144 69% l	290 56% n	862 76% n	644 74% 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	635	157	297	166	635	247	328	307	280
	20%	24%	19%	21%	20%	22%	19%	17%	26%
		b						g	
USE MORE THAN ONE PROFILE	77	21	40	13	77	37	27	33	24
	2%	3%	3%	2%	2%	3%	2%	2%	2%
						f			
DON'T KNOW HOW MANY PROFILES	2	1	-	*	2	1	1	2	-
	*%	*%	-%	*%	*%	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	241	66	110	55	241	98	109	74	132
	8%	10%	7%	7%	8%	9%	6%	4%	12%
		b				f			g
DON'T USE THIS APP/ SITE	2144	416	1130	556	2144	730	1251	1384	643
	69%	63%	72%	70%	69%	66%	73%	77%	60%
			a	a	a		e	h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	801	188	225	178	119	63	28	801	329	465	206	262	188	141	468	329	801
	26%	51%	39%	34%	22%	12%	5%	26%	22%	29%	23%	28%	29%	23%	26%	26%	26%
		bcdefg	defg	defg	ef	f		ef		h		jm	jm				
USE MORE THAN ONE PROFILE	159	74	47	17	11	7	3	159	65	89	60	45	27	25	105	52	159
	5%	20%	8%	3%	2%	1%	1%	5%	4%	6%	7%	5%	4%	4%	6%	4%	5%
		bcdefg	cdefg	f	f			def			mo						
DON'T KNOW HOW MANY PROFILES	12	2	1	7	2	-	-	12	6	6	2	2	2	5	4	8	12
	*%	1%	*%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
				efg										n			
USE BUT DON'T HAVE A PROFILE	405	52	117	82	60	57	37	405	200	199	141	104	81	76	245	157	405
	13%	14%	20%	15%	11%	11%	7%	13%	14%	12%	16%	11%	13%	12%	14%	12%	13%
		f	adefg	f	f	f		f			ko						
DON'T USE THIS APP/ SITE	1722	56	186	248	358	382	492	1722	870	845	481	509	347	366	990	713	1722
	56%	15%	32%	47%	65%	75%	88%	56%	59%	53%	54%	55%	54%	60%	55%	57%	56%
			a	ab	abcg	abcdg	abcdeg	abc	i					jn			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	801	666	71	41	24	801	732	69	128	673	110	310	381	801	166	248	245
	26%	25%	27%	29%	31%	26%	27%	16%	27%	26%	16%	22%	39%	26%	32%	22%	28%
							g					j	jkm	jk	o		o
USE MORE THAN ONE PROFILE	159	136	14	6	3	159	147	12	19	140	35	68	55	159	37	46	24
	5%	5%	5%	4%	4%	5%	5%	3%	4%	5%	5%	5%	6%	5%	7%	4%	3%
															op		
DON'T KNOW HOW MANY PROFILES	12	10	1	*	*	12	12	*	4	8	4	3	5	12	3	3	1
	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	405	346	32	15	12	405	370	35	69	336	101	185	118	405	88	132	91
	13%	13%	12%	11%	15%	13%	14%	8%	15%	13%	14%	13%	12%	13%	17%	12%	10%
							g								op		
DON'T USE THIS APP/ SITE	1722	1464	143	77	38	1722	1415	307	251	1471	456	817	407	1722	224	707	512
	56%	56%	55%	55%	49%	56%	53%	72%	53%	56%	65%	59%	42%	56%	43%	62%	59%
		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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	801	169	379	237	801	290	447	381	370
	26%	26%	24%	30%	26%	26%	26%	21%	34%
				bd					g
USE MORE THAN ONE PROFILE	159	44	83	28	159	77	64	71	65
	5%	7%	5%	3%	5%	7%	4%	4%	6%
		c				f			g
DON'T KNOW HOW MANY PROFILES	12	5	1	6	12	6	2	3	6
	*%	1%	*%	1%	*%	1%	*%	*%	1%
		b		b					
USE BUT DON'T HAVE A PROFILE	405	92	194	107	405	151	200	186	179
	13%	14%	12%	14%	13%	14%	12%	10%	17%
									g
DON'T USE THIS APP/ SITE	1722	352	921	413	1722	590	1003	1160	459
	56%	53%	58%	52%	56%	53%	58%	64%	43%
			c				e	h	

Columns Tested: a,b,c,d - e,f - g,h



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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	51	12	26	3	3	1	5	51	21	28	16	22	6	7	38	13	51
	2%	3%	5%	1%	1%	*%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%
		cd	efg					e				o			o		
USE MORE THAN ONE PROFILE	10	2	6	1	2	-	-	10	5	5	5	3	-	2	8	2	10
	*%	*%	1%	*%	*%	-%	-%	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%
			efg														
DON'T KNOW HOW MANY PROFILES	4	-	-	2	-	2	-	4	4	-	2	-	2	-	2	2	4
	*%	-%	-%	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	46	6	11	12	12	2	2	46	27	19	14	18	9	5	32	14	46
	1%	2%	2%	2%	2%	*%	*%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
				ef	ef												
DON'T USE THIS APP/ SITE	2988	352	533	514	534	502	553	2988	1412	1554	853	879	627	600	1732	1227	2988
	96%	95%	93%	97%	97%	99%	99%	96%	96%	97%	96%	95%	97%	98%	96%	98%	96%
				b	b	ab	ab	b					kn		kn		

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	51 2%	44 2%	4 1%	3 2%	1 1%	51 2%	44 2%	7 2%	1 *	50 2%	3 *	11 1%	37 4%	51 2%	13 2%	11 1%	21 2%
										h			jkm	j	o		o
USE MORE THAN ONE PROFILE	10 *%	6 *%	4 1%	* *%	- -%	10 *%	8 *%	2 *%	- -%	10 *%	2 *%	2 *%	5 1%	10 *%	3 *%	6 1%	- -%
			ae														
DON'T KNOW HOW MANY PROFILES	4 *%	4 *%	- -%	- -%	- -%	4 *%	4 *%	- -%	2 *%	2 *%	- -%	2 *%	2 *%	4 *%	- -%	- -%	2 *%
USE BUT DON'T HAVE A PROFILE	46 1%	35 1%	9 4%	1 1%	1 1%	46 1%	41 2%	5 1%	4 1%	42 2%	6 1%	17 1%	23 2%	46 1%	10 2%	10 1%	19 2%
			acde										j				o
DON'T USE THIS APP/ SITE	2988 96%	2534 97%	244 94%	135 97%	76 98%	2988 96%	2578 96%	411 97%	464 98%	2524 96%	696 98%	1350 98%	900 93%	2988 96%	493 95%	1108 98%	832 95%
		b			b	b			i		lm	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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	51 2%	12 2%	19 1%	19 2%	51 2%	21 2%	27 2%	32 2%	17 2%
USE MORE THAN ONE PROFILE	10 *%	1 *%	6 *%	3 *%	10 *%	6 1%	4 *%	3 *%	6 1%
DON'T KNOW HOW MANY PROFILES	4 *%	2 *%	2 *%	- -%	4 *%	4 *%	- -%	2 *%	2 *%
USE BUT DON'T HAVE A PROFILE	46 1%	18 3%	22 1%	6 1%	46 1%	24 2%	18 1%	18 1%	21 2%
DON'T USE THIS APP/ SITE	2988 96%	629 95%	1528 97%	764 97%	2988 96%	1058 95%	1667 97%	1745 97%	1033 96%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	153	56	52	27	9	4	5	153	105	46	57	39	32	26	96	57	153
	5%	15%	9%	5%	2%	1%	1%	5%	7%	3%	6%	4%	5%	4%	5%	5%	5%
		bcdefg	cdefg	def				def	i								
USE MORE THAN ONE PROFILE	19	5	5	2	8	-	-	19	11	8	10	7	1	1	17	3	19
	1%	1%	1%	*%	1%	-%	-%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
		ef	f		ef						o				o		
DON'T KNOW HOW MANY PROFILES	3	2	1	-	-	-	-	3	1	2	1	-	-	2	1	2	3
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	170	53	56	35	12	7	7	170	120	47	69	42	40	16	111	55	170
	5%	14%	10%	7%	2%	1%	1%	5%	8%	3%	8%	5%	6%	3%	6%	4%	5%
		cdefg	defg	def				def	i		kmop		m		m		m
DON'T USE THIS APP/ SITE	2754	255	461	469	523	497	549	2754	1232	1502	753	835	572	568	1588	1141	2754
	89%	69%	80%	88%	95%	98%	98%	89%	84%	94%	85%	91%	89%	93%	88%	91%	89%
		a	ab	ab	ab	ab	ab	ab	h			j	j	jlnp		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.

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

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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	153	125	13	11	4	153	143	10	10	143	11	65	76	153	33	41	44
	5%	5%	5%	8%	5%	5%	5%	2%	2%	5%	2%	5%	8%	5%	6%	4%	5%
				ae			g			h		j	jkm	j	o		
USE MORE THAN ONE PROFILE	19	16	2	1	*	19	19	*	2	17	3	7	9	19	2	3	5
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	*%	1%
DON'T KNOW HOW MANY PROFILES	3	3	-	-	-	3	2	1	1	2	2	1	-	3	-	1	-
	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	170	140	17	7	6	170	161	9	13	157	38	67	65	170	32	59	45
	5%	5%	6%	5%	7%	5%	6%	2%	3%	6%	5%	5%	7%	5%	6%	5%	5%
							g			h							
DON'T USE THIS APP/ SITE	2754	2338	229	120	67	2754	2351	403	445	2308	652	1243	816	2754	451	1031	779
	89%	89%	88%	86%	87%	89%	88%	95%	94%	88%	92%	90%	84%	89%	87%	91%	89%
							f		i		lm	l		l		n	

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	153 5%	39 6%	79 5%	33 4%	153 5%	65 6%	73 4%	81 5%	60 6%
USE MORE THAN ONE PROFILE	19 1%	2 *%	15 1%	2 *%	19 1%	10 1%	6 *%	6 *%	5 1%
DON'T KNOW HOW MANY PROFILES	3 *%	2 *%	- -%	1 *%	3 *%	2 *%	- -%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	170 5%	59 9%	75 5%	34 4%	170 5%	78 7%	73 4%	62 3%	81 7%
		bcd				f			g
DON'T USE THIS APP/ SITE	2754 89%	561 85%	1408 89%	721 91%	2754 89%	958 86%	1563 91%	1649 92%	933 86%
			a	a	a		e	h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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 X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	554	86	135	116	93	79	45	554	317	234	166	166	127	90	332	217	554
	18%	23%	23%	22%	17%	16%	8%	18%	22%	15%	19%	18%	20%	15%	18%	17%	18%
		defg	defg	ef	f	f		f	i			m					
USE MORE THAN ONE PROFILE	84	19	28	8	17	8	5	84	47	37	24	32	22	6	56	29	84
	3%	5%	5%	1%	3%	2%	1%	3%	3%	2%	3%	3%	3%	1%	3%	2%	3%
		cefg	cefg		f			f			m	m	m		m		m
DON'T KNOW HOW MANY PROFILES	1	1	-	*	-	-	-	1	*	1	1	-	-	-	1	-	1
	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	141	19	29	19	29	23	23	141	83	58	46	49	22	20	95	42	141
	5%	5%	5%	4%	5%	4%	4%	5%	6%	4%	5%	5%	3%	3%	5%	3%	5%
									i			o			o		
DON'T USE THIS APP/ SITE	2319	247	384	390	413	398	488	2319	1022	1276	652	676	473	498	1328	971	2319
	75%	67%	67%	73%	75%	78%	87%	75%	70%	79%	73%	73%	73%	81%	73%	77%	75%
				ab	ab	ab	abcdeg	ab		h				jklnp		n	

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

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)

Base : 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	554	452	57	28	16	554	505	49	56	498	42	243	266	554	84	186	206
	18%	17%	22%	20%	21%	18%	19%	12%	12%	19%	6%	18%	27%	18%	16%	16%	24%
							g			h		j	jkm	j			no
USE MORE THAN ONE PROFILE	84	69	8	3	4	84	74	11	9	75	9	26	49	84	12	26	29
	3%	3%	3%	2%	5%	3%	3%	2%	2%	3%	1%	2%	5%	3%	2%	2%	3%
					ae								jkm				
DON'T KNOW HOW MANY PROFILES	1	1	-	-	*	1	1	-	-	1	-	1	-	1	-	1	-
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	141	127	4	5	6	141	124	17	13	128	24	65	52	141	23	56	45
	5%	5%	2%	3%	7%	5%	5%	4%	3%	5%	3%	5%	5%	5%	4%	5%	5%
		b			bce	b											
DON'T USE THIS APP/ SITE	2319	1973	191	103	51	2319	1971	348	394	1925	632	1047	601	2319	399	867	594
	75%	75%	74%	74%	66%	75%	74%	82%	84%	73%	89%	76%	62%	75%	77%	76%	68%
		d		d		d		f	i		klm	l		l	p	p	

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



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

**IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	554	118	287	142	554	166	353	297	229
	18%	18%	18%	18%	18%	15%	21%	16%	21%
USE MORE THAN ONE PROFILE	84	22	38	24	84	40	36	55	23
	3%	3%	2%	3%	3%	4%	2%	3%	2%
DON'T KNOW HOW MANY PROFILES	1	-	1	-	1	-	-	1	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	141	38	74	27	141	46	82	69	60
	5%	6%	5%	3%	5%	4%	5%	4%	6%
DON'T USE THIS APP/ SITE	2319	485	1177	598	2319	862	1244	1379	768
	75%	73%	75%	76%	75%	77%	73%	77%	71%

Columns Tested: a,b,c,d - e,f - g,h

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	38	2	18	9	5	3	1	38	21	16	18	14	1	5	31	6	38
	1%	1%	3%	2%	1%	1%	*%	1%	1%	1%	2%	1%	*%	1%	2%	1%	1%
			adefg	f				f			lo	lo			lo		lo
USE MORE THAN ONE PROFILE	5	-	2	1	2	-	-	5	5	-	2	2	1	-	4	1	5
	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%
									i								
DON'T KNOW HOW MANY PROFILES	1	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	1
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	90	6	25	30	20	7	4	90	63	26	36	27	17	10	63	27	90
	3%	2%	4%	6%	4%	1%	1%	3%	4%	2%	4%	3%	3%	2%	3%	2%	3%
			aef	aefg	ef			f	i		mo				m		
DON'T USE THIS APP/ SITE	2965	363	532	492	523	499	556	2965	1380	1562	834	879	625	598	1712	1223	2965
	96%	98%	92%	92%	95%	98%	99%	96%	94%	97%	94%	95%	97%	98%	95%	97%	96%
		bcd				bcdg	bcdg	bc		h			jn	jknp		jknp	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					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	38 1%	31 1%	3 1%	2 2%	2 2%	38 1%	37 1%	1 *%	- -%	38 1%	2 *%	4 *%	31 3%	38 1%	11 2%	9 1%	16 2%
USE MORE THAN ONE PROFILE	5 *%	3 *%	2 1%	- -%	* *%	5 *%	5 *%	- -%	- -%	5 *%	- -%	1 *%	4 *%	5 *%	1 *%	2 *%	* *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	90 3%	77 3%	9 3%	2 1%	3 4%	90 3%	86 3%	4 1%	6 1%	85 3%	8 1%	31 2%	51 5%	90 3%	17 3%	26 2%	32 4%
DON'T USE THIS APP/ SITE	2965 96%	2510 96%	246 95%	135 97%	73 94%	2965 96%	2546 95%	419 99%	466 99%	2499 95%	695 98%	1347 97%	881 91%	2965 96%	488 94%	1098 97%	825 94%

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

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	38 1%	10 2%	17 1%	10 1%	38 1%	20 2%	18 1%	9 1%	27 2%
USE MORE THAN ONE PROFILE	5 *%	- -%	5 *%	- -%	5 *%	3 *%	2 *%	2 *%	3 *%
DON'T KNOW HOW MANY PROFILES	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	90 3%	25 4%	36 2%	25 3%	90 3%	38 3%	42 2%	34 2%	47 4%
DON'T USE THIS APP/ SITE	2965 96%	627 95%	1519 96%	755 96%	2965 96%	1051 94%	1653 96%	1755 97%	1001 93%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	13	3	5	4	2	-	-	13	9	4	8	1	3	2	9	4	13
	*%	1%	1%	1%	*%	-%	-%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%
USE MORE THAN ONE PROFILE	3	1	2	-	-	-	-	3	3	-	-	3	-	-	3	-	3
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	48	2	18	16	8	1	3	48	31	17	31	6	10	2	37	11	48
	2%	1%	3%	3%	1%	*%	1%	2%	2%	1%	3%	1%	1%	*%	2%	1%	2%
			aefg	aefg			e		i		klmop		m		kmo		m
DON'T USE THIS APP/ SITE	3035	365	551	513	542	507	557	3035	1425	1584	851	912	632	610	1763	1243	3035
	98%	98%	96%	96%	98%	100%	99%	98%	97%	99%	96%	99%	98%	99%	97%	99%	98%
		b			b	abcdg	bcg	bc		h		jn	j	jlnp		jn	j

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	13	12	-	1	*	13	11	2	-	13	1	1	10	13	2	3	6
	*%	*%	-%	1%	1%	*%	*%	*%	-%	*%	*%	*%	1%	*%	*%	*%	1%
													km				
USE MORE THAN ONE PROFILE	3	3	-	-	-	3	3	-	-	3	1	2	-	3	-	2	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	48	41	4	-	2	48	48	-	3	45	9	23	16	48	15	9	18
	2%	2%	2%	-%	3%	2%	2%	-%	1%	2%	1%	2%	2%	2%	3%	1%	2%
		c	c		c	c	g								o		o
DON'T USE THIS APP/ SITE	3035	2566	256	139	75	3035	2613	422	468	2567	696	1357	940	3035	502	1122	850
	98%	98%	98%	99%	96%	98%	98%	100%	99%	98%	98%	98%	97%	98%	97%	99%	97%
				d				f	i							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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	13	10	*	1	13	9	4	1	9
	%	2%	%	%	%	1%	%	%	1%
		bcd			b				g
USE MORE THAN ONE PROFILE	3	-	1	2	3	-	2	-	2
	%	-%	%	%	%	-%	%	-%	%
USE BUT DON'T HAVE A PROFILE	48	24	16	9	48	31	17	14	30
	2%	4%	1%	1%	2%	3%	1%	1%	3%
		bcd				f			g
DON'T USE THIS APP/ SITE	3035	629	1560	779	3035	1074	1692	1786	1038
	98%	95%	99%	98%	98%	96%	99%	99%	96%
			ad	a	a		e	h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	1051	176	257	239	169	121	88	1051	567	474	308	312	232	188	620	420	1051
	34%	47%	45%	45%	31%	24%	16%	34%	39%	30%	35%	34%	36%	31%	34%	33%	34%
		defg	defg	defg	ef	f		ef	i								
USE MORE THAN ONE PROFILE	188	66	43	36	24	15	4	188	116	69	59	52	50	27	111	77	188
	6%	18%	7%	7%	4%	3%	1%	6%	8%	4%	7%	6%	8%	4%	6%	6%	6%
		bcdefg	ef	ef	f	f		ef	i			m					
DON'T KNOW HOW MANY PROFILES	19	6	2	5	4	-	2	19	11	7	8	4	1	7	11	8	19
	1%	2%	*%	1%	1%	-%	*%	1%	1%	*%	1%	*%	*%	1%	1%	1%	1%
		eg															
USE BUT DON'T HAVE A PROFILE	1277	112	202	180	246	249	289	1277	587	679	365	421	235	246	786	481	1277
	41%	30%	35%	34%	45%	49%	51%	41%	40%	42%	41%	46%	36%	40%	43%	38%	41%
				abc	abcg	abcg	abcg	abc				lop			lo		l
DON'T USE THIS APP/ SITE	563	12	72	72	108	122	178	563	187	375	150	133	127	146	283	272	563
	18%	3%	12%	14%	20%	24%	32%	18%	13%	23%	17%	14%	20%	24%	16%	22%	18%
			a	a	abc	abcg	abcdeg	abc		h			kn	jknp		jknp	k

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



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

**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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	1051	869	108	44	31	1051	935	116	129	921	134	452	464	1051	210	356	306
	34%	33%	41%	31%	39%	34%	35%	27%	27%	35%	19%	33%	48%	34%	41%	31%	35%
			ace		a		g		h			j	jkm	j	o		
USE MORE THAN ONE PROFILE	188	160	14	9	6	188	179	9	24	164	23	93	72	188	43	51	53
	6%	6%	5%	6%	7%	6%	7%	2%	5%	6%	3%	7%	7%	6%	8%	5%	6%
							g					j	j	j	o		
DON'T KNOW HOW MANY PROFILES	19	16	1	2	1	19	18	1	1	18	10	5	4	19	4	5	2
	1%	1%	*%	1%	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%	*%	*%
											kl						
USE BUT DON'T HAVE A PROFILE	1277	1097	96	54	31	1277	1095	182	194	1084	269	624	372	1277	191	481	374
	41%	42%	37%	39%	39%	41%	41%	43%	41%	41%	38%	45%	38%	41%	37%	42%	43%
												jlm					
DON'T USE THIS APP/ SITE	563	481	41	31	10	563	448	116	123	440	271	209	55	563	70	242	139
	18%	18%	16%	23%	13%	18%	17%	27%	26%	17%	38%	15%	6%	18%	14%	21%	16%
		d		d		d		f	i		klm	l		kl		np	

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	1051	236	519	271	1051	374	586	548	435
	34%	36%	33%	34%	34%	34%	34%	30%	40%
									g
USE MORE THAN ONE PROFILE	188	56	93	38	188	106	66	100	71
	6%	8%	6%	5%	6%	10%	4%	6%	7%
		c				f			
DON'T KNOW HOW MANY PROFILES	19	4	7	7	19	7	2	8	6
	1%	1%	*%	1%	1%	1%	*%	*%	1%
						f			
USE BUT DON'T HAVE A PROFILE	1277	249	670	327	1277	434	722	752	429
	41%	38%	43%	41%	41%	39%	42%	42%	40%
DON'T USE THIS APP/ SITE	563	116	287	148	563	192	339	393	139
	18%	18%	18%	19%	18%	17%	20%	22%	13%
								h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	16	8	6	2	-	-	-	16	11	6	8	4	5	-	12	5	16
	1%	2%	1%	*%	-%	-%	-%	1%	1%	*%	1%	*%	1%	-%	1%	*%	1%
		cdefg	def								m		m				
USE MORE THAN ONE PROFILE	4	1	2	-	2	-	-	4	3	2	1	-	1	2	1	3	4
	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	23	6	5	7	*	1	3	23	13	8	8	7	3	4	16	7	23
	1%	2%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		de		d													
DON'T USE THIS APP/ SITE	3055	356	563	523	549	507	557	3055	1442	1589	873	911	636	608	1784	1243	3055
	99%	96%	98%	98%	100%	100%	99%	99%	98%	99%	98%	99%	99%	99%	98%	99%	99%
				abc	ab	ab	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				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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	16 1%	16 1%	- -%	- -%	1 1%	16 1%	16 1%	1 *%	- -%	16 1%	1 *%	3 *%	12 1%	16 1%	2 *%	5 *%	6 1%
USE MORE THAN ONE PROFILE	4 *%	4 *%	- -%	* *%	- -%	4 *%	4 *%	- -%	1 *%	3 *%	* *%	3 *%	2 *%	4 *%	* *%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	23 1%	19 1%	2 1%	1 *%	1 1%	23 1%	23 1%	- -%	1 *%	22 1%	5 1%	8 1%	10 1%	23 1%	8 2%	3 *%	5 1%
DON'T USE THIS APP/ SITE	3055 99%	2583 99%	258 99%	139 99%	76 98%	3055 99%	2632 98%	423 100%	469 100%	2586 98%	700 99%	1370 99%	944 98%	3055 99%	507 98%	1127 99%	862 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	16 1%	8 1%	6 *%	3 *%	16 1%	7 1%	6 *%	5 *%	10 1%
USE MORE THAN ONE PROFILE	4 *%	2 *%	1 *%	- -%	4 *%	2 *%	1 *%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	23 1%	10 2%	7 *%	5 1%	23 1%	14 1%	7 *%	6 *%	13 1%
DON'T USE THIS APP/ SITE	3055 99%	642 97%	1564 99%	783 99%	3055 99%	1089 98%	1701 99%	1789 99%	1056 98%
		b	a	a	a	f	e	h	g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
USE ONE PROFILE	80	51	16	5	4	3	1	80	29	50	39	26	8	8	64	16	80
	3%	14%	3%	1%	1%	1%	1%	3%	2%	3%	4%	3%	1%	1%	4%	1%	3%
		bcdefg	def					cdef			lmop	o			lmo		o
USE MORE THAN ONE PROFILE	1	1	-	-	-	-	-	1	1	-	-	-	-	1	-	1	1
	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	1%
DON'T KNOW HOW MANY PROFILES	3	-	-	2	2	-	-	3	2	2	-	2	-	2	2	2	3
	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	42	14	15	5	4	2	2	42	20	21	17	8	8	8	25	17	42
	1%	4%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		cdefg	def														
DON'T USE THIS APP/ SITE	2972	306	545	520	541	503	557	2972	1418	1532	834	887	628	595	1721	1223	2972
	96%	82%	95%	98%	98%	99%	99%	96%	96%	95%	94%	96%	97%	97%	95%	97%	96%
			a	ab	abg	abg	abcg	a					jn	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.

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

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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USE ONE PROFILE	80 3%	66 2%	8 3%	4 3%	3 4%	80 3%	73 3%	8 2%	10 2%	70 3%	14 2%	34 2%	32 3%	80 3%	23 4%	22 2%	16 2%
USE MORE THAN ONE PROFILE	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	- -%	- -%	3 *%	3 *%	2 *%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	42 1%	34 1%	5 2%	1 *%	3 3%	42 1%	39 1%	3 1%	6 1%	36 1%	9 1%	18 1%	15 2%	42 1%	13 3%	7 1%	11 1%
DON'T USE THIS APP/ SITE	2972 96%	2519 96%	247 95%	134 97%	72 93%	2972 96%	2559 96%	413 97%	455 97%	2517 96%	683 97%	1330 96%	917 95%	2972 96%	481 93%	1105 97%	846 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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USE ONE PROFILE	80 3%	26 4%	34 2%	17 2%	80 3%	37 3%	40 2%	54 3%	21 2%
USE MORE THAN ONE PROFILE	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
DON'T KNOW HOW MANY PROFILES	3 *%	2 *%	- -%	- -%	3 *%	3 *%	- -%	- -%	2 *%
USE BUT DON'T HAVE A PROFILE	42 1%	18 3%	17 1%	7 1%	42 1%	24 2%	17 1%	11 1%	26 2%
DON'T USE THIS APP/ SITE	2972 96%	616 93%	1526 97%	767 97%	2972 96%	1050 94%	1657 97%	1735 96%	1031 95%

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
INSTAGRAM	334	109	105	62	32	21	5	334	127	204	100	113	72	47	214	119	334
	11%	29%	18%	12%	6%	4%	1%	11%	9%	13%	11%	12%	11%	8%	12%	9%	11%
		bcdefg	cdefg	def	f	f		def		h	m	m	m		m		m
FACEBOOK	189	17	51	41	38	24	18	189	85	104	66	58	37	28	124	66	189
	6%	5%	9%	8%	7%	5%	3%	6%	6%	6%	7%	6%	6%	5%	7%	5%	6%
			aefg	f	f			f			m						
YOUTUBE	188	66	43	36	24	15	4	188	116	69	59	52	50	27	111	77	188
	6%	18%	7%	7%	4%	3%	1%	6%	8%	4%	7%	6%	8%	4%	6%	6%	6%
		bcdefg	ef	ef	f	f		ef	i				m				
TIKTOK	159	74	47	17	11	7	3	159	65	89	60	45	27	25	105	52	159
	5%	20%	8%	3%	2%	1%	1%	5%	4%	6%	7%	5%	4%	4%	6%	4%	5%
		bcdefg	cdefg	f	f			def			mo						
X/TWITTER (AMENDED TO X/ TWITTER AT WAVE 2)	84	19	28	8	17	8	5	84	47	37	24	32	22	6	56	29	84
	3%	5%	5%	1%	3%	2%	1%	3%	3%	2%	3%	3%	3%	1%	3%	2%	3%
		cefg	cefg		f			f			m	m	m		m		m
SNAPCHAT	77	30	29	10	6	2	1	77	46	29	21	22	21	14	43	35	77
	2%	8%	5%	2%	1%	*%	*%	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%
		cdefg	cdefg	f				ef	i								
PINTEREST	24	12	2	2	5	1	2	24	9	13	9	9	4	2	19	6	24
	1%	3%	*%	*%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
		bcdefg															
REDDIT	21	7	7	4	3	*	-	21	13	7	8	7	2	5	15	6	21
	1%	2%	1%	1%	1%	*%	-%	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%
		efg	f														
TWITCH	19	5	5	2	8	-	-	19	11	8	10	7	1	1	17	3	19
	1%	1%	1%	*%	1%	-%	-%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
		ef	f		ef						o				o		
LINKEDIN	18	*	10	3	4	-	1	18	8	10	12	5	1	1	17	1	18
	1%	*%	2%	1%	1%	-%	*%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
			aefg								lmop				mo		o

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

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

SUMMARY TO SHOW APPS OR SITES 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
TUMBLR	10	2	6	1	2	-	-	10	5	5	5	3	-	2	8	2	10
	*%	*%	1%	*%	*%	-%	-%	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%
			efg														
DAILYMOTION	8	-	5	*	2	-	1	8	5	3	5	3	-	-	8	-	8
	*%	-%	1%	*%	*%	-%	*%	*%	*%	*%	1%	*%	-%	-%	*%	-%	*%
											o			o			
VIMEO	5	-	2	1	2	-	-	5	5	-	2	2	1	-	4	1	5
	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%
											i						
ONLYFANS	5	-	2	1	2	-	-	5	3	2	5	-	-	-	5	-	5
	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	1%	-%	-%	-%	*%	-%	*%
											o						
YUBO	4	1	2	-	2	-	-	4	3	2	1	-	1	2	1	3	4
	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
YOUNOW	3	1	2	-	-	-	-	3	3	-	-	3	-	-	3	-	3
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
												o					
BEREAL	1	1	-	-	-	-	-	1	1	-	-	-	-	1	-	1	1
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%
BITCHUTE	*	-	-	*	-	-	-	*	*	-	-	-	*	-	-	*	*
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%
ANY OF THESE	718	189	207	135	104	52	30	718	335	373	241	220	149	105	461	254	718
	23%	51%	36%	25%	19%	10%	5%	23%	23%	23%	27%	24%	23%	17%	25%	20%	23%
		bcdefg	cdefg	def	ef	f		ef			mop	m	m		mo		mo
NONE OF THESE	2381	183	369	398	447	456	530	2381	1134	1232	648	703	495	509	1351	1004	2381
	77%	49%	64%	75%	81%	90%	95%	77%	77%	77%	73%	76%	77%	83%	75%	80%	77%
			a	ab	abc	abcdg	abcdeg	ab						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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
INSTAGRAM	334 11%	277 11%	31 12%	17 12%	10 12%	334 11%	300 11%	34 8%	33 7%	301 11%	41 6%	145 11%	148 15%	334 11%	63 12%	96 8%	104 12%
FACEBOOK	189 6%	156 6%	21 8%	8 5%	6 7%	189 6%	164 6%	25 6%	24 5%	166 6%	25 4%	79 6%	85 9%	189 6%	37 7%	58 5%	58 7%
YOUTUBE	188 6%	160 6%	14 5%	9 6%	6 7%	188 6%	179 7%	9 2%	24 5%	164 6%	23 3%	93 7%	72 7%	188 6%	43 8%	51 5%	53 6%
TIKTOK	159 5%	136 5%	14 5%	6 4%	3 4%	159 5%	147 5%	12 3%	19 4%	140 5%	35 5%	68 5%	55 6%	159 5%	37 7%	46 4%	24 3%
X/TWITTER (AMENDED TO X/ TWITTER AT WAVE 2)	84 3%	69 3%	8 3%	3 2%	4 5%	84 3%	74 3%	11 2%	9 2%	75 3%	9 1%	26 2%	49 5%	84 3%	12 2%	26 2%	29 3%
SNAPCHAT	77 2%	68 3%	5 2%	3 2%	2 2%	77 2%	75 3%	2 *% g	8 2%	69 3%	18 3%	36 3%	24 2%	77 2%	16 3%	22 2%	14 2%
PINTEREST	24 1%	22 1%	* *% *	1 1%	1 1%	24 1%	24 1%	- -%	3 1%	21 1%	7 1%	11 1%	6 1%	24 1%	1 *% *	7 1%	7 1%
REDDIT	21 1%	15 1%	3 1%	1 1%	1 2%	21 1%	18 1%	3 1%	4 1%	17 1%	2 *% *	6 *% *	13 1%	21 1%	2 *% *	8 1%	6 1%
TWITCH	19 1%	16 1%	2 1%	1 1%	* 1%	19 1%	19 1%	* *% *	2 1%	17 1%	3 *% *	7 1%	9 1%	19 1%	2 *% *	3 *% *	5 1%
LINKEDIN	18 1%	17 1%	- -% b	- -% b	1 1%	18 1%	18 1%	- -% b	* *% b	18 1%	2 *% b	9 1%	7 1%	18 1%	5 1%	7 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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
TUMBLR	10	6	4	*	-	10	8	2	-	10	2	2	5	10	3	6	-
	*%	*%	1%	*%	-%	*%	*%	*%	-%	*%	*%	*%	1%	*%	*%	1%	-%
			ae														
DAILYMOTION	8	7	-	-	1	8	8	-	-	8	-	3	5	8	3	2	*
	*%	*%	-%	-%	2%	*%	*%	-%	-%	*%	-%	*%	1%	*%	1%	*%	*%
					abce												
VIMEO	5	3	2	-	*	5	5	-	-	5	-	1	4	5	1	2	*
	*%	*%	1%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
			a														
ONLYFANS	5	4	1	-	-	5	5	-	-	5	1	1	3	5	-	-	1
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%
YUBO	4	4	-	*	-	4	4	-	1	3	*	3	2	4	*	1	-
	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%
YOUNOW	3	3	-	-	-	3	3	-	-	3	1	2	-	3	-	2	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%
BEREAL	1	1	-	-	-	1	1	-	-	1	-	1	-	1	-	1	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%
BITCHUTE	*	*	-	-	-	*	*	-	-	*	-	-	*	*	-	-	*
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%
ANY OF THESE	718	602	65	31	21	718	646	72	91	627	107	322	289	718	147	214	195
	23%	23%	25%	22%	27%	23%	24%	17%	19%	24%	15%	23%	30%	23%	28%	19%	22%
							g					j	lkm	j	op		
NONE OF THESE	2381	2021	195	109	57	2381	2029	352	381	2000	600	1061	678	2381	371	921	679
	77%	77%	75%	78%	73%	77%	76%	83%	81%	76%	85%	77%	70%	77%	72%	81%	78%
							f				klm	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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
INSTAGRAM	334	91	164	74	334	157	155	175	135
	11%	14%	10%	9%	11%	14%	9%	10%	13%
		c				f			g
FACEBOOK	189	45	95	46	189	88	78	78	92
	6%	7%	6%	6%	6%	8%	5%	4%	9%
						f			g
YOUTUBE	188	56	93	38	188	106	66	100	71
	6%	8%	6%	5%	6%	10%	4%	6%	7%
		c				f			
TIKTOK	159	44	83	28	159	77	64	71	65
	5%	7%	5%	3%	5%	7%	4%	4%	6%
		c				f			g
X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)	84	22	38	24	84	40	36	55	23
	3%	3%	2%	3%	3%	4%	2%	3%	2%
						f			
SNAPCHAT	77	21	40	13	77	37	27	33	24
	2%	3%	3%	2%	2%	3%	2%	2%	2%
						f			
PINTEREST	24	6	14	5	24	12	6	12	6
	1%	1%	1%	1%	1%	1%	*%	1%	1%
						f			
REDDIT	21	6	8	6	21	15	6	12	5
	1%	1%	1%	1%	1%	1%	*%	1%	*%
						f			
TWITCH	19	2	15	2	19	10	6	6	5
	1%	*%	1%	*%	1%	1%	*%	*%	1%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
LINKEDIN	18 1%	5 1%	6 *%	8 1%	18 1%	8 1%	10 1%	1 *%	17 2%
TUMBLR	10 *%	1 *%	6 *%	3 *%	10 *%	6 1%	4 *%	3 *%	6 1%
DAILYMOTION	8 *%	1 *%	3 *%	4 1%	8 *%	5 *%	2 *%	3 *%	4 *%
VIMEO	5 *%	- -%	5 *%	- -%	5 *%	3 *%	2 *%	2 *%	3 *%
ONLYFANS	5 *%	2 *%	2 *%	- -%	5 *%	4 *%	1 *%	2 *%	1 *%
YUBO	4 *%	2 *%	1 *%	- -%	4 *%	2 *%	1 *%	1 *%	- -%
YOUNOW	3 *%	- -%	1 *%	2 *%	3 *%	- -%	2 *%	- -%	2 *%
BEREAL	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
BITCHUTE	* *%	- -%	- -%	* *%	* *%	- -%	* *%	* *%	- -%
ANY OF THESE	718 23%	195 30%	355 23%	154 20%	718 23%	336 30%	316 18%	349 19%	295 27%
NONE OF THESE	2381 77%	467 70%	1222 77%	637 80%	2381 77%	777 70%	1399 82%	1452 81%	784 73%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	716	226	164	155	84	50	37	716	332	371	243	190	153	128	433	281	716
Effective Weighted Sample	544	180	131	118	69	38	25	544	245	290	184	146	122	97	328	218	544
Total	718	189	207	135	104	52	30	718	335	373	241	220	149	105	461	254	718
INSTAGRAM	334	109	105	62	**	**	**	334	127	204	100	113	72	47	214	119	334
	47%	58%	51%	46%	**	**	**	47%	38%	55%	41%	52%	48%	45%	46%	47%	47%
		cg								h							
FACEBOOK	189	17	51	41	**	**	**	189	85	104	66	58	37	28	124	66	189
	26%	9%	25%	30%	**	**	**	26%	25%	28%	27%	26%	25%	27%	27%	26%	26%
			a	a				a									
YOUTUBE	188	66	43	36	**	**	**	188	116	69	59	52	50	27	111	77	188
	26%	35%	21%	27%	**	**	**	26%	35%	19%	24%	24%	33%	26%	24%	30%	26%
		bg							i								
TIKTOK	159	74	47	17	**	**	**	159	65	89	60	45	27	25	105	52	159
	22%	39%	23%	12%	**	**	**	22%	19%	24%	25%	20%	18%	24%	23%	21%	22%
		bcg	c					c									
X/TWITTER (AMENDED TO X/ TWITTER AT WAVE 2)	84	19	28	8	**	**	**	84	47	37	24	32	22	6	56	29	84
	12%	10%	14%	6%	**	**	**	12%	14%	10%	10%	15%	15%	6%	12%	11%	12%
			c									m	m				
SNAPCHAT	77	30	29	10	**	**	**	77	46	29	21	22	21	14	43	35	77
	11%	16%	14%	7%	**	**	**	11%	14%	8%	9%	10%	14%	13%	9%	14%	11%
		c							i								
PINTEREST	24	12	2	2	**	**	**	24	9	13	9	9	4	2	19	6	24
	3%	7%	1%	2%	**	**	**	3%	3%	4%	4%	4%	2%	2%	4%	2%	3%
		bc															
REDDIT	21	7	7	4	**	**	**	21	13	7	8	7	2	5	15	6	21
	3%	4%	3%	3%	**	**	**	3%	4%	2%	3%	3%	1%	4%	3%	2%	3%
TWITCH	19	5	5	2	**	**	**	19	11	8	10	7	1	1	17	3	19
	3%	3%	2%	1%	**	**	**	3%	3%	2%	4%	3%	1%	1%	4%	1%	3%
											o						
LINKEDIN	18	*	10	3	**	**	**	18	8	10	12	5	1	1	17	1	18
	3%	*%	5%	2%	**	**	**	3%	2%	3%	5%	2%	*%	1%	4%	1%	3%
			a					a			lo				o		

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

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

**SUMMARY TO SHOW APPS OR SITES 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	716	226	164	155	84	50	37	716	332	371	243	190	153	128	433	281	716
Effective Weighted Sample	544	180	131	118	69	38	25	544	245	290	184	146	122	97	328	218	544
Total	718	189	207	135	104	52	30	718	335	373	241	220	149	105	461	254	718
TUMBLR	10	2	6	1	**	**	**	10	5	5	5	3	-	2	8	2	10
	1%	1%	3%	*%	**	**	**	1%	1%	1%	2%	2%	-%	2%	2%	1%	1%
DAILYMOTION	8	-	5	*	**	**	**	8	5	3	5	3	-	-	8	-	8
	1%	-%	2%	*%	**	**	**	1%	2%	1%	2%	1%	-%	-%	2%	-%	1%
VIMEO	5	-	2	1	**	**	**	5	5	-	2	2	1	-	4	1	5
	1%	-%	1%	1%	**	**	**	1%	2%	-%	1%	1%	1%	-%	1%	*%	1%
ONLYFANS	5	-	2	1	**	**	**	5	3	2	5	-	-	-	5	-	5
	1%	-%	1%	1%	**	**	**	1%	1%	*%	2%	-%	-%	-%	1%	-%	1%
YUBO	4	1	2	-	**	**	**	4	3	2	1	-	1	2	1	3	4
	1%	*%	1%	-%	**	**	**	1%	1%	*%	*%	-%	1%	2%	*%	1%	1%
YOUNOW	3	1	2	-	**	**	**	3	3	-	-	3	-	-	3	-	3
	*%	1%	1%	-%	**	**	**	*%	1%	-%	-%	2%	-%	-%	1%	-%	*%
BEREAL	1	1	-	-	**	**	**	1	1	-	-	-	-	1	-	1	1
	*%	*%	-%	-%	**	**	**	*%	*%	-%	-%	-%	-%	1%	-%	*%	*%
BITCHUTE	*	-	-	*	**	**	**	*	*	-	-	-	*	-	-	*	*
	*%	-%	-%	*%	**	**	**	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%
ANY OF THESE	718	189	207	135	**	**	**	718	335	373	241	220	149	105	461	254	718
	100%	100%	100%	100%	**	**	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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



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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND 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	716	494	71	69	82	716	651	65	90	626	97	314	305	716	146	223	190
Effective Weighted Sample	544	424	58	60	68	544	490	53	67	477	76	239	230	544	110	170	141
Total	718	602	65	31	21	718	646	72	91	627	107	322	289	718	147	214	195
INSTAGRAM	334 47%	277 46%	** **	** **	** **	334 47%	300 46%	** **	** **	301 48%	** **	145 45%	148 51%	334 47%	63 43%	96 45%	104 54%
FACEBOOK	189 26%	156 26%	** **	** **	** **	189 26%	164 25%	** **	** **	166 26%	** **	79 24%	85 29%	189 26%	37 25%	58 27%	58 30%
YOUTUBE	188 26%	160 27%	** **	** **	** **	188 26%	179 28%	** **	** **	164 26%	** **	93 29%	72 25%	188 26%	43 29%	51 24%	53 27%
TIKTOK	159 22%	136 23%	** **	** **	** **	159 22%	147 23%	** **	** **	140 22%	** **	68 21%	55 19%	159 22%	37 25%	46 22%	24 12%
X/TWITTER (AMENDED TO X/ TWITTER AT WAVE 2)	84 12%	69 11%	** **	** **	** **	84 12%	74 11%	** **	** **	75 12%	** **	26 8%	49 17%	84 12%	12 8%	26 12%	29 15%
SNAPCHAT	77 11%	68 11%	** **	** **	** **	77 11%	75 12%	** **	** **	69 11%	** **	36 11%	24 8%	77 11%	16 11%	22 10%	14 7%
PINTEREST	24 3%	22 4%	** **	** **	** **	24 3%	24 4%	** **	** **	21 3%	** **	11 3%	6 2%	24 3%	1 1%	7 3%	7 3%
REDDIT	21 3%	15 3%	** **	** **	** **	21 3%	18 3%	** **	** **	17 3%	** **	6 2%	13 5%	21 3%	2 1%	8 4%	6 3%
TWITCH	19 3%	16 3%	** **	** **	** **	19 3%	19 3%	** **	** **	17 3%	** **	7 2%	9 3%	19 3%	2 1%	3 2%	5 3%
LINKEDIN	18 3%	17 3%	** **	** **	** **	18 3%	18 3%	** **	** **	18 3%	** **	9 3%	7 2%	18 3%	5 3%	7 3%	6 3%
TUMBLR	10 1%	6 1%	** **	** **	** **	10 1%	8 1%	** **	** **	10 2%	** **	2 1%	5 2%	10 1%	3 2%	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	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	716	494	71	69	82	716	651	65	90	626	97	314	305	716	146	223	190
Effective Weighted Sample	544	424	58	60	68	544	490	53	67	477	76	239	230	544	110	170	141
Total	718	602	65	31	21	718	646	72	91	627	107	322	289	718	147	214	195
DAILYMOTION	8 1%	7 1%	** **	** **	** **	8 1%	8 1%	** **	** **	8 1%	** **	3 1%	5 2%	8 1%	3 2%	2 1%	* **%
VIMEO	5 1%	3 *%	** **	** **	** **	5 1%	5 1%	** **	** **	5 1%	** **	1 *%	4 1%	5 1%	1 1%	2 1%	* **%
ONLYFANS	5 1%	4 1%	** **	** **	** **	5 1%	5 1%	** **	** **	5 1%	** **	1 *%	3 1%	5 1%	- -%	- -%	1 **%
YUBO	4 1%	4 1%	** **	** **	** **	4 1%	4 1%	** **	** **	3 1%	** **	3 1%	2 1%	4 1%	* *%	1 *%	- -%
YOUNOW	3 *%	3 1%	** **	** **	** **	3 *%	3 1%	** **	** **	3 1%	** **	2 1%	- -%	3 *%	- -%	2 1%	- -%
BEREAL	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	** **	1 *%	- -%	1 *%	- -%	1 *%	- -%
BITCHUTE	* *%	* *%	** **	** **	** **	* *%	* *%	** **	** **	* *%	** **	- -%	* *%	* *%	- -%	- -%	* **%
ANY OF THESE	718 100%	602 100%	** **	** **	** **	718 100%	646 100%	** **	** **	627 100%	** **	322 100%	289 100%	718 100%	147 100%	214 100%	195 100%

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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	716	191	346	167	716	340	317	383	266
Effective Weighted Sample	544	137	271	127	544	260	237	281	209
Total	718	195	355	154	718	336	316	349	295
INSTAGRAM	334	91	164	74	334	157	155	175	135
	47%	46%	46%	48%	47%	47%	49%	50%	46%
FACEBOOK	189	45	95	46	189	88	78	78	92
	26%	23%	27%	30%	26%	26%	25%	22%	31%
									g
YOUTUBE	188	56	93	38	188	106	66	100	71
	26%	29%	26%	25%	26%	32%	21%	29%	24%
						f			
TIKTOK	159	44	83	28	159	77	64	71	65
	22%	23%	23%	18%	22%	23%	20%	20%	22%
X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)	84	22	38	24	84	40	36	55	23
	12%	11%	11%	15%	12%	12%	11%	16%	8%
								h	
SNAPCHAT	77	21	40	13	77	37	27	33	24
	11%	11%	11%	8%	11%	11%	8%	10%	8%
PINTEREST	24	6	14	5	24	12	6	12	6
	3%	3%	4%	3%	3%	4%	2%	3%	2%
REDDIT	21	6	8	6	21	15	6	12	5
	3%	3%	2%	4%	3%	4%	2%	3%	2%
TWITCH	19	2	15	2	19	10	6	6	5
	3%	1%	4%	1%	3%	3%	2%	2%	2%
LINKEDIN	18	5	6	8	18	8	10	1	17
	3%	2%	2%	5%	3%	2%	3%	*%	6%
									g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	716	191	346	167	716	340	317	383	266
Effective Weighted Sample	544	137	271	127	544	260	237	281	209
Total	718	195	355	154	718	336	316	349	295
TUMBLR	10 1%	1 1%	6 2%	3 2%	10 1%	6 2%	4 1%	3 1%	6 2%
DAILYMOTION	8 1%	1 *%	3 1%	4 3%	8 1%	5 2%	2 1%	3 1%	4 1%
VIMEO	5 1%	- -%	5 1%	- -%	5 1%	3 1%	2 1%	2 1%	3 1%
ONLYFANS	5 1%	2 1%	2 1%	- -%	5 1%	4 1%	1 *%	2 1%	1 *%
YUBO	4 1%	2 1%	1 *%	- -%	4 1%	2 1%	1 *%	1 *%	- -%
YOUNOW	3 *%	- -%	1 *%	2 1%	3 *%	- -%	2 1%	- -%	2 1%
BEREAL	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
BITCHUTE	* *%	- -%	- -%	* *%	* *%	- -%	* *%	* *%	- -%
ANY OF THESE	718 100%	195 100%	355 100%	154 100%	718 100%	336 100%	316 100%	349 100%	295 100%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	39	4	9	15	6	4	1	39	29	10	23	5	5	6	28	11	39
Effective Weighted Sample	28	3	7	10	5	3	1	28	21	7	15	4	4	5	19	9	28
Total	41	4	13	14	7	1	1	41	31	10	23	7	6	6	29	11	41
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND ~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	39	27	3	1	8	39	38	1	1	38	5	14	20	39	7	12	12
Effective Weighted Sample	28	24	2	1	8	28	27	1	1	27	3	11	14	28	6	8	8
Total	41	36	2	*	2	41	39	2	2	39	6	14	21	41	11	9	9
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c	ALL ~d	REPORTS ~e	DOES NOT REPORT ~f	NONE ~g	ANY ~h
Significance Level: 95%									
Unweighted total	39	14	16	8	39	25	12	12	21
Effective Weighted Sample	28	9	11	7	28	18	9	7	16
Total	41	13	15	12	41	28	10	8	24
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	111	16	32	27	16	9	11	111	65	45	42	32	20	17	74	37	111
Effective Weighted Sample	85	11	27	22	12	8	9	85	50	34	32	27	16	14	59	29	85
Total	126	12	47	28	20	10	8	126	76	49	50	45	16	15	96	31	126
USE ONE PROFILE	19	**	**	**	**	**	**	19	**	**	**	**	**	**	**	**	19
	15%	**	**	**	**	**	**	15%	**	**	**	**	**	**	**	**	15%
USE MORE THAN ONE PROFILE	8	**	**	**	**	**	**	8	**	**	**	**	**	**	**	**	8
	6%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	**	6%
DON'T KNOW HOW MANY PROFILES	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**	2
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	1%
USE BUT DON'T HAVE A PROFILE	98	**	**	**	**	**	**	98	**	**	**	**	**	**	**	**	98
	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	111	87	7	3	14	111	107	4	7	104	14	31	66	111	20	27	37	
Effective Weighted Sample	85	74	5	3	11	85	83	3	5	80	11	23	52	85	17	19	28	
Total	126	114	7	1	4	126	121	5	8	118	16	35	75	126	26	27	44	
USE ONE PROFILE	19	**	**	**	**	19	17	**	**	17	**	**	**	19	**	**	**	
	15%	**	**	**	**	15%	14%	**	**	14%	**	**	**	15%	**	**	**	
USE MORE THAN ONE PROFILE	8	**	**	**	**	8	8	**	**	8	**	**	**	8	**	**	**	
	6%	**	**	**	**	6%	7%	**	**	7%	**	**	**	6%	**	**	**	
DON'T KNOW HOW MANY PROFILES	2	**	**	**	**	2	2	**	**	2	**	**	**	2	**	**	**	
	1%	**	**	**	**	1%	1%	**	**	1%	**	**	**	1%	**	**	**	
USE BUT DON'T HAVE A PROFILE	98	**	**	**	**	98	94	**	**	92	**	**	**	98	**	**	**	
	77%	**	**	**	**	77%	78%	**	**	78%	**	**	**	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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h
Unweighted total	111	28	50	29	111	54	47	50	44
Effective Weighted Sample	85	21	40	22	85	43	35	37	37
Total	126	31	59	33	126	62	53	47	62
USE ONE PROFILE	19	**	**	**	19	**	**	**	**
	15%	**	**	**	15%	**	**	**	**
USE MORE THAN ONE PROFILE	8	**	**	**	8	**	**	**	**
	6%	**	**	**	6%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	2	**	**	**	2	**	**	**	**
	1%	**	**	**	1%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	98	**	**	**	98	**	**	**	**
	77%	**	**	**	77%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	2313	244	400	486	400	380	403	2313	1035	1264	626	570	518	587	1196	1105	2313
Effective Weighted Sample	1730	194	314	369	313	282	280	1730	764	958	463	434	416	441	895	851	1730
Total	2300	204	479	436	450	377	355	2300	1045	1243	640	669	513	462	1309	975	2300
USE ONE PROFILE	1812	145	348	351	367	319	282	1812	794	1009	469	540	402	389	1009	791	1812
	79%	71%	73%	81%	82%	85%	79%	79%	76%	81%	73%	81%	78%	84%	77%	81%	79%
				ab	ab	abg	a	ab		h		j		jlmp		jn	j
USE MORE THAN ONE PROFILE	189	17	51	41	38	24	18	189	85	104	66	58	37	28	124	66	189
	8%	9%	11%	9%	8%	6%	5%	8%	8%	8%	10%	9%	7%	6%	9%	7%	8%
			f	f							mo				mo		
DON'T KNOW HOW MANY PROFILES	15	-	-	5	5	3	1	15	5	10	7	1	1	6	8	7	15
	1%	-%	-%	1%	1%	1%	*%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%
													kl				
USE BUT DON'T HAVE A PROFILE	283	41	80	39	39	31	53	283	162	120	98	71	73	39	169	111	283
	12%	20%	17%	9%	9%	8%	15%	12%	15%	10%	15%	11%	14%	8%	13%	11%	12%
		cdeg	cdeg				cde	e	i		kmo		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.

**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	2313	1610	234	228	241	2313	2048	265	350	1963	421	1020	858	2313	409	911	619
Effective Weighted Sample	1730	1354	191	187	199	1730	1518	213	263	1468	309	768	645	1730	310	671	468
Total	2300	1944	190	104	62	2300	1994	305	355	1945	434	1011	834	2300	396	857	661
USE ONE PROFILE	1812	1531	147	84	50	1812	1573	239	280	1533	315	796	687	1812	293	707	540
	79%	79%	77%	81%	81%	79%	79%	78%	79%	79%	73%	79%	82%	79%	74%	83%	82%
												j	j	j		n	n
USE MORE THAN ONE PROFILE	189	156	21	8	6	189	164	25	24	166	25	79	85	189	37	58	58
	8%	8%	11%	7%	9%	8%	8%	8%	7%	9%	6%	8%	10%	8%	9%	7%	9%
													j				
DON'T KNOW HOW MANY PROFILES	15	13	*	1	*	15	13	2	3	12	3	9	3	15	3	2	4
	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	283	244	22	11	6	283	244	39	49	235	90	128	59	283	62	90	60
	12%	13%	12%	11%	10%	12%	12%	13%	14%	12%	21%	13%	7%	12%	16%	10%	9%
											klm	l		l	op		

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

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2313	447	1158	673	2313	858	1282	1341	842
Effective Weighted Sample	1730	332	868	505	1730	633	965	975	656
Total	2300	461	1160	638	2300	814	1289	1260	905
USE ONE PROFILE	1812	339	920	522	1812	614	1065	1038	697
	79%	74%	79%	82%	79%	75%	83%	82%	77%
			a	a	a		e	h	
USE MORE THAN ONE PROFILE	189	45	95	46	189	88	78	78	92
	8%	10%	8%	7%	8%	11%	6%	6%	10%
						f			g
DON'T KNOW HOW MANY PROFILES	15	5	3	6	15	6	5	6	7
	1%	1%	*%	1%	1%	1%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	283	72	142	64	283	106	141	137	110
	12%	16%	12%	10%	12%	13%	11%	11%	12%
		c							

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	1783	365	408	421	243	189	157	1783	760	1005	546	485	377	366	1031	743	1783
Effective Weighted Sample	1334	286	323	320	186	140	101	1334	562	761	399	373	301	275	770	572	1334
Total	1761	310	491	379	266	193	123	1761	759	987	540	555	368	285	1095	653	1761
USE ONE PROFILE	1127	152	304	267	194	130	80	1127	480	641	344	364	230	183	708	413	1127
	64%	49%	62%	70%	73%	68%	65%	64%	63%	65%	64%	66%	62%	64%	65%	63%	64%
			a	abg	abg	a	a	a									
USE MORE THAN ONE PROFILE	334	109	105	62	32	21	5	334	127	204	100	113	72	47	214	119	334
	19%	35%	21%	16%	12%	11%	4%	19%	17%	21%	19%	20%	19%	16%	20%	18%	19%
		bcdefg	def	f	f			def									
DON'T KNOW HOW MANY PROFILES	12	2	4	2	1	2	1	12	6	5	4	3	3	2	7	5	12
	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	289	46	78	48	39	40	38	289	146	137	92	75	63	53	166	117	289
	16%	15%	16%	13%	15%	21%	31%	16%	19%	14%	17%	13%	17%	19%	15%	18%	16%
					c	abcdg			i								

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND 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	1783	1216	179	176	212	1783	1612	171	261	1522	268	767	743	1783	341	594	513
Effective Weighted Sample	1334	1033	147	150	174	1334	1199	135	193	1140	198	578	555	1334	258	440	382
Total	1761	1475	155	78	54	1761	1570	191	253	1508	275	760	719	1761	335	554	536
USE ONE PROFILE	1127 64%	951 64%	94 61%	47 61%	34 63%	1127 64%	1000 64%	126 66%	174 69%	953 63%	143 52%	476 63%	503 70%	1127 64%	207 62%	374 67%	362 68%
USE MORE THAN ONE PROFILE	334 19%	277 19%	31 20%	17 21%	10 18%	334 19%	300 19%	34 18%	33 13%	301 20%	41 15%	145 19%	148 21%	334 19%	63 19%	96 17%	104 19%
DON'T KNOW HOW MANY PROFILES	12 1%	9 1%	- -%	3 3%	1 1%	12 1%	11 1%	* *%	1 1%	10 1%	5 2%	2 *%	5 1%	12 1%	2 *%	3 1%	3 1%
USE BUT DON'T HAVE A PROFILE	289 16%	238 16%	29 19%	11 14%	10 18%	289 16%	258 16%	31 16%	45 18%	244 16%	86 31%	137 18%	63 9%	289 16%	63 19%	81 15%	66 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.

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1783	389	894	472	1783	675	957	917	729
Effective Weighted Sample	1334	288	669	357	1334	501	719	661	567
Total	1761	398	887	447	1761	645	958	844	775
USE ONE PROFILE	1127	237	576	302	1127	366	665	541	517
	64%	59%	65%	68%	64%	57%	69%	64%	67%
			a				e		
USE MORE THAN ONE PROFILE	334	91	164	74	334	157	155	175	135
	19%	23%	19%	17%	19%	24%	16%	21%	17%
						f			
DON'T KNOW HOW MANY PROFILES	12	6	3	1	12	4	5	4	5
	1%	2%	*%	*%	1%	1%	*%	*%	1%
		b							
USE BUT DON'T HAVE A PROFILE	289	65	144	69	289	117	133	125	118
	16%	16%	16%	16%	16%	18%	14%	15%	15%
						f			

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	604	62	140	150	90	98	64	604	330	271	243	190	104	65	433	169	604
Effective Weighted Sample	460	51	109	116	71	75	44	460	242	217	181	151	82	51	331	132	460
Total	649	52	166	147	109	115	60	649	354	292	256	235	101	54	491	155	649
USE ONE PROFILE	471	**	115	111	**	**	**	471	251	220	183	177	67	**	360	107	471
	73%	**	69%	75%	**	**	**	73%	71%	75%	71%	75%	66%	**	73%	69%	73%
USE MORE THAN ONE PROFILE	18	**	10	3	**	**	**	18	8	10	12	5	1	**	17	1	18
	3%	**	6%	2%	**	**	**	3%	2%	3%	5%	2%	1%	**	3%	1%	3%
DON'T KNOW HOW MANY PROFILES	4	**	2	-	**	**	**	4	-	4	1	2	-	**	3	2	4
	1%	**	1%	-%	**	**	**	1%	-%	1%	*%	1%	-%	**	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	156	**	39	33	**	**	**	156	95	58	60	51	34	**	112	44	156
	24%	**	23%	23%	**	**	**	24%	27%	20%	24%	22%	33%	**	23%	29%	24%

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

All interviewing conducted using an online panel. Any break column with 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	604	436	53	46	69	604	555	49	45	559	40	226	337	604	75	201	247
Effective Weighted Sample	460	374	44	34	59	460	420	40	34	427	30	176	256	460	59	148	187
Total	649	563	48	20	18	649	586	63	56	593	52	261	334	649	79	199	274
USE ONE PROFILE	471	402	**	**	**	471	423	**	**	429	**	175	264	471	**	149	210
	73%	71%	**	**	**	73%	72%	**	**	72%	**	67%	79%	73%	**	75%	77%
USE MORE THAN ONE PROFILE	18	17	**	**	**	18	18	**	**	18	**	9	7	18	**	7	6
	3%	3%	**	**	**	3%	3%	**	**	3%	**	3%	2%	3%	**	3%	2%
DON'T KNOW HOW MANY PROFILES	4	4	**	**	**	4	4	**	**	2	**	3	2	4	**	-	1
	1%	1%	**	**	**	1%	1%	**	**	*%	**	1%	*%	1%	**	-%	*%
USE BUT DON'T HAVE A PROFILE	156	140	**	**	**	156	141	**	**	144	**	75	62	156	**	44	56
	24%	25%	**	**	**	24%	24%	**	**	24%	**	29%	18%	24%	**	22%	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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	604	147	314	134	604	181	386	334	245
Effective Weighted Sample	460	111	239	103	460	138	294	247	192
Total	649	161	341	137	649	195	415	336	279
USE ONE PROFILE	471	98	264	102	471	120	324	261	196
	73%	61%	77%	74%	73%	62%	78%	78%	70%
			a	a	a		e		
USE MORE THAN ONE PROFILE	18	5	6	8	18	8	10	1	17
	3%	3%	2%	6%	3%	4%	2%	*%	6%
				b					g
DON'T KNOW HOW MANY PROFILES	4	3	-	-	4	4	1	1	-
	1%	2%	-%	-%	1%	2%	*%	*%	-%
		b							
USE BUT DON'T HAVE A PROFILE	156	56	71	27	156	63	81	73	66
	24%	35%	21%	20%	24%	32%	19%	22%	24%
		bcd				f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	84	12	23	25	12	5	7	84	66	18	42	18	14	10	60	24	84
Effective Weighted Sample	63	10	19	19	9	4	4	63	51	13	31	15	12	7	46	19	63
Total	93	12	34	25	14	3	6	93	78	15	47	26	14	6	73	20	93
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	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	84	61	7	6	10	84	81	3	4	80	9	33	42	84	17	22	26
Effective Weighted Sample	63	52	6	6	10	63	60	3	2	61	7	26	30	63	15	16	19
Total	93	82	6	3	2	93	89	4	3	90	11	38	44	93	25	23	26
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c	ALL ~d	REPORTS ~e	DOES NOT REPORT ~f	NONE ~g	ANY ~h
Significance Level: 95%									
Unweighted total	84	31	31	19	84	38	40	32	41
Effective Weighted Sample	63	23	23	14	63	30	30	22	34
Total	93	33	34	22	93	45	43	29	54
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

All interviewing conducted using an online panel. Any break column with 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	638	151	121	129	89	81	67	638	177	449	184	179	131	140	363	271	638
Effective Weighted Sample	470	116	95	94	68	58	46	470	129	334	131	135	106	103	266	207	470
Total	601	126	146	111	93	71	53	601	170	419	171	199	125	102	370	227	601
USE ONE PROFILE	348	93	93	62	**	**	**	348	84	256	100	124	63	59	223	122	348
	58%	74%	64%	55%	**	**	**	58%	50%	61%	58%	62%	50%	58%	60%	54%	58%
		cg								h							
USE MORE THAN ONE PROFILE	24	12	2	2	**	**	**	24	9	13	9	9	4	2	19	6	24
	4%	10%	2%	2%	**	**	**	4%	5%	3%	5%	5%	3%	2%	5%	2%	4%
		bcg															
DON'T KNOW HOW MANY PROFILES	6	*	2	1	**	**	**	6	1	4	1	*	1	3	1	5	6
	1%	1%	1%	1%	**	**	**	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%
		n															
USE BUT DON'T HAVE A PROFILE	224	21	49	46	**	**	**	224	75	145	62	65	57	38	127	95	224
	37%	16%	33%	41%	**	**	**	37%	44%	35%	36%	33%	46%	37%	34%	42%	37%
		a	a	a				a					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.

**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	638	427	64	71	76	638	577	61	76	562	82	233	323	638	123	206	182
Effective Weighted Sample	470	360	55	59	67	470	422	49	56	414	59	173	238	470	95	150	132
Total	601	502	53	29	17	601	532	69	69	533	82	221	298	601	112	188	175
USE ONE PROFILE	348	288	**	**	**	348	307	**	**	314	**	125	190	348	74	102	101
	58%	57%	**	**	**	58%	58%	**	**	59%	**	56%	64%	58%	66%	54%	58%
USE MORE THAN ONE PROFILE	24	22	**	**	**	24	24	**	**	21	**	11	6	24	1	7	7
	4%	4%	**	**	**	4%	5%	**	**	4%	**	5%	2%	4%	1%	4%	4%
DON'T KNOW HOW MANY PROFILES	6	5	**	**	**	6	6	**	**	4	**	4	2	6	*	*	1
	1%	1%	**	**	**	1%	1%	**	**	1%	**	2%	1%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	224	187	**	**	**	224	195	**	**	193	**	81	99	224	36	79	67
	37%	37%	**	**	**	37%	37%	**	**	36%	**	37%	33%	37%	32%	42%	38%

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



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

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

Base : All respondents who use Pinterest for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	638	129	325	169	638	280	307	339	252
Effective Weighted Sample	470	93	241	124	470	207	226	240	194
Total	601	122	313	153	601	259	300	295	258
USE ONE PROFILE	348	74	174	90	348	159	172	190	141
	58%	61%	56%	59%	58%	61%	57%	64%	55%
								h	
USE MORE THAN ONE PROFILE	24	6	14	5	24	12	6	12	6
	4%	5%	4%	3%	4%	5%	2%	4%	3%
DON'T KNOW HOW MANY PROFILES	6	2	*	2	6	5	1	1	2
	1%	2%	*%	1%	1%	2%	*%	*%	1%
USE BUT DON'T HAVE A PROFILE	224	40	125	57	224	83	121	92	108
	37%	33%	40%	37%	37%	32%	40%	31%	42%
									g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	363	102	96	80	45	24	16	363	216	141	112	114	74	62	226	136	363
Effective Weighted Sample	272	80	75	62	36	18	10	272	163	106	83	87	59	49	170	107	272
Total	349	80	116	69	51	21	12	349	214	130	109	129	65	44	238	109	349
USE ONE PROFILE	201	54	**	**	**	**	**	201	122	76	63	76	**	**	139	61	201
	58%	67%	**	**	**	**	**	58%	57%	59%	57%	59%	**	**	58%	56%	58%
USE MORE THAN ONE PROFILE	21	7	**	**	**	**	**	21	13	7	8	7	**	**	15	6	21
	6%	8%	**	**	**	**	**	6%	6%	6%	7%	5%	**	**	6%	6%	6%
DON'T KNOW HOW MANY PROFILES	2	1	**	**	**	**	**	2	1	2	-	1	**	**	1	2	2
	1%	1%	**	**	**	**	**	1%	*%	1%	-%	1%	**	**	*%	2%	1%
USE BUT DON'T HAVE A PROFILE	124	19	**	**	**	**	**	124	78	45	39	45	**	**	84	40	124
	36%	23%	**	**	**	**	**	36%	36%	35%	35%	35%	**	**	35%	37%	36%

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

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

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

Base : All respondents who use Reddit for social media

	Total	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	363	236	46	34	47	363	333	30	32	331	29	129	204	363	61	123	114
Effective Weighted Sample	272	204	38	28	44	272	248	24	24	248	21	96	154	272	45	92	85
Total	349	285	38	15	11	349	315	33	30	318	28	119	201	349	55	115	115
USE ONE PROFILE	201	168	**	**	**	201	180	**	**	186	**	65	122	201	**	58	74
	58%	59%	**	**	**	58%	57%	**	**	58%	**	55%	61%	58%	**	50%	65%
USE MORE THAN ONE PROFILE	21	15	**	**	**	21	18	**	**	17	**	6	13	21	**	8	6
	6%	5%	**	**	**	6%	6%	**	**	5%	**	5%	7%	6%	**	7%	5%
DON'T KNOW HOW MANY PROFILES	2	2	**	**	**	2	2	**	**	2	**	1	2	2	**	-	-
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	1%	1%	**	-%	-%
USE BUT DON'T HAVE A PROFILE	124	99	**	**	**	124	115	**	**	113	**	47	64	124	**	50	35
	36%	35%	**	**	**	36%	36%	**	**	36%	**	40%	32%	36%	**	43%	30%

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

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

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

Base : All respondents who use Reddit for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	b	c	d	e	f	g	h
Unweighted total	363	85	172	102	363	164	177	204	132
Effective Weighted Sample	272	65	128	76	272	122	135	144	106
Total	349	86	162	97	349	151	179	179	140
USE ONE PROFILE	201	**	99	60	201	84	107	105	84
	58%	**	61%	62%	58%	55%	60%	59%	60%
USE MORE THAN ONE PROFILE	21	**	8	6	21	15	6	12	5
	6%	**	5%	6%	6%	10%	3%	6%	3%
DON'T KNOW HOW MANY PROFILES	2	**	-	-	2	2	-	-	-
	1%	**	-%	-%	1%	1%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	124	**	55	31	124	50	66	63	50
	36%	**	34%	32%	36%	33%	37%	35%	36%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	992	345	262	198	98	46	43	992	443	533	300	271	208	206	571	414	992
Effective Weighted Sample	742	268	208	149	75	34	27	742	331	401	221	207	168	153	427	321	742
Total	955	287	316	169	108	45	30	955	438	504	295	301	187	162	597	348	955
USE ONE PROFILE	635	217	197	105	**	**	**	635	262	367	191	204	121	110	394	231	635
	66%	76%	62%	62%	**	**	**	66%	60%	73%	65%	68%	65%	68%	66%	66%	66%
		bcg								h							
USE MORE THAN ONE PROFILE	77	30	29	10	**	**	**	77	46	29	21	22	21	14	43	35	77
	8%	10%	9%	6%	**	**	**	8%	10%	6%	7%	7%	11%	9%	7%	10%	8%
									i								
DON'T KNOW HOW MANY PROFILES	2	*	-	1	**	**	**	2	1	1	1	-	-	1	1	1	2
	*%	*%	-%	*%	**	**	**	*%	*%	*%	*%	-%	-%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	241	40	90	53	**	**	**	241	129	106	83	76	45	37	159	82	241
	25%	14%	28%	31%	**	**	**	25%	29%	21%	28%	25%	24%	23%	27%	24%	25%
			a	a				a	i								

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

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND 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	992	651	117	99	125	992	917	75	159	833	172	411	406	992	236	294	235	
Effective Weighted Sample	742	557	98	84	109	742	683	60	120	623	132	308	301	742	179	218	174	
Total	955	781	101	44	29	955	878	76	151	804	173	402	377	955	228	274	230	
USE ONE PROFILE	635 66%	511 65%	70 70%	**	21 72%	635 66%	580 66%	**	108 72%	526 65%	87 51%	261 65%	284 75%	635 66%	156 68%	184 67%	160 70%	
USE MORE THAN ONE PROFILE	77 8%	68 9%	5 5%	**	2 6%	77 8%	75 9%	**	8 5%	69 9%	18 10%	36 9%	24 6%	77 8%	16 7%	22 8%	14 6%	
DON'T KNOW HOW MANY PROFILES	2 *%	1 *%	- -%	**	* 1%	2 *%	1 *%	**	- -%	2 *%	- -%	1 *%	* *%	2 *%	* *%	* *%	1 *%	
USE BUT DON'T HAVE A PROFILE	241 25%	201 26%	26 25%	**	6 22%	241 25%	221 25%	**	34 23%	207 26%	67 39%	104 26%	69 18%	241 25%	55 24%	67 25%	55 24%	

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

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	992	249	466	251	992	403	482	473	418
Effective Weighted Sample	742	185	353	185	742	303	360	343	324
Total	955	246	447	235	955	383	464	416	437
USE ONE PROFILE	635	157	297	166	635	247	328	307	280
	66%	64%	67%	71%	66%	64%	71%	74%	64%
USE MORE THAN ONE PROFILE	77	21	40	13	77	37	27	33	24
	8%	9%	9%	6%	8%	10%	6%	8%	6%
DON'T KNOW HOW MANY PROFILES	2	1	-	*	2	1	1	2	-
	*%	*%	-%	*%	*%	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	241	66	110	55	241	98	109	74	132
	25%	27%	25%	23%	25%	26%	23%	18%	30%
									g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	1405	371	321	319	177	124	93	1405	610	775	414	356	313	314	770	627	1405
Effective Weighted Sample	1062	290	253	247	138	93	63	1062	455	593	308	276	253	238	581	489	1062
Total	1377	316	390	284	193	126	68	1377	600	759	409	413	298	248	822	545	1377
USE ONE PROFILE	801	188	225	178	119	63	**	801	329	465	206	262	188	141	468	329	801
	58%	59%	58%	63%	62%	50%	**	58%	55%	61%	50%	64%	63%	57%	57%	60%	58%
			e							h		j	j		j	j	
USE MORE THAN ONE PROFILE	159	74	47	17	11	7	**	159	65	89	60	45	27	25	105	52	159
	12%	23%	12%	6%	6%	5%	**	12%	11%	12%	15%	11%	9%	10%	13%	10%	12%
		bcdeg	c					cd			lo						
DON'T KNOW HOW MANY PROFILES	12	2	1	7	2	-	**	12	6	6	2	2	2	5	4	8	12
	1%	1%	*%	2%	1%	-%	**	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%
				bg										n			
USE BUT DON'T HAVE A PROFILE	405	52	117	82	60	57	**	405	200	199	141	104	81	76	245	157	405
	29%	17%	30%	29%	31%	45%	**	29%	33%	26%	34%	25%	27%	31%	30%	29%	29%
			a	a	a	abcdg		a	i		k						

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



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

**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	1405	969	135	137	164	1405	1296	109	221	1184	243	576	584	1405	302	457	351
Effective Weighted Sample	1062	829	113	116	143	1062	973	89	168	894	184	440	437	1062	229	341	265
Total	1377	1158	117	62	39	1377	1260	117	220	1157	251	566	559	1377	294	429	361
USE ONE PROFILE	801 58%	666 57%	71 60%	41 66%	24 60%	801 58%	732 58%	69 59%	128 58%	673 58%	110 44%	310 55%	381 68%	801 58%	166 57%	248 58%	245 68%
USE MORE THAN ONE PROFILE	159 12%	136 12%	14 12%	6 9%	3 8%	159 12%	147 12%	12 10%	19 9%	140 12%	35 14%	68 12%	55 10%	159 12%	37 13%	46 11%	24 7%
DON'T KNOW HOW MANY PROFILES	12 1%	10 1%	1 1%	* 1%	* 1%	12 1%	12 1%	* *%	4 2%	8 1%	4 2%	3 1%	5 1%	12 1%	3 1%	3 1%	1 *%
USE BUT DON'T HAVE A PROFILE	405 29%	346 30%	32 27%	15 25%	12 30%	405 29%	370 29%	35 30%	69 31%	336 29%	101 40%	185 33%	118 21%	405 29%	88 30%	132 31%	91 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.

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1405	304	675	395	1405	557	711	701	588
Effective Weighted Sample	1062	229	509	300	1062	415	541	515	458
Total	1377	310	656	378	1377	524	712	641	620
USE ONE PROFILE	801	169	379	237	801	290	447	381	370
	58%	55%	58%	63%	58%	55%	63%	59%	60%
USE MORE THAN ONE PROFILE	159	44	83	28	159	77	64	71	65
	12%	14%	13%	7%	12%	15%	9%	11%	10%
DON'T KNOW HOW MANY PROFILES	12	5	1	6	12	6	2	3	6
	1%	1%	*%	2%	1%	1%	*%	*%	1%
USE BUT DON'T HAVE A PROFILE	405	92	194	107	405	151	200	186	179
	29%	30%	30%	28%	29%	29%	28%	29%	29%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	97	26	31	18	11	5	6	97	47	47	33	32	17	15	65	32	97
Effective Weighted Sample	75	21	26	14	10	4	5	75	37	36	24	26	15	12	50	27	75
Total	111	20	43	18	17	6	7	111	57	51	37	43	17	14	80	31	111
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use Tumblr for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	97	66	14	10	7	97	88	9	7	90	9	29	59	97	24	28	32
Effective Weighted Sample	75	57	11	9	7	75	68	8	5	71	6	22	47	75	18	21	26
Total	111	89	16	4	1	111	97	13	7	103	11	33	67	111	25	27	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.

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

Base : All respondents who use Tumblr for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c	ALL ~d	REPORTS ~e	DOES NOT REPORT ~f	NONE ~g	ANY ~h
Significance Level: 95%									
Unweighted total	97	29	45	22	97	50	42	54	36
Effective Weighted Sample	75	23	35	17	75	38	33	39	30
Total	111	33	49	27	111	55	49	55	46
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

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

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

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

	Total	AGE							GENDER		SEG						
		16-24 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	363	147	94	70	23	12	17	363	239	116	141	82	76	62	223	138	363
Effective Weighted Sample	270	111	73	56	19	8	12	270	179	87	103	60	64	46	163	110	270
Total	345	116	115	64	28	11	12	345	237	103	137	87	72	45	224	117	345
USE ONE PROFILE	153	56	**	**	**	**	**	153	105	46	57	**	**	**	96	57	153
	44%	48%	**	**	**	**	**	44%	44%	44%	42%	**	**	**	43%	49%	44%
USE MORE THAN ONE PROFILE	19	5	**	**	**	**	**	19	11	8	10	**	**	**	17	3	19
	6%	4%	**	**	**	**	**	6%	5%	8%	7%	**	**	**	7%	2%	6%
DON'T KNOW HOW MANY PROFILES	3	2	**	**	**	**	**	3	1	2	1	**	**	**	1	2	3
	1%	2%	**	**	**	**	**	1%	*%	2%	1%	**	**	**	*%	2%	1%
USE BUT DON'T HAVE A PROFILE	170	53	**	**	**	**	**	170	120	47	69	**	**	**	111	55	170
	49%	46%	**	**	**	**	**	49%	51%	46%	50%	**	**	**	49%	47%	49%

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

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

**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	363	241	32	45	45	363	341	22	28	335	53	156	154	363	68	111	97	
Effective Weighted Sample	270	206	28	38	38	270	254	17	22	248	40	116	115	270	52	82	72	
Total	345	284	31	19	10	345	324	21	26	319	54	140	151	345	67	104	94	
USE ONE PROFILE	153	125	**	**	**	153	143	**	**	143	**	65	76	153	**	41	**	
	44%	44%	**	**	**	44%	44%	**	**	45%	**	47%	51%	44%	**	39%	**	
USE MORE THAN ONE PROFILE	19	16	**	**	**	19	19	**	**	17	**	7	9	19	**	3	**	
	6%	6%	**	**	**	6%	6%	**	**	5%	**	5%	6%	6%	**	3%	**	
DON'T KNOW HOW MANY PROFILES	3	3	**	**	**	3	2	**	**	2	**	1	-	3	**	1	**	
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	-%	1%	**	1%	**	
USE BUT DON'T HAVE A PROFILE	170	140	**	**	**	170	161	**	**	157	**	67	65	170	**	59	**	
	49%	49%	**	**	**	49%	50%	**	**	49%	**	48%	43%	49%	**	57%	**	

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

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	~c	d	e	f	g	h
Unweighted total	363	110	178	71	363	169	160	179	137
Effective Weighted Sample	270	80	133	55	270	122	120	128	108
Total	345	102	169	70	345	156	152	151	146
USE ONE PROFILE	153	39	79	**	153	65	73	81	60
	44%	38%	47%	**	44%	42%	48%	54%	41%
USE MORE THAN ONE PROFILE	19	2	15	**	19	10	6	6	5
	6%	2%	9%	**	6%	6%	4%	4%	4%
DON'T KNOW HOW MANY PROFILES	3	2	-	**	3	2	-	1	-
	1%	2%	-%	**	1%	1%	-%	1%	-%
USE BUT DON'T HAVE A PROFILE	170	59	75	**	170	78	73	62	81
	49%	58%	44%	**	49%	50%	48%	41%	55%
									g

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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 X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)**

Base : All respondents who use X/Twitter 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	796	146	167	171	129	104	79	796	442	347	242	221	177	150	463	327	796
Effective Weighted Sample	591	114	128	126	96	78	58	591	327	261	174	165	142	114	339	255	591
Total	780	124	192	143	138	110	73	780	447	329	238	246	171	116	484	287	780
USE ONE PROFILE	554	86	135	116	93	79	**	554	317	234	166	166	127	90	332	217	554
	71%	70%	70%	81%	67%	72%	**	71%	71%	71%	70%	67%	74%	77%	69%	76%	71%
				abdg													
USE MORE THAN ONE PROFILE	84	19	28	8	17	8	**	84	47	37	24	32	22	6	56	29	84
	11%	15%	15%	5%	12%	7%	**	11%	11%	11%	10%	13%	13%	5%	11%	10%	11%
		c	c									m	m				
DON'T KNOW HOW MANY PROFILES	1	1	-	*	-	-	**	1	*	1	1	-	-	-	1	-	1
	*%	1%	-%	*%	-%	-%	**	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	141	19	29	19	29	23	**	141	83	58	46	49	22	20	95	42	141
	18%	15%	15%	13%	21%	21%	**	18%	19%	18%	20%	20%	13%	17%	20%	14%	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.

**IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)**

Base : All respondents who use X/Twitter 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	796	524	86	82	104	796	731	65	78	718	71	333	390	796	131	284	268
Effective Weighted Sample	591	451	69	66	91	591	541	51	57	534	51	250	289	591	95	215	198
Total	780	649	69	36	26	780	704	76	78	703	75	336	366	780	120	268	280
USE ONE PROFILE	554	452	**	**	16	554	505	**	**	498	**	243	266	554	84	186	206
	71%	70%	**	**	62%	71%	72%	**	**	71%	**	72%	73%	71%	70%	69%	74%
USE MORE THAN ONE PROFILE	84	69	**	**	4	84	74	**	**	75	**	26	49	84	12	26	29
	11%	11%	**	**	16%	11%	10%	**	**	11%	**	8%	13%	11%	10%	10%	10%
													k				
DON'T KNOW HOW MANY PROFILES	1	1	**	**	*	1	1	**	**	1	**	1	-	1	-	1	-
	*%	*%	**	**	1%	*%	*%	**	**	*%	**	*%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	141	127	**	**	6	141	124	**	**	128	**	65	52	141	23	56	45
	18%	20%	**	**	22%	18%	18%	**	**	18%	**	19%	14%	18%	19%	21%	16%

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

All interviewing conducted using an online panel. Any break column with 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 X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)**

Base : All respondents who use X/Twitter for social media

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	796	174	408	203	796	274	467	458	293
Effective Weighted Sample	591	130	303	150	591	197	353	330	227
Total	780	177	400	193	780	252	471	422	311
USE ONE PROFILE	554	118	287	142	554	166	353	297	229
	71%	66%	72%	74%	71%	66%	75%	70%	74%
USE MORE THAN ONE PROFILE	84	22	38	24	84	40	36	55	23
	11%	12%	10%	12%	11%	16%	8%	13%	7%
DON'T KNOW HOW MANY PROFILES	1	-	1	-	1	-	-	1	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	141	38	74	27	141	46	82	69	60
	18%	21%	19%	14%	18%	18%	17%	16%	19%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	131	11	34	39	27	14	6	131	82	47	54	36	20	21	90	41	131
Effective Weighted Sample	98	9	27	31	21	9	4	98	62	35	40	28	17	17	67	34	98
Total	134	8	44	40	28	9	4	134	90	43	56	43	19	15	99	35	134
USE ONE PROFILE	38	**	**	**	**	**	**	38	**	**	**	**	**	**	**	**	38
	28%	**	**	**	**	**	**	28%	**	**	**	**	**	**	**	**	28%
USE MORE THAN ONE PROFILE	5	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**	5
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**	4%
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	1%
USE BUT DON'T HAVE A PROFILE	90	**	**	**	**	**	**	90	**	**	**	**	**	**	**	**	90
	67%	**	**	**	**	**	**	67%	**	**	**	**	**	**	**	**	67%

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

All interviewing conducted using an online panel. Any break column with 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	131	89	14	10	18	131	127	4	7	124	12	35	84	131	25	40	46
Effective Weighted Sample	98	77	11	9	14	98	95	3	5	94	8	27	64	98	20	29	35
Total	134	112	14	4	5	134	129	6	6	129	12	36	86	134	30	37	48
USE ONE PROFILE	38	**	**	**	**	38	37	**	**	38	**	**	**	38	**	**	**
	28%	**	**	**	**	28%	28%	**	**	29%	**	**	**	28%	**	**	**
USE MORE THAN ONE PROFILE	5	**	**	**	**	5	5	**	**	5	**	**	**	5	**	**	**
	4%	**	**	**	**	4%	4%	**	**	4%	**	**	**	4%	**	**	**
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	1	1	**	**	1	**	**	**	1	**	**	**
	1%	**	**	**	**	1%	1%	**	**	1%	**	**	**	1%	**	**	**
USE BUT DON'T HAVE A PROFILE	90	**	**	**	**	90	86	**	**	85	**	**	**	90	**	**	**
	67%	**	**	**	**	67%	67%	**	**	66%	**	**	**	67%	**	**	**

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

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h
Unweighted total	131	33	55	38	131	59	62	54	66
Effective Weighted Sample	98	26	41	28	98	45	46	36	55
Total	134	35	58	35	134	62	62	45	78
USE ONE PROFILE	38	**	**	**	38	**	**	**	**
	28%	**	**	**	28%	**	**	**	**
USE MORE THAN ONE PROFILE	5	**	**	**	5	**	**	**	**
	4%	**	**	**	4%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	1	**	**	**	1	**	**	**	**
	1%	**	**	**	1%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	90	**	**	**	90	**	**	**	**
	67%	**	**	**	67%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	62	9	19	20	7	2	5	62	39	23	36	10	13	3	46	16	62
Effective Weighted Sample	45	7	15	15	6	1	4	45	29	17	26	7	10	3	33	12	45
Total	64	6	24	20	9	1	3	64	44	20	39	10	12	3	49	15	64
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	62	43	4	2	13	62	60	2	5	57	12	23	27	62	13	16	23
Effective Weighted Sample	45	38	4	2	12	45	44	1	4	42	9	18	19	45	10	11	17
Total	64	56	4	1	3	64	62	2	3	61	11	27	27	64	17	14	24
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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



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

**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	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c	ALL ~d	REPORTS ~e	DOES NOT REPORT ~f	NONE ~g	ANY ~h
Significance Level: 95%									
Unweighted total	62	34	18	9	62	37	23	18	36
Effective Weighted Sample	45	25	12	7	45	28	16	12	27
Total	64	34	17	12	64	40	23	15	41
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

All interviewing conducted using an online panel. Any break column with 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						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	2567	413	426	520	406	378	424	2567	1279	1264	746	669	541	596	1415	1137	2567
Effective Weighted Sample	1922	324	335	396	315	280	294	1922	945	962	553	517	431	445	1065	872	1922
Total	2536	360	504	461	443	385	383	2536	1282	1230	740	789	518	468	1529	986	2536
USE ONE PROFILE	1051	176	257	239	169	121	88	1051	567	474	308	312	232	188	620	420	1051
	41%	49%	51%	52%	38%	31%	23%	41%	44%	39%	42%	39%	45%	40%	41%	43%	41%
		defg	defg	defg	f	f		ef	i								
USE MORE THAN ONE PROFILE	188	66	43	36	24	15	4	188	116	69	59	52	50	27	111	77	188
	7%	18%	8%	8%	5%	4%	1%	7%	9%	6%	8%	7%	10%	6%	7%	8%	7%
		bcdefg	ef	ef	f	f		ef	i			m					
DON'T KNOW HOW MANY PROFILES	19	6	2	5	4	-	2	19	11	7	8	4	1	7	11	8	19
	1%	2%	*%	1%	1%	-%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%
		e												l			
USE BUT DON'T HAVE A PROFILE	1277	112	202	180	246	249	289	1277	587	679	365	421	235	246	786	481	1277
	50%	31%	40%	39%	55%	65%	75%	50%	46%	55%	49%	53%	45%	53%	51%	49%	50%
			a	a	abc	abcdg	abcdeg	abc		h		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.

**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	2567	1788	268	240	271	2567	2303	264	348	2219	425	1178	956	2567	463	957	697
Effective Weighted Sample	1922	1503	221	202	231	1922	1712	212	262	1660	311	893	717	1922	353	705	525
Total	2536	2141	219	108	67	2536	2227	308	348	2188	436	1174	912	2536	448	893	734
USE ONE PROFILE	1051 41%	869 41%	108 49% ae	44 41%	31 45%	1051 41%	935 42%	116 37%	129 37%	921 42%	134 31%	452 39% j	464 51% jkm	1051 41% j	210 47% o	356 40%	306 42%
USE MORE THAN ONE PROFILE	188 7%	160 7%	14 6%	9 8%	6 8%	188 7%	179 8% g	9 3%	24 7%	164 8%	23 5%	93 8%	72 8%	188 7%	43 10% o	51 6%	53 7%
DON'T KNOW HOW MANY PROFILES	19 1%	16 1%	1 *% ae	2 1%	1 1%	19 1%	18 1%	1 *% g	1 *% h	18 1%	10 2% klm	5 *% j	4 *% jkm	19 1% m	4 1% n	5 1% o	2 *% p
USE BUT DON'T HAVE A PROFILE	1277 50%	1097 51% b	96 44%	54 50%	31 45%	1277 50%	1095 49%	182 59% f	194 56%	1084 50%	269 62% klm	624 53% l	372 41%	1277 50% l	191 43%	481 54% n	374 51% 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2567	531	1297	688	2567	972	1381	1514	878
Effective Weighted Sample	1922	397	971	518	1922	715	1043	1102	684
Total	2536	546	1290	643	2536	922	1376	1408	941
USE ONE PROFILE	1051	236	519	271	1051	374	586	548	435
	41%	43%	40%	42%	41%	41%	43%	39%	46%
									g
USE MORE THAN ONE PROFILE	188	56	93	38	188	106	66	100	71
	7%	10%	7%	6%	7%	12%	5%	7%	8%
		c				f			
DON'T KNOW HOW MANY PROFILES	19	4	7	7	19	7	2	8	6
	1%	1%	1%	1%	1%	1%	*%	1%	1%
						f			
USE BUT DON'T HAVE A PROFILE	1277	249	670	327	1277	434	722	752	429
	50%	46%	52%	51%	50%	47%	52%	53%	46%
			a				e	h	

Columns Tested: a,b,c,d - e,f - g,h

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

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

Base : All respondents who use Yubo for social media

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK ~p
Significance Level: 95%																	
Unweighted total	45	20	11	8	2	1	3	45	23	20	19	10	9	6	29	15	45
Effective Weighted Sample	33	15	8	7	1	1	2	33	18	13	12	7	8	5	19	14	33
Total	44	15	13	10	2	1	3	44	27	16	17	11	9	6	28	15	44
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.

**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	45	33	2	3	7	45	44	1	3	42	8	16	21	45	11	10	11
Effective Weighted Sample	33	28	2	3	7	33	32	1	2	31	5	12	17	33	8	7	8
Total	44	39	2	1	1	44	43	1	2	42	7	14	23	44	11	9	11
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.

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

Base : All respondents who use Yubo for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c	ALL ~d	REPORTS ~e	DOES NOT REPORT ~f	NONE ~g	ANY ~h
Significance Level: 95%									
Unweighted total	45	18	16	7	45	25	15	16	21
Effective Weighted Sample	33	14	12	5	33	17	11	10	17
Total	44	20	13	8	44	24	14	12	23
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

All interviewing conducted using an online panel. Any break column with 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	143	84	25	15	9	3	7	143	53	86	62	37	18	25	99	43	143
Effective Weighted Sample	103	65	19	10	7	3	6	103	38	64	44	27	14	19	70	33	103
Total	127	65	31	12	10	5	3	127	52	72	55	35	16	19	91	35	127
USE ONE PROFILE	80	**	**	**	**	**	**	80	**	**	**	**	**	**	**	**	80
	64%	**	**	**	**	**	**	64%	**	**	**	**	**	**	**	**	64%
USE MORE THAN ONE PROFILE	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	1%
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**	3
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	3%
USE BUT DON'T HAVE A PROFILE	42	**	**	**	**	**	**	42	**	**	**	**	**	**	**	**	42
	33%	**	**	**	**	**	**	33%	**	**	**	**	**	**	**	**	33%

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



All interviewing conducted using an online panel. Any break column with 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	143	90	14	13	26	143	133	10	18	125	23	60	60	143	39	31	38
Effective Weighted Sample	103	78	11	11	25	103	94	9	14	89	17	46	41	103	29	24	24
Total	127	103	13	5	5	127	115	11	16	110	24	53	50	127	37	30	27
USE ONE PROFILE	80 64%	** **	** **	** **	** **	80 64%	73 63%	** **	** **	70 64%	** **	** **	** **	80 64%	** **	** **	** **
USE MORE THAN ONE PROFILE	1 1%	** **	** **	** **	** **	1 1%	1 1%	** **	** **	1 1%	** **	** **	** **	1 1%	** **	** **	** **
DON'T KNOW HOW MANY PROFILES	3 3%	** **	** **	** **	** **	3 3%	3 3%	** **	** **	3 3%	** **	** **	** **	3 3%	** **	** **	** **
USE BUT DON'T HAVE A PROFILE	42 33%	** **	** **	** **	** **	42 33%	39 34%	** **	** **	36 33%	** **	** **	** **	42 33%	** **	** **	** **

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

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h
Unweighted total	143	54	60	25	143	71	66	83	47
Effective Weighted Sample	103	38	44	18	103	53	46	60	34
Total	127	46	51	24	127	63	58	66	49
USE ONE PROFILE	80	**	**	**	80	**	**	**	**
	64%	**	**	**	64%	**	**	**	**
USE MORE THAN ONE PROFILE	1	**	**	**	1	**	**	**	**
	1%	**	**	**	1%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	3	**	**	**	3	**	**	**	**
	3%	**	**	**	3%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	42	**	**	**	42	**	**	**	**
	33%	**	**	**	33%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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 (WAVE 1)/ use (WAVE 2) 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	716	226	164	155	84	50	37	716	332	371	243	190	153	128	433	281	716
Effective Weighted Sample	544	180	131	118	69	38	25	544	245	290	184	146	122	97	328	218	544
Total	718	189	207	135	104	52	30	718	335	373	241	220	149	105	461	254	718
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	263	70	74	62	**	**	**	263	120	139	93	90	46	32	183	77	263
	37%	37%	36%	46%	**	**	**	37%	36%	37%	38%	41%	31%	30%	40%	31%	37%
												o			o		
I have different accounts for sharing/ posting my own content and for following other people	226	66	68	42	**	**	**	226	116	106	72	77	47	29	149	77	226
	31%	35%	33%	31%	**	**	**	31%	35%	29%	30%	35%	32%	28%	32%	30%	31%
I have separate account(s) for business purposes/ for promoting my business	222	52	64	52	**	**	**	222	112	107	76	64	49	33	140	82	222
	31%	28%	31%	39%	**	**	**	31%	33%	29%	31%	29%	33%	31%	30%	32%	31%
I have one account for my closest friends and another for my wider circle of friends	186	56	58	23	**	**	**	186	90	94	64	54	44	26	117	69	186
	26%	30%	28%	17%	**	**	**	26%	27%	25%	26%	24%	29%	24%	25%	27%	26%
		c	c					c									
I have a 'real' or authentic account and another that is my curated or photoshopped one	139	26	48	23	**	**	**	139	79	59	48	40	36	13	88	49	139
	19%	14%	23%	17%	**	**	**	19%	23%	16%	20%	18%	24%	12%	19%	19%	19%
			a						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.

**IN18. Which of these are reasons why you have (WAVE 1)/ use (WAVE 2) 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	716	226	164	155	84	50	37	716	332	371	243	190	153	128	433	281	716
Effective Weighted Sample	544	180	131	118	69	38	25	544	245	290	184	146	122	97	328	218	544
Total	718	189	207	135	104	52	30	718	335	373	241	220	149	105	461	254	718
I have an account for my parents/ family to see	136 19%	35 19%	39 19%	25 18%	** **	** **	** **	136 19%	83 25%	51 14%	44 18%	44 20%	32 21%	17 16%	88 19%	48 19%	136 19%
Some other reason	49 7%	7 4%	15 7%	11 8%	** **	** **	** **	49 7%	21 6%	27 7%	12 5%	23 10%	4 3%	11 10%	34 7%	15 6%	49 7%
Don't know	18 2%	5 3%	* *%	4 3%	** **	** **	** **	18 2%	9 3%	9 2%	5 2%	4 2%	4 3%	3 3%	9 2%	7 3%	18 2%

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

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

**IN18. Which of these are reasons why you have (WAVE 1)/ use (WAVE 2) 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	716	494	71	69	82	716	651	65	90	626	97	314	305	716	146	223	190
Effective Weighted Sample	544	424	58	60	68	544	490	53	67	477	76	239	230	544	110	170	141
Total	718	602	65	31	21	718	646	72	91	627	107	322	289	718	147	214	195
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	263 37%	213 35%	** **	** **	** **	263 37%	234 36%	** **	** **	239 38%	** **	114 35%	122 42%	263 37%	59 40%	75 35%	80 41%
I have different accounts for sharing/ posting my own content and for following other people	226 31%	196 32%	** **	** **	** **	226 31%	212 33%	** **	** **	203 32%	** **	110 34%	90 31%	226 31%	45 31%	67 31%	45 23%
I have separate account(s) for business purposes/ for promoting my business	222 31%	191 32%	** **	** **	** **	222 31%	204 32%	** **	** **	200 32%	** **	97 30%	104 36%	222 31%	43 29%	80 37%	52 27%
I have one account for my closest friends and another for my wider circle of friends	186 26%	158 26%	** **	** **	** **	186 26%	177 27%	** **	** **	164 26%	** **	80 25%	71 25%	186 26%	46 31%	56 26%	44 23%
I have a 'real' or authentic account and another that is my curated or photoshopped one	139 19%	116 19%	** **	** **	** **	139 19%	130 20%	** **	** **	123 20%	** **	63 20%	61 21%	139 19%	36 24%	33 15%	42 22%

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

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

**IN18. Which of these are reasons why you have (WAVE 1)/ use (WAVE 2) 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	716	494	71	69	82	716	651	65	90	626	97	314	305	716	146	223	190	
Effective Weighted Sample	544	424	58	60	68	544	490	53	67	477	76	239	230	544	110	170	141	
Total	718	602	65	31	21	718	646	72	91	627	107	322	289	718	147	214	195	
I have an account for my parents/ family to see	136 19%	116 19%	** **	** **	** **	136 19%	128 20%	** **	** **	127 20%	** **	62 19%	64 22%	136 19%	33 23%	39 18%	33 17%	
Some other reason	49 7%	42 7%	** **	** **	** **	49 7%	37 6%	** **	** **	42 7%	** **	20 6%	19 7%	49 7%	7 5%	14 7%	17 9%	
Don't know	18 2%	15 3%	** **	** **	** **	18 2%	18 3%	** **	** **	12 2%	** **	9 3%	6 2%	18 2%	2 1%	3 1%	4 2%	

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

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

**IN18. Which of these are reasons why you have (WAVE 1)/ use (WAVE 2) 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	716	191	346	167	716	340	317	383	266
Effective Weighted Sample	544	137	271	127	544	260	237	281	209
Total	718	195	355	154	718	336	316	349	295
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	263 37%	73 38%	126 35%	59 38%	263 37%	121 36%	123 39%	127 36%	112 38%
I have different accounts for sharing/ posting my own content and for following other people	226 31%	71 36%	110 31%	41 27%	226 31%	116 35%	90 28%	97 28%	97 33%
I have separate account(s) for business purposes/ for promoting my business	222 31%	50 26%	120 34%	48 31%	222 31%	105 31%	99 31%	93 27%	106 36% g
I have one account for my closest friends and another for my wider circle of friends	186 26%	59 30%	85 24%	38 25%	186 26%	104 31% f	69 22%	87 25%	79 27%
I have a 'real' or authentic account and another that is my curated or photoshopped one	139 19%	55 28% bcd	64 18%	17 11%	139 19% c	72 21%	53 17%	53 15%	67 23% g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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 (WAVE 1)/ use (WAVE 2) 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	716	191	346	167	716	340	317	383	266
Effective Weighted Sample	544	137	271	127	544	260	237	281	209
Total	718	195	355	154	718	336	316	349	295
I have an account for my parents/ family to see	136 19%	44 23%	56 16%	34 22%	136 19%	73 22%	50 16%	59 17%	60 20%
Some other reason	49 7%	12 6%	24 7%	13 8%	49 7%	16 5%	29 9%	27 8%	20 7%
Don't know	18 2%	2 1%	12 3%	2 1%	18 2%	7 2%	9 3%	13 4%	1 1%

Columns Tested: a,b,c,d - e,f - g,h



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

**IN15D. You said earlier you used the following apps or sites to upload your own content online. Which, if any, of these are reasons why you do this? (ADDED AT WAVE 2) (MULTICODE)**

Base : All respondents at Wave 2 that say they upload their own content online (whether video or livestreaming content)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1067	215	257	291	140	93	71	1067	541	511	360	265	241	195	625	436	1067
Effective Weighted Sample	813	171	203	224	112	69	47	813	401	402	267	207	193	152	473	344	813
Total	1082	187	312	268	160	99	57	1082	555	512	364	313	234	162	678	395	1082
It's fun/ it helps pass the time	595	104	179	149	90	**	**	595	286	299	182	193	120	93	375	213	595
	55%	56%	58%	56%	56%	**	**	55%	52%	58%	50%	62%	51%	58%	55%	54%	55%
												jl					
It's a good way to keep in touch with people	565	73	164	161	89	**	**	565	269	290	199	174	102	85	372	187	565
	52%	39%	53%	60%	56%	**	**	52%	48%	57%	54%	55%	44%	53%	55%	47%	52%
			a	ag	a			a		h	l	l			lo		l
It helps me to feel creative	505	92	173	131	52	**	**	505	247	247	172	164	100	63	336	164	505
	47%	49%	55%	49%	33%	**	**	47%	45%	48%	47%	52%	43%	39%	50%	41%	47%
		d	dg	d				d				mo			mo		
I like to be seen and heard online	334	51	120	96	29	**	**	334	184	147	114	100	76	42	214	118	334
	31%	27%	39%	36%	18%	**	**	31%	33%	29%	31%	32%	33%	26%	32%	30%	31%
			adg	d				d									
I like to broadcast to an audience	270	36	85	81	39	**	**	270	170	99	99	78	55	37	177	92	270
	25%	19%	27%	30%	24%	**	**	25%	31%	19%	27%	25%	24%	23%	26%	23%	25%
				a				i									
None of these	34	5	4	6	2	**	**	34	19	15	15	6	7	6	21	13	34
	3%	2%	1%	2%	1%	**	**	3%	3%	3%	4%	2%	3%	4%	3%	3%	3%
Don't know	9	4	-	3	-	**	**	9	2	6	3	-	3	3	3	6	9
	1%	2%	-%	1%	-%	**	**	1%	-%	1%	1%	-%	1%	2%	-%	2%	1%
		b												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.

**IN15D. You said earlier you used the following apps or sites to upload your own content online. Which, if any, of these are reasons why you do this? (ADDED AT WAVE 2) (MULTICODE)**

Base : All respondents at Wave 2 that say they upload their own content online (whether video or livestreaming content)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p
Unweighted total	1067	735	105	106	121	1067	987	80	127	940	163	432	472	1067	219	345	296
Effective Weighted Sample	813	636	88	85	105	813	745	67	97	716	129	334	351	813	167	261	220
Total	1082	905	101	46	29	1082	991	91	133	949	186	445	450	1082	224	337	303
It's fun/ it helps pass the time	595 55%	495 55%	53 52%	31 67%	16 54%	595 55%	546 55%	** **	64 48%	531 56%	63 34%	236 53%	296 66%	595 55%	129 58%	197 58%	155 51%
				ae								j	jkm	j			
It's a good way to keep in touch with people	565 52%	469 52%	57 56%	25 53%	15 51%	565 52%	518 52%	** **	66 50%	500 53%	62 33%	203 46%	300 67%	565 52%	122 54%	175 52%	176 58%
												j	jkm	jk			
It helps me to feel creative	505 47%	409 45%	59 58%	22 47%	15 54%	505 47%	457 46%	** **	37 28%	468 49%	68 37%	176 40%	261 58%	505 47%	112 50%	166 49%	133 44%
			ae							h			jkm	jk			
I like to be seen and heard online	334 31%	279 31%	27 27%	15 32%	12 42%	334 31%	304 31%	** **	27 20%	307 32%	44 24%	128 29%	161 36%	334 31%	71 32%	109 32%	95 31%
					abe					h			j				
I like to broadcast to an audience	270 25%	227 25%	23 23%	11 25%	8 29%	270 25%	248 25%	** **	23 17%	247 26%	31 17%	107 24%	132 29%	270 25%	55 25%	88 26%	83 27%
													j	j			
None of these	34 3%	31 3%	2 2%	1 1%	* 2%	34 3%	26 3%	** **	1 1%	33 3%	4 2%	15 3%	15 3%	34 3%	9 4%	9 3%	9 3%
Don't know	9 1%	6 1%	2 2%	- -%	* 1%	9 1%	7 1%	** **	5 4%	4 *%	4 2%	5 1%	- -%	9 1%	1 1%	1 *%	1 *%
									i		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.

**IN15D. You said earlier you used the following apps or sites to upload your own content online. Which, if any, of these are reasons why you do this? (ADDED AT WAVE 2) (MULTICODE)**

Base : All respondents at Wave 2 that say they upload their own content online (whether video or livestreaming content)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1067	289	495	260	1067	437	537	509	457
Effective Weighted Sample	813	220	370	204	813	334	407	369	362
Total	1082	308	495	253	1082	435	547	467	505
It's fun/ it helps pass the time	595	153	282	149	595	219	333	247	297
	55%	50%	57%	59%	55%	50%	61%	53%	59%
It's a good way to keep in touch with people	565	148	267	140	565	208	323	224	304
	52%	48%	54%	55%	52%	48%	59%	48%	60%
It helps me to feel creative	505	137	224	132	505	204	262	194	266
	47%	45%	45%	52%	47%	47%	48%	42%	53%
I like to be seen and heard online	334	103	152	73	334	136	174	116	187
	31%	33%	31%	29%	31%	31%	32%	25%	37%
I like to broadcast to an audience	270	96	112	55	270	108	139	93	156
	25%	31%	23%	22%	25%	25%	25%	20%	31%
None of these	34	11	15	4	34	16	16	25	9
	3%	3%	3%	2%	3%	4%	3%	5%	2%
Don't know	9	-	5	3	9	3	3	6	1
	1%	-%	1%	1%	1%	1%	-%	1%	-%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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							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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2956	368	572	525	533	473	484	2956	1377	1554	854	891	609	576	1746	1185	2956	
	95%	99%	99%	99%	97%	93%	86%	95%	94%	97%	96%	97%	94%	94%	96%	94%	95%	
		defg	defg	efg	ef	f		f		h		mo			mo			
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2853	372	569	518	518	443	433	2853	1372	1455	829	862	597	541	1692	1138	2853	
	92%	100%	99%	97%	94%	87%	77%	92%	93%	91%	93%	94%	93%	88%	93%	90%	92%	
		bcdefg	defg	defg	ef	f		ef	i		mo	mo	m		mo		m	
USES SOCIAL MEDIA APPS OR SITES	2808	368	572	515	508	442	402	2808	1296	1488	807	845	592	541	1652	1134	2808	
	91%	99%	99%	97%	92%	87%	72%	91%	88%	93%	91%	92%	92%	88%	91%	90%	91%	
		cdefg	cdefg	defg	ef	f		ef		h			m		m			
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	2026	325	481	425	351	256	188	2026	985	1023	591	589	465	367	1180	832	2026	
	65%	88%	84%	80%	64%	50%	34%	65%	67%	64%	66%	64%	72%	60%	65%	66%	65%	
		cdefg	defg	defg	ef	f		ef			m		jkmnop		m	m	m	
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056	
	99%	100%	100%	100%	99%	98%	95%	99%	99%	99%	99%	99%	98%	98%	99%	98%	99%	
		efg	efg	ef	f	f		f										
USES NONE OF THESE	43	-	-	2	3	9	30	43	22	21	11	7	10	13	18	22	43	
	1%	-%	-%	*%	1%	2%	5%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	
						abc	abcdeg	ab										
USES ALL FOUR TYPES OF APPS/ SITES	1928	321	476	415	325	235	157	1928	926	986	558	570	443	343	1128	786	1928	
	62%	86%	83%	78%	59%	46%	28%	62%	63%	61%	63%	62%	69%	56%	62%	63%	62%	
		cdefg	defg	defg	ef	f		ef			m	m	jkmnop		m	m	m	

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

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

**SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA**

Base : All respondents

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2956 95%	2500 95%	248 95%	132 95%	75 97%	2956 95%	2560 96%	395 93%	455 97%	2500 95%	634 90%	1337 97%	956 99%	2956 95%	501 97%	1056 93%	855 98%
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2853 92%	2399 91%	252 97%	126 91%	75 97%	2853 92%	2490 93%	362 85%	432 92%	2421 92%	564 80%	1309 95%	961 99%	2853 92%	500 96%	1007 89%	815 93%
USES SOCIAL MEDIA APPS OR SITES	2808 91%	2366 90%	245 94%	125 89%	73 95%	2808 91%	2446 91%	362 85%	435 92%	2373 90%	574 81%	1265 91%	945 98%	2808 91%	493 95%	990 87%	802 92%
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	2026 65%	1690 64%	186 72%	90 65%	59 76%	2026 65%	1830 68%	196 46%	313 66%	1713 65%	330 47%	878 64%	818 85%	2026 65%	403 78%	678 60%	541 62%
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	3056 99%	2585 99%	258 99%	136 98%	77 100%	3056 99%	2641 99%	415 98%	471 100%	2585 98%	681 96%	1375 99%	967 100%	3056 99%	516 100%	1107 98%	870 100%
USES NONE OF THESE	43 1%	37 1%	2 1%	3 2%	* **%	43 1%	33 1%	9 2%	* **%	42 2%	26 4%	8 1%	- -%	43 1%	2 **%	28 2%	3 **%
USES ALL FOUR TYPES OF APPS/ SITES	1928 62%	1604 61%	180 69%	87 62%	57 74%	1928 62%	1744 65%	185 44%	297 63%	1631 62%	296 42%	835 60%	797 82%	1928 62%	386 74%	644 57%	517 59%

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

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2956	626	1500	765	2956	1059	1639	1691	1056
	95%	95%	95%	97%	95%	95%	96%	94%	98%
									g
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2853	603	1448	740	2853	1031	1563	1588	1055
	92%	91%	92%	94%	92%	93%	91%	88%	98%
									g
USES SOCIAL MEDIA APPS OR SITES	2808	594	1413	741	2808	1011	1545	1560	1046
	91%	90%	90%	94%	91%	91%	90%	87%	97%
				abd					g
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	2026	441	996	543	2026	770	1042	1012	838
	65%	67%	63%	69%	65%	69%	61%	56%	78%
				b		f			g
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	3056	654	1552	786	3056	1096	1692	1766	1076
	99%	99%	98%	99%	99%	98%	99%	98%	100%
									g
USES NONE OF THESE	43	8	25	5	43	17	24	35	3
	1%	1%	2%	1%	1%	2%	1%	2%	*%
								h	
USES ALL FOUR TYPES OF APPS/ SITES	1928	418	948	517	1928	732	991	947	816
	62%	63%	60%	65%	62%	66%	58%	53%	76%
				b		f			g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
YouTube	2536	360	504	461	443	385	383	2536	1282	1230	740	789	518	468	1529	986	2536
	82%	97%	88%	86%	80%	76%	68%	82%	87%	77%	83%	86%	80%	76%	84%	78%	82%
		bcdefg	defg	defg	f	f	ef	i	mo	lmop					lmo		mo
WhatsApp	2480	309	482	467	454	405	363	2480	1109	1349	720	768	508	461	1488	969	2480
	80%	83%	84%	88%	82%	80%	65%	80%	75%	84%	81%	83%	79%	75%	82%	77%	80%
		f	f	defg	f	f	f	f	h	h	m	mo			mo		mo
Facebook	2392	229	493	453	463	384	370	2392	1075	1306	662	704	527	479	1367	1006	2392
	77%	62%	86%	85%	84%	76%	66%	77%	73%	81%	74%	76%	82%	78%	75%	80%	77%
			aefg	aefg	aefg	af	af	af	h				jknp		jn		
Instagram	1796	314	498	389	274	196	124	1796	776	1003	553	562	373	295	1115	668	1796
	58%	85%	87%	73%	50%	39%	22%	58%	53%	63%	62%	61%	58%	48%	62%	53%	58%
		cdefg	cdefg	defg	ef	f	def	def	h	mo	mo	mo	m		mop		mo
TikTok	1377	316	390	284	193	126	68	1377	600	759	409	413	298	248	822	545	1377
	44%	85%	68%	53%	35%	25%	12%	44%	41%	47%	46%	45%	46%	40%	45%	43%	44%
		bcdefg	cdefg	defg	ef	f	def	def	h	h	m				m		
Snapchat	1046	303	343	187	128	50	33	1046	467	564	322	332	208	175	654	383	1046
	34%	82%	60%	35%	23%	10%	6%	34%	32%	35%	36%	36%	32%	28%	36%	30%	34%
		bcdefg	cdefg	def	ef	f	def	def	mo	mo	mo	mo			mo		m
FaceTime	971	182	208	195	151	119	117	971	361	599	330	282	181	166	612	347	971
	31%	49%	36%	37%	27%	24%	21%	31%	25%	37%	37%	31%	28%	27%	34%	28%	31%
		bcdefg	def	defg	f		ef	ef	h	h	klmop				lmo		mo
X/Twitter (amended to X/Twitter at Wave 2)	780	124	192	143	138	110	73	780	447	329	238	246	171	116	484	287	780
	25%	33%	33%	27%	25%	22%	13%	25%	30%	21%	27%	27%	27%	19%	27%	23%	25%
		cdefg	cdefg	f	f	f	f	f	i		m	m	m		mo		m
Microsoft Teams	717	91	196	158	131	99	43	717	336	376	269	267	108	70	536	178	717
	23%	24%	34%	30%	24%	19%	8%	23%	23%	23%	30%	29%	17%	11%	30%	14%	23%
		f	adefg	efg	f	f	f	f			lmop	lmop	m		lmop		lmo
Zoom	665	62	183	141	98	84	97	665	306	355	278	212	98	72	490	170	665
	21%	17%	32%	27%	18%	16%	17%	21%	21%	22%	31%	23%	15%	12%	27%	14%	21%
			adefg	adefg			ae				klmop	lmo			lmop		lmo

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

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

Base : All respondents

	Total	AGE							GENDER			SEG					
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
LinkedIn	649	52	166	147	109	115	60	649	354	292	256	235	101	54	491	155	649
	21%	14%	29%	28%	20%	23%	11%	21%	24%	18%	29%	25%	16%	9%	27%	12%	21%
			adfg	adfg	af	af		af	i		lmop	lmop	m		lmop	m	lmo
iMessage (by Apple)	613	114	149	124	91	70	66	613	237	371	198	194	124	90	392	214	613
	20%	31%	26%	23%	17%	14%	12%	20%	16%	23%	22%	21%	19%	15%	22%	17%	20%
		cdefg	defg	def	f			ef		h	mo	mo	m		mo		m
Pinterest	601	126	146	111	93	71	53	601	170	419	171	199	125	102	370	227	601
	19%	34%	25%	21%	17%	14%	10%	19%	12%	26%	19%	22%	19%	17%	20%	18%	19%
		bcdefg	defg	ef	f	f		ef		h		m					
Skype	436	29	104	90	79	54	80	436	244	191	149	134	101	49	283	150	436
	14%	8%	18%	17%	14%	11%	14%	14%	17%	12%	17%	15%	16%	8%	16%	12%	14%
			aeg	ae	a		a	a	i		mo	m	mo		mo	m	m
Telegram	390	49	131	101	51	43	17	390	260	130	132	111	98	42	243	140	390
	13%	13%	23%	19%	9%	8%	3%	13%	18%	8%	15%	12%	15%	7%	13%	11%	13%
		ef	adefg	adefg	f	f		ef	i		mo	m	mo		m	m	m
Reddit	349	80	116	69	51	21	12	349	214	130	109	129	65	44	238	109	349
	11%	22%	20%	13%	9%	4%	2%	11%	15%	8%	12%	14%	10%	7%	13%	9%	11%
		cdefg	cdefg	ef	ef			ef	i		mo	lmo			mo		mo
Twitch	345	116	115	64	28	11	12	345	237	103	137	87	72	45	224	117	345
	11%	31%	20%	12%	5%	2%	2%	11%	16%	6%	15%	9%	11%	7%	12%	9%	11%
		bcdefg	cdefg	def	ef			def	i		klmop		m		mo		m
Discord	307	96	108	48	34	12	8	307	206	95	120	90	61	36	210	97	307
	10%	26%	19%	9%	6%	2%	2%	10%	14%	6%	13%	10%	9%	6%	12%	8%	10%
		bcdefg	cdefg	ef	ef			def	i		klmop	m	m		mo		mo
Google Chat/ Google Meet	281	32	106	71	37	19	16	281	148	132	113	83	52	31	196	83	281
	9%	9%	18%	13%	7%	4%	3%	9%	10%	8%	13%	9%	8%	5%	11%	7%	9%
		ef	acdefg	adefg	f			ef			klmop	m	m		mo		mo
Vimeo	134	8	44	40	28	9	4	134	90	43	56	43	19	15	99	35	134
	4%	2%	8%	8%	5%	2%	1%	4%	6%	3%	6%	5%	3%	2%	5%	3%	4%
			aefg	aefg	aef			ef	i		lmop	mo			lmo		mo

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



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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
WeChat	132	9	52	41	12	11	7	132	89	42	55	38	26	14	92	39	132
	4%	3%	9%	8%	2%	2%	1%	4%	6%	3%	6%	4%	4%	2%	5%	3%	4%
			adefg	adefg				df		i	mop				mo		m
BeReal	127	65	31	12	10	5	3	127	52	72	55	35	16	19	91	35	127
	4%	18%	5%	2%	2%	1%	1%	4%	4%	5%	6%	4%	3%	3%	5%	3%	4%
		bcdefg	cdef	f				def			lmop				lo		
Dailymotion	126	12	47	28	20	10	8	126	76	49	50	45	16	15	96	31	126
	4%	3%	8%	5%	4%	2%	1%	4%	5%	3%	6%	5%	3%	2%	5%	2%	4%
			adefg	ef	f			f		i	lmo	lmo			lmo		o
Viber	122	7	43	35	23	5	8	122	67	55	48	34	23	17	82	39	122
	4%	2%	7%	7%	4%	1%	1%	4%	5%	3%	5%	4%	4%	3%	5%	3%	4%
			aefg	aefg	ef			ef			mo						
Tumblr	111	20	43	18	17	6	7	111	57	51	37	43	17	14	80	31	111
	4%	5%	7%	3%	3%	1%	1%	4%	4%	3%	4%	5%	3%	2%	4%	2%	4%
		ef	cdefg	ef				ef				mo			mo		
Signal	97	8	24	28	23	7	7	97	63	35	47	22	16	11	69	27	97
	3%	2%	4%	5%	4%	1%	1%	3%	4%	2%	5%	2%	2%	2%	4%	2%	3%
			ef	aefg	ef			f		i	klmop				mo		
OnlyFans	93	12	34	25	14	3	6	93	78	15	47	26	14	6	73	20	93
	3%	3%	6%	5%	2%	1%	1%	3%	5%	1%	5%	3%	2%	1%	4%	2%	3%
		ef	defg	ef	e			ef		i	klmop	m			mo		mo
Kik	73	6	25	19	11	7	5	73	40	33	28	19	11	15	47	26	73
	2%	2%	4%	4%	2%	1%	1%	2%	3%	2%	3%	2%	2%	3%	3%	2%	2%
			aefg	ef													
Slack	71	4	33	24	7	2	1	71	42	27	39	16	11	4	56	15	71
	2%	1%	6%	5%	1%	1%	1%	2%	3%	2%	4%	2%	2%	1%	3%	1%	2%
			adefg	adefg				ef			klmop				mo		mo
YouNow	64	6	24	20	9	1	3	64	44	20	39	10	12	3	49	15	64
	2%	2%	4%	4%	2%	1%	1%	2%	3%	1%	4%	1%	2%	1%	3%	1%	2%
		e	adefg	efg	e			ef		i	klmop		m		kmo		m

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Yubo	44	15	13	10	2	1	3	44	27	16	17	11	9	6	28	15	44
	1%	4%	2%	2%	*%	*%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
		defg	def	de				e									
BitChute	41	4	13	14	7	1	1	41	31	10	23	7	6	6	29	11	41
	1%	1%	2%	3%	1%	*%	*%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%
			ef	efg	f			f	i		klmop						
Clubhouse	39	2	22	9	4	-	1	39	27	12	18	6	8	6	24	15	39
	1%	1%	4%	2%	1%	-%	*%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
			adefg	ef				e	i		k						
Other sites/ apps used	3	-	-	-	-	1	2	3	1	2	-	-	1	2	-	3	3
	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%
													n				
ANY OF THESE	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056
	99%	100%	100%	100%	99%	98%	95%	99%	99%	99%	99%	99%	98%	98%	99%	98%	99%
		efg	efg	ef	f	f		f									
NONE OF THESE	43	-	-	2	3	9	30	43	22	21	11	7	10	13	18	22	43
	1%	-%	-%	*%	1%	2%	5%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
						abc	abcdeg	ab									
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean score	6.5	8.5	8.8	7.6	5.9	4.8	3.7	6.5	6.5	6.4	7.3	6.7	6.2	5.2	7.0	5.7	6.5
		cdefg	cdefg	defg	ef	f		def			klmop	lmo	mo		lmop	m	mo
Standard deviation	4.21	3.36	4.95	4.40	3.57	2.76	2.76	4.21	4.52	3.91	4.87	3.95	3.87	3.58	4.43	3.76	4.21
Standard error	.08	.16	.23	.18	.16	.12	.11	.08	.12	.10	.16	.14	.15	.13	.11	.10	.08

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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
YouTube	2536 82%	2141 82%	219 84%	108 77%	67 87% ace	2536 82%	2227 83% g	308 73%	348 74%	2188 83% h	436 62%	1174 85% jm	912 94% jkm	2536 82% j	448 86% o	893 79%	734 84% o
WhatsApp	2480 80%	2095 80%	205 79%	113 81%	67 86% abe	2480 80%	2159 81% g	320 76%	398 84% i	2082 79%	481 68%	1105 80% j	874 90% jkm	2480 80% j	422 81%	879 77%	743 85% o
Facebook	2392 77%	2021 77%	200 77%	106 76%	65 84% abce	2392 77%	2071 77% g	321 76%	364 77%	2028 77%	463 65%	1049 76% j	858 89% jkm	2392 77% j	411 79%	888 78%	683 78%
Instagram	1796 58%	1506 57%	157 60%	78 56%	55 71% abce	1796 58%	1602 60% g	194 46%	261 55%	1535 58%	289 41%	772 56% j	726 75% jkm	1796 58% j	343 66% o	566 50%	540 62% o
TikTok	1377 44%	1158 44%	117 45%	62 45%	39 51% a	1377 44%	1260 47% g	117 28%	220 47%	1157 44%	251 35%	566 41% j	559 58% jkm	1377 44% j	294 57% op	429 38%	361 41%
Snapchat	1046 34%	856 33%	113 44% ace	45 32%	31 41% ae	1046 34%	960 36% g	86 20%	169 36%	877 33%	198 28%	441 32% jkm	404 42% j	1046 34% j	242 47% op	309 27%	254 29%
FaceTime	971 31%	815 31%	90 35%	46 33%	21 27%	971 31%	872 33% g	99 23%	133 28%	838 32%	172 24%	375 27% jkm	421 44% jk	971 31% o	181 35%	306 27%	291 33% o
X/Twitter (amended to X/Twitter at Wave 2)	780 25%	649 25%	69 26%	36 26%	26 34% ace	780 25%	704 26% g	76 18%	78 16%	703 27% h	75 11%	336 24% j	366 38% jkm	780 25% j	120 23%	268 24%	280 32% no
Microsoft Teams	717 23%	596 23%	75 29% ade	30 22%	16 21%	717 23%	650 24% g	67 16%	52 11%	665 25% h	63 9%	264 19% j	390 40% jkm	717 23% jk	117 23%	222 20%	277 32% no

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Zoom	665	557	63	28	17	665	606	58	43	622	51	226	388	665	100	233	234
	21%	21%	24%	20%	22%	21%	23%	14%	9%	24%	7%	16%	40%	21%	19%	20%	27%
							g			h		j	jkm	jk			no
LinkedIn	649	563	48	20	18	649	586	63	56	593	52	261	334	649	79	199	274
	21%	21%	18%	14%	24%	21%	22%	15%	12%	23%	7%	19%	35%	21%	15%	18%	31%
		c			c	c	g			h		j	jkm	j			no
iMessage (by Apple)	613	508	66	24	15	613	544	69	67	546	70	253	288	613	98	183	213
	20%	19%	26%	17%	19%	20%	20%	16%	14%	21%	10%	18%	30%	20%	19%	16%	24%
			ace							h		j	jkm	j			no
Pinterest	601	502	53	29	17	601	532	69	69	533	82	221	298	601	112	188	175
	19%	19%	20%	21%	22%	19%	20%	16%	15%	20%	12%	16%	31%	19%	22%	17%	20%
										h		j	jkm	jk	o		
Skype	436	366	38	18	14	436	386	50	28	408	45	187	203	436	69	154	148
	14%	14%	14%	13%	19%	14%	14%	12%	6%	16%	6%	14%	21%	14%	13%	14%	17%
										h		j	jkm	j			
Telegram	390	320	42	15	13	390	376	15	48	342	31	152	207	390	76	119	127
	13%	12%	16%	11%	17%	13%	14%	3%	10%	13%	4%	11%	21%	13%	15%	10%	15%
							g					j	jkm	j	o		o
Reddit	349	285	38	15	11	349	315	33	30	318	28	119	201	349	55	115	115
	11%	11%	15%	10%	14%	11%	12%	8%	6%	12%	4%	9%	21%	11%	11%	10%	13%
							g			h		j	jkm	jk			
Twitch	345	284	31	19	10	345	324	21	26	319	54	140	151	345	67	104	94
	11%	11%	12%	14%	13%	11%	12%	5%	6%	12%	8%	10%	16%	11%	13%	9%	11%
							g			h			jkm	j	o		
Discord	307	254	28	15	10	307	284	23	17	291	32	117	158	307	59	89	96
	10%	10%	11%	11%	13%	10%	11%	5%	4%	11%	5%	8%	16%	10%	11%	8%	11%
							g			h		j	jkm	j	o		o

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Google Chat/ Google Meet	281 9%	231 9%	32 12%	11 8%	6 8%	281 9%	257 10%	23 6%	16 3%	265 10%	30 4%	92 7%	159 16%	281 9%	54 10%	83 7%	104 12%
Vimeo	134 4%	112 4%	14 5%	4 3%	5 6%	134 4%	129 5%	6 1%	6 1%	129 5%	12 2%	36 3%	86 9%	134 4%	30 6%	37 3%	48 6%
WeChat	132 4%	111 4%	13 5%	5 3%	3 4%	132 4%	125 5%	7 2%	10 2%	121 5%	20 3%	34 2%	76 8%	132 4%	28 5%	41 4%	42 5%
BeReal	127 4%	103 4%	13 5%	5 3%	5 7% ae	127 4%	115 4%	11 3%	16 3%	110 4%	24 3%	53 4%	50 5%	127 4%	37 7%	30 3%	27 3%
Dailymotion	126 4%	114 4%	7 3%	1 1%	4 5% c	126 4%	121 5%	5 1%	8 2%	118 4%	16 2%	35 3%	75 8%	126 4%	26 5%	27 2%	44 5%
Viber	122 4%	103 4%	11 4%	4 3%	5 6%	122 4%	113 4%	9 2%	8 2%	114 4%	20 3%	40 3%	62 6%	122 4%	23 5%	33 3%	37 4%
Tumblr	111 4%	89 3%	16 6% ade	4 3%	1 2%	111 4%	97 4%	13 3%	7 2%	103 4%	11 2%	33 2%	67 7%	111 4%	25 5%	27 2%	42 5%
Signal	97 3%	86 3%	8 3% c	1 1%	3 3% c	97 3%	89 3%	9 2%	10 2%	87 3%	4 1%	38 3% j	55 6% jkm	97 3% j	15 3%	27 2%	37 4% o
OnlyFans	93 3%	82 3%	6 2%	3 2%	2 3%	93 3%	89 3%	4 1%	3 1%	90 3%	11 2%	38 3%	44 5% jkm	93 3%	25 5%	23 2%	26 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 USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Kik	73 2%	63 2%	7 3%	2 2%	2 2%	73 2%	68 3%	6 1%	15 3%	59 2%	8 1%	23 2%	42 4%	73 2%	16 3%	16 1%	27 3%
Slack	71 2%	60 2%	8 3%	1 1%	3 4%	71 2%	66 2%	5 1%	2 *%	69 3%	1 *%	18 1%	52 5%	71 2%	7 1%	19 2%	31 4%
YouNow	64 2%	56 2%	4 2%	1 1%	3 4%	64 2%	62 2%	2 *%	3 1%	61 2%	11 2%	27 2%	27 3%	64 2%	17 3%	14 1%	24 3%
Yubo	44 1%	39 1%	2 1%	1 1%	1 2%	44 1%	43 2%	1 *%	2 *%	42 2%	7 1%	14 1%	23 2%	44 1%	11 2%	9 1%	11 1%
BitChute	41 1%	36 1%	2 1%	* *%	2 2%	41 1%	39 1%	2 *%	2 *%	39 1%	6 1%	14 1%	21 2%	41 1%	11 2%	9 1%	9 1%
Clubhouse	39 1%	36 1%	* *%	- -%	2 3%	39 1%	37 1%	2 *%	2 *%	37 1%	1 *%	11 1%	27 3%	39 1%	7 1%	10 1%	15 2%
Other sites/ apps used	3 *%	2 *%	- -%	1 1%	- -%	3 *%	2 *%	1 *%	- -%	3 *%	2 *%	1 *%	- -%	3 *%	- -%	3 *%	- -%
ANY OF THESE	3056 99%	2585 99%	258 99%	136 98%	77 100%	3056 99%	2641 99%	415 98%	471 100%	2585 98%	681 96%	1375 99%	967 100%	3056 99%	516 100%	1107 98%	870 100%
NONE OF THESE	43 1%	37 1%	2 1%	3 2%	* *%	43 1%	33 1%	9 2%	* *%	42 2%	26 4%	8 1%	- -%	43 1%	2 *%	28 2%	3 *%
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean score	6.5	6.4	6.9 c	6.1	7.2 ace	6.5	6.7 g	4.9	5.3	6.7 h	4.3	6.0 j	8.9 jkm	6.5 jk	7.0 o	5.8	7.1 o

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Standard deviation	4.21	4.26	3.98	3.72	3.96	4.21	4.29	3.34	2.85	4.38	3.12	3.24	4.91	4.21	4.44	3.81	4.53
Standard error	.08	.09	.22	.21	.23	.08	.08	.18	.13	.09	.12	.09	.15	.08	.19	.11	.16

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

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
YouTube	2536 82%	546 82%	1290 82%	643 81%	2536 82%	922 83%	1376 80%	1408 78%	941 87%
WhatsApp	2480 80%	505 76%	1285 81%	641 81%	2480 80%	861 77%	1409 82%	1399 78%	933 86%
Facebook	2392 77%	487 74%	1202 76%	658 83% abd	2392 77%	860 77%	1328 77%	1320 73%	926 86%
Instagram	1796 58%	405 61%	900 57%	459 58%	1796 58%	659 59%	969 57%	852 47%	793 73%
TikTok	1377 44%	310 47%	656 42%	378 48% b	1377 44%	524 47% f	712 42%	641 36%	620 57%
Snapchat	1046 34%	276 42% bcd	483 31%	259 33%	1046 34%	429 39% f	501 29%	463 26%	474 44%
FaceTime	971 31%	230 35%	484 31%	237 30%	971 31%	377 34%	516 30%	494 27%	402 37%
X/Twitter (amended to X/Twitter at Wave 2)	780 25%	177 27%	400 25%	193 24%	780 25%	252 23%	471 27% e	422 23%	311 29%
Microsoft Teams	717 23%	153 23%	369 23%	182 23%	717 23%	220 20%	446 26% e	358 20%	316 29%

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Zoom	665	154	350	152	665	221	397	342	289
	21%	23%	22%	19%	21%	20%	23%	19%	27%
									g
LinkedIn	649	161	341	137	649	195	415	336	279
	21%	24%	22%	17%	21%	17%	24%	19%	26%
		c	c	c			e		g
iMessage (by Apple)	613	146	303	153	613	269	299	316	256
	20%	22%	19%	19%	20%	24%	17%	18%	24%
						f			g
Pinterest	601	122	313	153	601	259	300	295	258
	19%	18%	20%	19%	19%	23%	17%	16%	24%
						f			g
Skype	436	127	226	77	436	175	235	230	179
	14%	19%	14%	10%	14%	16%	14%	13%	17%
		bcd	c	c					g
Telegram	390	118	181	84	390	146	207	163	194
	13%	18%	11%	11%	13%	13%	12%	9%	18%
		bcd							g
Reddit	349	86	162	97	349	151	179	179	140
	11%	13%	10%	12%	11%	14%	10%	10%	13%
						f			g
Twitch	345	102	169	70	345	156	152	151	146
	11%	15%	11%	9%	11%	14%	9%	8%	14%
		bcd				f			g
Discord	307	71	151	82	307	137	144	157	126
	10%	11%	10%	10%	10%	12%	8%	9%	12%
						f			g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Google Chat/ Google Meet	281	75	136	62	281	97	158	104	163
	9%	11%	9%	8%	9%	9%	9%	6%	15%
Vimeo	134	35	58	35	134	62	62	45	78
	4%	5%	4%	4%	4%	6%	4%	3%	7%
WeChat	132	47	47	34	132	58	64	49	73
	4%	7%	3%	4%	4%	5%	4%	3%	7%
BeReal	127	46	51	24	127	63	58	66	49
	4%	7%	3%	3%	4%	6%	3%	4%	5%
Dailymotion	126	31	59	33	126	62	53	47	62
	4%	5%	4%	4%	4%	6%	3%	3%	6%
Viber	122	30	63	24	122	46	57	39	68
	4%	4%	4%	3%	4%	4%	3%	2%	6%
Tumblr	111	33	49	27	111	55	49	55	46
	4%	5%	3%	3%	4%	5%	3%	3%	4%
Signal	97	20	47	28	97	45	44	44	46
	3%	3%	3%	4%	3%	4%	3%	2%	4%
OnlyFans	93	33	34	22	93	45	43	29	54
	3%	5%	2%	3%	3%	4%	3%	2%	5%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Kik	73 2%	29 4%	23 1%	18 2%	73 2%	36 3%	31 2%	30 2%	38 4%
		bd				f			g
Slack	71 2%	19 3%	32 2%	18 2%	71 2%	23 2%	41 2%	17 1%	46 4%
									g
YouNow	64 2%	34 5%	17 1%	12 2%	64 2%	40 4%	23 1%	15 1%	41 4%
		bcd		b		f			g
Yubo	44 1%	20 3%	13 1%	8 1%	44 1%	24 2%	14 1%	12 1%	23 2%
		bcd				f			g
BitChute	41 1%	13 2%	15 1%	12 1%	41 1%	28 2%	10 1%	8 *	24 2%
						f			g
Clubhouse	39 1%	13 2%	18 1%	6 1%	39 1%	13 1%	22 1%	9 1%	27 3%
									g
Other sites/ apps used	3 *%	- -%	3 *%	- -%	3 *%	3 *%	- -%	3 *%	- -%
ANY OF THESE	3056 99%	654 99%	1552 98%	786 99%	3056 99%	1096 98%	1692 99%	1766 98%	1076 100%
									g
NONE OF THESE	43 1%	8 1%	25 2%	5 1%	43 1%	17 2%	24 1%	35 2%	3 *%
								h	
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean score	6.5	7.0	6.3	6.3	6.5	6.7	6.3	5.6	7.8
		bcd				f			g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Standard deviation	4.21	4.79	3.93	4.08	4.21	4.53	4.09	3.61	4.69
Standard error	.08	.19	.10	.14	.08	.13	.10	.08	.15

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3060	430	482	587	497	486	578	3060	1434	1601	865	770	656	751	1635	1407	3060
Effective Weighted Sample	2293	336	380	448	387	363	403	2293	1064	1213	644	593	522	560	1232	1078	2293
Total	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056
Strongly disagree	131 4%	18 5%	19 3%	19 4%	19 4%	17 3%	37 7%	131 4%	73 5%	57 4%	39 4%	35 4%	25 4%	29 5%	74 4%	54 4%	131 4%
							bcdg										
Slightly disagree	237 8%	31 8%	34 6%	24 5%	30 5%	56 11%	62 12%	237 8%	121 8%	116 7%	75 9%	71 8%	53 8%	37 6%	146 8%	90 7%	237 8%
		c				bcdg	bcdg	c									
Neither agree nor disagree	524 17%	49 13%	99 17%	81 15%	84 15%	113 23%	98 18%	524 17%	255 18%	261 17%	123 14%	157 17%	94 15%	144 24%	280 16%	238 19%	524 17%
						acd							jklnop		jl		
Slightly agree	1094 36%	117 32%	192 33%	199 37%	233 42%	167 33%	186 35%	1094 36%	493 34%	594 38%	319 36%	343 38%	233 37%	196 33%	662 37%	429 35%	1094 36%
					abefg												
Strongly agree	1009 33%	147 40%	229 40%	201 38%	172 31%	130 26%	130 24%	1009 33%	473 33%	526 33%	312 35%	291 32%	216 34%	179 30%	602 34%	394 32%	1009 33%
		defg	defg	efg	f			ef			m						
Don't know	63 2%	9 3%	4 1%	7 1%	10 2%	15 3%	18 3%	63 2%	32 2%	30 2%	11 1%	18 2%	14 2%	16 3%	29 2%	30 2%	63 2%
		b				b	bc										
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	368 12%	49 13%	53 9%	43 8%	50 9%	73 15%	100 19%	368 12%	195 13%	173 11%	114 13%	106 12%	78 12%	66 11%	220 12%	145 12%	368 12%
		c				bcd	abcdg	c									
TOTAL AGREE	2102 69%	264 71%	420 73%	400 75%	405 74%	297 60%	316 59%	2102 69%	966 67%	1120 71%	631 72%	634 69%	448 71%	375 62%	1264 71%	823 67%	2102 69%
		ef	ef	efg	efg			ef	h		mo	m	m		mo		m
TOTAL NEITHER/ DON'T KNOW	586 19%	58 16%	103 18%	88 17%	94 17%	128 26%	115 22%	586 19%	287 20%	291 18%	134 15%	175 19%	108 17%	160 27%	309 17%	268 22%	586 19%
						abcdg	a							jklnop	jl		j

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

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

**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	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
Strongly disagree	131 4%	116 4%	7 3%	5 4%	2 3%	131 4%	105 4%	25 6%	23 5%	108 4%	46 7%	56 4%	27 3%	131 4%	29 6%	41 4%	39 4%
Slightly disagree	237 8%	196 8%	23 9%	12 9%	7 9%	237 8%	204 8%	33 8%	33 7%	205 8%	60 9%	121 9%	56 6%	237 8%	36 7%	102 9%	66 8%
Neither agree nor disagree	524 17%	445 17%	43 17%	22 16%	13 17%	524 17%	446 17%	77 19%	100 21%	424 16%	186 27%	226 16%	106 11%	524 17%	94 18%	190 17%	107 12%
Slightly agree	1094 36%	931 36%	89 35%	47 34%	27 35%	1094 36%	933 35%	160 39%	155 33%	938 36%	199 29%	519 38%	363 38%	1094 36%	176 34%	403 36%	343 39%
Strongly agree	1009 33%	844 33%	88 34%	48 36%	28 36%	1009 33%	897 34%	111 27%	135 29%	873 34%	164 24%	426 31%	413 43%	1009 33%	168 33%	356 32%	310 36%
Don't know	63 2%	53 2%	7 3%	2 1%	* *%	63 2%	55 2%	7 2%	25 5%	37 1%	26 4%	27 2%	1 *%	63 2%	14 3%	15 1%	5 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	368 12%	312 12%	30 12%	17 12%	9 12%	368 12%	309 12%	59 14%	55 12%	313 12%	106 16%	177 13%	83 9%	368 12%	65 12%	143 13%	105 12%
TOTAL AGREE	2102 69%	1775 69%	177 69%	95 70%	54 71%	2102 69%	1830 69%	272 65%	291 62%	1812 70%	363 53%	945 69%	777 80%	2102 69%	344 67%	759 69%	653 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.

**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	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	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
TOTAL NEITHER/ DON'T KNOW	586	498	51	24	14	586	502	85	125	461	211	253	107	586	108	205	112
	19%	19%	20%	18%	18%	19%	19%	20%	27%	18%	31%	18%	11%	19%	21%	19%	13%
									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.

**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	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
Strongly disagree	131 4%	47 7%	57 4%	25 3%	131 4%	57 5%	67 4%	82 5%	40 4%
		bcd							
Slightly disagree	237 8%	40 6%	137 9%	55 7%	237 8%	109 10%	115 7%	149 8%	70 7%
						f			
Neither agree nor disagree	524 17%	89 14%	257 17%	151 19%	524 17%	180 16%	259 15%	300 17%	159 15%
				a					
Slightly agree	1094 36%	209 32%	573 37%	301 38%	1094 36%	380 35%	634 37%	652 37%	378 35%
				a					
Strongly agree	1009 33%	254 39%	500 32%	239 30%	1009 33%	352 32%	595 35%	541 31%	419 39%
		bcd							g
Don't know	63 2%	15 2%	27 2%	15 2%	63 2%	18 2%	23 1%	42 2%	10 1%
								h	
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	368 12%	87 13%	194 13%	81 10%	368 12%	167 15%	182 11%	231 13%	110 10%
						f			
TOTAL AGREE	2102 69%	463 71%	1073 69%	540 69%	2102 69%	732 67%	1228 73%	1192 68%	797 74%
							e		g

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
TOTAL NEITHER/ DON'T KNOW	586	104	284	166	586	198	282	342	169
	19%	16%	18%	21%	19%	18%	17%	19%	16%
				a				h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3060	430	482	587	497	486	578	3060	1434	1601	865	770	656	751	1635	1407	3060
Effective Weighted Sample	2293	336	380	448	387	363	403	2293	1064	1213	644	593	522	560	1232	1078	2293
Total	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056
Strongly disagree	320 10%	21 6%	47 8%	32 6%	50 9%	65 13%	104 20%	320 10%	185 13%	133 8%	105 12%	88 10%	62 10%	63 11%	193 11%	126 10%	320 10%
Slightly disagree	382 13%	47 13%	56 10%	56 11%	77 14%	76 15%	70 13%	382 13%	189 13%	191 12%	116 13%	104 11%	80 13%	79 13%	220 12%	158 13%	382 13%
Neither agree nor disagree	768 25%	72 19%	110 19%	128 24%	141 26%	166 33%	151 28%	768 25%	376 26%	386 24%	183 21%	225 25%	164 26%	189 31%	408 23%	353 29%	768 25%
Slightly agree	825 27%	135 36%	162 28%	167 32%	159 29%	108 22%	94 18%	825 27%	364 25%	457 29%	251 29%	255 28%	171 27%	144 24%	506 28%	315 25%	825 27%
Strongly agree	656 21%	81 22%	196 34%	137 26%	108 20%	72 14%	62 12%	656 21%	292 20%	357 23%	199 23%	210 23%	142 22%	101 17%	409 23%	243 20%	656 21%
Don't know	105 3%	16 4%	5 1%	11 2%	12 2%	12 2%	49 9%	105 3%	42 3%	61 4%	27 3%	32 3%	17 3%	25 4%	58 3%	41 3%	105 3%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	702 23%	67 18%	103 18%	88 17%	128 23%	141 28%	175 33%	702 23%	373 26%	323 20%	220 25%	192 21%	142 22%	142 24%	412 23%	284 23%	702 23%
TOTAL AGREE	1481 48%	216 58%	358 62%	304 57%	267 49%	180 36%	156 29%	1481 48%	656 45%	814 51%	449 51%	465 51%	312 49%	245 41%	915 51%	557 45%	1481 48%
TOTAL NEITHER/ DON'T KNOW	874 29%	88 24%	115 20%	139 26%	154 28%	178 36%	200 38%	874 29%	418 29%	447 28%	209 24%	257 28%	181 28%	214 36%	466 26%	394 32%	874 29%

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

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

**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	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	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
Strongly disagree	320	273	23	18	6	320	272	48	42	277	97	151	67	320	42	132	98
	10%	11%	9%	13%	7%	10%	10%	12%	9%	11%	14%	11%	7%	10%	8%	12%	11%
				d							lm	l		l		n	
Slightly disagree	382	323	37	14	8	382	337	45	50	333	74	181	126	382	56	137	120
	13%	12%	14%	11%	10%	13%	13%	11%	11%	13%	11%	13%	13%	13%	11%	12%	14%
Neither agree nor disagree	768	652	64	36	16	768	636	132	147	622	195	339	220	768	150	283	186
	25%	25%	25%	26%	20%	25%	24%	32%	31%	24%	29%	25%	23%	25%	29%	26%	21%
							f		i		l			p			
Slightly agree	825	693	71	37	24	825	711	114	120	705	148	396	277	825	127	295	257
	27%	27%	28%	27%	31%	27%	27%	27%	26%	27%	22%	29%	29%	27%	25%	27%	30%
												j	j	j			
Strongly agree	656	552	56	26	22	656	593	62	94	561	117	270	262	656	129	226	190
	21%	21%	22%	19%	28%	21%	22%	15%	20%	22%	17%	20%	27%	21%	25%	20%	22%
					ace		g						jkm	j			
Don't know	105	92	7	4	2	105	92	14	18	87	50	38	15	105	12	35	19
	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	7%	3%	2%	3%	2%	3%	2%
											klm			l			
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	702	596	60	33	14	702	609	93	92	610	171	332	193	702	99	269	218
	23%	23%	23%	24%	18%	23%	23%	22%	20%	24%	25%	24%	20%	23%	19%	24%	25%
											l	l			n	n	
TOTAL AGREE	1481	1244	127	63	46	1481	1304	176	214	1266	265	666	539	1481	256	521	447
	48%	48%	49%	46%	60%	48%	49%	42%	46%	49%	39%	48%	56%	48%	50%	47%	51%
					abce		g					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.

**IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)**

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
TOTAL NEITHER/ DON'T KNOW	874	745	71	40	18	874	728	145	165	709	245	377	235	874	162	317	205
	29%	29%	27%	30%	23%	29%	28%	35%	35%	27%	36%	27%	24%	29%	31%	29%	24%
								f	i		klm			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.

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
Strongly disagree	320 10%	93 14%	151 10%	67 9%	320 10%	101 9%	202 12%	229 13%	77 7%
		bcd					e	h	
Slightly disagree	382 13%	73 11%	197 13%	105 13%	382 13%	125 11%	232 14%	231 13%	128 12%
Neither agree nor disagree	768 25%	135 21%	396 25%	211 27%	768 25%	286 26%	385 23%	477 27%	235 22%
			a	a	a			h	
Slightly agree	825 27%	149 23%	451 29%	220 28%	825 27%	284 26%	472 28%	432 24%	341 32%
			a						g
Strongly agree	656 21%	171 26%	301 19%	174 22%	656 21%	271 25%	342 20%	315 18%	286 27%
		bd				f			g
Don't know	105 3%	32 5%	56 4%	9 1%	105 3%	29 3%	58 3%	80 5%	10 1%
		c	c		c			h	
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	702 23%	166 25%	348 22%	172 22%	702 23%	225 21%	434 26%	461 26%	204 19%
							e	h	
TOTAL AGREE	1481 48%	320 49%	752 48%	395 50%	1481 48%	556 51%	814 48%	748 42%	628 58%
									g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
TOTAL NEITHER/ DON'T KNOW	874	168	451	220	874	315	443	557	244
	29%	26%	29%	28%	29%	29%	26%	32%	23%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3060	430	482	587	497	486	578	3060	1434	1601	865	770	656	751	1635	1407	3060
Effective Weighted Sample	2293	336	380	448	387	363	403	2293	1064	1213	644	593	522	560	1232	1078	2293
Total	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056
Strongly disagree	130 4%	14 4%	23 4%	20 4%	20 4%	26 5%	28 5%	130 4%	75 5%	53 3%	39 4%	44 5%	20 3%	23 4%	82 5%	44 4%	130 4%
Slightly disagree	122 4%	26 7%	19 3%	13 2%	19 4%	13 3%	32 6%	122 4%	71 5%	50 3%	41 5%	38 4%	18 3%	25 4%	79 4%	43 3%	122 4%
Neither agree nor disagree	382 12%	51 14%	69 12%	70 13%	66 12%	69 14%	56 11%	382 12%	199 14%	181 11%	88 10%	98 11%	69 11%	118 20%	185 10%	187 15%	382 12%
Slightly agree	993 33%	107 29%	188 33%	169 32%	194 35%	154 31%	181 34%	993 33%	481 33%	505 32%	289 33%	315 34%	223 35%	165 28%	604 34%	388 31%	993 33%
Strongly agree	1401 46%	167 45%	274 48%	254 48%	247 45%	234 47%	225 42%	1401 46%	610 42%	782 49%	420 48%	408 45%	297 47%	264 44%	828 46%	561 45%	1401 46%
Don't know	28 1%	7 2%	2 *	5 1%	3 1%	3 1%	8 2%	28 1%	13 1%	14 1%	2 *	12 1%	7 1%	6 1%	14 1%	13 1%	28 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	252 8%	39 11%	42 7%	32 6%	39 7%	39 8%	60 11%	252 8%	145 10%	103 7%	80 9%	82 9%	38 6%	48 8%	162 9%	87 7%	252 8%
TOTAL AGREE	2394 78%	274 74%	462 80%	423 80%	440 80%	388 78%	406 77%	2394 78%	1090 75%	1286 81%	709 81%	723 79%	520 82%	429 71%	1432 80%	949 77%	2394 78%
TOTAL NEITHER/ DON'T KNOW	410 13%	58 16%	71 12%	75 14%	69 13%	73 15%	65 12%	410 13%	212 15%	195 12%	90 10%	110 12%	76 12%	124 21%	200 11%	200 16%	410 13%

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
Strongly disagree	130 4%	104 4%	14 5%	8 6%	3 4%	130 4%	104 4%	25 6%	19 4%	111 4%	39 6%	61 4%	29 3%	130 4%	23 4%	53 5%	34 4%
Slightly disagree	122 4%	108 4%	6 2%	5 4%	4 5%	122 4%	104 4%	18 4%	20 4%	102 4%	46 7%	55 4%	20 2%	122 4%	21 4%	38 3%	32 4%
Neither agree nor disagree	382 12%	330 13%	34 13%	13 9%	6 7%	382 12%	324 12%	58 14%	70 15%	312 12%	137 20%	154 11%	79 8%	382 12%	79 15%	123 11%	86 10%
Slightly agree	993 33%	847 33%	77 30%	42 31%	27 35%	993 33%	861 33%	133 32%	154 33%	839 32%	204 30%	476 35%	302 31%	993 33%	150 29%	368 33%	298 34%
Strongly agree	1401 46%	1173 45%	124 48%	67 49%	37 48%	1401 46%	1222 46%	179 43%	198 42%	1202 47%	242 36%	620 45%	534 55%	1401 46%	240 46%	516 47%	420 48%
Don't know	28 1%	23 1%	4 1%	1 1%	1 1%	28 1%	27 1%	2 *%	9 2%	19 1%	12 2%	8 1%	3 *%	28 1%	4 1%	9 1%	1 *%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	252 8%	212 8%	20 8%	13 10%	7 9%	252 8%	209 8%	43 10%	39 8%	212 8%	85 13%	116 8%	49 5%	252 8%	44 9%	91 8%	66 8%
TOTAL AGREE	2394 78%	2020 78%	201 78%	109 80%	64 83%	2394 78%	2083 79%	312 75%	353 75%	2042 79%	446 65%	1096 80%	836 86%	2394 78%	390 75%	884 80%	718 82%

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



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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
TOTAL NEITHER/ DON'T KNOW	410	353	37	14	6	410	350	60	79	331	150	163	81	410	83	132	86
	13%	14%	14%	10%	8%	13%	13%	14%	17%	13%	22%	12%	8%	13%	16%	12%	10%
		d	d			d			i		klm	l		l	op		

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

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
Strongly disagree	130 4%	40 6% b	53 3%	32 4%	130 4%	44 4%	74 4%	84 5%	37 3%
Slightly disagree	122 4%	34 5%	61 4%	25 3%	122 4%	49 4%	62 4%	77 4%	33 3%
Neither agree nor disagree	382 12%	72 11%	175 11%	114 15% b	382 12%	139 13%	174 10%	232 13% h	99 9%
Slightly agree	993 33%	195 30%	532 34%	247 31%	993 33%	345 31%	557 33%	593 34%	331 31%
Strongly agree	1401 46%	306 47%	720 46%	364 46%	1401 46%	515 47%	809 48%	762 43%	573 53% g
Don't know	28 1%	7 1%	11 1%	4 1%	28 1%	5 *%	14 1%	17 1%	3 *%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	252 8%	75 11% bcd	114 7%	57 7%	252 8%	92 8%	137 8%	161 9% h	69 6%
TOTAL AGREE	2394 78%	500 76%	1252 81%	611 78%	2394 78%	860 79%	1366 81%	1355 77%	904 84% g
TOTAL NEITHER/ DON'T KNOW	410 13%	79 12%	186 12%	118 15%	410 13%	143 13%	189 11%	250 14% h	103 10%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	3060	430	482	587	497	486	578	3060	1434	1601	865	770	656	751	1635	1407	3060
Effective Weighted Sample	2293	336	380	448	387	363	403	2293	1064	1213	644	593	522	560	1232	1078	2293
Total	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056
Strongly disagree	103 3%	8 2%	20 3%	14 3%	15 3%	20 4%	25 5%	103 3%	56 4%	46 3%	20 2%	30 3%	33 5% jnp	19 3%	50 3%	53 4% j	103 3%
Slightly disagree	216 7%	34 9%	39 7%	33 6%	38 7%	30 6%	42 8%	216 7%	114 8%	101 6%	70 8%	65 7%	41 6%	39 6%	135 8%	80 6%	216 7%
Neither agree nor disagree	948 31%	94 25%	158 27%	165 31%	185 34% a	169 34% a	177 33% a	948 31% a	418 29%	520 33% h	230 26%	269 29%	192 30%	247 41% jklmnop	500 28%	440 36% jklnp	948 31% j
Slightly agree	1103 36%	138 37%	212 37%	177 33%	200 36%	188 38%	188 35%	1103 36%	493 34%	599 38%	338 39% mo	354 39% mo	224 35% m	178 30%	692 39% mo	402 33%	1103 36% mo
Strongly agree	616 20%	88 24% ef	134 23% ef	131 25% defg	100 18%	78 16%	85 16%	616 20% ef	340 23% i	276 17%	204 23% mo	183 20%	121 19%	104 17%	387 22% mo	225 18%	616 20%
Don't know	71 2%	9 3%	12 2%	11 2%	10 2%	14 3%	14 3%	71 2%	26 2%	42 3%	15 2%	14 2%	23 4% jkn	15 2%	29 2%	37 3% n	71 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	318 10%	42 11%	59 10%	47 9%	53 10%	50 10%	68 13%	318 10%	170 12%	147 9%	90 10%	95 10%	74 12%	58 10%	185 10%	132 11%	318 10%
TOTAL AGREE	1719 56%	227 61% ef	346 60% f	308 58% f	300 55%	266 53%	272 51%	1719 56%	833 58%	875 55%	543 62% lmop	537 59% mo	345 54% m	281 47%	1080 60% lmop	626 51%	1719 56% mo
TOTAL NEITHER/ DON'T KNOW	1019 33%	103 28%	170 30%	176 33%	195 36% a	183 37% ab	191 36% a	1019 33% a	444 31%	562 35% h	246 28%	283 31%	215 34% j	262 44% jklnp	529 29%	477 39% jkn	1019 33% 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	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
Strongly disagree	103 3%	85 3%	8 3%	6 5%	2 3%	103 3%	87 3%	15 4%	21 5%	81 3%	31 5%	49 4%	21 2%	103 3%	23 5%	40 4%	29 3%
Slightly disagree	216 7%	185 7%	18 7%	10 7%	3 4%	216 7%	186 7%	29 7%	39 8%	177 7%	59 9%	98 7%	55 6%	216 7%	45 9%	73 7%	60 7%
Neither agree nor disagree	948 31%	810 31%	80 31%	38 28%	19 25%	948 31%	814 31%	134 32%	174 37%	773 30%	270 40%	423 31%	242 25%	948 31%	143 28%	366 33%	214 25%
Slightly agree	1103 36%	932 36%	87 34%	51 38%	33 42%	1103 36%	936 35%	167 40%	147 31%	956 37%	191 28%	526 38%	379 39%	1103 36%	177 34%	417 38%	348 40%
Strongly agree	616 20%	510 20%	61 24%	26 19%	19 25%	616 20%	550 21%	66 16%	69 15%	548 21%	97 14%	254 18%	261 27%	616 20%	116 22%	199 18%	208 24%
Don't know	71 2%	63 2%	3 1%	5 3%	1 1%	71 2%	68 3%	3 1%	21 4%	50 2%	32 5%	26 2%	7 1%	71 2%	12 2%	11 1%	12 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	318 10%	270 10%	27 10%	16 12%	6 7%	318 10%	274 10%	45 11%	60 13%	258 10%	90 13%	146 11%	76 8%	318 10%	68 13%	113 10%	89 10%
TOTAL AGREE	1719 56%	1442 56%	148 57%	77 57%	52 67%	1719 56%	1486 56%	233 56%	216 46%	1503 58%	288 42%	780 57%	641 66%	1719 56%	293 57%	617 56%	555 64%
					abce					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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
TOTAL NEITHER/ DON'T KNOW	1019	873	83	43	20	1019	882	137	195	824	302	449	250	1019	156	377	226
	33%	34%	32%	31%	26%	33%	33%	33%	41%	32%	44%	33%	26%	33%	30%	34%	26%
		d				d			i		klm	l		l		p	

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

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
Strongly disagree	103 3%	35 5%	46 3%	21 3%	103 3%	47 4%	50 3%	59 3%	38 3%
		bcd							
Slightly disagree	216 7%	32 5%	130 8%	53 7%	216 7%	82 7%	116 7%	129 7%	68 6%
		a							
Neither agree nor disagree	948 31%	165 25%	473 30%	285 36%	948 31%	345 32%	486 29%	594 34%	279 26%
			a	abd	a			h	
Slightly agree	1103 36%	220 34%	592 38%	273 35%	1103 36%	388 35%	650 38%	641 36%	400 37%
Strongly agree	616 20%	179 27%	287 19%	136 17%	616 20%	218 20%	353 21%	306 17%	271 25%
		bcd							g
Don't know	71 2%	24 4%	22 1%	17 2%	71 2%	15 1%	37 2%	37 2%	20 2%
		b							
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	318 10%	67 10%	177 11%	75 9%	318 10%	129 12%	166 10%	188 11%	106 10%
TOTAL AGREE	1719 56%	399 61%	880 57%	410 52%	1719 56%	607 55%	1002 59%	946 54%	671 62%
		c							g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
TOTAL NEITHER/ DON'T KNOW	1019	188	496	302	1019	361	523	631	299
	33%	29%	32%	38%	33%	33%	31%	36%	28%
				abd				h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3060	430	482	587	497	486	578	3060	1434	1601	865	770	656	751	1635	1407	3060
Effective Weighted Sample	2293	336	380	448	387	363	403	2293	1064	1213	644	593	522	560	1232	1078	2293
Total	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056
Strongly disagree	204 7%	20 5%	40 7%	30 6%	32 6%	37 7%	47 9%	204 7%	111 8%	93 6%	63 7%	55 6%	48 8%	36 6%	118 7%	84 7%	204 7%
Slightly disagree	403 13%	77 21%	96 17%	62 12%	56 10%	53 11%	58 11%	403 13%	149 10%	250 16%	125 14%	132 14%	69 11%	74 12%	257 14%	144 12%	403 13%
Neither agree nor disagree	1164 38%	129 35%	158 27%	171 32%	224 41%	230 46%	253 48%	1164 38%	542 37%	612 39%	324 37%	346 38%	245 39%	241 40%	669 37%	486 39%	1164 38%
Slightly agree	764 25%	82 22%	147 25%	152 29%	154 28%	109 22%	121 23%	764 25%	352 24%	406 26%	210 24%	240 26%	145 23%	164 27%	450 25%	309 25%	764 25%
Strongly agree	468 15%	53 14%	134 23%	106 20%	79 14%	62 13%	34 6%	468 15%	260 18%	203 13%	149 17%	124 14%	115 18%	77 13%	272 15%	192 16%	468 15%
Don't know	54 2%	10 3%	2 *	11 2%	3 1%	9 2%	18 3%	54 2%	33 2%	19 1%	8 1%	19 2%	11 2%	9 2%	28 2%	21 2%	54 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	607 20%	97 26%	135 23%	91 17%	88 16%	89 18%	105 20%	607 20%	259 18%	344 22%	188 21%	187 20%	117 18%	111 18%	374 21%	228 18%	607 20%
TOTAL AGREE	1232 40%	135 36%	280 49%	258 49%	233 42%	171 34%	155 29%	1232 40%	613 42%	610 38%	359 41%	363 40%	260 41%	241 40%	722 40%	501 41%	1232 40%
TOTAL NEITHER/ DON'T KNOW	1218 40%	139 37%	160 28%	182 34%	227 41%	239 48%	271 51%	1218 40%	575 40%	631 40%	332 38%	365 40%	257 40%	250 42%	697 39%	507 41%	1218 40%

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



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

**IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)**

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
Strongly disagree	204 7%	170 7%	17 6%	13 9%	4 6%	204 7%	180 7%	24 6%	36 8%	168 7%	63 9%	88 6%	50 5%	204 7%	33 6%	75 7%	73 8%
Slightly disagree	403 13%	336 13%	37 14%	16 12%	13 17%	403 13%	338 13%	65 16%	73 16%	329 13%	101 15%	161 12%	134 14%	403 13%	66 13%	141 13%	117 13%
Neither agree nor disagree	1164 38%	987 38%	97 38%	57 42%	23 30%	1164 38%	978 37%	186 45%	173 37%	991 38%	260 38%	556 40%	334 34%	1164 38%	175 34%	443 40%	323 37%
Slightly agree	764 25%	641 25%	66 26%	34 25%	23 29%	764 25%	679 26%	84 20%	115 24%	648 25%	151 22%	352 26%	257 27%	764 25%	139 27%	265 24%	226 26%
Strongly agree	468 15%	409 16%	31 12%	14 10%	14 18%	468 15%	418 16%	50 12%	59 13%	409 16%	79 12%	201 15%	188 19%	468 15%	98 19%	169 15%	124 14%
Don't know	54 2%	42 2%	9 4%	3 2%	1 1%	54 2%	48 2%	6 1%	15 3%	39 2%	26 4%	17 1%	4 *%	54 2%	6 1%	14 1%	8 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	607 20%	506 20%	54 21%	28 21%	18 23%	607 20%	517 20%	89 22%	109 23%	497 19%	164 24%	249 18%	184 19%	607 20%	99 19%	216 20%	190 22%
TOTAL AGREE	1232 40%	1050 41%	97 38%	48 35%	36 47%	1232 40%	1098 42%	134 32%	174 37%	1058 41%	230 34%	553 40%	445 46%	1232 40%	236 46%	434 39%	349 40%
TOTAL NEITHER/ DON'T KNOW	1218 40%	1028 40%	106 41%	60 44%	23 30%	1218 40%	1026 39%	191 46%	188 40%	1030 40%	286 42%	573 42%	337 35%	1218 40%	181 35%	457 41%	331 38%

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

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

**IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)**

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
Strongly disagree	204 7%	48 7%	102 7%	50 6%	204 7%	78 7%	111 7%	135 8%	61 6%
Slightly disagree	403 13%	74 11%	197 13%	124 16%	403 13%	155 14%	216 13%	215 12%	159 15%
Neither agree nor disagree	1164 38%	236 36%	607 39%	291 37%	1164 38%	402 37%	662 39%	770 44%	312 29%
Slightly agree	764 25%	126 19%	422 27%	207 26%	764 25%	276 25%	419 25%	413 23%	303 28%
Strongly agree	468 15%	156 24%	199 13%	105 13%	468 15%	173 16%	260 15%	203 11%	231 21%
Don't know	54 2%	13 2%	25 2%	9 1%	54 2%	14 1%	24 1%	31 2%	10 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	607 20%	122 19%	299 19%	175 22%	607 20%	232 21%	327 19%	350 20%	221 21%
TOTAL AGREE	1232 40%	283 43%	621 40%	312 40%	1232 40%	448 41%	680 40%	615 35%	533 50%
TOTAL NEITHER/ DON'T KNOW	1218 40%	250 38%	632 41%	300 38%	1218 40%	415 38%	685 41%	801 45%	322 30%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3060	430	482	587	497	486	578	3060	1434	1601	865	770	656	751	1635	1407	3060
Effective Weighted Sample	2293	336	380	448	387	363	403	2293	1064	1213	644	593	522	560	1232	1078	2293
Total	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056
Strongly disagree	252 8%	24 6%	36 6%	24 5%	34 6%	55 11%	78 15%	252 8%	123 9%	128 8%	85 10%	79 9%	47 7%	40 7%	164 9%	87 7%	252 8%
Slightly disagree	356 12%	33 9%	70 12%	58 11%	73 13%	53 11%	69 13%	356 12%	148 10%	203 13%	115 13%	99 11%	61 10%	76 13%	214 12%	138 11%	356 12%
Neither agree nor disagree	1214 40%	126 34%	176 30%	180 34%	237 43%	242 48%	254 48%	1214 40%	546 38%	662 42%	334 38%	351 38%	262 41%	256 43%	686 38%	518 42%	1214 40%
Slightly agree	728 24%	108 29%	143 25%	156 29%	131 24%	103 21%	87 16%	728 24%	348 24%	374 24%	191 22%	241 26%	148 23%	142 24%	432 24%	290 23%	728 24%
Strongly agree	449 15%	73 20%	148 26%	103 19%	60 11%	41 8%	25 5%	449 15%	253 18%	193 12%	147 17%	130 14%	97 15%	74 12%	276 15%	171 14%	449 15%
Don't know	57 2%	7 2%	4 1%	10 2%	12 2%	6 1%	18 3%	57 2%	29 2%	25 2%	7 1%	14 2%	19 3%	13 2%	22 1%	32 3%	57 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	609 20%	58 16%	106 18%	82 15%	108 20%	108 22%	148 28%	609 20%	271 19%	331 21%	200 23%	178 19%	108 17%	116 19%	378 21%	225 18%	609 20%
TOTAL AGREE	1177 39%	181 49%	290 50%	259 49%	191 35%	144 29%	112 21%	1177 39%	601 42%	566 36%	337 38%	371 41%	245 39%	216 36%	708 39%	461 37%	1177 39%
TOTAL NEITHER/ DON'T KNOW	1271 42%	133 36%	179 31%	189 36%	250 46%	248 50%	271 51%	1271 42%	575 40%	687 43%	342 39%	366 40%	281 44%	269 45%	707 39%	550 45%	1271 42%

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

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

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

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

	Total	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	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
Strongly disagree	252 8%	206 8%	23 9%	18 13% ade	5 6%	252 8%	197 7%	55 13% f	39 8%	214 8%	80 12% klm	117 9% l	52 5%	252 8% l	35 7%	95 9%	87 10%
Slightly disagree	356 12%	306 12%	30 12%	11 8%	9 12%	356 12%	316 12%	40 10%	45 10%	311 12%	81 12%	150 11%	119 12%	356 12%	47 9%	132 12%	115 13%
Neither agree nor disagree	1214 40%	1028 40%	99 39%	60 44% d	27 35%	1214 40%	1026 39%	188 45% f	200 43%	1014 39%	280 41%	573 42% l	349 36%	1214 40%	191 37%	468 42%	325 37%
Slightly agree	728 24%	610 24%	65 25%	29 21%	23 30% ace	728 24%	646 24%	82 20%	110 23%	618 24%	130 19%	354 26% j	237 25% j	728 24% j	126 24%	242 22%	217 25%
Strongly agree	449 15%	386 15%	33 13%	17 12%	13 17%	449 15%	408 15% g	41 10%	62 13%	388 15%	77 11%	165 12%	206 21% jkm	449 15% k	108 21% op	149 13%	124 14%
Don't know	57 2%	48 2%	7 3% d	2 1%	* *% abce	57 2%	47 2%	9 2%	15 3%	41 2% i	32 5% klm	15 1%	3 *% l	57 2% l	9 2% p	20 2% p	2 *% p
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	609 20%	513 20%	54 21%	28 21%	14 18%	609 20%	514 19%	95 23%	84 18%	525 20%	161 24% l	267 19%	171 18%	609 20%	83 16%	228 21%	201 23% n
TOTAL AGREE	1177 39%	996 39%	98 38%	46 34%	36 47% abce	1177 39%	1054 40% g	123 30%	172 36%	1005 39%	208 31%	520 38% j	444 46% jkm	1177 39% j	234 45% o	391 35%	341 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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
TOTAL NEITHER/ DON'T KNOW	1271	1076	106	62	27	1271	1074	197	216	1055	312	589	352	1271	200	488	328
	42%	42%	41%	45%	35%	42%	41%	47%	46%	41%	46%	43%	36%	42%	39%	44%	38%
		d		d		d		f			l	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.

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
Strongly disagree	252 8%	74 11%	112 7%	63 8%	252 8%	93 8%	148 9%	177 10%	66 6%
		bd						h	
Slightly disagree	356 12%	69 11%	189 12%	90 11%	356 12%	130 12%	198 12%	207 12%	123 11%
Neither agree nor disagree	1214 40%	217 33%	652 42%	320 41%	1214 40%	418 38%	678 40%	777 44%	361 34%
			a	a	a			h	
Slightly agree	728 24%	143 22%	369 24%	201 26%	728 24%	269 25%	398 24%	394 22%	268 25%
Strongly agree	449 15%	139 21%	203 13%	103 13%	449 15%	167 15%	245 15%	176 10%	247 23%
		bcd							g
Don't know	57 2%	13 2%	27 2%	9 1%	57 2%	18 2%	25 1%	35 2%	11 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	609 20%	143 22%	301 19%	153 19%	609 20%	223 20%	345 20%	384 22%	189 18%
								h	
TOTAL AGREE	1177 39%	282 43%	572 37%	305 39%	1177 39%	436 40%	644 38%	569 32%	515 48%
		b							g
TOTAL NEITHER/ DON'T KNOW	1271 42%	230 35%	679 44%	329 42%	1271 42%	437 40%	703 42%	812 46%	372 35%
			a	a	a			h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3060	430	482	587	497	486	578	3060	1434	1601	865	770	656	751	1635	1407	3060
Effective Weighted Sample	2293	336	380	448	387	363	403	2293	1064	1213	644	593	522	560	1232	1078	2293
Total	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056
I often see views that I disagree with	642	68	146	118	131	83	97	642	340	298	212	177	142	104	389	246	642
	21%	18%	25%	22%	24%	17%	18%	21%	23%	19%	24%	19%	22%	17%	22%	20%	21%
			aef	e	e				i		kmo		m		m		m
I sometimes see views that I disagree with	1707	198	333	303	301	286	286	1707	765	932	502	521	347	327	1023	674	1707
	56%	53%	58%	57%	55%	57%	54%	56%	53%	59%	57%	57%	55%	54%	57%	55%	56%
									h								
I rarely see views that I disagree with	491	80	78	66	88	90	90	491	243	240	124	151	95	117	276	212	491
	16%	21%	13%	13%	16%	18%	17%	16%	17%	15%	14%	17%	15%	19%	15%	17%	16%
		bcg				c								jn			
Don't know	216	26	19	44	28	41	58	216	99	114	40	65	50	54	105	104	216
	7%	7%	3%	8%	5%	8%	11%	7%	7%	7%	5%	7%	8%	9%	6%	8%	7%
		b		b		b	bdg	b					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.

**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	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
I often see views that I disagree with	642	533	52	36	21	642	563	79	102	540	97	268	277	642	140	188	230
	21%	21%	20%	27%	27%	21%	21%	19%	22%	21%	14%	20%	29%	21%	27%	17%	26%
			ae	ae								j	jkm	j	o	o	o
I sometimes see views that I disagree with	1707	1443	154	68	42	1707	1491	216	217	1490	309	813	571	1707	260	648	508
	56%	56%	60%	50%	55%	56%	56%	52%	46%	58%	45%	59%	59%	56%	50%	59%	58%
			c						h			j	j	j		n	n
I rarely see views that I disagree with	491	426	35	19	11	491	415	77	85	406	174	215	98	491	84	193	101
	16%	16%	13%	14%	15%	16%	16%	18%	18%	16%	26%	16%	10%	16%	16%	17%	12%
											klm	l		l	p	p	p
Don't know	216	183	17	12	3	216	172	44	66	149	101	78	21	216	31	78	31
	7%	7%	7%	9%	4%	7%	6%	11%	14%	6%	15%	6%	2%	7%	6%	7%	4%
				d				f	i		klm	l	l	l		p	p

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



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

**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	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
I often see views that I disagree with	642 21%	146 22%	320 21%	168 21%	642 21%	273 25%	331 20%	344 19%	268 25%
I sometimes see views that I disagree with	1707 56%	330 50%	900 58%	452 57%	1707 56%	594 54%	994 59%	996 56%	613 57%
I rarely see views that I disagree with	491 16%	121 18%	232 15%	125 16%	491 16%	181 17%	255 15%	293 17%	143 13%
Don't know	216 7%	58 9%	100 6%	42 5%	216 7%	48 4%	111 7%	132 7%	53 5%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3060	430	482	587	497	486	578	3060	1434	1601	865	770	656	751	1635	1407	3060
Effective Weighted Sample	2293	336	380	448	387	363	403	2293	1064	1213	644	593	522	560	1232	1078	2293
Total	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056
All of the time	305	58	88	58	34	35	32	305	155	147	103	70	67	61	173	128	305
	10%	16%	15%	11%	6%	7%	6%	10%	11%	9%	12%	8%	10%	10%	10%	10%	10%
		defg	defg	df				df			k						
Most of the time	675	123	182	144	95	68	64	675	315	355	216	200	133	118	416	251	675
	22%	33%	32%	27%	17%	14%	12%	22%	22%	22%	25%	22%	21%	20%	23%	20%	22%
		defg	defg	defg	f			def			mo						
Sometimes	1805	173	285	301	371	346	328	1805	835	957	487	560	388	361	1047	749	1805
	59%	47%	49%	57%	68%	69%	62%	59%	58%	60%	55%	61%	61%	60%	58%	61%	59%
				ab	abcg	abcfg	ab	ab				j	j		j		
Never	113	6	15	19	22	21	31	113	51	62	32	40	16	26	72	41	113
	4%	2%	3%	4%	4%	4%	6%	4%	4%	4%	4%	4%	2%	4%	4%	3%	4%
						a	abg	a									
Don't know	158	12	6	9	26	29	75	158	91	63	40	45	31	35	86	66	158
	5%	3%	1%	2%	5%	6%	14%	5%	6%	4%	5%	5%	5%	6%	5%	5%	5%
		b			bc	bc	abcddeg	bc	i								
TOTAL - EVER	2786	354	554	503	500	450	425	2786	1305	1460	806	830	587	540	1636	1128	2786
	91%	95%	96%	95%	91%	90%	80%	91%	90%	92%	92%	91%	93%	90%	91%	91%	91%
		defg	defg	defg	f	f		f									

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

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

**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	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
All of the time	305	262	20	14	9	305	266	39	50	255	72	126	104	305	61	88	89
	10%	10%	8%	11%	11%	10%	10%	9%	11%	10%	11%	9%	11%	10%	12%	8%	10%
Most of the time	675	582	45	34	15	675	602	74	108	567	147	308	218	675	140	215	191
	22%	23%	17%	25%	19%	22%	23%	18%	23%	22%	22%	22%	23%	22%	27%	19%	22%
Sometimes	1805	1511	170	75	50	1805	1543	262	261	1544	338	832	624	1805	281	695	525
	59%	58%	66%	55%	65%	59%	58%	63%	56%	60%	50%	60%	65%	59%	54%	63%	60%
Never	113	95	12	4	2	113	101	12	21	92	42	51	14	113	22	34	32
	4%	4%	5%	3%	3%	4%	4%	3%	5%	4%	6%	4%	1%	4%	4%	3%	4%
Don't know	158	135	11	10	2	158	129	28	30	128	82	59	7	158	12	74	33
	5%	5%	4%	7%	2%	5%	5%	7%	6%	5%	12%	4%	1%	5%	2%	7%	4%
TOTAL - EVER	2786	2354	235	123	74	2786	2411	374	420	2366	557	1266	946	2786	482	999	805
	91%	91%	91%	90%	95%	91%	91%	90%	89%	92%	82%	92%	98%	91%	93%	90%	93%

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

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
All of the time	305	97	119	80	305	156	128	147	129
	10%	15%	8%	10%	10%	14%	8%	8%	12%
		bcd			b	f			g
Most of the time	675	133	342	189	675	278	336	336	279
	22%	20%	22%	24%	22%	25%	20%	19%	26%
						f			g
Sometimes	1805	354	963	462	1805	597	1064	1089	614
	59%	54%	62%	59%	59%	54%	63%	62%	57%
			a		a		e	h	
Never	113	31	54	26	113	23	80	70	38
	4%	5%	3%	3%	4%	2%	5%	4%	4%
							e		
Don't know	158	39	74	29	158	42	84	124	17
	5%	6%	5%	4%	5%	4%	5%	7%	2%
								h	
TOTAL - EVER	2786	584	1424	731	2786	1031	1528	1571	1021
	91%	89%	92%	93%	91%	94%	90%	89%	95%
				a		f			g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	3060	430	482	587	497	486	578	3060	1434	1601	865	770	656	751	1635	1407	3060
Effective Weighted Sample	2293	336	380	448	387	363	403	2293	1064	1213	644	593	522	560	1232	1078	2293
Total	3056	372	576	531	548	499	531	3056	1447	1584	879	915	634	601	1793	1236	3056
Yes	1473	213	355	297	244	214	150	1473	747	711	456	432	345	231	888	576	1473
	48%	57%	62%	56%	45%	43%	28%	48%	52%	45%	52%	47%	54%	38%	50%	47%	48%
		defg	defg	defg	f	f		f	i		mo	m	kmop		m	m	m
No	961	94	143	138	180	178	228	961	452	506	278	280	190	209	557	399	961
	31%	25%	25%	26%	33%	36%	43%	31%	31%	32%	32%	31%	30%	35%	31%	32%	31%
				abc	abc	abc	abcdeg	abc									
Don't know	622	64	78	96	124	107	153	622	249	367	145	203	99	162	348	261	622
	20%	17%	13%	18%	23%	22%	29%	20%	17%	23%	16%	22%	16%	27%	19%	21%	20%
				b	b	abceg	b		h			jl		jlnop		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.

**IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)**

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3060	2145	313	298	304	3060	2709	351	460	2600	643	1387	1007	3060	529	1164	823
Effective Weighted Sample	2293	1798	257	247	250	2293	2016	281	347	1945	480	1044	756	2293	403	859	619
Total	3056	2585	258	136	77	3056	2641	415	471	2585	681	1375	967	3056	516	1107	870
Yes	1473	1238	132	64	40	1473	1306	167	200	1273	217	642	614	1473	282	487	464
	48%	48%	51%	47%	51%	48%	49%	40%	42%	49%	32%	47%	63%	48%	55%	44%	53%
							g			h		j	jkm	j	o		o
No	961	823	70	44	24	961	818	142	150	810	283	445	213	961	154	406	249
	31%	32%	27%	32%	31%	31%	31%	34%	32%	31%	42%	32%	22%	31%	30%	37%	29%
											klm	l		l		np	
Don't know	622	524	56	28	14	622	517	106	121	502	181	289	140	622	81	213	158
	20%	20%	22%	21%	18%	20%	20%	25%	26%	19%	27%	21%	15%	20%	16%	19%	18%
								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.

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3060	625	1546	831	3060	1143	1674	1862	996
Effective Weighted Sample	2293	471	1156	625	2293	843	1264	1359	777
Total	3056	654	1552	786	3056	1096	1692	1766	1076
Yes	1473	322	755	375	1473	593	775	749	620
	48%	49%	49%	48%	48%	54%	46%	42%	58%
						f			g
No	961	208	519	219	961	297	583	588	309
	31%	32%	33%	28%	31%	27%	34%	33%	29%
			c				e	h	
Don't know	622	124	278	193	622	206	334	428	147
	20%	19%	18%	25%	20%	19%	20%	24%	14%
				abd				h	

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	1484	264	293	320	225	198	184	1484	740	727	454	374	343	306	828	649	1484
Effective Weighted Sample	1130	209	234	251	175	152	130	1130	557	562	344	289	277	234	631	504	1130
Total	1473	213	355	297	244	214	150	1473	747	711	456	432	345	231	888	576	1473
I reported it to the site/ app	512 35%	83 39% ef	121 34%	104 35%	102 42% ef	61 28%	41 27%	512 35%	243 33%	266 37%	169 37%	144 33%	126 37%	70 30%	313 35%	196 34%	512 35%
I commented on it to say it was incorrect/ misleading	429 29%	43 20%	134 38% adeg	103 35% ade	52 21%	54 25%	43 28%	429 29% ad	257 34% i	166 23%	145 32% m	123 28%	106 31%	54 23%	267 30% m	160 28%	429 29%
I shared it online and said it was incorrect/ misleading	220 15%	32 15% f	61 17% ef	61 21% efg	36 15% f	19 9%	10 7%	220 15% f	134 18% i	86 12%	85 19% lo	65 15%	40 12%	29 13%	150 17% lo	69 12%	220 15%
I did something else	20 1%	2 1%	6 2%	5 2%	2 1%	3 2%	3 2%	20 1%	14 2%	7 1%	6 1%	9 2% m	6 2% m	- -%	15 2% m	6 1%	20 1%
TOTAL - TOOK SOME ACTION	893 61%	134 63% ef	235 66% ef	199 67% ef	149 61% ef	102 48%	74 49%	893 61% ef	465 62%	420 59%	295 65% mo	261 60%	206 60%	126 55%	556 63% m	332 58%	893 61%
I didn't do anything/ I ignored it	568 39%	75 35%	117 33%	95 32%	94 38%	111 52% abcdg	76 51% abcdg	568 39%	278 37%	284 40%	160 35%	166 39%	140 40%	98 43%	327 37%	238 41%	568 39%
Don't know	13 1%	4 2%	3 1%	3 1%	1 1%	1 1%	* *% 13 1%	13 1%	4 *% 13 1%	7 1%	1 *% 13 1%	4 1%	- -%	6 3% jlnp	5 1%	6 1%	13 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	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1484	1033	152	144	155	1484	1338	146	200	1284	209	651	623	1484	280	529	426
Effective Weighted Sample	1130	882	126	121	127	1130	1017	115	156	974	156	497	477	1130	219	398	328
Total	1473	1238	132	64	40	1473	1306	167	200	1273	217	642	614	1473	282	487	464
I reported it to the site/ app	512	419	55	26	12	512	458	55	82	431	70	212	230	512	121	151	147
	35%	34%	42%	41%	31%	35%	35%	33%	41%	34%	32%	33%	38%	35%	43%	31%	32%
I commented on it to say it was incorrect/ misleading	429	358	38	19	13	429	400	28	38	390	46	184	199	429	82	145	140
	29%	29%	29%	31%	32%	29%	31%	17%	19%	31%	21%	29%	32%	29%	29%	30%	30%
I shared it online and said it was incorrect/ misleading	220	189	16	7	8	220	204	16	27	193	32	106	83	220	41	70	57
	15%	15%	12%	12%	20%	15%	16%	10%	13%	15%	15%	16%	13%	15%	15%	14%	12%
I did something else	20	18	2	-	*	20	19	1	-	20	2	9	10	20	3	12	5
	1%	1%	2%	-%	1%	1%	1%	1%	-%	2%	1%	1%	2%	1%	1%	2%	1%
TOTAL - TOOK SOME ACTION	893	741	87	42	23	893	812	81	126	767	131	376	385	893	188	288	252
	61%	60%	66%	65%	59%	61%	62%	48%	63%	60%	60%	59%	63%	61%	67%	59%	54%
I didn't do anything/ I ignored it	568	486	44	22	16	568	482	86	69	498	81	258	227	568	90	199	212
	39%	39%	34%	34%	40%	39%	37%	51%	35%	39%	38%	40%	37%	39%	32%	41%	46%
Don't know	13	11	1	*	*	13	12	1	5	8	4	7	1	13	4	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	2%	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.

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1484	315	752	395	1484	621	764	815	573
Effective Weighted Sample	1130	244	566	305	1130	463	589	603	454
Total	1473	322	755	375	1473	593	775	749	620
I reported it to the site/ app	512	132	244	132	512	229	246	254	223
	35%	41%	32%	35%	35%	39%	32%	34%	36%
		b				f			
I commented on it to say it was incorrect/ misleading	429	121	208	93	429	204	198	186	214
	29%	38%	28%	25%	29%	34%	26%	25%	34%
		bcd				f			g
I shared it online and said it was incorrect/ misleading	220	62	103	54	220	101	99	73	112
	15%	19%	14%	14%	15%	17%	13%	10%	18%
		b				f			g
I did something else	20	5	13	3	20	8	12	10	10
	1%	2%	2%	1%	1%	1%	2%	1%	2%
TOTAL - TOOK SOME ACTION	893	227	431	225	893	399	430	395	421
	61%	70%	57%	60%	61%	67%	55%	53%	68%
		bcd				f			g
I didn't do anything/ I ignored it	568	90	321	146	568	187	342	350	197
	39%	28%	43%	39%	39%	32%	44%	47%	32%
		a	a	a	a	e		h	
Don't know	13	5	3	3	13	7	3	4	2
	1%	2%	*%	1%	1%	1%	*%	1%	*%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Follow an online 'how to' tutorial to create or do something of your own	1024	147	235	192	171	131	148	1024	434	582	317	329	195	175	646	371	1024
	33%	40%	41%	36%	31%	26%	26%	33%	30%	36%	36%	36%	30%	29%	36%	29%	33%
		defg	defg	ef				ef		h	mo	mo			lmo		mo
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	906	88	184	175	163	140	155	906	388	516	298	280	186	138	578	323	906
	29%	24%	32%	33%	30%	28%	28%	29%	26%	32%	33%	30%	29%	22%	32%	26%	29%
			a	a				a		h	mop	mo	m		mo		mo
Add filters to or edit photos	706	139	205	145	106	65	45	706	257	437	228	229	137	106	457	243	706
	23%	37%	36%	27%	19%	13%	8%	23%	17%	27%	26%	25%	21%	17%	25%	19%	23%
		cdefg	cdefg	defg	ef	f		ef		h	mo	mo			mo		mo
Create your own videos or reels (ADDED AT WAVE 2)	574	114	168	148	71	50	23	574	279	287	181	193	113	82	375	195	574
	19%	31%	29%	28%	13%	10%	4%	19%	19%	18%	20%	21%	17%	13%	21%	15%	19%
		defg	defg	defg	f	f		def			mo	mo			mo		mo
Create an online scrapbook of ideas, on sites like Pinterest	386	89	116	71	54	31	25	386	132	245	127	138	68	52	264	120	386
	12%	24%	20%	13%	10%	6%	4%	12%	9%	15%	14%	15%	11%	9%	15%	10%	12%
		cdefg	cdefg	ef	f			ef		h	mo	lmo			lmo		mo
Create an online photo book or calendar	385	49	87	100	71	35	42	385	160	220	129	123	85	48	252	133	385
	12%	13%	15%	19%	13%	7%	7%	12%	11%	14%	14%	13%	13%	8%	14%	11%	12%
		ef	ef	adefg	ef			ef		h	mo	m	m		mo		m
Make a meme or gif	331	68	96	59	53	38	17	331	178	147	109	102	70	50	211	119	331
	11%	18%	17%	11%	10%	7%	3%	11%	12%	9%	12%	11%	11%	8%	12%	9%	11%
		cdefg	cdefg	f	f	f		f	i		m				m		

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

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

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Make or edit music online (such as editing/ cutting or mixing tracks)	289	59	95	65	41	18	11	289	165	119	115	73	55	45	188	100	289
	9%	16%	16%	12%	7%	4%	2%	9%	11%	7%	13%	8%	9%	7%	10%	8%	9%
		defg	defg	def	ef			ef	i		klmop				mo		
Have an online dating profile	270	46	88	51	48	29	8	270	148	116	65	99	63	41	164	104	270
	9%	12%	15%	10%	9%	6%	1%	9%	10%	7%	7%	11%	10%	7%	9%	8%	9%
		efg	cdefg	ef	f	f		ef	i			jm					
Set up/ manage your own website	266	31	71	62	54	28	20	266	141	121	104	86	40	33	190	74	266
	9%	8%	12%	12%	10%	6%	4%	9%	10%	8%	12%	9%	6%	5%	10%	6%	9%
		f	efg	efg	ef			ef			lmop	mo			lmo		mo
Write blogs or articles	261	31	84	61	37	27	21	261	151	109	102	92	40	26	195	66	261
	8%	8%	15%	11%	7%	5%	4%	8%	10%	7%	12%	10%	6%	4%	11%	5%	8%
		f	adefg	defg				ef	i		lmop	lmo			lmop		mo
Contribute to collaborative websites such as Wikipedia	191	26	67	44	23	21	10	191	104	84	59	62	39	30	121	68	191
	6%	7%	12%	8%	4%	4%	2%	6%	7%	5%	7%	7%	6%	5%	7%	5%	6%
		f	adefg	def	f	f		f									
Make or modify a website/ app or game	189	39	57	37	38	8	9	189	108	80	79	55	29	25	134	54	189
	6%	11%	10%	7%	7%	2%	2%	6%	7%	5%	9%	6%	4%	4%	7%	4%	6%
		efg	efg	ef	ef			ef	i		klmop				lmo		o
Make a podcast	163	20	60	41	25	7	10	163	97	67	73	37	35	19	110	53	163
	5%	5%	10%	8%	4%	1%	2%	5%	7%	4%	8%	4%	5%	3%	6%	4%	5%
		ef	adefg	efg	ef			ef	i		kmop		m		mo		m
ANY OF THESE	2171	321	494	407	361	299	289	2171	1025	1127	683	666	439	367	1349	807	2171
	70%	87%	86%	76%	65%	59%	52%	70%	70%	70%	77%	72%	68%	60%	74%	64%	70%
		cdefg	cdefg	defg	f	f		ef			lmop	mo	m		lmop		mo

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

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

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - CREATE YOUR OWN VIDEOS OR REELS	2117	311	475	395	356	292	288	2117	997	1103	662	653	428	358	1315	786	2117
	68%	84%	83%	74%	65%	57%	51%	68%	68%	69%	74%	71%	66%	58%	73%	62%	68%
		cdefg	cdefg	defg	ef			ef			lmop	mo	m		lmop		mo
None of these	860	39	65	113	182	192	269	860	413	445	197	240	191	222	437	412	860
	28%	11%	11%	21%	33%	38%	48%	28%	28%	28%	22%	26%	30%	36%	24%	33%	28%
				ab	abcg	abcg	abcdeg	abc					jn	jklnp		jknp	jn
Don't know	67	11	17	13	8	17	2	67	31	33	10	15	14	25	25	39	67
	2%	3%	3%	2%	1%	3%	*%	2%	2%	2%	1%	2%	2%	4%	1%	3%	2%
		f	f	f	f	f		f						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.

**IN26. Moving on now, which, if any, of the following things do you do online? (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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Follow an online 'how to' tutorial to create or do something of your own	1024 33%	870 33%	81 31%	45 32%	29 38%	1024 33%	895 33%	129 30%	109 23%	915 35% h	118 17%	420 30% j	487 50% jkm	1024 33% j	204 39% o	366 32%	296 34%
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	906 29%	759 29%	86 33%	40 29%	22 28%	906 29%	791 30%	115 27%	92 20%	814 31% h	82 12%	359 26% j	465 48% jkm	906 29% jk	145 28%	352 31%	302 35% n
Add filters to or edit photos	706 23%	591 23%	64 25%	33 23%	19 24%	706 23%	633 24% g	73 17%	92 19%	614 23%	70 10%	266 19% j	370 38% jkm	706 23% jk	139 27% o	247 22%	211 24%
Create your own videos or reels (ADDED AT WAVE 2)	574 19%	490 19%	47 18%	21 15%	16 20%	574 19%	524 20% g	50 12%	56 12%	519 20% h	55 8%	222 16% j	297 31% jkm	574 19% j	122 24% o	174 15%	170 19% o
Create an online scrapbook of ideas, on sites like Pinterest	386 12%	324 12%	31 12%	17 13%	13 17%	386 12%	348 13%	38 9%	29 6%	357 14% h	50 7%	127 9%	209 22% jkm	386 12% jk	72 14%	124 11%	109 13%
Create an online photo book or calendar	385 12%	321 12%	35 13%	15 11%	14 19% ace	385 12%	335 13%	51 12%	39 8%	347 13% h	42 6%	141 10% j	202 21% jkm	385 12% j	69 13%	135 12%	129 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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Make a meme or gif	331	275	33	13	9	331	300	31	38	293	35	126	170	331	65	117	88
	11%	11%	13%	9%	12%	11%	11%	7%	8%	11%	5%	9%	18%	11%	13%	10%	10%
							g					j	jkm	j			
Make or edit music online (such as editing/ cutting or mixing tracks)	289	250	19	12	8	289	271	18	37	252	37	110	142	289	61	89	82
	9%	10%	7%	8%	10%	9%	10%	4%	8%	10%	5%	8%	15%	9%	12%	8%	9%
							g						jkm	j	o		
Have an online dating profile	270	225	28	9	9	270	250	20	33	237	15	122	133	270	60	103	61
	9%	9%	11%	6%	11%	9%	9%	5%	7%	9%	2%	9%	14%	9%	11%	9%	7%
					c		g					j	jkm	j	p		
Set up/ manage your own website	266	227	19	12	8	266	227	39	11	255	31	109	126	266	57	89	77
	9%	9%	7%	9%	11%	9%	8%	9%	2%	10%	4%	8%	13%	9%	11%	8%	9%
										h		j	jkm	j			
Write blogs or articles	261	220	24	8	8	261	246	15	29	233	47	91	123	261	43	95	78
	8%	8%	9%	6%	11%	8%	9%	4%	6%	9%	7%	7%	13%	8%	8%	8%	9%
							g						jkm				
Contribute to collaborative websites such as Wikipedia	191	155	23	6	6	191	179	11	23	168	24	71	95	191	39	62	57
	6%	6%	9%	5%	7%	6%	7%	3%	5%	6%	3%	5%	10%	6%	7%	6%	7%
							g						jkm	j			
Make or modify a website/ app or game	189	162	13	8	7	189	163	26	10	179	27	79	82	189	38	46	63
	6%	6%	5%	5%	9%	6%	6%	6%	2%	7%	4%	6%	9%	6%	7%	4%	7%
					be					h			jkm		o		o

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Make a podcast	163 5%	140 5%	11 4%	7 5%	5 7%	163 5%	153 6%	11 3%	15 3%	149 6%	25 4%	62 4%	77 8%	163 5%	30 6%	54 5%	54 6%
ANY OF THESE	2171 70%	1828 70%	191 74%	92 66%	61 79%	2171 70%	1907 71%	264 62%	278 59%	1894 72%	366 52%	983 71%	823 85%	2171 70%	398 77%	763 67%	639 73%
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - CREATE YOUR OWN VIDEOS OR REELS	2117 68%	1786 68%	183 70%	88 63%	60 77%	2117 68%	1856 69%	261 61%	264 56%	1852 70%	344 49%	957 69%	816 84%	2117 68%	388 75%	743 65%	631 72%
None of these	860 28%	739 28%	61 23%	45 32%	16 20%	860 28%	713 27%	147 35%	168 36%	692 26%	313 44%	378 27%	133 14%	860 28%	105 20%	365 32%	226 26%
Don't know	67 2%	55 2%	8 3%	3 2%	1 1%	67 2%	54 2%	13 3%	25 5%	42 2%	28 4%	22 2%	10 1%	67 2%	15 3%	7 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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Follow an online 'how to' tutorial to create or do something of your own	1024	220	516	275	1024	395	560	541	421
	33%	33%	33%	35%	33%	36%	33%	30%	39%
									g
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	906	196	454	242	906	347	509	494	377
	29%	30%	29%	31%	29%	31%	30%	27%	35%
									g
Add filters to or edit photos	706	157	342	192	706	265	399	328	338
	23%	24%	22%	24%	23%	24%	23%	18%	31%
									g
Create your own videos or reels (ADDED AT WAVE 2)	574	145	269	153	574	224	315	242	284
	19%	22%	17%	19%	19%	20%	18%	13%	26%
		b							g
Create an online scrapbook of ideas, on sites like Pinterest	386	97	181	102	386	184	184	178	177
	12%	15%	11%	13%	12%	17%	11%	10%	16%
						f			g
Create an online photo book or calendar	385	90	196	96	385	155	195	173	195
	12%	14%	12%	12%	12%	14%	11%	10%	18%
									g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Make a meme or gif	331	101	154	72	331	127	171	151	163
	11%	15%	10%	9%	11%	11%	10%	8%	15%
		bcd							g
Make or edit music online (such as editing/ cutting or mixing tracks)	289	101	136	50	289	127	144	105	149
	9%	15%	9%	6%	9%	11%	8%	6%	14%
		bcd		c		f			g
Have an online dating profile	270	58	125	84	270	108	143	141	109
	9%	9%	8%	11%	9%	10%	8%	8%	10%
Set up/ manage your own website	266	71	115	74	266	111	134	106	136
	9%	11%	7%	9%	9%	10%	8%	6%	13%
		b							g
Write blogs or articles	261	73	138	48	261	99	141	105	131
	8%	11%	9%	6%	8%	9%	8%	6%	12%
		c	c						g
Contribute to collaborative websites such as Wikipedia	191	58	88	43	191	76	98	88	90
	6%	9%	6%	5%	6%	7%	6%	5%	8%
		bcd							g
Make or modify a website/ app or game	189	66	77	45	189	85	86	81	84
	6%	10%	5%	6%	6%	8%	5%	5%	8%
		bcd				f			g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Make a podcast	163	51	81	28	163	73	83	71	78
	5%	8%	5%	4%	5%	7%	5%	4%	7%
		bcd							g
ANY OF THESE	2171	504	1072	562	2171	845	1160	1147	864
	70%	76%	68%	71%	70%	76%	68%	64%	80%
		bd				f			g
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - CREATE YOUR OWN VIDEOS OR REELS	2117	488	1050	546	2117	828	1130	1125	842
	68%	74%	67%	69%	68%	74%	66%	62%	78%
		bd				f			g
None of these	860	145	480	214	860	256	530	624	203
	28%	22%	30%	27%	28%	23%	31%	35%	19%
			a		a		e	h	
Don't know	67	13	24	15	67	13	25	29	12
	2%	2%	2%	2%	2%	1%	1%	2%	1%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	2869	430	475	575	472	435	482	2869	1362	1482	816	734	622	681	1550	1303	2869
Effective Weighted Sample	2149	336	375	440	367	322	334	2149	1008	1125	607	564	494	509	1167	999	2149
Total	2843	372	566	515	518	443	429	2843	1366	1452	823	862	597	537	1686	1134	2843
I spend too much time doing this	706	166	210	140	92	57	42	706	292	407	220	215	157	109	436	267	706
	25%	45%	37%	27%	18%	13%	10%	25%	21%	28%	27%	25%	26%	20%	26%	24%	25%
		bcdefg	cdefg	def	f			def		h	m		m		m		m
I am comfortable with the amount of time I spend doing this	1970	185	332	346	392	354	361	1970	983	970	563	605	405	380	1167	785	1970
	69%	50%	59%	67%	76%	80%	84%	69%	72%	67%	68%	70%	68%	71%	69%	69%	69%
			a	ab	abcg	abcg	abcdg	ab	i								
I would like to spend more time doing this	104	11	15	25	19	21	13	104	60	42	30	26	20	27	56	47	104
	4%	3%	3%	5%	4%	5%	3%	4%	4%	3%	4%	3%	3%	5%	3%	4%	4%
Don't know	63	10	9	4	15	12	13	63	31	32	10	17	14	21	27	35	63
	2%	3%	2%	1%	3%	3%	3%	2%	2%	2%	1%	2%	2%	4%	2%	3%	2%
				c	c	c								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.

**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				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	2869	1993	301	278	297	2869	2559	310	425	2444	541	1317	999	2869	510	1076	772
Effective Weighted Sample	2149	1674	247	229	246	2149	1903	248	321	1828	401	992	750	2149	390	793	581
Total	2843	2392	250	126	75	2843	2484	359	429	2414	558	1306	960	2843	499	1007	811
I spend too much time doing this	706 25%	597 25%	61 25%	27 21%	21 28%	706 25%	638 26%	68 19%	107 25%	599 25%	119 21%	290 22%	297 31%	706 25%	149 30%	212 21%	190 23%
I am comfortable with the amount of time I spend doing this	1970 69%	1658 69%	173 69%	90 71%	49 65%	1970 69%	1707 69%	263 73%	298 69%	1672 69%	397 71%	939 72%	622 65%	1970 69%	318 64%	744 74%	580 72%
I would like to spend more time doing this	104 4%	83 3%	10 4%	7 5%	5 6%	104 4%	88 4%	16 4%	9 2%	94 4%	20 4%	48 4%	35 4%	104 4%	19 4%	38 4%	29 4%
Don't know	63 2%	55 2%	5 2%	3 2%	* *%	63 2%	51 2%	12 3%	15 3%	48 2%	22 4%	29 2%	6 1%	63 2%	13 3%	13 1%	11 1%

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

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2869	575	1448	790	2869	1080	1555	1698	978
Effective Weighted Sample	2149	432	1083	594	2149	797	1173	1236	763
Total	2843	597	1444	740	2843	1024	1561	1584	1053
I spend too much time doing this	706 25%	156 26%	320 22%	214 29% bd	706 25%	314 31% f	332 21%	346 22%	308 29% g
I am comfortable with the amount of time I spend doing this	1970 69%	393 66%	1061 73% acd	480 65%	1970 69% c	662 65%	1148 74% e	1142 72% h	692 66%
I would like to spend more time doing this	104 4%	27 5%	44 3%	29 4%	104 4%	36 4%	53 3%	52 3%	43 4%
Don't know	63 2%	21 4% b	19 1%	16 2%	63 2%	12 1%	29 2%	44 3% h	10 1%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	2826	427	477	569	460	432	461	2826	1292	1510	795	717	612	686	1512	1298	2826
Effective Weighted Sample	2119	333	376	436	357	322	320	2119	957	1146	591	552	487	516	1140	997	2119
Total	2808	368	572	515	508	442	402	2808	1296	1488	807	845	592	541	1652	1134	2808
I spend too much time doing this	763 27%	169 46%	232 41%	160 31%	98 19%	69 16%	36 9%	763 27%	296 23%	458 31%	218 27%	239 28%	184 31%	119 22%	457 28%	303 27%	763 27%
		cdefg	cdefg	def	f	f		def		h		m	m		m	m	m
I am comfortable with the amount of time I spend doing this	1909 68%	176 48%	300 52%	339 66%	393 77%	349 79%	352 87%	1909 68%	926 71%	972 65%	551 68%	564 67%	385 65%	393 73%	1115 67%	778 69%	1909 68%
				ab	abcg	abcg	abcdeg	ab	i					klnp			
I would like to spend more time doing this	89 3%	10 3%	32 6%	15 3%	5 1%	15 3%	11 3%	89 3%	49 4%	38 3%	29 4%	27 3%	13 2%	17 3%	56 3%	30 3%	89 3%
			adg	d		d	d	d									
Don't know	47 2%	14 4%	7 1%	1 *%	12 2%	9 2%	4 1%	47 2%	25 2%	20 1%	9 1%	14 2%	10 2%	12 2%	23 1%	22 2%	47 2%
		bcfg			c	c		c									

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

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

**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	2826	1965	294	277	290	2826	2515	311	431	2395	554	1274	982	2826	506	1054	757
Effective Weighted Sample	2119	1654	241	229	240	2119	1873	249	326	1793	411	960	739	2119	386	776	572
Total	2808	2366	245	125	73	2808	2446	362	435	2373	574	1265	945	2808	493	990	802
I spend too much time doing this	763 27%	634 27%	70 29%	36 29%	23 31%	763 27%	672 27%	92 25%	131 30%	632 27%	127 22%	316 25%	321 34%	763 27%	162 33%	225 23%	220 28%
I am comfortable with the amount of time I spend doing this	1909 68%	1618 68%	159 65%	83 67%	48 65%	1909 68%	1658 68%	250 69%	283 65%	1626 69%	410 71%	889 70%	596 63%	1909 68%	302 61%	733 74%	559 70%
I would like to spend more time doing this	89 3%	72 3%	12 5%	3 2%	3 4%	89 3%	77 3%	12 3%	11 3%	78 3%	21 4%	45 4%	24 3%	89 3%	21 4%	27 3%	13 2%
Don't know	47 2%	42 2%	4 1%	2 2%	* *%	47 2%	40 2%	8 2%	11 2%	37 2%	16 3%	16 1%	5 1%	47 2%	8 2%	6 1%	9 1%

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



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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2826	569	1419	783	2826	1064	1532	1661	974
Effective Weighted Sample	2119	428	1063	589	2119	787	1156	1213	758
Total	2808	594	1413	741	2808	1011	1545	1560	1046
I spend too much time doing this	763 27%	172 29%	350 25%	227 31% b	763 27%	321 32% f	366 24%	369 24%	338 32% g
I am comfortable with the amount of time I spend doing this	1909 68%	382 64%	1024 72% acd	469 63%	1909 68% c	639 63%	1122 73% e	1122 72% h	674 64%
I would like to spend more time doing this	89 3%	20 3%	32 2%	33 4% b	89 3%	46 5% f	38 2%	42 3%	30 3%
Don't know	47 2%	19 3% bd	7 1%	12 2% b	47 2% b	5 *% b	19 1%	28 2% h	5 *%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	2359	400	436	505	390	297	331	2359	1114	1224	665	580	535	566	1245	1101	2359
Effective Weighted Sample	1777	314	343	386	305	225	229	1777	832	931	490	451	429	424	939	850	1777
Total	2335	346	521	449	435	306	278	2335	1104	1210	667	678	518	454	1345	972	2335
I spend too much time doing this	380 16%	66 19% f	96 18%	75 17%	59 14%	49 16%	35 13%	380 16%	182 16%	197 16%	127 19% m	99 15%	91 17%	61 14%	226 17%	152 16%	380 16%
I am comfortable with the amount of time I spend doing this	1655 71%	222 64%	355 68%	311 69%	328 75% ab	230 75% a	209 75% a	1655 71% a	784 71%	860 71%	465 70%	495 73%	356 69%	332 73%	960 71%	688 71%	1655 71%
I would like to spend more time doing this	220 9%	45 13% defg	58 11% e	47 11% e	34 8%	16 5%	19 7%	220 9% e	102 9%	111 9%	60 9%	68 10%	50 10%	38 8%	128 10%	87 9%	220 9%
Don't know	80 3%	13 4%	12 2%	16 4%	14 3%	11 4%	14 5%	80 3%	36 3%	42 3%	15 2%	16 2%	22 4% n	23 5% jkn	31 2%	45 5% jkn	80 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				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	2359	1620	255	229	255	2359	2105	254	333	2026	418	1050	886	2359	450	870	612
Effective Weighted Sample	1777	1373	210	189	219	1777	1575	204	252	1525	316	794	665	1777	345	646	459
Total	2335	1947	219	106	62	2335	2037	298	335	2000	440	1035	851	2335	443	817	634
I spend too much time doing this	380 16%	320 16%	32 15%	17 17%	10 17%	380 16%	343 17%	37 12%	68 20%	312 16%	73 17%	163 16%	142 17%	380 16%	91 20%	117 14%	98 15%
I am comfortable with the amount of time I spend doing this	1655 71%	1371 70%	163 74%	78 74%	43 69%	1655 71%	1433 70%	222 74%	221 66%	1434 72%	288 65%	768 74%	596 70%	1655 71%	275 62%	611 75%	462 73%
I would like to spend more time doing this	220 9%	187 10%	20 9%	6 6%	7 11%	220 9%	191 9%	29 10%	29 9%	191 10%	50 11%	76 7%	94 11%	220 9%	54 12%	76 9%	60 10%
Don't know	80 3%	70 4%	4 2%	4 4%	2 3%	80 3%	69 3%	11 4%	17 5%	63 3%	30 7%	28 3%	18 2%	80 3%	23 5%	13 2%	14 2%

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

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2359	487	1168	659	2359	948	1231	1306	884
Effective Weighted Sample	1777	368	874	501	1777	706	931	952	693
Total	2335	505	1154	628	2335	907	1230	1201	957
I spend too much time doing this	380	98	170	104	380	188	164	174	177
	16%	19%	15%	17%	16%	21%	13%	14%	19%
		b				f			g
I am comfortable with the amount of time I spend doing this	1655	349	844	440	1655	598	930	878	659
	71%	69%	73%	70%	71%	66%	76%	73%	69%
						e			
I would like to spend more time doing this	220	49	102	66	220	99	104	110	95
	9%	10%	9%	10%	9%	11%	8%	9%	10%
Don't know	80	9	38	18	80	22	33	39	26
	3%	2%	3%	3%	3%	2%	3%	3%	3%

Columns Tested: a,b,c,d - e,f - g,h

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

**Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
I spend too much time doing this	443	79	103	66	64	71	59	443	195	244	126	139	86	90	265	175	443
	14%	21%	18%	12%	12%	14%	11%	14%	13%	15%	14%	15%	13%	15%	15%	14%	14%
		cdefg	cdf					f									
I am comfortable with the amount of time I spend doing this	2306	220	417	385	425	399	460	2306	1109	1180	653	690	488	458	1343	946	2306
	74%	59%	72%	72%	77%	79%	82%	74%	75%	74%	73%	75%	76%	75%	74%	75%	74%
			a	a	a	abc	abcb	a									
I would like to spend more time doing this	236	56	43	62	36	21	17	236	123	110	91	58	49	33	149	81	236
	8%	15%	7%	12%	6%	4%	3%	8%	8%	7%	10%	6%	8%	5%	8%	6%	8%
		bdefg	f	bdefg	f			ef			kmop				m		
Don't know	115	16	13	20	26	17	23	115	42	71	19	36	22	33	55	55	115
	4%	4%	2%	4%	5%	3%	4%	4%	3%	4%	2%	4%	3%	5%	3%	4%	4%
										h				jn		j	

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
I spend too much time doing this	443 14%	375 14%	34 13%	20 14%	13 17%	443 14%	398 15%	45 11%	65 14%	377 14%	96 14%	199 14%	147 15%	443 14%	89 17%	140 12%	119 14%
I am comfortable with the amount of time I spend doing this	2306 74%	1952 74%	193 74%	103 74%	58 75%	2306 74%	1979 74%	327 77%	352 75%	1954 74%	518 73%	1051 76%	717 74%	2306 74%	360 69%	907 80%	657 75%
I would like to spend more time doing this	236 8%	198 8%	20 8%	12 8%	5 7%	236 8%	201 8%	34 8%	24 5%	211 8%	51 7%	94 7%	87 9%	236 8%	47 9%	67 6%	80 9%
Don't know	115 4%	97 4%	12 5%	5 3%	1 1%	115 4%	96 4%	18 4%	30 6%	85 3%	41 6%	39 3%	16 2%	115 4%	23 4%	21 2%	19 2%

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

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
I spend too much time doing this	443 14%	102 15%	216 14%	113 14%	443 14%	204 18% f	190 11%	248 14%	152 14%
I am comfortable with the amount of time I spend doing this	2306 74%	486 73%	1202 76%	587 74%	2306 74%	792 71%	1355 79% e	1380 77%	795 74%
I would like to spend more time doing this	236 8%	51 8%	119 8%	60 8%	236 8%	93 8%	118 7%	101 6%	112 10% g
Don't know	115 4%	24 4%	40 3%	31 4%	115 4%	24 2%	52 3%	72 4% h	20 2%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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 (WAVE 1)/ Do you use (WAVE 2) websites, apps or other online services to help you with any of the following things? (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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Relax	1225	175	277	248	201	175	150	1225	593	619	365	375	255	228	740	482	1225
	40%	47%	48%	47%	36%	34%	27%	40%	40%	39%	41%	41%	40%	37%	41%	38%	40%
		defg	defg	defg	f	f	f	f									
Look up health symptoms	1006	93	172	170	203	171	198	1006	395	603	336	292	191	183	628	374	1006
	32%	25%	30%	32%	37%	34%	35%	32%	27%	38%	38%	32%	30%	30%	35%	30%	32%
			a	ab	a	a	a	a		h	klmop				lmo		
Improve your mood/ feel happy	917	149	252	196	129	116	74	917	438	463	274	295	171	168	570	339	917
	30%	40%	44%	37%	23%	23%	13%	30%	30%	29%	31%	32%	26%	27%	31%	27%	30%
		defg	cdefg	defg	f	f	def	def				lo			lo		
Healthy eating/ nutrition	794	88	204	180	143	95	85	794	334	452	258	245	167	115	503	283	794
	26%	24%	35%	34%	26%	19%	15%	26%	23%	28%	29%	27%	26%	19%	28%	22%	26%
		f	adefg	adefg	ef		ef	ef		h	mo	m	m		mo		mo
Follow a fitness programme/ health tracker	595	66	151	144	112	68	54	595	247	342	207	174	130	76	381	206	595
	19%	18%	26%	27%	20%	13%	10%	19%	17%	21%	23%	19%	20%	12%	21%	16%	19%
		f	aefg	adefg	ef		ef	ef		h	mop	m	m		mo	m	mo
Get support when feeling unhappy/ anxious/ worried	523	99	136	128	95	36	29	523	205	308	169	153	103	92	322	195	523
	17%	27%	24%	24%	17%	7%	5%	17%	14%	19%	19%	17%	16%	15%	18%	16%	17%
		defg	defg	defg	ef		ef	ef		h							
Sleep	496	115	122	96	81	46	35	496	218	275	144	145	107	97	289	204	496
	16%	31%	21%	18%	15%	9%	6%	16%	15%	17%	16%	16%	17%	16%	16%	16%	16%
		bcdefg	defg	ef	ef		ef	ef									
Feel energised	421	74	142	95	53	26	31	421	215	200	131	137	98	53	269	152	421
	14%	20%	25%	18%	10%	5%	5%	14%	15%	12%	15%	15%	15%	9%	15%	12%	14%
		defg	cdefg	defg	ef		def	def			m	m	m		m	m	m

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



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

**Q5. Have you ever used (WAVE 1)/ Do you use (WAVE 2) 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Meditate	375	61	102	93	58	35	26	375	169	199	108	112	82	67	220	149	375
	12%	16%	18%	17%	10%	7%	5%	12%	12%	12%	12%	12%	13%	11%	12%	12%	12%
		defg	defg	defg	f			ef									
ANY OF THESE	2368	329	513	443	413	333	336	2368	1113	1233	727	709	490	426	1436	916	2368
	76%	89%	89%	83%	75%	66%	60%	76%	76%	77%	82%	77%	76%	69%	79%	73%	76%
		cdefg	cdefg	defg	ef			ef			klmop	m	m		mo		mo
None of these	656	28	48	80	121	159	219	656	320	336	150	193	140	163	344	303	656
	21%	8%	8%	15%	22%	31%	39%	21%	22%	21%	17%	21%	22%	27%	19%	24%	21%
				ab	abc	abcdg	abcdg	abc					j	jknp		jn	j
Don't know	75	15	14	9	17	15	5	75	36	36	13	19	14	24	33	39	75
	2%	4%	2%	2%	3%	3%	1%	2%	2%	2%	1%	2%	2%	4%	2%	3%	2%
		f			f	f		f						jnp		jn	
Base for stats	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Mean number of type of app/ site/ online service used (out of 9)	2.0	2.5	2.7	2.5	1.9	1.5	1.2	2.0	1.9	2.2	2.2	2.1	2.0	1.8	2.2	1.9	2.0
		defg	defg	defg	ef	f		ef		h	lmop	mo	m		mop		mo
Standard deviation	1.89	1.86	2.02	2.07	1.81	1.61	1.41	1.89	1.78	1.98	1.89	1.90	1.85	1.91	1.89	1.89	1.89
Standard error	.03	.09	.09	.09	.08	.07	.06	.03	.05	.05	.06	.07	.07	.07	.05	.05	.03

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

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

**Q5. Have you ever used (WAVE 1)/ Do you use (WAVE 2) 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Relax	1225	1024	115	51	35	1225	1071	153	149	1076	173	547	498	1225	226	438	358
	40%	39%	44%	36%	45%	40%	40%	36%	32%	41%	24%	40%	51%	40%	44%	39%	41%
					c					h		j	jkm	j			
Look up health symptoms	1006	844	85	48	29	1006	869	137	92	914	116	422	466	1006	157	373	318
	32%	32%	33%	34%	38%	32%	32%	32%	20%	35%	16%	30%	48%	32%	30%	33%	36%
										h		j	jkm	j			n
Improve your mood/ feel happy	917	759	92	40	27	917	828	89	115	802	108	395	411	917	171	320	264
	30%	29%	35%	29%	34%	30%	31%	21%	24%	31%	15%	29%	43%	30%	33%	28%	30%
			a				g			h		j	jkm	j			
Healthy eating/ nutrition	794	657	80	31	26	794	714	80	91	703	96	309	389	794	139	272	245
	26%	25%	31%	22%	34%	26%	27%	19%	19%	27%	14%	22%	40%	26%	27%	24%	28%
			c		ace		g			h		j	jkm	jk			
Follow a fitness programme/ health tracker	595	510	43	21	21	595	535	60	71	524	54	238	303	595	95	205	195
	19%	19%	16%	15%	27%	19%	20%	14%	15%	20%	8%	17%	31%	19%	18%	18%	22%
					abce		g			h		j	jkm	j			o
Get support when feeling unhappy/ anxious/ worried	523	440	43	21	19	523	472	51	70	453	49	224	248	523	133	163	143
	17%	17%	17%	15%	24%	17%	18%	12%	15%	17%	7%	16%	26%	17%	26%	14%	16%
					abce		g					j	jkm	j	op		
Sleep	496	415	48	18	16	496	451	46	77	419	61	229	207	496	113	166	119
	16%	16%	19%	13%	20%	16%	17%	11%	16%	16%	9%	17%	21%	16%	22%	15%	14%
					c		g					j	jkm	j	op		
Feel energised	421	347	41	19	14	421	388	33	52	370	53	163	206	421	103	130	116
	14%	13%	16%	13%	18%	14%	15%	8%	11%	14%	7%	12%	21%	14%	20%	11%	13%
					a		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.

**Q5. Have you ever used (WAVE 1)/ Do you use (WAVE 2) 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Meditate	375 12%	306 12%	39 15%	15 11%	14 19% ace	375 12%	338 13%	37 9%	35 7%	339 13% h	54 8%	138 10%	182 19% jkm	375 12% j	65 13%	131 12%	98 11%
ANY OF THESE	2368 76%	1990 76%	210 81% c	102 73%	67 86% ace	2368 76%	2082 78% g	286 67%	322 68%	2046 78% h	412 58%	1090 79% j	856 89% jkm	2368 76% j	420 81% o	847 75%	683 78%
None of these	656 21%	570 22% d	43 17%	33 24% bd	10 12%	656 21% d	530 20% f	126 30%	128 27% i	528 20%	254 36% klm	266 19% l	108 11%	656 21% l	84 16%	278 24% n	179 20%
Don't know	75 2%	62 2%	7 3%	4 3%	1 2%	75 2%	63 2%	12 3%	22 5% i	54 2%	40 6% klm	27 2% l	3 *% *	75 2% l	14 3% o	10 1%	12 1%
Base for stats	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Mean number of type of app/ site/ online service used (out of 9)	2.0	2.0	2.3 ac	1.9	2.6 abce	2.0	2.1 g	1.6	1.6	2.1 h	1.1	1.9 j	3.0 jkm	2.0 jk	2.3 o	1.9 o	2.1 o
Standard deviation	1.89	1.89	1.87	1.78	2.07	1.89	1.91	1.76	1.78	1.90	1.31	1.63	2.17	1.89	2.01	1.81	1.91
Standard error	.03	.04	.11	.10	.12	.03	.04	.09	.08	.04	.05	.04	.07	.03	.09	.05	.07

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

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

**Q5. Have you ever used (WAVE 1)/ Do you use (WAVE 2) websites, apps or other online services to help you with any of the following things? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Relax	1225	253	619	334	1225	443	689	660	497
	40%	38%	39%	42%	40%	40%	40%	37%	46%
Look up health symptoms	1006	199	526	270	1006	423	526	579	379
	32%	30%	33%	34%	32%	38%	31%	32%	35%
Improve your mood/ feel happy	917	181	452	265	917	360	499	466	395
	30%	27%	29%	34%	30%	32%	29%	26%	37%
				ab					g
Healthy eating/ nutrition	794	160	425	199	794	292	444	386	352
	26%	24%	27%	25%	26%	26%	26%	21%	33%
									g
Follow a fitness programme/ health tracker	595	137	320	131	595	207	355	283	280
	19%	21%	20%	17%	19%	19%	21%	16%	26%
									g
Get support when feeling unhappy/ anxious/ worried	523	119	221	171	523	256	223	241	253
	17%	18%	14%	22%	17%	23%	13%	13%	23%
		b		bd	b	f			g
Sleep	496	118	240	131	496	243	213	244	214
	16%	18%	15%	17%	16%	22%	12%	14%	20%
						f			g
Feel energised	421	112	194	107	421	160	224	179	209
	14%	17%	12%	14%	14%	14%	13%	10%	19%
		b							g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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 (WAVE 1)/ Do you use (WAVE 2) websites, apps or other online services to help you with any of the following things? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Meditate	375	86	200	76	375	166	173	165	175
	12%	13%	13%	10%	12%	15%	10%	9%	16%
ANY OF THESE	2368	513	1198	624	2368	918	1262	1284	917
	76%	77%	76%	79%	76%	82%	74%	71%	85%
None of these	656	140	348	151	656	180	428	480	150
	21%	21%	22%	19%	21%	16%	25%	27%	14%
Don't know	75	9	31	16	75	15	25	36	13
	2%	1%	2%	2%	2%	1%	1%	2%	1%
Base for stats	3099	662	1577	791	3099	1113	1715	1801	1079
Mean number of type of app/ site/ online service used (out of 9)	2.0	2.1	2.0	2.1	2.0	2.3	1.9	1.8	2.6
						f			g
Standard deviation	1.89	1.91	1.84	1.94	1.89	1.94	1.86	1.77	2.02
Standard error	.03	.08	.05	.07	.03	.06	.05	.04	.06

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Set aside time for yourself when you are not online	872	106	178	153	148	154	132	872	370	495	263	272	179	151	535	331	872
	28%	29%	31%	29%	27%	30%	24%	28%	25%	31%	30%	29%	28%	25%	30%	26%	28%
			f			f				h					m		
Disable notifications on devices or use 'Do not Disturb' settings	824	162	203	148	153	92	66	824	377	437	238	288	167	122	526	289	824
	27%	43%	35%	28%	28%	18%	12%	27%	26%	27%	27%	31%	26%	20%	29%	23%	27%
		bcdefg	cdefg	ef	ef	f		ef			m	lmop	m		mo		mo
Taken a deliberate break from any social media apps	692	107	178	143	114	90	61	692	309	375	217	213	145	117	430	263	692
	22%	29%	31%	27%	21%	18%	11%	22%	21%	23%	24%	23%	23%	19%	24%	21%	22%
		defg	defg	defg	f	f		ef			m				m		
Chosen not to take devices such as phones or tablets to bed with you	671	66	116	117	121	122	130	671	333	338	205	208	141	114	413	255	671
	22%	18%	20%	22%	22%	24%	23%	22%	23%	21%	23%	23%	22%	19%	23%	20%	22%
						a									m		
Deleted apps because you spend too much time on them	646	113	153	133	112	84	51	646	303	340	201	203	140	98	404	238	646
	21%	31%	27%	25%	20%	16%	9%	21%	21%	21%	23%	22%	22%	16%	22%	19%	21%
		defg	defg	ef	f	f		f			m	m	m		mo		m
Taken a deliberate break from any other apps	445	77	127	91	70	50	30	445	224	214	118	151	93	79	270	172	445
	14%	21%	22%	17%	13%	10%	5%	14%	15%	13%	13%	16%	14%	13%	15%	14%	14%
		defg	defg	ef	f	f		ef									

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

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

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
Deleted apps because they are bad for your mental health/ self-esteem	427	75	135	95	62	43	17	427	209	212	137	123	97	67	261	164	427	
	14%	20%	23%	18%	11%	8%	3%	14%	14%	13%	15%	13%	15%	11%	14%	13%	14%	
		defg	cdefg	defg	f	f		ef			m		m		m			
Used an app to help reduce your 'screen time' / time spent using devices	341	68	109	75	54	15	20	341	174	162	122	93	68	58	215	125	341	
	11%	18%	19%	14%	10%	3%	4%	11%	12%	10%	14%	10%	11%	9%	12%	10%	11%	
		defg	defg	ef	ef			ef			kmo							
ANY OF THESE	2151	316	470	393	384	316	272	2151	998	1135	639	666	452	378	1305	830	2151	
	69%	85%	82%	74%	70%	62%	48%	69%	68%	71%	72%	72%	70%	62%	72%	66%	69%	
		cdefg	cdefg	ef	ef	f		ef			mo	mo	m		mo		mo	
None of these	863	35	92	127	155	177	278	863	431	429	238	235	175	206	473	381	863	
	28%	9%	16%	24%	28%	35%	50%	28%	29%	27%	27%	26%	27%	34%	26%	30%	28%	
			a	ab	ab	abcdg	abcdeg	ab						jklnp		kn		
Don't know	85	21	14	13	12	15	10	85	40	41	13	21	17	30	34	47	85	
	3%	6%	2%	2%	2%	3%	2%	3%	3%	3%	1%	2%	3%	5%	2%	4%	3%	
		bcdfg												jknp		jn		
<b>SUMMARY</b>																		
TAKING A BREAK FROM ANY APP	918	144	245	192	145	116	75	918	430	475	277	290	191	156	568	347	918	
	30%	39%	43%	36%	26%	23%	13%	30%	29%	30%	31%	31%	30%	25%	31%	28%	30%	
		defg	defg	defg	f	f		ef			m	m			mo		m	
DELETING ANY APPS	855	145	218	182	142	111	57	855	404	445	267	264	187	130	531	317	855	
	28%	39%	38%	34%	26%	22%	10%	28%	27%	28%	30%	29%	29%	21%	29%	25%	28%	
		defg	defg	defg	f	f		ef			mo	m	m		mo		m	

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

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

**Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Set aside time for yourself when you are not online	872	738	70	39	24	872	746	125	118	754	115	396	360	872	142	329	264
	28%	28%	27%	28%	31%	28%	28%	30%	25%	29%	16%	29%	37%	28%	27%	29%	30%
												j	jkm	j			
Disable notifications on devices or use 'Do not Disturb' settings	824	675	88	37	23	824	736	88	87	737	84	365	375	824	166	277	233
	27%	26%	34%	27%	30%	27%	28%	21%	19%	28%	12%	26%	39%	27%	32%	24%	27%
			ae				g			h		j	jkm	j	o		
Taken a deliberate break from any social media apps	692	567	68	35	23	692	603	89	92	600	93	278	322	692	144	226	208
	22%	22%	26%	25%	29%	22%	23%	21%	20%	23%	13%	20%	33%	22%	28%	20%	24%
					ae							j	jkm	j	o		
Chosen not to take devices such as phones or tablets to bed with you	671	563	66	25	17	671	586	85	83	588	108	293	270	671	109	248	208
	22%	21%	25%	18%	22%	22%	22%	20%	18%	22%	15%	21%	28%	22%	21%	22%	24%
			c							h		j	jkm	j			
Deleted apps because you spend too much time on them	646	532	61	29	23	646	580	66	92	554	72	281	293	646	133	177	200
	21%	20%	23%	21%	30%	21%	22%	16%	20%	21%	10%	20%	30%	21%	26%	16%	23%
					ace		g					j	jkm	j	o		o
Taken a deliberate break from any other apps	445	382	36	17	10	445	382	63	50	395	63	181	201	445	91	137	131
	14%	15%	14%	12%	13%	14%	14%	15%	11%	15%	9%	13%	21%	14%	18%	12%	15%
										h		j	jkm	j	o		

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



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

**Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Deleted apps because they are bad for your mental health/ self-esteem	427 14%	362 14%	36 14%	18 13%	12 16%	427 14%	390 15%	38 9%	48 10%	379 14%	39 6%	178 13%	210 22%	427 14%	83 16%	146 13%	119 14%
Used an app to help reduce your 'screen time' / time spent using devices	341 11%	298 11%	22 8%	9 7%	12 15%	341 11%	311 12%	30 7%	41 9%	300 11%	47 7%	144 10%	149 15%	341 11%	91 18%	88 8%	97 11%
ANY OF THESE	2151 69%	1791 68%	205 79%	96 69%	58 75%	2151 69%	1894 71%	257 60%	303 64%	1848 70%	392 56%	987 71%	771 80%	2151 69%	401 77%	749 66%	609 70%
None of these	863 28%	760 29%	47 18%	39 28%	17 22%	863 28%	710 27%	153 36%	141 30%	723 27%	272 38%	372 27%	189 20%	863 28%	102 20%	375 33%	261 30%
Don't know	85 3%	71 3%	8 3%	4 3%	2 2%	85 3%	70 3%	15 3%	27 6%	58 2%	43 6%	24 2%	7 1%	85 3%	16 3%	11 1%	3 *%
<b>SUMMARY</b>																	
TAKING A BREAK FROM ANY APP	918 30%	758 29%	89 34%	44 31%	27 35%	918 30%	802 30%	116 27%	122 26%	796 30%	137 19%	387 28%	394 41%	918 30%	193 37%	295 26%	273 31%
DELETING ANY APPS	855 28%	708 27%	81 31%	37 27%	29 37%	855 28%	775 29%	80 19%	115 24%	740 28%	97 14%	384 28%	374 39%	855 28%	167 32%	260 23%	255 29%

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

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

**Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Set aside time for yourself when you are not online	872	181	453	223	872	321	490	489	347
	28%	27%	29%	28%	28%	29%	29%	27%	32%
									g
Disable notifications on devices or use 'Do not Disturb' settings	824	183	400	228	824	336	431	436	335
	27%	28%	25%	29%	27%	30%	25%	24%	31%
						f			g
Taken a deliberate break from any social media apps	692	138	352	193	692	288	348	346	304
	22%	21%	22%	24%	22%	26%	20%	19%	28%
						f			g
Chosen not to take devices such as phones or tablets to bed with you	671	146	361	156	671	256	374	407	234
	22%	22%	23%	20%	22%	23%	22%	23%	22%
Deleted apps because you spend too much time on them	646	123	330	185	646	293	309	322	268
	21%	19%	21%	23%	21%	26%	18%	18%	25%
						f			g
Taken a deliberate break from any other apps	445	102	212	123	445	191	220	239	173
	14%	15%	13%	16%	14%	17%	13%	13%	16%
						f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Deleted apps because they are bad for your mental health/ self-esteem	427 14%	88 13%	211 13%	120 15%	427 14%	228 20% f	172 10%	191 11%	203 19% g
Used an app to help reduce your 'screen time'/ time spent using devices	341 11%	105 16% bcd	158 10%	71 9%	341 11%	153 14% f	167 10%	135 8%	176 16% g
ANY OF THESE	2151 69%	470 71%	1084 69%	568 72%	2151 69%	863 78% f	1121 65%	1150 64%	848 79% g
None of these	863 28%	179 27%	464 29%	203 26%	863 28%	236 21%	565 33% e	611 34% h	217 20%
Don't know	85 3%	14 2%	29 2%	20 3%	85 3%	14 1%	29 2%	39 2%	14 1%
<b>SUMMARY</b>									
TAKING A BREAK FROM ANY APP	918 30%	200 30%	455 29%	250 32%	918 30%	381 34% f	460 27%	461 26%	393 36% g
DELETING ANY APPS	855 28%	170 26%	432 27%	243 31%	855 28%	392 35% f	400 23%	401 22%	376 35% g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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 INCIDENCE OF PURCHASING THINGS ONLINE - WAVE 2 ONLY**

Base : All respondents at Wave 2

	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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Buy things/ Online shopping (purchasing products or services etc.)	2588	265	483	450	459	437	494	2588	1208	1367	769	796	521	483	1565	1004	2588
	84%	71%	84%	85%	83%	86%	88%	84%	82%	85%	86%	86%	81%	79%	86%	80%	84%
			a	a	a	a	adg	a			lmo	lmo			lmop		mo

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

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

**SUMMARY TO SHOW INCIDENCE OF PURCHASING THINGS ONLINE - WAVE 2 ONLY**

Base : All respondents at Wave 2

	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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Buy things/ Online shopping (purchasing products or services etc.)	2588	2185	219	121	63	2588	2215	373	328	2260	465	1169	942	2588	406	980	787
	84%	83%	84%	87%	81%	84%	83%	88%	70%	86%	66%	85%	97%	84%	78%	86%	90%
								f		h		j	jkm	j		n	no

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

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

**SUMMARY TO SHOW INCIDENCE OF PURCHASING THINGS ONLINE - WAVE 2 ONLY**

Base : All respondents at Wave 2

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Buy things/ Online shopping (purchasing products or services etc.)	2588	516	1361	668	2588	901	1516	1538	926
	84%	78%	86%	84%	84%	81%	88%	85%	86%
			ad	a	a		e		

Columns Tested: a,b,c,d - e,f - g,h

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

**IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2616	320	404	499	426	434	533	2616	1204	1397	766	674	548	614	1440	1162	2616
Effective Weighted Sample	1952	247	321	380	329	321	373	1952	891	1052	568	517	436	457	1081	889	1952
Total	2588	265	483	450	459	437	494	2588	1208	1367	769	796	521	483	1565	1004	2588
Very important	377 15%	49 18%	99 21%	81 18%	56 12%	46 11%	46 9%	377 15%	216 18%	160 12%	129 17%	99 12%	84 16%	62 13%	228 15%	147 15%	377 15%
		def	defg	def				f	i		k						
Fairly important	947 37%	91 34%	176 37%	173 38%	173 38%	153 35%	182 37%	947 37%	425 35%	514 38%	296 39%	304 38%	187 36%	155 32%	601 38%	343 34%	947 37%
									m		m				m		
Neither important nor unimportant	701 27%	68 26%	106 22%	114 25%	141 31%	130 30%	142 29%	701 27%	309 26%	388 28%	185 24%	222 28%	142 27%	146 30%	407 26%	289 29%	701 27%
					b	b	b							j			
Not very important	321 12%	31 12%	61 13%	55 12%	48 10%	58 13%	68 14%	321 12%	144 12%	175 13%	112 15%	90 11%	59 11%	56 12%	202 13%	115 11%	321 12%
Not at all important	201 8%	16 6%	29 6%	21 5%	41 9%	42 10%	52 11%	201 8%	99 8%	102 7%	37 5%	65 8%	41 8%	54 11%	103 7%	95 9%	201 8%
					c	c	bc	c				j		jnp		jn	j
Don't know	41 2%	10 4%	11 2%	7 1%	* *	8 2%	4 1%	41 2%	14 1%	27 2%	9 1%	15 2%	7 1%	9 2%	24 2%	16 2%	41 2%
		dfg	d	d		d		d									
<b>SUMMARY CODES</b>																	
TOTAL IMPORTANT	1324 51%	140 53%	275 57%	253 56%	229 50%	199 45%	228 46%	1324 51%	642 53%	674 49%	425 55%	404 51%	272 52%	217 45%	829 53%	489 49%	1324 51%
			efg	ef							mo		m		m		m
TOTAL NOT IMPORTANT	522 20%	47 18%	90 19%	77 17%	88 19%	100 23%	120 24%	522 20%	243 20%	277 20%	150 19%	155 20%	100 19%	110 23%	305 20%	210 21%	522 20%
							c										
TOTAL NEITHER/ DON'T KNOW	742 29%	78 30%	118 24%	121 27%	141 31%	138 32%	147 30%	742 29%	323 27%	416 30%	194 25%	237 30%	150 29%	155 32%	431 28%	305 30%	742 29%
							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.

**IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2616	1830	264	267	255	2616	2302	314	330	2286	443	1186	978	2616	424	1035	754
Effective Weighted Sample	1952	1529	216	219	210	1952	1707	250	248	1704	322	890	736	1952	323	762	565
Total	2588	2185	219	121	63	2588	2215	373	328	2260	465	1169	942	2588	406	980	787
Very important	377 15%	321 15%	31 14%	15 12%	11 17%	377 15%	343 15%	34 9%	39 12%	338 15%	36 8%	150 13%	191 20%	377 15%	67 17%	130 13%	117 15%
Fairly important	947 37%	788 36%	89 41%	42 35%	26 42%	947 37%	799 36%	148 40%	97 29%	850 38%	108 23%	457 39%	378 40%	947 37%	154 38%	376 38%	290 37%
Neither important nor unimportant	701 27%	589 27%	60 27%	34 28%	19 30%	701 27%	593 27%	109 29%	108 33%	593 26%	153 33%	321 27%	227 24%	701 27%	95 23%	272 28%	207 26%
Not very important	321 12%	280 13%	21 10%	15 13%	4 7%	321 12%	275 12%	46 12%	40 12%	281 12%	73 16%	145 12%	99 10%	321 12%	44 11%	120 12%	115 15%
Not at all important	201 8%	170 8%	15 7%	13 11%	2 4%	201 8%	170 8%	31 8%	31 9%	170 8%	75 16%	81 7%	41 4%	201 8%	39 10%	74 8%	54 7%
Don't know	41 2%	36 2%	3 1%	2 2%	* 1%	41 2%	35 2%	6 2%	13 4%	28 1%	20 4%	15 1%	6 1%	41 2%	6 2%	8 1%	4 1%
<b>SUMMARY CODES</b>																	
TOTAL IMPORTANT	1324 51%	1109 51%	120 55%	57 47%	37 59%	1324 51%	1142 52%	182 49%	136 41%	1188 53%	144 31%	607 52%	569 60%	1324 51%	221 54%	506 52%	407 52%
TOTAL NOT IMPORTANT	522 20%	451 21%	37 17%	28 23%	7 11%	522 20%	445 20%	77 21%	71 22%	451 20%	148 32%	226 19%	140 15%	522 20%	83 21%	195 20%	169 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.

**IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	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	2616	1830	264	267	255	2616	2302	314	330	2286	443	1186	978	2616	424	1035	754
Effective Weighted Sample	1952	1529	216	219	210	1952	1707	250	248	1704	322	890	736	1952	323	762	565
Total	2588	2185	219	121	63	2588	2215	373	328	2260	465	1169	942	2588	406	980	787
TOTAL NEITHER/ DON'T KNOW	742	625	63	36	19	742	628	114	121	621	173	335	233	742	102	280	211
	29%	29%	29%	30%	30%	29%	28%	31%	37%	27%	37%	29%	25%	29%	25%	29%	27%
									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.

**IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2616	509	1353	713	2616	940	1511	1629	868
Effective Weighted Sample	1952	382	1009	532	1952	689	1141	1181	678
Total	2588	516	1361	668	2588	901	1516	1538	926
Very important	377	108	179	84	377	131	226	176	176
	15%	21%	13%	13%	15%	15%	15%	11%	19%
		bcd							g
Fairly important	947	171	546	218	947	322	567	565	346
	37%	33%	40%	33%	37%	36%	37%	37%	37%
			ac						
Neither important nor unimportant	701	135	363	192	701	229	413	445	222
	27%	26%	27%	29%	27%	25%	27%	29%	24%
								h	
Not very important	321	65	147	104	321	137	170	199	111
	12%	13%	11%	16%	12%	15%	11%	13%	12%
				b		f			
Not at all important	201	29	105	64	201	68	123	130	60
	8%	6%	8%	10%	8%	8%	8%	8%	6%
				a					
Don't know	41	8	22	5	41	14	17	22	10
	2%	2%	2%	1%	2%	2%	1%	1%	1%
<b>SUMMARY CODES</b>									
TOTAL IMPORTANT	1324	279	724	302	1324	453	793	742	522
	51%	54%	53%	45%	51%	50%	52%	48%	56%
		c	c		c				g
TOTAL NOT IMPORTANT	522	94	252	169	522	205	293	329	171
	20%	18%	19%	25%	20%	23%	19%	21%	18%
				abd					

Columns Tested: a,b,c,d - e,f - g,h

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

**IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	2616	509	1353	713	2616	940	1511	1629	868
Effective Weighted Sample	1952	382	1009	532	1952	689	1141	1181	678
Total	2588	516	1361	668	2588	901	1516	1538	926
TOTAL NEITHER/ DON'T KNOW	742	143	385	197	742	242	430	467	232
	29%	28%	28%	29%	29%	27%	28%	30%	25%

Columns Tested: a,b,c,d - e,f - g,h

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

**IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2616	320	404	499	426	434	533	2616	1204	1397	766	674	548	614	1440	1162	2616
Effective Weighted Sample	1952	247	321	380	329	321	373	1952	891	1052	568	517	436	457	1081	889	1952
Total	2588	265	483	450	459	437	494	2588	1208	1367	769	796	521	483	1565	1004	2588
Very important	569 22%	79 30%	147 30%	113 25%	82 18%	69 16%	79 16%	569 22%	244 20%	319 23%	174 23%	150 19%	136 26%	103 21%	324 21%	239 24%	569 22%
		defg	defg	def				ef					kn			k	
Fairly important	1053 41%	102 38%	198 41%	208 46%	208 45%	152 35%	186 38%	1053 41%	467 39%	580 42%	325 42%	315 40%	220 42%	186 39%	640 41%	406 40%	1053 41%
				efg	ef			e									
Neither important nor unimportant	627 24%	63 24%	90 19%	93 21%	110 24%	132 30%	138 28%	627 24%	313 26%	313 23%	177 23%	220 28%	104 20%	121 25%	396 25%	224 22%	627 24%
						bcg	bc	b				lo			l		
Not very important	177 7%	15 6%	31 6%	24 5%	30 7%	36 8%	41 8%	177 7%	84 7%	93 7%	60 8%	47 6%	29 6%	41 8%	107 7%	70 7%	177 7%
Not at all important	133 5%	5 2%	10 2%	10 2%	27 6%	40 9%	40 8%	133 5%	84 7%	49 4%	28 4%	54 7%	25 5%	25 5%	83 5%	50 5%	133 5%
					abc	abcg	abcg	abc	i			j					
Don't know	30 1%	2 1%	6 1%	2 *	1 *	9 2%	9 2%	30 1%	16 1%	14 1%	5 1%	9 1%	7 1%	7 2%	15 1%	14 1%	30 1%
						cd											
<b>SUMMARY CODES</b>																	
TOTAL IMPORTANT	1621 63%	180 68%	345 71%	321 71%	290 63%	220 50%	265 54%	1621 63%	710 59%	899 66%	499 65%	466 58%	356 68%	289 60%	964 62%	645 64%	1621 63%
		ef	defg	defg	ef			ef		h	k		kmnp			k	
TOTAL NOT IMPORTANT	310 12%	20 7%	42 9%	33 7%	57 12%	76 17%	82 17%	310 12%	168 14%	142 10%	88 11%	102 13%	54 10%	66 14%	190 12%	120 12%	310 12%
					ac	abcg	abcg	ac	i								
TOTAL NEITHER/ DON'T KNOW	657 25%	65 25%	96 20%	95 21%	112 24%	141 32%	147 30%	657 25%	330 27%	327 24%	182 24%	229 29%	110 21%	128 27%	411 26%	238 24%	657 25%
						abcdg	bc	b				lo			l		

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

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

**IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2616	1830	264	267	255	2616	2302	314	330	2286	443	1186	978	2616	424	1035	754
Effective Weighted Sample	1952	1529	216	219	210	1952	1707	250	248	1704	322	890	736	1952	323	762	565
Total	2588	2185	219	121	63	2588	2215	373	328	2260	465	1169	942	2588	406	980	787
Very important	569 22%	468 21%	54 25%	33 27%	14 23%	569 22%	500 23%	68 18%	79 24%	490 22%	70 15%	254 22%	243 26%	569 22%	105 26%	219 22%	144 18%
Fairly important	1053 41%	890 41%	86 39%	47 39%	29 46%	1053 41%	909 41%	144 39%	130 40%	922 41%	142 30%	479 41%	426 45%	1053 41%	169 42%	399 41%	349 44%
Neither important nor unimportant	627 24%	530 24%	58 26%	25 21%	14 23%	627 24%	527 24%	100 27%	82 25%	545 24%	140 30%	311 27%	175 19%	627 24%	84 21%	250 26%	185 24%
Not very important	177 7%	153 7%	12 6%	9 7%	2 4%	177 7%	145 7%	32 9%	14 4%	163 7%	47 10%	62 5%	68 7%	177 7%	19 5%	60 6%	58 7%
Not at all important	133 5%	121 6%	5 2%	4 4%	2 3%	133 5%	108 5%	25 7%	18 6%	114 5%	52 11%	49 4%	28 3%	133 5%	29 7%	43 4%	48 6%
Don't know	30 1%	23 1%	4 2%	3 2%	1 2%	30 1%	26 1%	4 1%	4 1%	26 1%	14 3%	14 1%	2 *	30 1%	1 *	9 1%	3 *
<b>SUMMARY CODES</b>																	
TOTAL IMPORTANT	1621 63%	1358 62%	140 64%	80 66%	43 69%	1621 63%	1409 64%	212 57%	209 64%	1412 62%	212 46%	733 63%	669 71%	1621 63%	274 68%	618 63%	493 63%
TOTAL NOT IMPORTANT	310 12%	275 13%	18 8%	13 11%	4 7%	310 12%	252 11%	57 15%	33 10%	277 12%	99 21%	111 9%	96 10%	310 12%	47 12%	103 11%	106 13%

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

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

**IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	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	2616	1830	264	267	255	2616	2302	314	330	2286	443	1186	978	2616	424	1035	754
Effective Weighted Sample	1952	1529	216	219	210	1952	1707	250	248	1704	322	890	736	1952	323	762	565
Total	2588	2185	219	121	63	2588	2215	373	328	2260	465	1169	942	2588	406	980	787
TOTAL NEITHER/ DON'T KNOW	657	552	61	28	15	657	554	103	86	571	154	325	177	657	85	259	188
	25%	25%	28%	23%	25%	25%	25%	28%	26%	25%	33%	28%	19%	25%	21%	26%	24%
											lm	l	l				

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

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

**IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2616	509	1353	713	2616	940	1511	1629	868
Effective Weighted Sample	1952	382	1009	532	1952	689	1141	1181	678
Total	2588	516	1361	668	2588	901	1516	1538	926
Very important	569	143	283	134	569	215	318	288	255
	22%	28%	21%	20%	22%	24%	21%	19%	28%
		bcd							g
Fairly important	1053	204	537	301	1053	369	622	577	427
	41%	39%	39%	45%	41%	41%	41%	38%	46%
			b						g
Neither important nor unimportant	627	98	354	157	627	192	384	436	160
	24%	19%	26%	24%	24%	21%	25%	28%	17%
		a	a		a			h	
Not very important	177	34	114	29	177	64	101	112	57
	7%	7%	8%	4%	7%	7%	7%	7%	6%
			c		c				
Not at all important	133	32	60	40	133	51	79	102	25
	5%	6%	4%	6%	5%	6%	5%	7%	3%
								h	
Don't know	30	5	14	6	30	9	11	23	2
	1%	1%	1%	1%	1%	1%	1%	1%	*%
								h	
<b>SUMMARY CODES</b>									
TOTAL IMPORTANT	1621	347	819	435	1621	584	940	865	682
	63%	67%	60%	65%	63%	65%	62%	56%	74%
		b							g
TOTAL NOT IMPORTANT	310	66	174	69	310	115	181	214	83
	12%	13%	13%	10%	12%	13%	12%	14%	9%
								h	

Columns Tested: a,b,c,d - e,f - g,h

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

**IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	2616	509	1353	713	2616	940	1511	1629	868
Effective Weighted Sample	1952	382	1009	532	1952	689	1141	1181	678
Total	2588	516	1361	668	2588	901	1516	1538	926
TOTAL NEITHER/ DON'T KNOW	657	103	368	164	657	201	396	459	161
	25%	20%	27%	25%	25%	22%	26%	30%	17%
			a		a			h	

Columns Tested: a,b,c,d - e,f - g,h



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

**IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2616	320	404	499	426	434	533	2616	1204	1397	766	674	548	614	1440	1162	2616
Effective Weighted Sample	1952	247	321	380	329	321	373	1952	891	1052	568	517	436	457	1081	889	1952
Total	2588	265	483	450	459	437	494	2588	1208	1367	769	796	521	483	1565	1004	2588
Very important	192 7%	24 9%	76 16%	52 12%	17 4%	14 3%	9 2%	192 7%	109 9%	83 6%	77 10%	42 5%	41 8%	33 7%	119 8%	73 7%	192 7%
		def	defg	defg				def	i		kp						
Fairly important	390 15%	67 25%	106 22%	97 22%	60 13%	38 9%	22 5%	390 15%	177 15%	213 16%	106 14%	133 17%	84 16%	65 13%	239 15%	149 15%	390 15%
		defg	defg	defg	f	f		ef									
Neither important nor unimportant	633 24%	81 31%	140 29%	116 26%	121 26%	92 21%	84 17%	633 24%	269 22%	355 26%	164 21%	204 26%	123 24%	135 28%	368 24%	257 26%	633 24%
		efg	ef	f	f			f						j			
Not very important	471 18%	53 20%	96 20%	88 19%	80 18%	72 16%	83 17%	471 18%	196 16%	274 20%	139 18%	144 18%	101 19%	82 17%	283 18%	183 18%	471 18%
										h							
Not at all important	867 33%	36 13%	55 11%	92 21%	176 38%	214 49%	294 60%	867 33%	440 36%	425 31%	275 36%	257 32%	170 33%	162 34%	531 34%	332 33%	867 33%
				ab	abc	abcdg	abcdeg	abc	i								
Don't know	35 1%	5 2%	10 2%	5 1%	5 1%	8 2%	2 *	35 1%	17 1%	18 1%	7 1%	17 2%	3 *	7 1%	24 2%	9 1%	35 1%
			f									l					
<b>SUMMARY CODES</b>																	
TOTAL IMPORTANT	582 22%	90 34%	182 38%	149 33%	77 17%	52 12%	31 6%	582 22%	286 24%	296 22%	183 24%	175 22%	124 24%	98 20%	358 23%	222 22%	582 22%
		defg	defg	defg	f	f		def									
TOTAL NOT IMPORTANT	1338 52%	88 33%	151 31%	180 40%	256 56%	286 65%	377 76%	1338 52%	637 53%	698 51%	414 54%	401 50%	271 52%	244 50%	815 52%	515 51%	1338 52%
				b	abc	abcdg	abcdeg	abc									
TOTAL NEITHER/ DON'T KNOW	668 26%	86 33%	149 31%	121 27%	125 27%	100 23%	86 17%	668 26%	286 24%	373 27%	172 22%	221 28%	125 24%	141 29%	393 25%	267 27%	668 26%
		efg	ef	f	f			f				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.

**IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2616	1830	264	267	255	2616	2302	314	330	2286	443	1186	978	2616	424	1035	754
Effective Weighted Sample	1952	1529	216	219	210	1952	1707	250	248	1704	322	890	736	1952	323	762	565
Total	2588	2185	219	121	63	2588	2215	373	328	2260	465	1169	942	2588	406	980	787
Very important	192 7%	163 7%	16 8%	8 6%	5 8%	192 7%	177 8%	15 4%	21 6%	171 8%	22 5%	81 7%	89 9%	192 7%	41 10%	69 7%	52 7%
Fairly important	390 15%	331 15%	27 12%	19 15%	13 20% abe	390 15%	352 16% g	38 10%	38 12%	352 16%	34 7%	159 14% j	197 21% jkm	390 15% j	69 17%	142 14%	109 14%
Neither important nor unimportant	633 24%	523 24%	64 29%	29 24%	17 27%	633 24%	544 25%	89 24%	114 35% i	519 23%	114 25%	286 24%	227 24%	633 24%	121 30% op	227 23%	152 19%
Not very important	471 18%	395 18%	43 19%	23 19%	10 17%	471 18%	397 18%	74 20%	59 18%	413 18%	64 14%	220 19% j	186 20% j	471 18%	77 19%	171 17%	150 19%
Not at all important	867 33%	740 34%	67 31%	42 34%	17 28%	867 33%	714 32% f	153 41% f	87 26%	780 35% h	212 46% klm	416 36% l	233 25% l	867 33% l	95 23%	365 37% n	317 40% n
Don't know	35 1%	31 1%	2 1%	1 *% 1%	1 1%	35 1%	31 1%	4 1%	10 3% i	25 1%	17 4% klm	7 1%	10 1%	35 1%	3 1%	7 1%	7 1%
<b>SUMMARY CODES</b>																	
TOTAL IMPORTANT	582 22%	495 23%	43 20%	27 22%	18 28% b	582 22%	529 24% g	53 14%	59 18%	523 23%	57 12%	239 20% j	286 30% jkm	582 22% j	110 27% op	211 22%	161 20%
TOTAL NOT IMPORTANT	1338 52%	1136 52% d	110 50%	65 53%	28 44%	1338 52% d	1111 50% f	227 61% f	145 44%	1193 53% h	277 59% lm	636 54% l	419 44%	1338 52% l	172 42%	535 55% n	467 59% 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.

**IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	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	2616	1830	264	267	255	2616	2302	314	330	2286	443	1186	978	2616	424	1035	754
Effective Weighted Sample	1952	1529	216	219	210	1952	1707	250	248	1704	322	890	736	1952	323	762	565
Total	2588	2185	219	121	63	2588	2215	373	328	2260	465	1169	942	2588	406	980	787
TOTAL NEITHER/ DON'T KNOW	668	555	66	30	17	668	575	93	123	544	132	293	237	668	124	234	159
	26%	25%	30%	25%	28%	26%	26%	25%	38%	24%	28%	25%	25%	26%	31%	24%	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.

**IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2616	509	1353	713	2616	940	1511	1629	868
Effective Weighted Sample	1952	382	1009	532	1952	689	1141	1181	678
Total	2588	516	1361	668	2588	901	1516	1538	926
Very important	192	72	79	38	192	80	104	54	120
	7%	14%	6%	6%	7%	9%	7%	3%	13%
		bcd							g
Fairly important	390	82	206	96	390	151	195	171	192
	15%	16%	15%	14%	15%	17%	13%	11%	21%
						f			g
Neither important nor unimportant	633	105	328	182	633	207	371	354	237
	24%	20%	24%	27%	24%	23%	24%	23%	26%
				a					
Not very important	471	70	262	131	471	157	286	278	181
	18%	14%	19%	20%	18%	17%	19%	18%	19%
			a	a	a				
Not at all important	867	176	473	213	867	298	547	660	191
	33%	34%	35%	32%	33%	33%	36%	43%	21%
								h	
Don't know	35	10	12	8	35	7	14	21	6
	1%	2%	1%	1%	1%	1%	1%	1%	1%
<b>SUMMARY CODES</b>									
TOTAL IMPORTANT	582	154	286	133	582	232	299	225	311
	22%	30%	21%	20%	22%	26%	20%	15%	34%
		bcd				f			g
TOTAL NOT IMPORTANT	1338	247	735	344	1338	456	833	938	371
	52%	48%	54%	52%	52%	51%	55%	61%	40%
			a					h	

Columns Tested: a,b,c,d - e,f - g,h

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

**IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	2616	509	1353	713	2616	940	1511	1629	868
Effective Weighted Sample	1952	382	1009	532	1952	689	1141	1181	678
Total	2588	516	1361	668	2588	901	1516	1538	926
TOTAL NEITHER/ DON'T KNOW	668	115	340	190	668	213	384	375	243
	26%	22%	25%	28%	26%	24%	25%	24%	26%

Columns Tested: a,b,c,d - e,f - g,h

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

**IN70D. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews from people who have bought the item? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2616	320	404	499	426	434	533	2616	1204	1397	766	674	548	614	1440	1162	2616
Effective Weighted Sample	1952	247	321	380	329	321	373	1952	891	1052	568	517	436	457	1081	889	1952
Total	2588	265	483	450	459	437	494	2588	1208	1367	769	796	521	483	1565	1004	2588
Very important	751 29%	97 37%	179 37%	150 33%	133 29%	97 22%	95 19%	751 29%	320 27%	428 31%	241 31%	202 25%	167 32%	136 28%	444 28%	303 30%	751 29%
		efg	defg	ef	ef		ef			h	k		k				
Fairly important	1169 45%	116 44%	204 42%	206 46%	208 45%	193 44%	241 49%	1169 45%	525 43%	636 47%	342 44%	380 48%	234 45%	208 43%	721 46%	442 44%	1169 45%
Neither important nor unimportant	422 16%	32 12%	56 12%	74 17%	74 16%	94 21%	93 19%	422 16%	223 18%	197 14%	121 16%	130 16%	77 15%	90 19%	251 16%	167 17%	422 16%
						abg	ab	b	i								
Not very important	139 5%	14 5%	24 5%	13 3%	23 5%	27 6%	39 8%	139 5%	77 6%	62 5%	46 6%	43 5%	24 5%	26 5%	89 6%	51 5%	139 5%
						c	c	c									
Not at all important	77 3%	5 2%	10 2%	3 1%	14 3%	21 5%	23 5%	77 3%	48 4%	29 2%	17 2%	26 3%	16 3%	16 3%	43 3%	31 3%	77 3%
					c	c	c	c	i								
Don't know	30 1%	1 *	10 2%	3 1%	6 1%	6 1%	3 1%	30 1%	15 1%	14 1%	2 *	14 2%	3 1%	7 1%	16 1%	10 1%	30 1%
												j					
<b>SUMMARY CODES</b>																	
TOTAL IMPORTANT	1920 74%	213 80%	383 79%	357 79%	341 74%	290 66%	336 68%	1920 74%	845 70%	1064 78%	583 76%	582 73%	401 77%	344 71%	1165 74%	745 74%	1920 74%
		efg	efg	efg	e		ef			h							
TOTAL NOT IMPORTANT	216 8%	19 7%	34 7%	16 4%	37 8%	48 11%	63 13%	216 8%	125 10%	91 7%	63 8%	70 9%	40 8%	42 9%	132 8%	82 8%	216 8%
		c	c		c	c	abcg	c	i								
TOTAL NEITHER/ DON'T KNOW	452 17%	33 13%	66 14%	78 17%	80 17%	100 23%	95 19%	452 17%	238 20%	211 15%	123 16%	144 18%	80 15%	96 20%	268 17%	177 18%	452 17%
						abg	ab		i								

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

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

**IN70D. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews from people who have bought the item? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2616	1830	264	267	255	2616	2302	314	330	2286	443	1186	978	2616	424	1035	754
Effective Weighted Sample	1952	1529	216	219	210	1952	1707	250	248	1704	322	890	736	1952	323	762	565
Total	2588	2185	219	121	63	2588	2215	373	328	2260	465	1169	942	2588	406	980	787
Very important	751 29%	631 29%	70 32%	33 27%	17 27%	751 29%	662 30%	89 24%	79 24%	672 30%	85 18%	323 28%	343 36%	751 29%	140 34%	268 27%	223 28%
							g					j	lkm	j	o		
Fairly important	1169 45%	977 45%	97 44%	61 50%	34 55%	1169 45%	978 44%	191 51%	144 44%	1025 45%	172 37%	562 48%	426 45%	1169 45%	161 40%	475 48%	376 48%
					abe			f				j	j	j	n	n	
Neither important nor unimportant	422 16%	357 16%	37 17%	19 16%	9 15%	422 16%	360 16%	63 17%	67 21%	355 16%	114 24%	193 16%	115 12%	422 16%	65 16%	160 16%	120 15%
											klm	l	l	l			
Not very important	139 5%	125 6%	10 4%	4 3%	1 1%	139 5%	119 5%	20 5%	16 5%	123 5%	50 11%	52 4%	37 4%	139 5%	18 4%	52 5%	42 5%
			d	d		d					klm						
Not at all important	77 3%	67 3%	4 2%	4 3%	1 2%	77 3%	68 3%	8 2%	14 4%	63 3%	31 7%	30 3%	14 1%	77 3%	22 5%	23 2%	22 3%
											klm			l	op		
Don't know	30 1%	27 1%	2 1%	1 1%	- -%	30 1%	28 1%	1 *%	8 2%	22 1%	13 3%	10 1%	7 1%	30 1%	- -%	3 *%	4 1%
									i		klm						
<b>SUMMARY CODES</b>																	
TOTAL IMPORTANT	1920 74%	1608 74%	166 76%	94 77%	52 82%	1920 74%	1640 74%	280 75%	223 68%	1697 75%	257 55%	885 76%	770 82%	1920 74%	301 74%	742 76%	599 76%
					ae					h		j	lkm	j			
TOTAL NOT IMPORTANT	216 8%	192 9%	14 6%	8 6%	2 3%	216 8%	187 8%	29 8%	30 9%	186 8%	81 17%	81 7%	51 5%	216 8%	40 10%	75 8%	64 8%
			d			d					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.

**IN70D. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews from people who have bought the item? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	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	2616	1830	264	267	255	2616	2302	314	330	2286	443	1186	978	2616	424	1035	754
Effective Weighted Sample	1952	1529	216	219	210	1952	1707	250	248	1704	322	890	736	1952	323	762	565
Total	2588	2185	219	121	63	2588	2215	373	328	2260	465	1169	942	2588	406	980	787
TOTAL NEITHER/ DON'T KNOW	452	384	38	20	9	452	388	64	75	377	127	202	122	452	65	163	124
	17%	18%	18%	16%	15%	17%	17%	17%	23%	17%	27%	17%	13%	17%	16%	17%	16%
									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.

**IN70D. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews from people who have bought the item? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2 that say they purchase things online

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	2616	509	1353	713	2616	940	1511	1629	868
Effective Weighted Sample	1952	382	1009	532	1952	689	1141	1181	678
Total	2588	516	1361	668	2588	901	1516	1538	926
Very important	751 29%	162 31%	397 29%	183 27%	751 29%	287 32%	437 29%	387 25%	323 35%
Fairly important	1169 45%	233 45%	619 45%	301 45%	1169 45%	382 42%	717 47% e	718 47%	411 44%
Neither important nor unimportant	422 16%	69 13%	226 17%	117 17%	422 16%	148 16%	226 15%	273 18% h	123 13%
Not very important	139 5%	30 6%	68 5%	40 6%	139 5%	51 6%	78 5%	83 5%	48 5%
Not at all important	77 3%	15 3%	40 3%	21 3%	77 3%	28 3%	47 3%	60 4% h	16 2%
Don't know	30 1%	6 1%	11 1%	6 1%	30 1%	5 1%	12 1%	16 1%	4 *%
<b>SUMMARY CODES</b>									
TOTAL IMPORTANT	1920 74%	395 77%	1015 75%	484 72%	1920 74%	669 74%	1154 76%	1106 72%	735 79% g
TOTAL NOT IMPORTANT	216 8%	45 9%	109 8%	61 9%	216 8%	80 9%	125 8%	143 9%	64 7%
TOTAL NEITHER/ DON'T KNOW	452 17%	76 15%	237 17%	123 18%	452 17%	152 17%	238 16%	289 19% h	127 14%

Columns Tested: a,b,c,d - e,f - g,h

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

**C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
1	372	22	36	39	65	98	113	372	202	169	79	116	49	119	195	168	372
	12%	6%	6%	7%	12%	19%	20%	12%	14%	11%	9%	13%	8%	19%	11%	13%	12%
					abc	abcdg	abcdg	abc	i			jl		jklmnop	l	jl	jl
2	892	51	98	99	136	198	310	892	425	464	262	282	154	191	544	346	892
	29%	14%	17%	19%	25%	39%	55%	29%	29%	29%	29%	31%	24%	31%	30%	27%	29%
					abc	abcdg	abcdg	abc			l	l		l	l		l
3	687	90	170	124	133	110	61	687	298	385	202	209	166	106	411	272	687
	22%	24%	30%	23%	24%	22%	11%	22%	20%	24%	23%	23%	26%	17%	23%	22%	22%
		f	cefg	f	f	f		f		h	m	m	m		m	m	m
4	602	68	144	148	133	68	41	602	298	302	185	155	167	95	339	262	602
	19%	18%	25%	28%	24%	13%	7%	19%	20%	19%	21%	17%	26%	16%	19%	21%	19%
		f	aefg	aefg	efg	f		ef			m		jkmnop		km	m	
5-6	324	77	68	83	60	20	16	324	143	175	105	90	73	54	195	126	324
	10%	21%	12%	16%	11%	4%	3%	10%	10%	11%	12%	10%	11%	9%	11%	10%	10%
		bdefg	ef	efg	ef			ef									
7-9	40	14	10	10	1	3	2	40	18	22	8	11	10	9	19	19	40
	1%	4%	2%	2%	*%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		defg	df	df				d									
10 or more	7	1	5	1	1	-	*	7	3	3	4	2	-	1	6	1	7
	*%	*%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
			g														
Prefer not to say	176	49	45	28	23	12	18	176	82	84	45	57	25	38	102	64	176
	6%	13%	8%	5%	4%	2%	3%	6%	6%	5%	5%	6%	4%	6%	6%	5%	6%
		bcddefg	def	e				ef									

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

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

**C1. How many people are there in your household in total (including yourself)? (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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
1	372 12%	303 12%	38 15%	21 15%	10 12%	372 12%	315 12%	57 14%	54 12%	317 12%	88 13%	181 13%	95 10%	372 12%	63 12%	168 15%	107 12%
2	892 29%	751 29%	79 30%	41 29%	22 28%	892 29%	716 27%	176 41%	107 23%	785 30%	226 32%	417 30%	234 24%	892 29%	56 11%	396 35%	319 36%
3	687 22%	583 22%	53 20%	35 25%	15 20%	687 22%	596 22%	90 21%	101 21%	586 22%	130 18%	299 22%	253 26%	687 22%	85 16%	352 31%	163 19%
4	602 19%	517 20%	47 18%	23 17%	15 20%	602 19%	545 20%	57 13%	99 21%	503 19%	117 16%	251 18%	231 24%	602 19%	135 26%	194 17%	184 21%
5-6	324 10%	280 11%	26 10%	8 6%	10 12%	324 10%	299 11%	25 6%	48 10%	276 11%	58 8%	142 10%	121 13%	324 10%	151 29%	25 2%	91 10%
7-9	40 1%	34 1%	3 1%	1 1%	2 3%	40 1%	34 1%	6 1%	10 2%	30 1%	8 1%	21 1%	12 1%	40 1%	26 5%	- -%	6 1%
10 or more	7 *%	6 *%	- -%	* *%	* *%	7 *%	7 *%	- -%	- -%	7 *%	4 1%	1 *%	1 *%	7 *%	3 1%	- -%	4 *%
Prefer not to say	176 6%	149 6%	15 6%	9 6%	3 4%	176 6%	163 6%	12 3%	53 11%	123 5%	76 11%	71 5%	19 2%	176 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.

**C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
1	372 12%	55 8%	181 12%	129 16% abd	372 12% a	142 13%	208 12%	372 21% h	- -%
2	892 29%	221 33% cd	463 29% c	194 25%	892 29% c	305 27%	541 32% e	809 45% h	71 7%
3	687 22%	118 18%	382 24% a	182 23% a	687 22% a	244 22%	403 23%	329 18%	351 33% g
4	602 19%	135 20%	307 19%	150 19%	602 19%	195 17%	352 21%	176 10%	412 38% g
5-6	324 10%	73 11%	151 10%	95 12%	324 10%	139 12% f	147 9%	92 5%	222 21% g
7-9	40 1%	9 1%	18 1%	12 2%	40 1%	18 2%	17 1%	21 1%	19 2%
10 or more	7 *% bd	6 1% bd	- -%	1 *%	7 *% c	5 *% f	2 *%	1 *% -	6 1% - g
Prefer not to say	176 6%	45 7% c	74 5%	28 4%	176 6% c	66 6% f	45 3%	- -%	- -%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Yes	1104	81	316	352	245	79	33	1104	497	604	373	277	258	189	650	447	1104
	36%	22%	55%	66%	44%	16%	6%	36%	34%	38%	42%	30%	40%	31%	36%	36%	36%
		ef	defg	abdefg	aefg	f		aef			kmnop		km		km	k	km
No	1801	234	211	150	281	415	510	1801	882	907	466	584	356	384	1049	740	1801
	58%	63%	37%	28%	51%	82%	91%	58%	60%	56%	52%	63%	55%	63%	58%	59%	58%
		bcd	c		bc	abcdg	abcdg	bcd				jlnp		jl	j	j	j
Prefer not to say	194	57	49	31	25	14	18	194	89	95	51	61	30	41	112	71	194
	6%	15%	9%	6%	5%	3%	3%	6%	6%	6%	6%	7%	5%	7%	6%	6%	6%
		bcdefg	def	e				ef									

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

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

**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	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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Yes	1104 36%	946 36%	86 33%	46 33%	26 34%	1104 36%	998 37%	106 25%	159 34%	945 36%	191 27%	428 31%	479 50%	1104 36%	259 50%	419 37%	305 35%
No	1801 58%	1513 58%	156 60%	84 61%	47 61%	1801 58%	1494 56%	306 72%	255 54%	1545 59%	436 62%	876 63%	462 48%	1801 58%	260 50%	716 63%	569 65%
Prefer not to say	194 6%	163 6%	17 7%	9 7%	4 5%	194 6%	182 7%	12 3%	57 12%	137 5%	80 11%	79 6%	26 3%	194 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Yes	1104	222	532	339	1104	376	646	-	1079
	36%	34%	34%	43%	36%	34%	38%	-%	100%
				abd					g
No	1801	390	964	420	1801	663	1019	1801	-
	58%	59%	61%	53%	58%	60%	59%	100%	-%
		c	c		c			h	
Prefer not to say	194	49	82	32	194	74	50	-	-
	6%	7%	5%	4%	6%	7%	3%	-%	-%
		c			c	f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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							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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
None/ no children aged under 18 living at home	1801	234	211	150	281	415	510	1801	882	907	466	584	356	384	1049	740	1801	
	58%	63%	37%	28%	51%	82%	91%	58%	60%	56%	52%	63%	55%	63%	58%	59%	58%	
		bcd	c		bc	abcdg	abcdeg	bcd				jlnp		jl	j	j	j	
1	539	49	144	137	140	44	26	539	220	317	174	138	127	99	312	225	539	
	17%	13%	25%	26%	25%	9%	5%	17%	15%	20%	20%	15%	20%	16%	17%	18%	17%	
		f	aefg	aefg	aefg	f		ef		h	k		k					
2	394	17	138	140	76	23	*	394	193	199	143	113	86	50	255	136	394	
	13%	5%	24%	26%	14%	5%	*%	13%	13%	12%	16%	12%	13%	8%	14%	11%	13%	
		f	adefg	adefg	aef	f		aef			mop	m	m		mo		m	
3	120	8	20	55	23	8	6	120	64	56	43	21	33	23	64	56	120	
	4%	2%	3%	10%	4%	2%	1%	4%	4%	4%	5%	2%	5%	4%	4%	4%	4%	
			f	abdefg	ef			ef			k		k			k		
4	24	*	9	13	1	1	-	24	5	18	5	5	1	11	10	12	24	
	1%	*%	2%	3%	*%	*%	-%	1%	*%	1%	1%	*%	*%	2%	1%	1%	1%	
			adef	adefg						h				jklnp				
5 or more	9	1	1	6	1	-	*	9	3	5	3	*	3	3	3	5	9	
	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	
				efg														
Prefer not to say	214	62	53	32	30	18	19	214	102	102	56	61	39	44	117	83	214	
	7%	17%	9%	6%	5%	3%	3%	7%	7%	6%	6%	7%	6%	7%	6%	7%	7%	
		bcdefg	def					ef										

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



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

**C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
None/ no children aged under 18 living at home	1801	1513	156	84	47	1801	1494	306	255	1545	436	876	462	1801	260	716	569
	58%	58%	60%	61%	61%	58%	56%	72% f	54%	59%	62% l	63% lm	48% l	58% l	50%	63% n	65% n
1	539	461	40	24	14	539	488	51	70	469	95	224	214	539	79	269	129
	17%	18%	15%	17%	18%	17%	18% g	12%	15%	18%	13%	16%	22% jkm	17% j	15%	24% np	15%
2	394	338	31	16	8	394	353	41	67	327	68	129	195	394	104	134	125
	13%	13%	12%	12%	11%	13%	13%	10%	14%	12%	10%	9%	20% jkm	13% k	20% op	12%	14%
3	120	100	14	4	3	120	111	9	14	106	17	48	55	120	55	16	44
	4%	4%	5%	3%	3%	4%	4%	2%	3%	4%	2%	3%	6% jkm	4% op	11% op	1%	5% o
4	24	23	-	*	*	24	20	4	7	17	5	9	9	24	12	-	6
	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% op	-%	1% o
5 or more	9	6	1	1	1	9	8	1	1	7	2	3	3	9	8	-	1
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1% op	-%	*%
Prefer not to say	214	182	18	10	4	214	201	12	57	156	84	93	27	214	-	-	-
	7%	7%	7%	7%	5%	7%	8% g	3%	12% i	6%	12% klm	7% l	3% l	7% 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
None/ no children aged under 18 living at home	1801	390	964	420	1801	663	1019	1801	-
	58%	59%	61%	53%	58%	60%	59%	100%	-%
		c	c		c			h	
1	539	92	270	173	539	176	328	-	537
	17%	14%	17%	22%	17%	16%	19%	-%	50%
				abd			e		g
2	394	82	206	102	394	120	240	-	389
	13%	12%	13%	13%	13%	11%	14%	-%	36%
							e		g
3	120	32	44	44	120	48	64	-	120
	4%	5%	3%	6%	4%	4%	4%	-%	11%
		b		b					g
4	24	4	5	15	24	15	6	-	24
	1%	1%	*%	2%	1%	1%	*%	-%	2%
				bd		f			g
5 or more	9	1	5	3	9	3	4	-	9
	*%	*%	*%	*%	*%	*%	*%	-%	1%
									g
Prefer not to say	214	61	84	34	214	89	55	-	-
	7%	9%	5%	4%	7%	8%	3%	-%	-%
		bc			c	f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
None/ no children aged under 18 living at home	1801	234	211	150	281	415	510	1801	882	907	466	584	356	384	1049	740	1801
	58%	63%	37%	28%	51%	82%	91%	58%	60%	56%	52%	63%	55%	63%	58%	59%	58%
		bcd	c		bc	abcdg	abcdeg	bcd				jlmp		jl	j	j	j
0-2 years old	222	25	126	58	7	*	5	222	90	131	73	66	45	38	138	83	222
	7%	7%	22%	11%	1%	%	1%	7%	6%	8%	8%	7%	7%	6%	8%	7%	7%
		def	acdefg	defg	e			def									
3-4 years old	198	15	88	71	17	5	2	198	93	105	75	47	47	30	122	76	198
	6%	4%	15%	13%	3%	1%	%	6%	6%	7%	8%	5%	7%	5%	7%	6%	6%
		ef	adefg	adefg	ef			def			km						
5-7 years old	299	8	109	133	29	14	7	299	141	158	99	79	69	51	177	120	299
	10%	2%	19%	25%	5%	3%	1%	10%	10%	10%	11%	9%	11%	8%	10%	10%	10%
			adefg	abdefg	af			adef									
8-11 years old	352	19	84	149	72	23	5	352	168	181	131	92	79	47	224	127	352
	11%	5%	15%	28%	13%	5%	1%	11%	11%	11%	15%	10%	12%	8%	12%	10%	11%
		f	aef	abdefg	aef	f		aef			kmop		m		m		m
12-15 years old	370	22	49	135	117	38	9	370	167	202	122	85	81	77	207	158	370
	12%	6%	9%	25%	21%	7%	2%	12%	11%	13%	14%	9%	13%	13%	11%	13%	12%
		f	f	abefg	abefg	f		aef			k					k	
16-17 years old	178	8	14	39	83	23	10	178	73	105	62	33	42	39	95	81	178
	6%	2%	2%	7%	15%	5%	2%	6%	5%	7%	7%	4%	7%	6%	5%	6%	6%
				abf	abcefg	f		abf			k		k	k		k	k
Prefer not to say	219	62	55	33	32	18	19	219	106	103	56	63	42	45	120	86	219
	7%	17%	10%	6%	6%	4%	3%	7%	7%	6%	6%	7%	6%	7%	7%	7%	7%
		bcdefg	def					ef									

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
None/ no children aged under 18 living at home	1801	1513	156	84	47	1801	1494	306	255	1545	436	876	462	1801	260	716	569
	58%	58%	60%	61%	61%	58%	56%	72%	54%	59%	62%	63%	48%	58%	50%	63%	65%
								f			l	lm	l		n	n	
0-2 years old	222	183	22	10	7	222	197	24	34	188	40	83	98	222	51	86	61
	7%	7%	8%	7%	9%	7%	7%	6%	7%	7%	6%	6%	10%	7%	10%	8%	7%
													jkm				
3-4 years old	198	170	19	7	2	198	173	25	26	172	24	81	91	198	46	82	56
	6%	6%	7%	5%	3%	6%	6%	6%	5%	7%	3%	6%	9%	6%	9%	7%	6%
		d	d		d							j	jkm	j			
5-7 years old	299	258	21	12	8	299	269	30	55	244	51	104	141	299	84	102	98
	10%	10%	8%	9%	10%	10%	10%	7%	12%	9%	7%	8%	15%	10%	16%	9%	11%
													jkm	k	op		
8-11 years old	352	309	24	11	8	352	323	29	49	303	58	131	163	352	113	105	106
	11%	12%	9%	8%	11%	11%	12%	7%	10%	12%	8%	9%	17%	11%	22%	9%	12%
							g						jkm	j	op		
12-15 years old	370	305	37	20	9	370	333	37	55	315	71	137	162	370	109	112	109
	12%	12%	14%	14%	11%	12%	12%	9%	12%	12%	10%	10%	17%	12%	21%	10%	12%
													jkm	op			
16-17 years old	178	156	11	5	6	178	167	11	32	146	29	71	76	178	47	58	53
	6%	6%	4%	4%	8%	6%	6%	3%	7%	6%	4%	5%	8%	6%	9%	5%	6%
					c		g						jkm	o			
Prefer not to say	219	186	19	10	4	219	207	12	58	161	84	95	31	219	1	3	2
	7%	7%	7%	7%	6%	7%	8%	3%	12%	6%	12%	7%	3%	7%	***	***	***
							g		i		klm	l	l				

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

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

**C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
None/ no children aged under 18 living at home	1801	390	964	420	1801	663	1019	1801	-
	58%	59%	61%	53%	58%	60%	59%	100%	-%
		c	c	c	c			h	
0-2 years old	222	45	104	70	222	68	136	-	222
	7%	7%	7%	9%	7%	6%	8%	-%	21%
									g
3-4 years old	198	56	77	62	198	63	125	-	198
	6%	8%	5%	8%	6%	6%	7%	-%	18%
		b		b					g
5-7 years old	299	70	138	90	299	92	184	-	299
	10%	11%	9%	11%	10%	8%	11%	-%	28%
									g
8-11 years old	352	75	166	112	352	119	206	-	352
	11%	11%	11%	14%	11%	11%	12%	-%	33%
				b					g
12-15 years old	370	56	186	125	370	137	204	-	370
	12%	9%	12%	16%	12%	12%	12%	-%	34%
				abd	a				g
16-17 years old	178	30	94	52	178	68	94	-	178
	6%	4%	6%	7%	6%	6%	5%	-%	16%
									g
Prefer not to say	219	61	89	35	219	90	59	-	-
	7%	9%	6%	4%	7%	8%	3%	-%	-%
		bc		c		f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2634	277	435	450	480	466	526	2634	1255	1365	764	779	557	521	1542	1079	2634	
	85%	75%	76%	85%	87%	92%	94%	85%	85%	85%	86%	84%	87%	85%	85%	86%	85%	
				ab	ab	abcdg	abcdg	ab										
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	1117	172	294	197	181	138	135	1117	532	579	375	328	213	193	703	406	1117	
	36%	46%	51%	37%	33%	27%	24%	36%	36%	36%	42%	36%	33%	31%	39%	32%	36%	
		cdefg	cdefg	ef	f			ef			klmop				lmo		mo	
Some other way of going online at home - (ADDED AT WAVE 2)	31	4	2	6	5	10	4	31	18	13	9	12	7	2	22	9	31	
	1%	1%	*%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	
						b												
ACCESS TO THE INTERNET AT HOME	2984	344	547	514	532	498	549	2984	1428	1537	868	880	628	588	1747	1217	2984	
	96%	93%	95%	97%	96%	98%	98%	96%	97%	96%	97%	95%	98%	96%	96%	97%	96%	
				a	a	ab	ab	a			k							
None of these – Do not connect to the internet at home	32	6	10	4	4	4	3	32	14	17	6	11	6	6	18	12	32	
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Don't know	84	21	19	14	16	5	8	84	27	51	16	31	10	19	47	29	84	
	3%	6%	3%	3%	3%	1%	2%	3%	2%	3%	2%	3%	2%	3%	3%	2%	3%	
		cefg	e							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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2634 85%	2234 85%	209 80%	122 88%	68 88%	2634 85%	2263 85%	371 88%	346 73%	2288 87%	530 75%	1190 86%	889 92%	2634 85%	428 83%	1011 89%	800 92%
		b		b	b					h		j	lkm	j		n	n
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1117 36%	949 36%	94 36%	45 32%	30 38%	1117 36%	992 37%	125 30%	177 38%	940 36%	201 28%	488 35%	427 44%	1117 36%	222 43%	375 33%	328 38%
							g					j	lkm	j	o		
Some other way of going online at home - (ADDED AT WAVE 2)	31 1%	29 1%	2 1%	- -%	1 1%	31 1%	21 1%	10 2%	2 *%	29 1%	5 1%	20 1%	6 1%	31 1%	4 1%	8 1%	6 1%
								f									
ACCESS TO THE INTERNET AT HOME	2984 96%	2523 96%	252 97%	133 95%	76 98%	2984 96%	2578 96%	405 96%	437 93%	2547 97%	650 92%	1348 97%	959 99%	2984 96%	505 97%	1126 99%	863 99%
										h		j	lkm	j		n	
None of these – Do not connect to the internet at home	32 1%	26 1%	3 1%	3 2%	1 1%	32 1%	29 1%	3 1%	7 2%	24 1%	17 2%	8 1%	* *%	32 1%	3 1%	4 *%	1 *%
											klm	l		l			
Don't know	84 3%	74 3%	5 2%	4 3%	1 1%	84 3%	67 3%	16 4%	27 6%	57 2%	39 6%	27 2%	8 1%	84 3%	10 2%	5 *%	10 1%
									i		klm			l	o		

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

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

**A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2634 85%	548 83%	1382 88% ad	667 84%	2634 85%	906 81%	1534 89% e	1604 89% h	929 86%
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	1117 36%	272 41% bd	525 33%	303 38% b	1117 36%	448 40% f	578 34%	585 32%	453 42% g
Some other way of going online at home - (ADDED AT WAVE 2)	31 1%	4 1%	18 1%	10 1%	31 1%	17 2% f	11 1%	15 1%	8 1%
ACCESS TO THE INTERNET AT HOME	2984 96%	639 96%	1532 97%	770 97%	2984 96%	1075 97%	1674 98%	1757 98%	1062 98%
None of these – Do not connect to the internet at home	32 1%	5 1%	17 1%	4 *%	32 1%	12 1%	12 1%	10 1%	5 1%
Don't know	84 3%	19 3%	28 2%	17 2%	84 3%	26 2%	30 2%	34 2%	12 1%

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
I have no formal qualifications (and I am not still studying)	131	14	20	12	24	13	49	131	61	70	18	18	28	65	36	93	131
	4%	4%	3%	2%	4%	2%	9%	4%	4%	4%	2%	2%	4%	11%	2%	7%	4%
							abcdeg						jkn	jklnop		jklnp	jkln
Entry level qualification such as ESOL, ELC or Skills for Life	46	8	11	12	7	2	6	46	16	29	17	4	11	14	21	25	46
	1%	2%	2%	2%	1%	*%	1%	1%	1%	2%	2%	*%	2%	2%	1%	2%	1%
		e	e	e							k		k	k		k	k
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	288	27	39	47	65	58	52	288	105	181	48	62	66	108	110	174	288
	9%	7%	7%	9%	12%	11%	9%	9%	7%	11%	5%	7%	10%	18%	6%	14%	9%
				ab	b					h			jkn	jklnop		jklnp	jkln
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	484	69	46	55	77	122	115	484	230	253	69	119	134	155	188	289	484
	16%	19%	8%	10%	14%	24%	21%	16%	16%	16%	8%	13%	21%	25%	10%	23%	16%
		bc			b	bcdg	bcdg	bc				j	jknp	jknp		jknp	jn
Level 1-2 vocational qualification or intermediate apprenticeship	136	12	27	20	33	28	16	136	60	74	12	32	47	45	44	92	136
	4%	3%	5%	4%	6%	6%	3%	4%	4%	5%	1%	3%	7%	7%	2%	7%	4%
					f	f						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							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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	357 12%	89 24%	45 8%	52 10%	70 13%	46 9%	54 10%	357 12%	146 10%	207 13%	93 10%	132 14%	66 10%	63 10%	225 12%	129 10%	357 12%	
		bcdefg			b		b			h		jlmo						
Level 3 vocational qualification or advanced apprenticeship	175 6%	13 3%	27 5%	38 7%	32 6%	33 7%	31 6%	175 6%	75 5%	100 6%	36 4%	53 6%	64 10%	23 4%	88 5%	87 7%	175 6%	
				a								jkmnop			jmn			
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	200 6%	17 5%	28 5%	38 7%	45 8%	36 7%	36 7%	200 6%	116 8%	84 5%	58 7%	70 8%	45 7%	25 4%	129 7%	70 6%	200 6%	
									i			m	m		m		m	
Level 4-5 vocational qualification or higher apprenticeship	108 3%	5 1%	12 2%	12 2%	21 4%	25 5%	33 6%	108 3%	49 3%	59 4%	30 3%	45 5%	19 3%	12 2%	76 4%	32 3%	108 3%	
					a	abc	abcg	a				mo			mo			
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	664 21%	54 15%	178 31%	140 26%	115 21%	88 17%	89 16%	664 21%	336 23%	323 20%	268 30%	248 27%	86 13%	56 9%	516 28%	142 11%	664 21%	
			adefg	aefg	a		af				lmop	lmop	m		lmop		lmo	
Level 6 vocational qualification or degree apprenticeship	46 1%	2 1%	14 2%	5 1%	5 1%	8 1%	13 2%	46 1%	25 2%	20 1%	12 1%	12 1%	15 2%	6 1%	25 1%	22 2%	46 1%	
			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.

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
University higher degree (e.g. Masters, PhD or equivalent)	366	20	113	92	47	43	51	366	205	161	211	91	44	20	301	64	366
	12%	6%	20%	17%	9%	8%	9%	12%	14%	10%	24%	10%	7%	3%	17%	5%	12%
			adefg	adefg				a	i		klmnop	mo	m		klmop		lmo
Still studying/ still at school	27	22	4	-	-	1	-	27	14	7	4	15	3	2	19	5	27
	1%	6%	1%	-%	-%	*%	-%	1%	1%	*%	*%	2%	*%	*%	1%	*%	1%
		bcdefg						c				jlmo					
Don't know	28	7	4	4	1	3	9	28	13	15	2	9	11	6	11	17	28
	1%	2%	1%	1%	*%	1%	2%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%
		d					d						jn			j	
Prefer not to say	43	12	7	7	8	3	7	43	17	23	11	12	5	12	23	17	43
	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		efg															

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
I have no formal qualifications (and I am not still studying)	131 4%	113 4%	12 5%	5 3%	2 3%	131 4%	107 4%	24 6%	43 9%	89 3%	61 9%	52 4%	14 1%	131 4%	33 6%	54 5%	13 2%
Entry level qualification such as ESOL, ELC or Skills for Life	46 1%	36 1%	7 3%	2 1%	* 1%	46 1%	43 2%	3 1%	11 2%	35 1%	17 2%	20 1%	8 1%	46 1%	17 3%	13 1%	3 **%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	288 9%	240 9%	33 13%	10 7%	6 7%	288 9%	239 9%	49 12%	66 14%	222 8%	103 15%	124 9%	51 5%	288 9%	67 13%	110 10%	39 4%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	484 16%	418 16%	33 13%	23 17%	10 13%	484 16%	406 15%	79 19%	81 17%	403 15%	115 16%	251 18%	111 12%	484 16%	91 18%	196 17%	92 10%
Level 1-2 vocational qualification or intermediate apprenticeship	136 4%	119 5%	9 3%	5 3%	3 4%	136 4%	118 4%	18 4%	25 5%	111 4%	42 6%	48 3%	42 4%	136 4%	28 5%	57 5%	27 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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	357 12%	304 12%	32 12%	12 8%	10 12%	357 12%	318 12%	39 9%	41 9%	317 12%	69 10%	160 12%	129 13%	357 12%	77 15%	112 10%	119 14%
Level 3 vocational qualification or advanced apprenticeship	175 6%	160 6%	7 3%	4 3%	4 5%	175 6%	144 5%	31 7%	22 5%	153 6%	32 5%	92 7%	50 5%	175 6%	19 4%	74 7%	54 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	200 6%	168 6%	15 6%	10 7%	6 7%	200 6%	166 6%	34 8%	18 4%	182 7%	35 5%	103 7%	61 6%	200 6%	30 6%	88 8%	53 6%
Level 4-5 vocational qualification or higher apprenticeship	108 3%	91 3%	6 2%	9 6%	2 3%	108 3%	84 3%	24 6%	16 3%	92 3%	26 4%	52 4%	28 3%	108 3%	13 3%	40 4%	42 5%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	664 21%	549 21%	64 25%	35 25%	15 20%	664 21%	593 22%	71 17%	73 15%	591 22%	97 14%	266 19%	295 31%	664 21%	84 16%	231 20%	257 29%

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

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

**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				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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Level 6 vocational qualification or degree apprenticeship	46	32	8	5	1	46	33	13	10	36	13	20	10	46	7	24	8
	1%	1%	3%	3%	1%	1%	1%	3%	2%	1%	2%	1%	1%	1%	1%	2%	1%
			a	ae				f									
University higher degree (e.g. Masters, PhD or equivalent)	366	310	27	12	16	366	339	26	36	330	45	159	162	366	35	125	161
	12%	12%	10%	9%	21%	12%	13%	6%	8%	13%	6%	11%	17%	12%	7%	11%	18%
					abce		g			h		j	jkm	j		n	no
Still studying/ still at school	27	21	2	4	1	27	22	6	8	19	16	9	3	27	4	4	1
	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
				ae					i		klm						
Don't know	28	23	4	1	-	28	26	2	8	20	10	16	-	28	5	7	2
	1%	1%	2%	1%	-%	1%	1%	1%	2%	1%	1%	1%	-%	1%	1%	1%	1%
			d								l	l		l			
Prefer not to say	43	37	2	3	1	43	38	5	14	29	24	12	1	43	9	-	2
	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	3%	1%	1%	1%	2%	-%	1%
									i		klm	l		l	op		

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

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

**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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
I have no formal qualifications (and I am not still studying)	131 4%	34 5%	59 4%	36 5%	131 4%	66 6% f	55 3%	95 5% h	29 3%
Entry level qualification such as ESOL, ELC or Skills for Life	46 1%	13 2%	16 1%	16 2%	46 1%	28 3% f	13 1%	13 1%	24 2% g
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	288 9%	47 7%	142 9%	89 11% a	288 9%	116 10% f	130 8%	166 9%	95 9%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	484 16%	73 11%	269 17% a	134 17% a	484 16% a	183 16%	268 16%	345 19% h	111 10%
Level 1-2 vocational qualification or intermediate apprenticeship	136 4%	30 4%	58 4%	44 6%	136 4%	61 5%	68 4%	74 4%	51 5%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
A' level, Scottish Higher, Welsh Baccaulaureate, International Baccaulaureate or equivalent	357	72	186	98	357	123	202	213	131
	12%	11%	12%	12%	12%	11%	12%	12%	12%
Level 3 vocational qualification or advanced apprenticeship	175	26	102	44	175	53	109	95	72
	6%	4%	6%	6%	6%	5%	6%	5%	7%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	200	32	119	49	200	72	113	123	63
	6%	5%	8%	6%	6%	6%	7%	7%	6%
Level 4-5 vocational qualification or higher apprenticeship	108	21	56	31	108	48	55	76	29
	3%	3%	4%	4%	3%	4%	3%	4%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	664	152	343	156	664	192	432	349	277
	21%	23%	22%	20%	21%	17%	25%	19%	26%
Level 6 vocational qualification or degree apprenticeship	46	8	27	11	46	20	25	36	7
	1%	1%	2%	1%	1%	2%	1%	2%	1%

Columns Tested: a,b,c,d - e,f - g,h



All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
University higher degree (e.g. Masters, PhD or equivalent)	366	128	168	68	366	115	219	173	174
	12%	19%	11%	9%	12%	10%	13%	10%	16%
		bcd			c				g
Still studying/ still at school	27	10	11	3	27	11	10	16	3
	1%	1%	1%	*%	1%	1%	1%	1%	*%
		c							
Don't know	28	6	12	7	28	15	5	13	6
	1%	1%	1%	1%	1%	1%	*%	1%	1%
						f			
Prefer not to say	43	10	9	7	43	12	12	13	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%
					b				

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Very confident	2178	230	385	354	383	374	453	2178	1011	1149	679	666	432	385	1345	818	2178
	70%	62%	67%	66%	69%	74%	81%	70%	69%	72%	76%	72%	67%	63%	74%	65%	70%
				a	abc	abcdeg	a				lmop	mo		lmop		mo	
Fairly confident	671	102	124	130	126	105	84	671	331	334	155	187	171	147	342	318	671
	22%	27%	22%	24%	23%	21%	15%	22%	23%	21%	17%	20%	26%	24%	19%	25%	22%
		efg	f	f	f	f	f	f					jknp	jn		jknp	j
Neither confident nor not confident	157	24	45	30	25	20	13	157	79	77	30	44	25	58	74	83	157
	5%	7%	8%	6%	5%	4%	2%	5%	5%	5%	3%	5%	4%	10%	4%	7%	5%
		f	efg	f				f					jklnop		jl		
Not very confident	56	9	18	12	5	8	5	56	27	28	17	14	11	14	31	25	56
	2%	2%	3%	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
			df														
Not at all confident	16	2	*	5	6	-	3	16	8	8	4	5	3	2	9	5	16
	1%	1%	*%	1%	1%	-%	1%	1%	1%	*%	*%	1%	*%	*%	*%	*%	1%
Don't know	7	1	*	2	3	1	1	7	2	5	2	1	2	2	3	4	7
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	14	3	3	-	5	1	2	14	10	5	4	5	1	5	9	6	14
	*%	1%	1%	-%	1%	*%	*%	*%	1%	*%	*%	1%	*%	1%	*%	*%	*%
		c															
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2849	332	509	484	508	479	537	2849	1343	1483	834	853	603	532	1687	1135	2849
	92%	89%	88%	91%	92%	94%	96%	92%	91%	92%	94%	93%	94%	87%	93%	90%	92%
						ab	abcdg	b			mo	m	mo		mo	m	m
TOTAL NOT CONFIDENT	72	11	18	17	10	8	8	72	36	36	21	18	14	16	40	30	72
	2%	3%	3%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
TOTAL NEITHER/ DON'T KNOW	164	26	45	31	28	20	14	164	81	82	31	45	26	61	77	87	164
	5%	7%	8%	6%	5%	4%	2%	5%	6%	5%	4%	5%	4%	10%	4%	7%	5%
		f	efg	f				f						jklnop		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Very confident	2178	1832	180	110	56	2178	1876	302	271	1908	433	963	762	2178	329	851	692
	70%	70%	69%	79%	72%	70%	70%	71%	57%	73%	61%	70%	79%	70%	63%	75%	79%
			abe						h			j	jkm	j		n	n
Fairly confident	671	579	56	19	17	671	579	92	125	545	163	333	166	671	130	224	150
	22%	22%	21%	14%	22%	22%	22%	22%	27%	21%	23%	24%	17%	22%	25%	20%	17%
		c	c		c	c			i		l	l		l	op		
Neither confident nor not confident	157	134	13	6	4	157	137	19	44	113	61	65	27	157	38	45	25
	5%	5%	5%	4%	5%	5%	5%	5%	9%	4%	9%	5%	3%	5%	7%	4%	3%
									i		klm	l		l	op		
Not very confident	56	45	9	2	*	56	55	1	18	38	28	18	10	56	15	11	5
	2%	2%	3%	2%	1%	2%	2%	1%	4%	1%	4%	1%	1%	2%	3%	1%	1%
			d				g		i		klm			op			
Not at all confident	16	13	2	1	-	16	13	4	4	12	9	2	1	16	3	4	2
	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
											klm						
Don't know	7	6	1	-	*	7	3	4	4	3	6	*	-	7	4	-	1
	0%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%
								f	i		klm			o			
Prefer not to say	14	13	-	1	-	14	11	3	6	8	6	3	-	14	-	-	-
	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	0%
									i		l						
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2849	2411	235	129	73	2849	2455	394	396	2453	596	1295	928	2849	459	1075	841
	92%	92%	91%	93%	94%	92%	92%	93%	84%	93%	84%	94%	96%	92%	89%	95%	96%
									h			j	jkm	j		n	n
TOTAL NOT CONFIDENT	72	58	11	3	*	72	68	5	22	50	38	20	12	72	18	15	7
	2%	2%	4%	2%	1%	2%	3%	1%	5%	2%	5%	1%	1%	2%	3%	1%	1%
		d	ad	d		d			i		klm			op			

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

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

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
TOTAL NEITHER/ DON'T KNOW	164	140	14	6	4	164	141	23	47	116	67	66	27	164	42	45	25
	5%	5%	5%	4%	6%	5%	5%	5%	10%	4%	9%	5%	3%	5%	8%	4%	3%
									i		klm	l		l	op		

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Very confident	2178	518	1127	508	2178	723	1333	1334	763
	70%	78%	71%	64%	70%	65%	78%	74%	71%
		bcd	c		c		e		
Fairly confident	671	107	362	189	671	275	313	347	247
	22%	16%	23%	24%	22%	25%	18%	19%	23%
			a	a	a	f			g
Neither confident nor not confident	157	26	60	63	157	69	50	84	49
	5%	4%	4%	8%	5%	6%	3%	5%	5%
				abd		f			
Not very confident	56	5	23	24	56	37	10	21	18
	2%	1%	1%	3%	2%	3%	1%	1%	2%
				ab		f			
Not at all confident	16	3	4	4	16	8	5	8	2
	1%	*%	*%	1%	1%	1%	*%	*%	*%
Don't know	7	2	2	3	7	1	3	5	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	14	1	1	1	14	1	3	2	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%
					b				
<b>SUMMARY CODES</b>									
TOTAL CONFIDENT	2849	625	1488	696	2849	998	1645	1681	1009
	92%	94%	94%	88%	92%	90%	96%	93%	94%
		c	cd		c		e		
TOTAL NOT CONFIDENT	72	8	27	28	72	44	15	29	20
	2%	1%	2%	4%	2%	4%	1%	2%	2%
				ab		f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
TOTAL NEITHER/ DON'T KNOW	164	28	61	65	164	70	52	89	50
	5%	4%	4%	8%	5%	6%	3%	5%	5%
				abd		f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Yes – (English is first/ main language)	2864	326	513	470	516	493	546	2864	1360	1485	839	840	597	564	1679	1161	2864
	92%	88%	89%	88%	94%	97%	97%	92%	93%	93%	94%	91%	93%	92%	93%	92%	92%
					abc	abcdg	abcdg	abc			k						
No	216	42	57	56	33	15	13	216	102	113	47	73	45	47	120	91	216
	7%	11%	10%	11%	6%	3%	2%	7%	7%	7%	5%	8%	7%	8%	7%	7%	7%
		defg	defg	defg	f		ef										
Prefer not to say	19	3	6	6	3	-	1	19	8	8	3	9	3	3	12	6	19
	1%	1%	1%	1%	*%	-%	*%	1%	1%	*%	*%	1%	*%	1%	1%	*%	1%
			e	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.

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Yes – (English is first/ main language)	2864	2423	244	126	72	2864	2454	410	420	2444	650	1289	883	2864	470	1081	829
	92%	92%	94%	90%	93%	92%	92%	97% f	89%	93% h	92%	93%	91%	92%	91%	95% n	95% p
No	216	183	16	12	5	216	204	11	46	170	46	89	80	216	46	54	43
	7%	7%	6%	9%	6%	7%	8% g	3%	10% i	6%	7%	6%	8%	7%	9% op	5%	5%
Prefer not to say	19	16	1	1	1	19	16	3	6	14	10	5	4	19	2	-	1
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1% kl	*%	*%	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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Yes – (English is first/ main language)	2864	626	1478	714	2864	1052	1583	1698	990
	92%	95%	94%	90%	92%	94%	92%	94%	92%
		c	c					h	
No	216	34	97	75	216	59	126	100	85
	7%	5%	6%	9%	7%	5%	7%	6%	8%
				abd					g
Prefer not to say	19	2	2	3	19	2	5	3	4
	1%	*%	*%	*%	1%	*%	*%	*%	*%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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						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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Being bought on mortgage	774	63	168	210	179	112	42	774	347	424	285	259	153	74	544	227	774
	25%	17%	29%	39%	32%	22%	7%	25%	24%	26%	32%	28%	24%	12%	30%	18%	25%
		f	aef	abdefg	aefg	f		af			lmop	mo	mo		lmop	m	mo
Owned outright by the household	1004	82	72	84	133	255	378	1004	535	466	354	260	209	170	614	380	1004
	32%	22%	12%	16%	24%	50%	68%	32%	36%	29%	40%	28%	33%	28%	34%	30%	32%
		bc			bc	abcdg	abcdg	abcd	i		klmnop				km		km
Rented from Local Authority/ Housing Association/ Trust	520	68	121	83	114	72	62	520	200	316	74	110	128	199	184	327	520
	17%	18%	21%	16%	21%	14%	11%	17%	14%	20%	8%	12%	20%	32%	10%	26%	17%
		f	cefg	f	ef			f		h		j	jkn	jkinop		jklnp	jkn
Rented from private landlord	661	101	186	136	113	61	64	661	333	320	147	241	136	135	388	271	661
	21%	27%	32%	25%	20%	12%	11%	21%	23%	20%	17%	26%	21%	22%	21%	22%	21%
		defg	cdefg	ef	ef			ef				jlnop	j	j	j	j	j
Something else	43	16	7	8	5	4	2	43	21	22	12	19	3	9	31	12	43
	1%	4%	1%	2%	1%	1%	0%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
		bcdefg										l			l		
Don't know	45	21	10	5	-	3	6	45	17	22	5	17	9	12	22	22	45
	1%	6%	2%	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%
		bcdefg	d					d				j		j		j	
Prefer not to say	53	21	10	6	7	2	6	53	15	34	13	17	6	14	30	19	53
	2%	6%	2%	1%	1%	0%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%
		bcdefg						e		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Being bought on mortgage	774	642	74	34	24	774	686	88	106	667	145	295	328	774	91	255	328
	25%	24%	28%	24%	31%	25%	26%	21%	23%	25%	20%	21%	34%	25%	18%	22%	38%
					a								jkm	jk		n	no
Owned outright by the household	1004	855	76	49	25	1004	809	195	94	910	261	513	218	1004	107	410	339
	32%	33%	29%	35%	32%	32%	30%	46%	20%	35%	37%	37%	23%	32%	21%	36%	39%
								f		h	lm	lm		l		n	n
Rented from Local Authority/ Housing Association/ Trust	520	427	60	24	9	520	457	63	117	403	129	230	143	520	158	199	56
	17%	16%	23%	17%	11%	17%	17%	15%	25%	15%	18%	17%	15%	17%	30%	18%	6%
			d	ade	d	d			i						op	p	
Rented from private landlord	661	575	44	25	17	661	602	59	111	550	119	289	252	661	146	250	141
	21%	22%	17%	18%	22%	21%	23%	14%	24%	21%	17%	21%	26%	21%	28%	22%	16%
							g						jkm	j	op	p	
Something else	43	40	*	2	1	43	37	6	7	36	6	20	17	43	8	14	5
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
Don't know	45	39	4	1	*	45	37	7	17	28	22	14	6	45	4	7	3
	1%	2%	2%	1%	1%	1%	1%	2%	4%	1%	3%	1%	1%	1%	1%	1%	1%
					*				i		klm						*
Prefer not to say	53	44	1	5	2	53	46	7	18	34	25	22	3	53	3	-	1
	2%	2%	1%	4%	3%	2%	2%	2%	4%	1%	3%	2%	1%	2%	1%	1%	1%
				abe	b				i		klm	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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Being bought on mortgage	774	146	436	186	774	227	493	323	414
	25%	22%	28%	24%	25%	20%	29%	18%	38%
			a				e		g
Owned outright by the household	1004	333	527	133	1004	364	580	755	201
	32%	50%	33%	17%	32%	33%	34%	42%	19%
		bcd	c		c			h	
Rented from Local Authority/ Housing Association/ Trust	520	65	234	213	520	264	207	290	187
	17%	10%	15%	27%	17%	24%	12%	16%	17%
			a	abd	a	f			
Rented from private landlord	661	85	325	230	661	210	390	366	248
	21%	13%	21%	29%	21%	19%	23%	20%	23%
			a	abd	a		e		
Something else	43	9	15	14	43	18	23	34	9
	1%	1%	1%	2%	1%	2%	1%	2%	1%
Don't know	45	10	20	9	45	17	12	22	7
	1%	2%	1%	1%	1%	2%	1%	1%	1%
Prefer not to say	53	14	19	5	53	14	12	10	12
	2%	2%	1%	1%	2%	1%	1%	1%	1%
		c			c				

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Your mental health? Anxiety, depression, or trauma-related conditions, for example	431	87	78	72	96	67	31	431	143	278	84	123	77	144	207	221	431
	14%	23%	13%	14%	17%	13%	6%	14%	10%	17%	9%	13%	12%	23%	11%	18%	14%
		bcefg	f	f	f	f		f		h		j		jklnop		jklnp	jn
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	263	23	28	28	43	66	75	263	128	134	87	55	48	69	142	117	263
	8%	6%	5%	5%	8%	13%	13%	8%	9%	8%	10%	6%	7%	11%	8%	9%	8%
						abcdg	abcdg	bc			k			klnp		k	k
Breathing? Breathlessness or chest pains	229	18	26	19	57	61	49	229	115	113	53	61	64	47	114	112	229
	7%	5%	4%	4%	10%	12%	9%	7%	8%	7%	6%	7%	10%	8%	6%	9%	7%
					abcg	abcg	abc	bc					jknp			jn	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	221	32	39	33	33	37	47	221	110	106	81	54	36	46	135	82	221
	7%	9%	7%	6%	6%	7%	8%	7%	7%	7%	9%	6%	6%	8%	7%	7%	7%
											kl						
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	220	18	18	25	53	52	54	220	89	128	50	47	47	70	97	117	220
	7%	5%	3%	5%	10%	10%	10%	7%	6%	8%	6%	5%	7%	11%	5%	9%	7%
					abc	abcg	abc	b						jklnp		jknp	n

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

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

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

Base : All respondents

	Total	AGE							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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
Hearing? Poor hearing, partial hearing, or are deaf	175	18	17	21	22	30	66	175	102	71	53	48	42	31	101	73	175	
	6%	5%	3%	4%	4%	6%	12%	6%	7%	4%	6%	5%	7%	5%	6%	6%	6%	
							abcdeg	b	i									
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	168	36	37	33	36	16	11	168	81	81	41	41	41	45	82	86	168	
	5%	10%	6%	6%	7%	3%	2%	5%	6%	5%	5%	4%	6%	7%	5%	7%	5%	
		efg	ef	ef	ef			f						jkn		n		
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	151	27	18	21	23	30	31	151	75	75	44	37	32	30	81	62	151	
	5%	7%	3%	4%	4%	6%	6%	5%	5%	5%	5%	4%	5%	5%	4%	5%	5%	
		bc																
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	139	43	30	29	21	14	3	139	64	66	39	41	31	28	80	59	139	
	4%	11%	5%	5%	4%	3%	1%	4%	4%	4%	4%	4%	5%	5%	4%	5%	4%	
		bcdefg	f	f	f	f		f										

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

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

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
Difficulty with speech? e.g. due to stroke, stutter or stammer	58	15	7	8	12	12	4	58	34	22	18	20	11	9	38	20	58	
	2%	4%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	
		bcfg																
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1113	169	185	163	200	191	205	1113	499	599	287	294	250	269	582	519	1113	
	36%	46%	32%	31%	36%	38%	37%	36%	34%	37%	32%	32%	39%	44%	32%	41%	36%	
		bcdefg																
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1715	145	333	317	300	288	332	1715	833	878	550	547	341	270	1096	611	1715	
	55%	39%	58%	60%	54%	57%	59%	55%	57%	55%	62%	59%	53%	44%	61%	49%	55%	
			a	a	a	a	a	a			lmop	lmo	m		lmop		mo	
Don't know	141	36	35	25	21	16	7	141	70	69	29	38	31	39	67	70	141	
	5%	10%	6%	5%	4%	3%	1%	5%	5%	4%	3%	4%	5%	6%	4%	6%	5%	
		cdefg		f	f	f		f					jn		jn			
Prefer not to say	129	21	23	27	30	12	15	129	66	59	24	43	23	35	67	58	129	
	4%	6%	4%	5%	5%	2%	3%	4%	5%	4%	3%	5%	4%	6%	4%	5%	4%	
		ef		e	ef								j		j			

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

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

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

Base : All respondents

	Total	NATION				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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Your mental health? Anxiety, depression, or trauma-related conditions, for example	431 14%	357 14%	37 14%	21 15%	15 19% ae	431 14%	367 14%	63 15%	70 15%	361 14%	73 10%	166 12%	187 19% jkm	431 14% j	130 25% op	136 12% p	72 8%
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	263 8%	212 8%	26 10%	15 11%	10 13% ae	263 8%	217 8%	46 11%	36 8%	227 9%	80 11% lm	115 8%	63 6%	263 8%	49 10%	113 10% p	61 7%
Breathing? Breathlessness or chest pains	229 7%	205 8%	12 4%	7 5%	5 7%	229 7%	197 7%	32 8%	35 7%	194 7%	53 8%	114 8%	58 6%	229 7%	36 7%	76 7%	58 7%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	221 7%	177 7%	23 9%	13 9%	7 10%	221 7%	192 7%	29 7%	45 10%	176 7%	50 7%	101 7%	70 7%	221 7%	49 9% op	69 6%	46 5%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	220 7%	186 7%	15 6%	14 10%	5 7%	220 7%	175 7%	45 11% f	31 7%	189 7%	47 7%	91 7%	77 8%	220 7%	35 7%	106 9% p	36 4%

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



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

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

Base : All respondents

	Total	NATION				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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Hearing? Poor hearing, partial hearing, or are deaf	175 6%	149 6%	16 6%	5 4%	5 7%	175 6%	148 6%	27 6%	19 4%	156 6%	39 5%	89 6%	44 5%	175 6%	33 6%	51 4%	47 5%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	168 5%	136 5%	18 7%	9 6%	5 6%	168 5%	144 5%	24 6%	26 5%	143 5%	27 4%	75 5%	66 7% j	168 5%	48 9% op	52 5%	31 4%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	151 5%	132 5%	9 4%	5 4%	4 5%	151 5%	133 5%	18 4%	24 5%	127 5%	35 5%	67 5%	46 5%	151 5%	36 7% op	40 4%	32 4%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	139 4%	120 5%	8 3%	5 3%	6 8% abce	139 4%	123 5%	17 4%	14 3%	125 5%	24 3%	54 4%	58 6% jk	139 4%	38 7% op	35 3%	37 4%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Difficulty with speech? e.g. due to stroke, stutter or stammer	58 2%	56 2%	1 *% bc	* *% bc	1 2%	58 2%	52 2%	6 1%	5 1%	53 2%	11 2%	27 2%	18 2%	58 2%	10 2%	21 2%	9 1%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1113 36%	929 35%	100 39%	49 35%	35 45% ace	1113 36%	944 35%	169 40%	169 36%	944 36%	277 39% l	504 36%	322 33%	1113 36%	251 48% op	405 36% p	237 27%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1715 55%	1455 55%	143 55%	79 57%	38 49%	1715 55%	1491 56%	224 53%	224 48%	1491 57% h	335 47%	775 56% j	584 60% jm	1715 55% j	226 44%	682 60% n	590 68% no
Don't know	141 5%	123 5%	9 3%	6 5%	2 3%	141 5%	127 5%	15 3%	43 9% i	98 4% i	56 8% klm	54 4%	28 3%	141 5% l	33 6% op	23 2% o	32 4%
Prefer not to say	129 4%	115 4%	7 3%	5 4%	2 2%	129 4%	113 4%	16 4%	35 7% i	94 4%	38 5%	51 4%	33 3%	129 4%	9 2%	26 2%	15 2%

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Your mental health? Anxiety, depression, or trauma-related conditions, for example	431	52	166	203	431	431	-	241	167
	14%	8%	11%	26%	14%	39%	-%	13%	15%
				abd	ab	f			
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	263	56	128	77	263	263	-	174	70
	8%	8%	8%	10%	8%	24%	-%	10%	6%
						f		h	
Breathing? Breathlessness or chest pains	229	60	87	80	229	229	-	151	51
	7%	9%	6%	10%	7%	21%	-%	8%	5%
		b		bd	b	f		h	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	221	51	106	59	221	221	-	119	74
	7%	8%	7%	7%	7%	20%	-%	7%	7%
						f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	220	24	111	83	220	220	-	155	57
	7%	4%	7%	10%	7%	20%	-%	9%	5%
			a	abd	a	f		h	
Hearing? Poor hearing, partial hearing, or are deaf	175	44	85	43	175	175	-	117	44
	6%	7%	5%	5%	6%	16%	-%	7%	4%
						f		h	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	168	43	52	71	168	168	-	90	64
	5%	6%	3%	9%	5%	15%	-%	5%	6%
		b		bd	b	f			
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	151	44	62	42	151	151	-	81	42
	5%	7%	4%	5%	5%	14%	-%	5%	4%
		b				f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	139 4%	41 6%	40 3%	54 7%	139 4%	139 12%	- -%	75 4%	51 5%
Difficulty with speech? e.g. due to stroke, stutter or stammer	58 2%	16 2%	28 2%	13 2%	58 2%	58 5%	- -%	26 1%	21 2%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1113 36%	237 36%	489 31%	373 47%	1113 36%	1113 100%	- -%	663 37%	360 33%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1715 55%	373 56%	970 62%	354 45%	1715 55%	- -%	1715 100%	1019 57%	637 59%
Don't know	141 5%	34 5%	67 4%	29 4%	141 5%	- -%	- -%	64 4%	53 5%
Prefer not to say	129 4%	19 3%	51 3%	36 5%	129 4%	- -%	- -%	55 3%	29 3%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2356 76%	219 59%	366 64%	357 67% a	450 82% abcg	452 89% abcdg	512 91% abcdg	2356 76% abc	1097 75%	1244 77%	664 75%	662 72%	506 79% kn	502 82% jknp	1326 73%	1008 80% jknp	2356 76% k	
WHITE - Irish	35 1%	5 1%	7 1%	5 1%	5 1%	11 2% f	3 *%	35 1%	17 1%	17 1%	10 1%	8 1%	13 2% m	4 1%	18 1%	17 1%	35 1%	
WHITE - Gypsy, Traveller or Irish Traveller	3 *%	1 *%	2 *%	- -%	- -%	- -%	- -%	3 *%	1 *%	2 *%	3 *%	- -%	- -%	- -%	3 *%	- -%	3 *%	
WHITE - Any other White background	125 4%	12 3%	21 4%	41 8% abefg	27 5% f	12 2%	12 2%	125 4%	55 4%	67 4%	43 5%	39 4%	22 3%	21 3%	82 5%	43 3%	125 4%	
MIXED - White and Asian	35 1%	7 2% df	13 2% df	7 1%	1 *%	5 1%	2 *%	35 1%	18 1%	17 1%	17 2% lo	10 1%	2 *%	5 1%	28 2% lo	7 1%	35 1%	
MIXED - White and Black Caribbean	24 1%	3 1%	9 2% e	5 1%	3 1%	- -%	5 1%	24 1%	6 *%	18 1% h	9 1%	5 1%	3 *%	8 1%	14 1%	10 1%	24 1%	
MIXED - White and Black African	15 *%	4 1%	6 1%	1 *%	2 *%	2 *%	1 *%	15 *%	11 1%	4 *%	8 1% m	2 *%	4 1%	* *%	10 1%	5 *%	15 *%	
MIXED - Any other mixed/ multiple ethnic background	24 1%	3 1%	16 3% acdefg	2 *%	1 *%	- -%	2 *%	24 1%	11 1%	13 1%	11 1%	7 1%	2 *%	4 1%	18 1%	6 *%	24 1%	

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
ASIAN AND BRITISH ASIAN - Pakistani	74 2%	29 8% bcdefg	16 3% ef	14 3% ef	12 2% ef	2 *% *	2 *% *	74 2% ef	27 2% *	47 3% *	13 1% *	25 3% *	15 2% *	21 3% j	38 2% *	36 3% *	74 2% *
ASIAN AND BRITISH ASIAN - Indian	68 2%	13 4% def	18 3% d	20 4% def	5 1% *	6 1% *	7 1% *	68 2% *	40 3% *	28 2% *	23 3% *	27 3% o	8 1% *	10 2% *	50 3% o	18 1% *	68 2% *
ASIAN AND BRITISH ASIAN - Bangladeshi	21 1%	6 2% e	5 1% *	4 1% *	3 1% *	- -% *	3 *% *	21 1% *	10 1% *	11 1% *	7 1% *	6 1% *	3 *% *	6 1% *	13 1% *	9 1% *	21 1% *
ASIAN AND BRITISH ASIAN - Chinese	18 1%	5 1% f	3 1% *	5 1% f	1 *% *	4 1% *	- -% *	18 1% *	13 1% *	5 *% *	6 1% *	6 1% *	1 *% *	4 1% *	12 1% *	5 *% *	18 1% *
ASIAN AND BRITISH ASIAN - Any other Asian background	37 1%	10 3% defg	14 2% def	10 2% de	- -% *	- -% *	3 1% de	37 1% de	18 1% *	19 1% *	8 1% *	14 1% *	11 2% *	4 1% *	22 1% *	14 1% *	37 1% *
BLACK AND BLACK BRITISH - African	157 5%	34 9% defg	59 10% defg	38 7% def	11 2% *	4 1% *	9 2% *	157 5% def	96 7% i	59 4% *	40 5% m	73 8% jlmop	31 5% m	10 2% *	113 6% mo	40 3% m	157 5% mo
BLACK AND BLACK BRITISH - Caribbean	30 1%	6 2% f	8 1% f	5 1% f	5 1% *	6 1% f	- -% *	30 1% f	16 1% *	14 1% *	9 1% *	8 1% *	7 1% *	7 1% *	16 1% *	14 1% *	30 1% *

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

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

Base : All respondents

	Total	AGE						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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	19 1%	2 1%	4 1%	5 1% f	5 1% f	3 1%	- -%	19 1%	9 1%	7 *%	3 *%	8 1%	2 *%	6 1%	12 1%	7 1%	19 1%
OTHER ETHNIC GROUP - Arab	11 *% eg	5 1%	2 *%	1 *%	2 *%	- -%	1 *%	11 *%	5 *%	6 *%	5 1%	3 *%	3 *%	- -%	8 *%	3 *%	11 *%
OTHER ETHNIC GROUP - Any other ethnic background	13 *%	1 *%	4 1%	6 1% ef	2 *%	- -%	- -%	13 *%	6 *%	7 *%	4 *%	2 *%	7 1% m	* *%	6 *%	7 1%	13 *%
Prefer not to say	35 1%	7 2% ef	5 1% f	7 1% ef	16 3% befg	- -%	- -%	35 1% ef	14 1%	18 1%	7 1%	16 2% mo	5 1%	3 *%	23 1%	8 1%	35 1%

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



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

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

Base : All respondents

	Total	NATION				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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2356	1969	213	118	56	2356	1963	393	335	2021	551	1072	697	2356	344	925	715
	76%	75%	82%	85%	72%	76%	73%	93%	71%	77%	78%	77%	72%	76%	66%	81%	82%
			ade	ade				f		h	l	l	l		n	n	
WHITE - Irish	35	20	3	2	9	35	29	5	4	31	7	13	14	35	10	11	3
	1%	1%	1%	1%	12%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%
					abce										p		
WHITE - Gypsy, Traveller or Irish Traveller	3	3	-	-	-	3	3	-	-	3	1	2	-	3	-	1	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%
WHITE - Any other White background	125	105	12	5	3	125	113	12	14	111	18	43	64	125	15	37	48
	4%	4%	5%	4%	4%	4%	4%	3%	3%	4%	3%	3%	7%	4%	3%	3%	6%
													jkm				no
MIXED - White and Asian	35	31	2	1	1	35	34	1	7	29	7	16	12	35	5	9	10
	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
MIXED - White and Black Caribbean	24	22	1	2	-	24	24	1	3	21	7	9	9	24	8	9	6
	1%	1%	*%	1%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
MIXED - White and Black African	15	12	2	1	1	15	15	-	1	14	4	6	4	15	6	4	2
	*%	*%	1%	*%	1%	*%	1%	-%	*%	1%	1%	*%	*%	*%	1%	*%	*%
MIXED - Any other mixed/ multiple ethnic background	24	19	4	1	*	24	24	-	2	22	2	7	15	24	6	10	5
	1%	1%	1%	1%	*%	1%	1%	-%	*%	1%	*%	*%	2%	1%	1%	1%	1%
													jkm				

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

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

**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	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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
ASIAN AND BRITISH ASIAN - Pakistani	74 2%	69 3%	3 1%	1 1%	2 2%	74 2%	69 3%	5 1%	19 4% i	55 2%	22 3%	31 2%	20 2%	74 2%	24 5% op	14 1%	7 1%
ASIAN AND BRITISH ASIAN - Indian	68 2%	66 3% bd	1 *% bd	1 1%	* *% bd	68 2% bd	67 3% g	1 *% g	19 4% i	49 2%	14 2%	32 2%	22 2%	68 2%	18 3% o	19 2%	16 2%
ASIAN AND BRITISH ASIAN- Bangladeshi	21 1%	20 1%	1 *% o	* *% o	* *% o	21 1%	21 1%	- -%	6 1%	15 1%	8 1%	5 *% o	8 1%	21 1%	7 1% o	3 *% o	4 *% o
ASIAN AND BRITISH ASIAN - Chinese	18 1%	16 1%	* *% o	* *% o	* *% o	18 1%	16 1%	1 *% o	1 *% o	16 1%	4 1%	7 1%	6 1%	18 1%	3 1% o	8 1% o	3 *% o
ASIAN AND BRITISH ASIAN - Any other Asian background	37 1%	33 1%	4 1% o	* *% o	1 1% o	37 1%	33 1%	4 1% o	11 2% i	26 1%	7 1%	21 2% o	10 1% o	37 1%	7 1% o	13 1% o	7 1% o
BLACK AND BLACK BRITISH - African	157 5%	136 5%	13 5% op	5 3% op	4 5% op	157 5%	157 6% g	- -% g	31 7%	126 5%	28 4%	71 5%	58 6%	157 5%	42 8% op	49 4% op	32 4% op
BLACK AND BLACK BRITISH - Caribbean	30 1%	29 1%	2 1% p	- -% p	- -% p	30 1%	30 1%	- -% p	6 1%	25 1%	6 1%	16 1%	8 1%	30 1%	8 2% p	10 1% p	3 *% 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.

**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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	19 1%	19 1%	- -%	- -%	- -%	19 1%	17 1%	2 *%	2 *%	17 1%	7 1%	6 *%	6 1%	19 1%	6 1%	4 *%	4 *%
OTHER ETHNIC GROUP - Arab	11 *%	9 *%	- -%	2 1%	* *%	11 *%	11 *%	- -%	2 *%	9 *%	1 *%	5 *%	4 *%	11 *%	1 *%	4 *%	4 *%
OTHER ETHNIC GROUP - Any other ethnic background	13 *%	12 *%	1 *%	* *%	* *%	13 *%	13 *%	- -%	- -%	13 *%	2 *%	6 *%	5 *%	13 *%	5 1% o	1 *%	1 *%
Prefer not to say	35 1%	33 1%	1 *%	1 *%	* 1%	35 1%	35 1%	- -%	10 2%	25 1%	11 2% l	16 1%	4 *%	35 1%	5 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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2356	494	1208	614	2356	877	1316	1464	764
	76%	75%	77%	78%	76%	79%	77%	81%	71%
								h	
WHITE - Irish	35	6	20	8	35	16	16	14	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	3	2	1	-	3	1	2	-	3
	*%	*%	*%	-%	*%	*%	*%	-%	*%
WHITE - Any other White background	125	30	50	41	125	40	78	74	47
	4%	4%	3%	5%	4%	4%	5%	4%	4%
				b					
MIXED - White and Asian	35	10	19	5	35	15	19	15	15
	1%	2%	1%	1%	1%	1%	1%	1%	1%
MIXED - White and Black Caribbean	24	8	7	8	24	12	13	11	13
	1%	1%	*%	1%	1%	1%	1%	1%	1%
MIXED - White and Black African	15	3	8	4	15	6	9	7	6
	*%	*%	1%	1%	*%	1%	1%	*%	1%
MIXED - Any other mixed/ multiple ethnic background	24	5	14	5	24	5	15	8	13
	1%	1%	1%	1%	1%	*%	1%	*%	1%

Columns Tested: a,b,c,d - e,f - g,h

g

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
ASIAN AND BRITISH ASIAN - Pakistani	74 2%	16 2%	28 2%	23 3%	74 2%	37 3% f	20 1%	28 2%	30 3%
ASIAN AND BRITISH ASIAN - Indian	68 2%	14 2%	39 3%	15 2%	68 2%	7 1%	42 2% e	30 2%	32 3% g
ASIAN AND BRITISH ASIAN- Bangladeshi	21 1%	5 1%	8 1%	8 1%	21 1%	8 1%	10 1%	9 1%	9 1%
ASIAN AND BRITISH ASIAN - Chinese	18 1%	3 *%	9 1%	4 *%	18 1%	4 *%	12 1%	10 1%	4 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	37 1%	8 1%	21 1%	8 1%	37 1%	11 1%	20 1%	18 1%	13 1%
BLACK AND BLACK BRITISH - African	157 5%	42 6% c	85 5% c	26 3%	157 5%	40 4%	96 6% e	61 3%	83 8% g
BLACK AND BLACK BRITISH - Caribbean	30 1%	1 *%	23 1% a	6 1%	30 1%	13 1%	13 1%	19 1%	8 1%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	19 1%	6 1%	10 1%	3 *%	19 1%	5 *%	8 *%	10 1%	5 1%
OTHER ETHNIC GROUP - Arab	11 *%	1 *%	9 1%	* *%	11 *%	3 *%	5 *%	3 *%	6 1%
OTHER ETHNIC GROUP - Any other ethnic background	13 *%	3 *%	4 *%	6 1%	13 *%	7 1%	5 *%	8 *%	3 *%
Prefer not to say	35 1%	4 1%	10 1%	8 1%	35 1%	6 1%	18 1%	10 1%	11 1%

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Universal Credit (and household has other earnings).	291	41	72	74	61	30	12	291	119	167	53	57	80	96	110	176	291
	9%	11%	13%	14%	11%	6%	2%	9%	8%	10%	6%	6%	12%	16%	6%	14%	9%
		ef	ef	efg	ef	f		ef					jknp	jknp		jknp	jkn
Personal Independence Payment (PIP)	252	20	20	41	56	61	54	252	111	141	56	56	45	91	113	135	252
	8%	6%	3%	8%	10%	12%	10%	8%	8%	9%	6%	6%	7%	15%	6%	11%	8%
				b	ab	abcg	ab	b						jklnop		jklnp	n
Employment and Support Allowance (ESA)	171	16	33	21	40	40	21	171	91	79	47	34	31	59	81	90	171
	6%	4%	6%	4%	7%	8%	4%	6%	6%	5%	5%	4%	5%	10%	4%	7%	6%
				cf	cf									jklnp		kn	
Income Support	167	26	54	30	28	15	14	167	119	47	60	31	50	26	91	76	167
	5%	7%	9%	6%	5%	3%	3%	5%	8%	3%	7%	3%	8%	4%	5%	6%	5%
		ef	cdefg	f	f			ef	i		k		kmnp		k	k	
Universal Credit (and household has no other earnings).	137	16	38	24	41	14	5	137	58	80	29	22	13	71	52	83	137
	4%	4%	7%	4%	7%	3%	1%	4%	4%	5%	3%	2%	2%	11%	3%	7%	4%
		f	ef	f	efg			f						jklnop		jklnp	kl
Carer's allowance	132	18	24	25	25	21	19	132	58	74	47	23	24	38	70	62	132
	4%	5%	4%	5%	5%	4%	3%	4%	4%	5%	5%	3%	4%	6%	4%	5%	4%
											k			kn		k	
Pensions Credit (Guaranteed Credit)	115	10	25	16	11	12	41	115	62	52	33	19	29	34	52	62	115
	4%	3%	4%	3%	2%	2%	7%	4%	4%	3%	4%	2%	4%	5%	3%	5%	4%
							acdeg						k	kn		kn	
Pensions Credit (no Guaranteed Credit)	63	7	20	12	6	8	9	63	39	25	23	15	20	5	38	26	63
	2%	2%	4%	2%	1%	2%	2%	2%	3%	2%	3%	2%	3%	1%	2%	2%	2%
			d								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.

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Income-based Jobseeker's Allowance	63 2%	13 4%	20 3%	13 2%	12 2%	4 1%	1 *%	63 2%	45 3%	17 1%	17 2%	24 3%	10 2%	11 2%	42 2%	21 2%	63 2%
		ef	ef	ef	f			f	i								
Other	36 1%	2 1%	- -%	9 2%	8 1%	4 1%	12 2%	36 1%	14 1%	22 1%	5 1%	6 1%	8 1%	17 3%	11 1%	25 2%	36 1%
				b	b		b	b						jknp		jknp	
RECEIVES ANY OF THESE BENEFITS	943 30%	114 31%	197 34%	165 31%	186 34%	140 28%	141 25%	943 30%	433 29%	504 31%	218 24%	189 20%	212 33%	317 52%	407 22%	530 42%	943 30%
			ef		f			f					jknp	jklnop		jklnp	jknp
None of these - Do not receive any of these benefits	1905 61%	171 46%	339 59%	334 63%	327 59%	350 69%	385 69%	1905 61%	932 63%	967 60%	617 69%	646 70%	394 61%	238 39%	1263 70%	632 50%	1905 61%
			a	a	a	abdg	abdg	a			lmop	lmop	mo		lmop	m	mo
Don't know	116 4%	60 16%	22 4%	15 3%	2 *%	4 1%	13 2%	116 4%	49 3%	61 4%	22 2%	51 6%	22 3%	19 3%	73 4%	41 3%	116 4%
		bcd	efg	de	de		d	de				jmop					
Prefer not to say	135 4%	27 7%	18 3%	19 4%	36 7%	14 3%	22 4%	135 4%	56 4%	74 5%	33 4%	36 4%	17 3%	39 6%	69 4%	56 4%	135 4%
		bcefg			bce									jlmp			

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



All interviewing conducted using an online panel. Any break column with 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 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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Universal Credit (and household has other earnings).	291 9%	251 10%	19 7%	13 9%	8 10%	291 9%	255 10%	36 9%	54 11%	237 9%	59 8%	124 9%	104 11%	291 9%	102 20% op	114 10% p	28 3%
Personal Independence Payment (PIP)	252 8%	204 8%	18 7%	21 15% abe	10 13% abe	252 8%	205 8%	47 11%	46 10%	205 8%	59 8%	108 8%	81 8%	252 8%	51 10% p	105 9% p	42 5%
Employment and Support Allowance (ESA)	171 6%	141 5%	12 5%	11 8%	7 9% abe	171 6%	154 6%	18 4%	33 7%	139 5%	36 5%	76 5%	59 6%	171 6%	53 10% op	71 6% p	31 4%
Income Support	167 5%	149 6% c	10 4%	3 2%	6 7% c	167 5% c	156 6% g	11 3%	22 5%	146 6%	37 5%	85 6%	43 4%	167 5%	41 8% o	47 4%	45 5%
Universal Credit (and household has no other earnings).	137 4%	117 4%	10 4%	8 5%	3 4%	137 4%	118 4%	19 4%	25 5%	112 4%	34 5%	59 4%	42 4%	137 4%	53 10% op	33 3%	21 2%
Carer's allowance	132 4%	112 4%	9 3%	8 6%	4 5%	132 4%	109 4%	24 6%	15 3%	117 4%	26 4%	65 5%	42 4%	132 4%	33 6% p	56 5% p	20 2%
Pensions Credit (Guaranteed Credit)	115 4%	101 4% b	3 1%	5 3%	6 8% abce	115 4% b	102 4%	12 3%	12 3%	103 4%	21 3%	67 5% l	27 3%	115 4%	29 6% p	40 4%	23 3%
Pensions Credit (no Guaranteed Credit)	63 2%	54 2%	5 2%	1 1%	4 5% ace	63 2%	56 2%	7 2%	6 1%	58 2%	17 2%	29 2%	17 2%	63 2%	15 3% o	10 1%	25 3% 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	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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Income-based Jobseeker's Allowance	63	55	6	-	2	63	56	7	7	56	14	23	23	63	19	16	11
	2%	2%	2%	-%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	4%	1%	1%
		c	c		c	c									op		
Other	36	31	4	1	*	36	26	10	2	34	8	16	12	36	10	15	4
	1%	1%	1%	*%	*%	1%	1%	2%	*%	1%	1%	1%	1%	1%	2%	1%	*%
								f							p		
RECEIVES ANY OF THESE BENEFITS	943	792	71	50	31	943	811	133	165	778	232	423	278	943	290	347	142
	30%	30%	27%	36%	40%	30%	30%	31%	35%	30%	33%	31%	29%	30%	56%	31%	16%
				b	abe				i						op	p	
None of these - Do not receive any of these benefits	1905	1621	170	76	38	1905	1639	266	233	1672	388	851	646	1905	196	751	710
	61%	62%	66%	54%	48%	61%	61%	63%	49%	64%	55%	62%	67%	61%	38%	66%	81%
		cd	cd			cd				h		j	jkm	j		n	no
Don't know	116	92	14	6	4	116	102	14	36	79	45	47	21	116	15	20	16
	4%	4%	5%	5%	5%	4%	4%	3%	8%	3%	6%	3%	2%	4%	3%	2%	2%
									i		klm			l			
Prefer not to say	135	118	5	7	5	135	123	12	37	99	41	62	22	135	18	17	5
	4%	5%	2%	5%	7%	4%	5%	3%	8%	4%	6%	4%	2%	4%	3%	2%	1%
				b	b				i		l	l		l	op		

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

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

**C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Universal Credit (and household has other earnings).	291	32	127	127	291	170	99	115	160
	9%	5%	8%	16%	9%	15%	6%	6%	15%
			a	abd	a	f			g
Personal Independence Payment (PIP)	252	49	118	83	252	201	44	161	71
	8%	7%	7%	11%	8%	18%	3%	9%	7%
				b		f			
Employment and Support Allowance (ESA)	171	42	75	52	171	124	37	98	62
	6%	6%	5%	7%	6%	11%	2%	5%	6%
						f			
Income Support	167	76	64	25	167	113	41	59	79
	5%	11%	4%	3%	5%	10%	2%	3%	7%
		bcd			c	f			g
Universal Credit (and household has no other earnings).	137	15	36	85	137	90	37	73	53
	4%	2%	2%	11%	4%	8%	2%	4%	5%
				abd	ab	f			
Carer's allowance	132	37	54	39	132	77	53	57	63
	4%	6%	3%	5%	4%	7%	3%	3%	6%
		b				f			g
Pensions Credit (Guaranteed Credit)	115	47	50	15	115	63	48	63	34
	4%	7%	3%	2%	4%	6%	3%	3%	3%
		bcd			c	f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Pensions Credit (no Guaranteed Credit)	63 2%	31 5%	19 1%	12 2%	63 2%	41 4%	22 1%	35 2%	15 1%
		bcd				f			
Income-based Jobseeker's Allowance	63 2%	13 2%	28 2%	20 3%	63 2%	44 4%	16 1%	26 1%	27 2%
						f			
Other	36 1%	3 *%	22 1%	10 1%	36 1%	20 2%	16 1%	23 1%	13 1%
RECEIVES ANY OF THESE BENEFITS	943 30%	203 31%	392 25%	342 43%	943 30%	596 54%	291 17%	486 27%	379 35%
		b		abd	b	f			g
None of these - Do not receive any of these benefits	1905 61%	408 62%	1077 68%	396 50%	1905 61%	422 38%	1363 79%	1211 67%	633 59%
		c	acd		c		e	h	
Don't know	116 4%	31 5%	54 3%	22 3%	116 4%	49 4%	34 2%	63 4%	29 3%
						f			
Prefer not to say	135 4%	20 3%	54 3%	31 4%	135 4%	46 4%	26 2%	40 2%	38 3%
						f			

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
Up to £199 per week / Up to £10,399 per year	250	42	48	38	53	48	21	250	108	140	33	48	47	119	81	166	250
	8%	11%	8%	7%	10%	9%	4%	8%	7%	9%	4%	5%	7%	19%	4%	13%	8%
		cfg	f	f	f	f		f					jn	jklnop		jklnp	jkln
From £200 to £299 per week / From £10,400 to £15,599 per year	295	52	43	42	34	42	82	295	126	165	37	76	61	116	113	177	295
	10%	14%	7%	8%	6%	8%	15%	10%	9%	10%	4%	8%	9%	19%	6%	14%	10%
		bcdeg					bcdeg	d			j	jn	jklnop		jklnp	jn	
From £300 to £499 per week / From £15,600 to £25,999 per year	462	46	68	66	80	87	114	462	206	254	79	143	118	119	221	237	462
	15%	12%	12%	12%	15%	17%	20%	15%	14%	16%	9%	15%	18%	19%	12%	19%	15%
						b	abcdg					j	jnp	jnp	j	jnp	jn
From £500 to £699 per week / From £26,000 to £36,399 per year	513	43	101	93	81	90	105	513	264	249	125	176	131	79	301	210	513
	17%	11%	18%	18%	15%	18%	19%	17%	18%	16%	14%	19%	20%	13%	17%	17%	17%
			a	a	a	a	a	a				jm	jmp		m	m	m
From £700 to £999 per week / From £36,400 to £51,999 per year	485	39	117	86	78	71	95	485	257	228	169	174	101	39	343	140	485
	16%	11%	20%	16%	14%	14%	17%	16%	18%	14%	19%	19%	16%	6%	19%	11%	16%
			adeg	a			a	a	i		mop	mo	mo		mop	m	mo
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	395	19	82	89	90	66	50	395	212	182	173	117	85	20	290	105	395
	13%	5%	14%	17%	16%	13%	9%	13%	14%	11%	19%	13%	13%	3%	16%	8%	13%
			af	afg	af	a	a	af	i		klmop	mo	mo		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.

**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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
£1,500 and above per week / £78,000 and above per year	252	27	41	60	59	40	26	252	137	114	174	41	34	4	215	38	252
	8%	7%	7%	11%	11%	8%	5%	8%	9%	7%	20%	4%	5%	1%	12%	3%	8%
			bcfg	f			f				klmnop	m	mo		klmop	m	klmo
Don't know/ Prefer not to say	446	104	76	57	76	65	69	446	159	272	100	146	68	118	247	185	446
	14%	28%	13%	11%	14%	13%	12%	14%	11%	17%	11%	16%	10%	19%	14%	15%	14%
		bcdefg					c			h		jl		jinop		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Up to £199 per week / Up to £10,399 per year	250	208	26	12	4	250	217	33	58	192	76	98	70	250	232	-	-
	8%	8%	10%	8%	6%	8%	8%	8%	12%	7%	11%	7%	7%	8%	45%	-%	-%
									i		kl				op		
From £200 to £299 per week / From £10,400 to £15,599 per year	295	249	29	9	7	295	255	40	60	234	83	136	66	295	100	174	-
	10%	10%	11%	7%	9%	10%	10%	10%	13%	9%	12%	10%	7%	10%	19%	15%	-%
									i		l	l		l	p	p	
From £300 to £499 per week / From £15,600 to £25,999 per year	462	386	43	22	11	462	391	71	72	390	115	217	128	462	114	324	-
	15%	15%	17%	16%	14%	15%	15%	17%	15%	15%	16%	16%	13%	15%	22%	29%	-%
															p	np	
From £500 to £699 per week / From £26,000 to £36,399 per year	513	429	40	30	14	513	436	77	68	445	118	221	172	513	52	383	60
	17%	16%	16%	21%	18%	17%	16%	18%	14%	17%	17%	16%	18%	17%	10%	34%	7%
																np	
From £700 to £999 per week / From £36,400 to £51,999 per year	485	407	38	25	15	485	419	66	31	454	81	240	164	485	20	254	197
	16%	16%	15%	18%	19%	16%	16%	15%	7%	17%	11%	17%	17%	16%	4%	22%	23%
									h			j	j	j		n	n
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	395	344	27	14	11	395	344	52	43	352	55	166	171	395	-	-	377
	13%	13%	10%	10%	14%	13%	13%	12%	9%	13%	8%	12%	18%	13%	-%	-%	43%
									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				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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
£1,500 and above per week / £78,000 and above per year	252	214	26	5	7	252	220	32	30	223	43	105	104	252	-	-	240
	8%	8%	10%	4%	9%	8%	8%	8%	6%	8%	6%	8%	11%	8%	-%	-%	27%
		c	c		c	c							jkm				no
Don't know/ Prefer not to say	446	385	29	22	9	446	393	53	110	336	136	200	92	446	-	-	-
	14%	15%	11%	16%	12%	14%	15%	12%	23%	13%	19%	14%	10%	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	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Up to £199 per week / Up to £10,399 per year	250 8%	27 4%	86 5%	133 17% abd	250 8% ab	126 11% f	97 6%	163 9% h	67 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	295 10%	35 5%	141 9% a	116 15% abd	295 10% a	145 13% f	126 7%	184 10%	89 8%
From £300 to £499 per week / From £15,600 to £25,999 per year	462 15%	74 11%	233 15%	152 19% abd	462 15% a	178 16%	264 15%	295 16%	143 13%
From £500 to £699 per week / From £26,000 to £36,399 per year	513 17%	97 15%	282 18%	134 17%	513 17%	173 16%	298 17%	299 17%	195 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	485 16%	109 17% c	290 18% cd	84 11%	485 16% c	152 14%	316 18% e	283 16%	189 18%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	395 13%	120 18% bcd	222 14% c	51 6%	395 13% c	111 10%	260 15% e	198 11%	178 17% g

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
£1,500 and above per week / £78,000 and above per year	252	115	118	19	252	66	167	122	115
	8%	17%	7%	2%	8%	6%	10%	7%	11%
		bcd	c		c		e		g
Don't know/ Prefer not to say	446	84	205	102	446	161	187	256	102
	14%	13%	13%	13%	14%	14%	11%	14%	9%
						f		h	

Columns Tested: a,b,c,d - e,f - g,h

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

**C13. How well would you say your household is managing financially at the moment? Would you say you are..? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2

	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	3099	430	482	588	498	494	607	3099	1454	1620	876	775	665	764	1651	1429	3099	
Effective Weighted Sample	2320	336	380	449	387	370	423	2320	1077	1227	653	596	529	568	1244	1093	2320	
Total	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099	
Doing well	662	106	123	102	90	77	166	662	387	268	307	156	132	62	464	194	662	
	21%	28%	21%	19%	16%	15%	30%	21%	26%	17%	35%	17%	20%	10%	26%	15%	21%	
		bcdeg	e				bcdeg	de	i		klmnop	m	mo		klmnop	m	kmo	
Getting by	1577	181	283	246	254	300	314	1577	748	824	451	492	346	277	943	623	1577	
	51%	49%	49%	46%	46%	59%	56%	51%	51%	51%	51%	53%	54%	45%	52%	49%	51%	
						abcdg	acd					m	m		m		m	
Struggling	791	69	154	180	192	124	71	791	306	479	119	253	162	251	372	413	791	
	26%	19%	27%	34%	35%	25%	13%	26%	21%	30%	13%	27%	25%	41%	21%	33%	26%	
		f	af	abefg	abefg	f		af		h		jn	jn	ijklnop	j	ijklnp	jn	
Don't know	17	6	6	1	2	-	2	17	6	8	4	1	2	6	5	8	17	
	1%	2%	1%	*%	*%	-%	*%	1%	*%	1%	*%	*%	*%	1%	*%	1%	1%	
		cdefg	e										kn					
Prefer not to say	52	10	10	4	14	6	8	52	22	26	9	19	3	17	28	20	52	
	2%	3%	2%	1%	3%	1%	1%	2%	2%	2%	1%	2%	1%	3%	2%	2%	2%	
		c			c							l		jl			l	

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

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

**C13. How well would you say your household is managing financially at the moment? Would you say you are..? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2

	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	3099	2174	314	305	306	3099	2740	359	461	2638	668	1396	1007	3099	531	1189	828
Effective Weighted Sample	2320	1821	257	253	252	2320	2036	288	348	1972	498	1050	756	2320	405	877	622
Total	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
Doing well	662	572	45	26	19	662	588	75	87	576	154	311	187	662	66	176	295
	21%	22%	17%	19%	25%	21%	22%	18%	18%	22%	22%	22%	19%	21%	13%	15%	34%
Getting by	1577	1335	133	68	41	1577	1355	222	216	1361	350	733	484	1577	202	641	468
	51%	51%	51%	49%	53%	51%	51%	52%	46%	52%	50%	53%	50%	51%	39%	56%	54%
Struggling	791	656	77	42	17	791	673	118	147	644	172	320	286	791	243	316	108
	26%	25%	29%	30%	21%	26%	25%	28%	31%	25%	24%	23%	30%	26%	47%	28%	12%
Don't know	17	12	3	1	*	17	12	4	6	10	10	3	4	17	2	2	-
	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	*%	1%	*%	*%	-%
Prefer not to say	52	48	1	3	1	52	47	6	16	37	21	16	6	52	4	-	2
	2%	2%	1%	2%	1%	2%	2%	1%	3%	1%	3%	1%	1%	2%	1%	-%	*%

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

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

**C13. How well would you say your household is managing financially at the moment? Would you say you are..? (ADDED AT WAVE 2) (SINGLE CODE)**

Base : All respondents at Wave 2

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3099	634	1567	837	3099	1161	1693	1896	998
Effective Weighted Sample	2320	476	1172	629	2320	856	1277	1384	778
Total	3099	662	1577	791	3099	1113	1715	1801	1079
Doing well	662	662	-	-	662	237	373	390	211
	21%	100%	-%	-%	21%	21%	22%	22%	20%
		bcd			bc				
Getting by	1577	-	1577	-	1577	489	970	964	524
	51%	-%	100%	-%	51%	44%	57%	54%	49%
			acd		ac		e	h	
Struggling	791	-	-	791	791	373	354	420	337
	26%	-%	-%	100%	26%	33%	21%	23%	31%
				abd	ab	f			g
Don't know	17	-	-	-	17	5	2	7	2
	1%	-%	-%	-%	1%	*%	*%	*%	*%
					b				
Prefer not to say	52	-	-	-	52	10	16	20	6
	2%	-%	-%	-%	2%	1%	1%	1%	1%
					abc				

Columns Tested: a,b,c,d - e,f - g,h

All interviewing conducted using an online panel. Any break column with 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	2548	278	391	506	426	420	527	2548	1230	1309	736	628	567	608	1364	1175	2548
Effective Weighted Sample	1901	220	307	384	329	314	370	1901	908	987	543	482	449	456	1022	900	1901
Total	2527	232	471	450	458	430	487	2527	1240	1278	747	743	546	478	1490	1023	2527
Most Financially Vulnerable	518	92	121	96	101	68	40	518	219	295	74	128	121	190	203	311	518
	21%	40%	26%	21%	22%	16%	8%	21%	18%	23%	10%	17%	22%	40%	14%	30%	21%
		bcdefg	efg	f	ef	f		ef		h		j	jn	ijklnop	j	ijklnp	jn
Potentially Financially Vulnerable	1135	85	198	176	185	205	286	1135	554	580	246	351	278	252	596	530	1135
	45%	37%	42%	39%	40%	48%	59%	45%	45%	45%	33%	47%	51%	53%	40%	52%	45%
						ac	abcdeg	ac				jn	jnp	jnp	j	jnp	jn
Least Financially Vulnerable	873	54	152	177	172	158	161	873	468	404	427	264	147	35	691	182	873
	35%	23%	32%	39%	38%	37%	33%	35%	38%	32%	57%	36%	27%	7%	46%	18%	35%
			a	a	a	a	a	a	i		klmnop	lmo	mo		klmop	m	lmo

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

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

**FINANCIAL VULNERABILITY**

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2548	1782	265	249	252	2548	2238	310	333	2215	498	1141	895	2548	531	1189	828
Effective Weighted Sample	1901	1486	216	205	206	1901	1657	248	248	1653	369	855	670	1901	405	877	622
Total	2527	2131	219	113	65	2527	2161	366	334	2193	528	1119	858	2527	518	1135	873
Most Financially Vulnerable	518	441	47	20	11	518	466	52	115	403	125	215	173	518	518	-	-
	21%	21%	22%	17%	16%	21%	22%	14%	35%	18%	24%	19%	20%	21%	100%	-%	-%
							g		i						op		
Potentially Financially Vulnerable	1135	943	98	63	31	1135	948	188	136	999	265	523	335	1135	-	1135	-
	45%	44%	45%	55%	48%	45%	44%	51%	41%	46%	50%	47%	39%	45%	-%	100%	-%
				abe			f				l	l		l		np	
Least Financially Vulnerable	873	747	73	31	23	873	748	126	82	791	139	381	350	873	-	-	873
	35%	35%	33%	27%	36%	35%	35%	34%	25%	36%	26%	34%	41%	35%	-%	-%	100%
		c				c			h			j	jkm	j			no

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

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

**FINANCIAL VULNERABILITY**

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2548	519	1300	720	2548	942	1480	1639	904
Effective Weighted Sample	1901	387	969	540	1901	690	1116	1195	705
Total	2527	537	1312	668	2527	892	1497	1544	977
Most Financially Vulnerable	518	66	202	243	518	251	226	260	258
	21%	12%	15%	36%	21%	28%	15%	17%	26%
				abd	ab	f			g
Potentially Financially Vulnerable	1135	176	641	316	1135	405	682	716	416
	45%	33%	49%	47%	45%	45%	46%	46%	43%
			ad	a	a				
Least Financially Vulnerable	873	295	468	108	873	237	590	569	303
	35%	55%	36%	16%	35%	27%	39%	37%	31%
		bcd	c		c		e	h	

Columns Tested: a,b,c,d - e,f - g,h