

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023 & WAVE 2 - 25TH OCTOBER - 28TH NOVEMBER 2023.

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

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COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	87
Base : All respondents	
IN11. And do you ever live stream your own videos? (SINGLE CODE)	90
Base : All respondents	
IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)	93
Base : All respondents who live stream their own videos	
IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)	96
Base : All respondents	
COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	102
Base : All respondents	
SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM	105
Base : All respondents	
IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)	108
Base : All respondents	
COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA	114
Base : All respondents	
IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)	117
Base : All respondents who use social media apps or sites	
IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)	123
Base : All respondents	
IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)	129
Base : All respondents who use social media apps or sites	
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)	132
Base : All respondents who use social media apps or sites	
IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (MULTI CODE)	135
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media	
SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA	144
Base : All respondents	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE	152
Base : All respondents	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	155
Base : All respondents	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	158
Base : All respondents	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	161
Base : All respondents	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	164
Base : All respondents	

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IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	167
Base : All respondents	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	170
Base : All respondents	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	173
Base : All respondents	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	176
Base : All respondents	
IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	179
Base : All respondents	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	182
Base : All respondents	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	185
Base : All respondents	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)	188
Base : All respondents	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	191
Base : All respondents	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	194
Base : All respondents	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE	197
Base : All respondents	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO	200
Base : All respondents	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL	203
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	206
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	213
Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE	219
Base : All respondents who use BitChute to watch or upload videos or clips	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	222
Base : All respondents who use Dailymotion to watch or upload videos or clips	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	225
Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	228
Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media	

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IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	231
Base : All respondents who use LinkedIn for social media	
IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	234
Base : All respondents who use OnlyFans to watch or upload videos or clips	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	237
Base : All respondents who use Pinterest for social media	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	240
Base : All respondents who use Reddit for social media	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	243
Base : All respondents who use Snapchat to watch or upload videos or clips or for social media	
IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	246
Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	249
Base : All respondents who use Tumblr for social media	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	252
Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)	255
Base : All respondents who use X/Twitter for social media	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	258
Base : All respondents who use Vimeo to watch or upload videos or clips	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	261
Base : All respondents who use YouNow to watch or share live stream videos	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE	264
Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO	267
Base : All respondents who use Yubo for social media	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL	270
Base : All respondents who use BeReal for social media	
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)	273
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	
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)	279
Base : All respondents at Wave 2 that say they upload their own content online (whether video or livestreaming content)	
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	282
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING	285
Base : All respondents	
IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or sites to control who sees the photos and videos I share (SINGLE CODE)	299
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	

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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)	304
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)	309
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
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)	314
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
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)	319
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
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)	323
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)	328
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)	331
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
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)	334
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)	337
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months	
IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)	340
Base : All respondents	
Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)	349
Base : All respondents who watch content on video sharing platforms	
Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)	352
Base : All respondents who use social media apps or sites	
Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)	355
Base : All respondents who play games	
Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)	358
Base : All respondents	
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)	361
Base : All respondents	
Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)	367
Base : All respondents	
SUMMARY TO SHOW INCIDENCE OF PURCHASING THINGS ONLINE - WAVE 2 ONLY	373
Base : All respondents at Wave 2	
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)	376
Base : All respondents at Wave 2 that say they purchase things online	

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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)	380
Base : All respondents at Wave 2 that say they purchase things online	
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)	385
Base : All respondents at Wave 2 that say they purchase things online	
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)	389
Base : All respondents at Wave 2 that say they purchase things online	
C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)	393
Base : All respondents	
C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)	396
Base : All respondents	
C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)	399
Base : All respondents	
C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD	402
Base : All respondents	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)	405
Base : All respondents	
C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)	409
Base : All respondents	
C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)	418
Base : All respondents	
C7. Do you consider English to be your first or main language? (SINGLE CODE)	424
Base : All respondents	
C8. Which one of these options applies to your home? (SINGLE CODE)	427
Base : All respondents	
C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)	430
Base : All respondents	
C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	440
Base : All respondents	
C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)	449
Base : All respondents	
C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)	455
Base : All respondents	
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)	461
Base : All respondents at Wave 2	
FINANCIAL VULNERABILITY	464
Base : Those where it is possible to calculate the Financial Vulnerability Index	

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

WAVE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
WAVE 1	3083	370	573	530	548	505	557	3083	1462	1584	885	924	641	610	1810	1252	3083
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
WAVE 2	3099	372	576	532	551	508	560	3099	1469	1605	890	922	644	614	1812	1258	3099
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%

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

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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.

WAVE

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
WAVE 1	3083	2609	259	139	77	3083	2661	422	465	2618	718	1372	967	3083	473	1278	803
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	48%	53%	48%
WAVE 2	3099	2622	260	139	77	3099	2675	424	471	2628	707	1383	967	3099	518	1135	873
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	52%	47%	52%

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

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

WAVE

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
WAVE 1	3083	1071	1803	1824	1075
	50%	49%	51%	50%	50%
WAVE 2	3099	1113	1715	1801	1079
	50%	51%	49%	50%	50%

Columns Tested: a,b - c,d

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

NATION

Base : All respondents

	Total	AGE						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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
England	5231	625	976	889	932	865	945	5231	2473	2713	1502	1556	1099	1031	3058	2130	5231
	85%	84%	85%	84%	85%	85%	85%	85%	84%	85%	85%	84%	86%	84%	84%	85%	85%
Scotland	519	59	97	99	91	76	97	519	244	265	149	162	102	101	310	202	519
	8%	8%	8%	9%	8%	8%	9%	8%	8%	8%	8%	9%	8%	8%	9%	8%	8%
Wales	278	38	48	46	48	47	51	278	135	137	79	83	53	61	162	114	278
	4%	5%	4%	4%	4%	5%	5%	4%	5%	4%	4%	4%	4%	5%	4%	5%	4%
Northern Ireland	154	19	27	29	29	24	25	154	79	74	45	46	32	30	91	63	154
	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	3%	3%	3%	2%	3%	2%	2%

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
England	5231	5231	-	-	-	5231	4539	692	810	4421	1215	2347	1611	5231	836	2030	1417
	85%	100%	-%	-%	-%	85%	85%	82%	86%	84%	85%	85%	83%	85%	84%	84%	85%
		bcde				bcd											
Scotland	519	-	519	-	-	519	457	62	68	451	116	220	177	519	81	201	157
	8%	-%	100%	-%	-%	8%	9%	7%	7%	9%	8%	8%	9%	8%	8%	8%	9%
			acde			acd											
Wales	278	-	-	278	-	278	216	62	41	237	63	121	90	278	51	118	60
	4%	-%	-%	100%	-%	4%	4%	7%	4%	5%	4%	4%	5%	4%	5%	5%	4%
				abde		abd		f									
Northern Ireland	154	-	-	-	154	154	124	31	19	136	30	68	56	154	24	64	43
	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
England	5231	1825	2993	3045	1843
	85%	84%	85%	84%	86%
Scotland	519	188	296	320	165
	8%	9%	8%	9%	8%
Wales	278	108	149	170	89
	4%	5%	4%	5%	4%
Northern Ireland	154	64	82	90	56
	2%	3%	2%	2%	3%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
North West	748	82	140	126	133	134	133	748	350	397	197	212	162	178	409	339	748
	12%	11%	12%	12%	12%	13%	12%	12%	12%	12%	11%	11%	13%	15%	11%	14%	12%
														jknp		jn	
Yorkshire and Humberside	512	72	83	87	90	88	93	512	253	257	126	169	128	86	294	215	512
	8%	10%	7%	8%	8%	9%	8%	8%	9%	8%	7%	9%	10%	7%	8%	9%	8%
														jm			
North East	311	36	55	49	53	56	62	311	137	171	68	100	69	67	168	136	311
	5%	5%	5%	5%	5%	6%	6%	5%	5%	5%	4%	5%	5%	5%	5%	5%	5%
West Midlands	600	91	121	102	94	98	94	600	301	295	180	171	118	121	352	239	600
	10%	12%	11%	10%	9%	10%	8%	10%	10%	9%	10%	9%	9%	10%	10%	10%	10%
		df															
East of England	502	43	90	77	95	105	93	502	247	248	145	144	105	107	289	212	502
	8%	6%	8%	7%	9%	10%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%	8%
					a	ac		a									
East Midlands	461	58	91	77	64	91	80	461	207	250	101	170	90	97	272	186	461
	7%	8%	8%	7%	6%	9%	7%	7%	7%	8%	6%	9%	7%	8%	7%	7%	7%
						d						j		j	j		j
South East	871	76	138	145	184	148	180	871	366	498	271	226	195	175	496	370	871
	14%	10%	12%	14%	17%	15%	16%	14%	12%	16%	15%	12%	15%	14%	14%	15%	14%
					ab	a	ab	a		h	k						
London	732	116	168	146	134	78	91	732	396	327	287	224	117	99	510	216	732
	12%	16%	15%	14%	12%	8%	8%	12%	13%	10%	16%	12%	9%	8%	14%	9%	12%
		efg	efg	ef	ef			ef	i		klmop	lmo			lmop		lmo
South West	492	51	90	80	85	67	118	492	216	270	128	140	115	102	268	217	492
	8%	7%	8%	8%	8%	7%	11%	8%	7%	8%	7%	8%	9%	8%	7%	9%	8%
							aceg										
Scotland	519	59	97	99	91	76	97	519	244	265	149	162	102	101	310	202	519
	8%	8%	8%	9%	8%	8%	9%	8%	8%	8%	8%	9%	8%	8%	9%	8%	8%

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

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

NATION/ REGION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Wales	278	38	48	46	48	47	51	278	135	137	79	83	53	61	162	114	278
	4%	5%	4%	4%	4%	5%	5%	4%	5%	4%	4%	4%	4%	5%	4%	5%	4%
Northern Ireland	154	19	27	29	29	24	25	154	79	74	45	46	32	30	91	63	154
	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	3%	3%	3%	2%	3%	2%	2%

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
North West	748	748	-	-	-	748	672	76	129	620	177	337	223	748	134	311	176
	12%	14%	-%	-%	-%	12%	13%	9%	14%	12%	12%	12%	12%	12%	14%	13%	10%
		bcd				bcd	g								p		
Yorkshire and Humberside	512	512	-	-	-	512	433	80	67	445	120	239	148	512	109	212	114
	8%	10%	-%	-%	-%	8%	8%	9%	7%	8%	8%	9%	8%	8%	11%	9%	7%
		bcd				bcd									p		
North East	311	311	-	-	-	311	274	38	62	249	92	137	82	311	75	132	75
	5%	6%	-%	-%	-%	5%	5%	4%	7%	5%	6%	5%	4%	5%	8%	5%	4%
		bcd				bcd					l				p		
West Midlands	600	600	-	-	-	600	537	63	117	483	163	253	176	600	110	235	148
	10%	11%	-%	-%	-%	10%	10%	7%	12%	9%	11%	9%	9%	10%	11%	10%	9%
		bcd				bcd			i								
East of England	502	502	-	-	-	502	400	102	64	439	118	225	150	502	48	212	143
	8%	10%	-%	-%	-%	8%	8%	12%	7%	8%	8%	8%	8%	8%	5%	9%	9%
		bcd				bcd		f							n	n	
East Midlands	461	461	-	-	-	461	375	87	69	392	120	184	151	461	67	190	112
	7%	9%	-%	-%	-%	7%	7%	10%	7%	7%	8%	7%	8%	7%	7%	8%	7%
		bcd				bcd		f									
South East	871	871	-	-	-	871	736	135	121	750	183	402	277	871	120	329	281
	14%	17%	-%	-%	-%	14%	14%	16%	13%	14%	13%	15%	14%	14%	12%	14%	17%
		bcd				bcd											no
London	732	732	-	-	-	732	723	10	104	629	128	342	260	732	106	203	245
	12%	14%	-%	-%	-%	12%	14%	1%	11%	12%	9%	12%	13%	12%	11%	8%	15%
		bcd				bcd	g					j	j	j			no
South West	492	492	-	-	-	492	391	101	77	415	115	229	145	492	67	206	124
	8%	9%	-%	-%	-%	8%	7%	12%	8%	8%	8%	8%	7%	8%	7%	9%	7%
		bcd				bcd		f									

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

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

NATION/ REGION

Base : All respondents

	Total	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Scotland	519	-	519	-	-	519	457	62	68	451	116	220	177	519	81	201	157
	8%	-%	100%	-%	-%	8%	9%	7%	7%	9%	8%	8%	9%	8%	8%	8%	9%
			acde			acd											
Wales	278	-	-	278	-	278	216	62	41	237	63	121	90	278	51	118	60
	4%	-%	-%	100%	-%	4%	4%	7%	4%	5%	4%	4%	5%	4%	5%	5%	4%
			abde			abd		f									
Northern Ireland	154	-	-	-	154	154	124	31	19	136	30	68	56	154	24	64	43
	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
North West	748	253	440	436	275
	12%	12%	13%	12%	13%
Yorkshire and Humberside	512	204	281	311	174
	8%	9%	8%	9%	8%
North East	311	110	180	182	122
	5%	5%	5%	5%	6%
West Midlands	600	232	325	345	222
	10%	11%	9%	10%	10%
East of England	502	181	293	278	186
	8%	8%	8%	8%	9%
East Midlands	461	165	245	274	152
	7%	8%	7%	8%	7%
South East	871	273	535	512	311
	14%	13%	15%	14%	14%
			a		
London	732	223	428	379	273
	12%	10%	12%	10%	13%
					c
South West	492	183	267	327	129
	8%	8%	8%	9%	6%
				d	
Scotland	519	188	296	320	165
	8%	9%	8%	9%	8%
Wales	278	108	149	170	89
	4%	5%	4%	5%	4%

Columns Tested: a,b - c,d

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

NATION/ REGION

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Northern Ireland	154	64	82	90	56
	2%	3%	2%	2%	3%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Urban	5336	668	1052	955	951	816	893	5336	2602	2680	1513	1632	1101	1040	3145	2141	5336
	86%	90%	92%	90%	87%	81%	80%	86%	89%	84%	85%	88%	86%	85%	87%	85%	86%
		defg	defg	defg	ef			ef	i			jmo					
Rural	846	73	97	107	148	196	224	846	329	509	262	214	184	184	476	368	846
	14%	10%	8%	10%	13%	19%	20%	14%	11%	16%	15%	12%	14%	15%	13%	15%	14%
					abc	abcdg	abcdg	abc		h	k		k			k	

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Urban	5336	4539	457	216	124	5336	5336	-	817	4519	1198	2373	1712	5336	895	2050	1409
	86%	87%	88%	78%	80%	86%	100%	-%	87%	86%	84%	86%	88%	86%	90%	85%	84%
		cd	cd			cd	g						jkm		op		
Rural	846	692	62	62	31	846	-	846	120	726	227	383	223	846	96	363	267
	14%	13%	12%	22%	20%	14%	-%	100%	13%	14%	16%	14%	12%	14%	10%	15%	16%
				abe	abe			f			l	l		l		n	n

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

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

URBANITY

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Urban	5336	1885	3033	3040	1928
	86%	86%	86%	84%	90%
					c
Rural	846	299	485	585	226
	14%	14%	14%	16%	10%
				d	

Columns Tested: a,b - c,d

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
A	379	52	82	93	56	39	56	379	246	131	379	-	-	-	379	-	379
	6%	7%	7%	9%	5%	4%	5%	6%	8%	4%	21%	-%	-%	-%	10%	-%	6%
		e	e	defg				e	i		klmnop				klmop		klmo
B	1396	151	290	239	214	209	292	1396	655	724	1396	-	-	-	1396	-	1396
	23%	20%	25%	23%	19%	21%	26%	23%	22%	23%	79%	-%	-%	-%	39%	-%	23%
			ade				adeg				klmnop				klmop		klmo
C1	1846	254	348	327	316	308	294	1846	876	952	-	1846	-	-	1846	-	1846
	30%	34%	30%	31%	29%	30%	26%	30%	30%	30%	-%	100%	-%	-%	51%	-%	30%
		dfg					f					jlmnop			jlmp		jlmo
C2	1285	150	236	213	282	229	175	1285	646	633	-	-	1285	-	-	1285	1285
	21%	20%	21%	20%	26%	23%	16%	21%	22%	20%	-%	-%	100%	-%	-%	51%	21%
		f	f	f	abcfg	f		f					jkmnop			jkmp	jkmp
D	620	65	119	129	108	131	68	620	255	361	-	-	-	620	-	620	620
	10%	9%	10%	12%	10%	13%	6%	10%	9%	11%	-%	-%	-%	51%	-%	25%	10%
			f	af	f	afg		f		h				jklnop		jklnp	jkln
E	605	52	69	53	117	90	224	605	236	360	-	-	-	605	-	605	605
	10%	7%	6%	5%	11%	9%	20%	10%	8%	11%	-%	-%	-%	49%	-%	24%	10%
					abc	bc	abcdeg	abc		h				jklnop		jklnp	jkln
Don't know	51	18	5	8	6	7	8	51	18	29	-	-	-	-	-	-	51
	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%	-%	-%	-%	1%
		bcdefg															ijklmno
SUMMARY CODES																	
AB	1775	203	372	333	270	248	348	1775	901	856	1775	-	-	-	1775	-	1775
	29%	27%	32%	31%	25%	24%	31%	29%	31%	27%	100%	-%	-%	-%	49%	-%	29%
			deg	de			de	de	i		klmnop				klmop		klmo
C1C2	3132	404	584	539	598	537	469	3132	1522	1585	-	1846	1285	-	1846	1285	3132
	51%	54%	51%	51%	54%	53%	42%	51%	52%	50%	-%	100%	100%	-%	51%	51%	51%
		f	f	f	f	f		f				jmnp	jmnp		jm	jm	jm
DE	1224	116	188	182	225	221	292	1224	491	720	-	-	-	1224	-	1224	1224
	20%	16%	16%	17%	20%	22%	26%	20%	17%	23%	-%	-%	-%	100%	-%	49%	20%
					ab	abc	abcdg	ab		h				jklnop		jklnp	jkln

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
A	379 6%	332 6%	23 4%	13 5%	11 7%	379 6%	321 6%	59 7%	31 3%	348 7% h	61 4%	154 6%	162 8% jkm	379 6% j	42 4%	77 3%	198 12% no
B	1396 23%	1170 22%	126 24%	66 24%	34 22%	1396 23%	1192 22%	203 24%	107 11%	1289 25% h	268 19%	595 22%	530 27% jkm	1396 23% j	108 11%	423 18% n	636 38% no
C1	1846 30%	1556 30%	162 31%	83 30%	46 30%	1846 30%	1632 31% g	214 25%	257 27%	1589 30%	354 25%	866 31% j	607 31% j	1846 30% j	258 26%	778 32% n	514 31% n
C2	1285 21%	1099 21%	102 20%	53 19%	32 21%	1285 21%	1101 21%	184 22%	237 25% i	1048 20%	293 21%	596 22%	384 20%	1285 21%	235 24% p	607 25% p	256 15%
D	620 10%	541 10%	41 8%	26 9%	12 8%	620 10%	543 10%	77 9%	137 15% i	483 9%	178 13% klm	273 10%	159 8%	620 10% l	161 16% op	275 11% p	51 3%
E	605 10%	490 9%	60 12%	36 13% ae	19 12%	605 10%	497 9%	108 13% f	143 15% i	461 9%	246 17% klm	258 9% l	85 4%	605 10% l	180 18% op	242 10% p	19 1%
Don't know	51 1%	42 1%	6 1%	2 1%	* *% *	51 1%	49 1%	2 *% *	24 3% i	27 1%	23 2% klm	13 *% *	8 *% *	51 1% p	6 1%	10 *% *	1 *% *
SUMMARY CODES																	
AB	1775 29%	1502 29%	149 29%	79 28%	45 29%	1775 29%	1513 28%	262 31%	139 15% h	1636 31% h	329 23%	749 27% j	692 36% jkm	1775 29% j	151 15%	500 21% n	835 50% no
C1C2	3132 51%	2655 51%	263 51%	135 49%	79 51%	3132 51%	2734 51%	398 47%	495 53%	2637 50%	647 45%	1462 53% j	991 51% j	3132 51% j	493 50%	1385 57% np	770 46%

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
DE	1224	1031	101	61	30	1224	1040	184	280	944	425	531	244	1224	341	517	70
	20%	20%	19%	22%	20%	20%	19%	22%	30%	18%	30%	19%	13%	20%	34%	21%	4%
									i		klm	l		l	op	p	

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
A	379 6%	126 6%	215 6%	158 4%	192 9% c
B	1396 23%	454 21%	865 25% a	760 21%	555 26% c
C1	1846 30%	551 25%	1164 33% a	1186 33% d	547 25%
C2	1285 21%	472 22%	728 21%	721 20%	502 23% c
D	620 10%	213 10%	338 10%	335 9%	235 11%
E	605 10%	345 16% b	195 6%	446 12% d	109 5%
Don't know	51 1%	22 1% b	14 *%	18 1%	12 1%
SUMMARY CODES					
AB	1775 29%	580 27%	1080 31% a	918 25%	748 35% c
C1C2	3132 51%	1023 47%	1892 54% a	1907 53% d	1050 49%

Columns Tested: a,b - c,d

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
DE	1224	558	533	781	344
	20%	26%	15%	22%	16%
		b		d	

Columns Tested: a,b - c,d

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

RESPONDENT'S AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
16-24 years	741	741	-	-	-	-	-	741	323	392	203	254	150	116	457	266	741
	12%	100%	-%	-%	-%	-%	-%	12%	11%	12%	11%	14%	12%	10%	13%	11%	12%
		bcdefg						bcdef				mo			mo		m
25-34 years	1149	-	1149	-	-	-	-	1149	531	594	372	348	236	188	720	424	1149
	19%	-%	100%	-%	-%	-%	-%	19%	18%	19%	21%	19%	18%	15%	20%	17%	19%
			acdefg					acdef			mo	m			mo		m
35-44 years	1062	-	-	1062	-	-	-	1062	505	550	333	327	213	182	659	395	1062
	17%	-%	-%	100%	-%	-%	-%	17%	17%	17%	19%	18%	17%	15%	18%	16%	17%
				abdefg				abdef			mo				mo		
45-54 years	1099	-	-	-	1099	-	-	1099	507	590	270	316	282	225	587	507	1099
	18%	-%	-%	-%	100%	-%	-%	18%	17%	18%	15%	17%	22%	18%	16%	20%	18%
					abcefg			abcef					jknp			jknp	j
55-64 years	1013	-	-	-	-	1013	-	1013	502	510	248	308	229	221	556	450	1013
	16%	-%	-%	-%	-%	100%	-%	16%	17%	16%	14%	17%	18%	18%	15%	18%	16%
						abcdfg		abcdf					j	j		jn	j
65+	1118	-	-	-	-	-	1118	1118	563	553	348	294	175	292	643	467	1118
	18%	-%	-%	-%	-%	-%	100%	18%	19%	17%	20%	16%	14%	24%	18%	19%	18%
							abcdeg	abcde			kl			jkinop	l	l	l

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

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

RESPONDENT'S AGE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
16-24 years	741	625	59	38	19	741	668	73	152	589	172	381	186	741	197	173	103
	12%	12%	11%	14%	13%	12%	13%	9%	16%	11%	12%	14%	10%	12%	20%	7%	6%
							g		i			lm		l	op		
25-34 years	1149	976	97	48	27	1149	1052	97	181	968	217	460	468	1149	212	432	288
	19%	19%	19%	17%	18%	19%	20%	11%	19%	18%	15%	17%	24%	19%	21%	18%	17%
							g						jkm	j	p		
35-44 years	1062	889	99	46	29	1062	955	107	171	891	163	415	475	1062	189	387	335
	17%	17%	19%	16%	19%	17%	18%	13%	18%	17%	11%	15%	25%	17%	19%	16%	20%
							g					j	jkm	jk			o
45-54 years	1099	932	91	48	29	1099	951	148	200	900	199	491	389	1099	186	406	340
	18%	18%	18%	17%	19%	18%	18%	18%	21%	17%	14%	18%	20%	18%	19%	17%	20%
									i			j	jm	j			o
55-64 years	1013	865	76	47	24	1013	816	196	134	879	251	466	286	1013	126	435	307
	16%	17%	15%	17%	16%	16%	15%	23%	14%	17%	18%	17%	15%	16%	13%	18%	18%
							f									n	n
65+	1118	945	97	51	25	1118	893	224	99	1019	423	542	130	1118	82	581	303
	18%	18%	19%	18%	16%	18%	17%	27%	11%	19%	30%	20%	7%	18%	8%	24%	18%
							f		h		klm	l		l		np	n

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

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

RESPONDENT'S AGE

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
16-24 years	741 12%	343 16%	287 8%	480 13%	157 7%
25-34 years	1149 19%	379 17%	657 19%	464 13%	577 27%
35-44 years	1062 17%	314 14%	660 19%	280 8%	719 33%
45-54 years	1099 18%	379 17%	648 18%	539 15%	506 23%
55-64 years	1013 16%	362 17%	607 17%	835 23%	148 7%
65+	1118 18%	406 19%	659 19%	1026 28%	47 2%

Columns Tested: a,b - c,d

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

RESPONDENT'S GENDER

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Man	2931	323	531	505	507	502	563	2931	2931	-	901	876	646	491	1777	1136	2931
	47%	44%	46%	48%	46%	50%	50%	47%	100%	-%	51%	47%	50%	40%	49%	45%	47%
						a	a		i		mop	m	mo		mo	m	m
Woman	3189	392	594	550	590	510	553	3189	-	3189	856	952	633	720	1808	1353	3189
	52%	53%	52%	52%	54%	50%	49%	52%	-%	100%	48%	52%	49%	59%	50%	54%	52%
										h				ijklnop		jln	j
Non-binary	37	16	11	7	2	*	1	37	-	-	9	7	5	13	16	19	37
	1%	2%	1%	1%	*%	*%	*%	1%	-%	-%	*%	*%	*%	1%	*%	1%	1%
		cdefg	ef											n			
Prefer to use another term	7	3	3	*	-	-	-	7	-	-	4	3	-	-	7	-	7
	*%	*%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%	-%	*%
											o						
Prefer not to say	18	7	11	-	-	-	1	18	-	-	6	8	2	-	14	2	18
	*%	1%	1%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%
		cdefg	cdefg									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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Man	2931	2473	244	135	79	2931	2602	329	321	2610	603	1352	942	2931	435	1169	886
	47%	47%	47%	49%	51%	47%	49%	39%	34%	50%	42%	49%	49%	47%	44%	48%	53%
Woman	3189	2713	265	137	74	3189	2680	509	604	2586	798	1376	982	3189	545	1233	787
	52%	52%	51%	49%	48%	52%	50%	60%	64%	49%	56%	50%	51%	52%	55%	51%	47%
Non-binary	37	27	5	4	1	37	31	5	8	29	6	20	10	37	12	11	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%
Prefer to use another term	7	5	1	-	-	7	5	2	-	7	2	4	*	7	-	-	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	18	13	3	2	*	18	18	-	4	14	14	3	1	18	-	-	1
	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

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

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

RESPONDENT'S GENDER

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Man	2931 47%	980 45%	1716 49%	1742 48%	994 46%
Woman	3189 52%	1166 53%	1789 51%	1854 51%	1148 53%
Non-binary	37 1%	20 1%	11 *	22 1%	10 *%
Prefer to use another term	7 *%	6 *%	* *%	4 *%	1 *%
Prefer not to say	18 *%	12 1%	2 *%	4 *%	- -%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
In full time employment	2872	233	772	744	595	421	107	2872	1673	1182	1016	964	642	246	1980	888	2872
	46%	31%	67%	70%	54%	42%	10%	46%	57%	37%	57%	52%	50%	20%	55%	35%	46%
		f	adefg	adefg	aefg	af		aef	i		klmop	mop	mo		lmop	m	mo
In part time employment	1084	151	183	198	231	220	103	1084	291	786	265	263	304	240	528	544	1084
	18%	20%	16%	19%	21%	22%	9%	18%	10%	25%	15%	14%	24%	20%	15%	22%	18%
		bf	f	f	bf	bf		f		h			jkmp	jk		jk	jk
Retired	1067	-	-	*	15	168	884	1067	539	526	332	296	153	279	628	432	1067
	17%	-%	-%	*%	1%	17%	79%	17%	18%	17%	19%	16%	12%	23%	17%	17%	17%
					abc	abcd	abcdeg	abcd			l	l		jklnop	l	l	l
Unemployed	380	71	84	54	93	65	12	380	177	195	34	65	30	242	99	272	380
	6%	10%	7%	5%	8%	6%	1%	6%	6%	6%	2%	4%	2%	20%	3%	11%	6%
		cefg	f	f	cfg	f		f				j		jklnop		jklnp	jkln
Full-time responsibility for home/family	343	4	69	49	126	87	7	343	58	280	52	71	87	133	123	220	343
	6%	*%	6%	5%	11%	9%	1%	6%	2%	9%	3%	4%	7%	11%	3%	9%	6%
			af	af	abcfg	acfg		af		h			jk	jklnp		jknp	jk
A student	305	271	22	7	3	3	-	305	140	144	63	165	42	25	228	68	305
	5%	37%	2%	1%	*%	*%	-%	5%	5%	5%	4%	9%	3%	2%	6%	3%	5%
		bcdefg	cdef	f				bcdef			m	jlmp			jlmp		lmo
Other	104	6	10	4	34	45	4	104	44	60	8	20	22	51	28	72	104
	2%	1%	1%	*%	3%	4%	*%	2%	2%	2%	*%	1%	2%	4%	1%	3%	2%
					abcfg	abcfg		cf					jn	jklnp		jknp	jn
Prefer not to say	27	5	8	5	3	5	*	27	10	15	4	2	4	10	7	14	27
	*%	1%	1%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
		f	f											kn		n	

SUMMARY CODES

WORKING	3956	384	955	942	826	640	209	3956	1964	1968	1281	1227	946	485	2508	1431	3956
	64%	52%	83%	89%	75%	63%	19%	64%	67%	62%	72%	66%	74%	40%	69%	57%	64%
		f	adefg	abdefg	aefg	af		af	i		kmop	mo	kmnop		mop	m	mo

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
NOT WORKING	2199	352	186	115	271	368	908	2199	958	1206	490	617	335	729	1107	1064	2199
	36%	47%	16%	11%	25%	36%	81%	36%	33%	38%	28%	33%	26%	60%	31%	42%	36%
		bcdeg	c		bc	bcd	abcdeg	bcd		h		jl		jklmnop	l	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
In full time employment	2872	2435	238	120	79	2872	2590	282	334	2538	446	1184	1224	2872	325	1086	1094
	46%	47%	46%	43%	51%	46%	49%	33%	36%	48%	31%	43%	63%	46%	33%	45%	65%
					ce		g			h		j	jkm	jk		n	no
In part time employment	1084	930	85	44	26	1084	917	167	217	868	239	497	339	1084	246	438	195
	18%	18%	16%	16%	17%	18%	17%	20%	23%	17%	17%	18%	18%	18%	25%	18%	12%
									i						op	p	
Retired	1067	906	96	47	17	1067	827	240	84	983	400	522	121	1067	74	561	282
	17%	17%	19%	17%	11%	17%	15%	28%	9%	19%	28%	19%	6%	17%	7%	23%	17%
		d	d	d		d		f		h	klm	l		l		np	n
Unemployed	380	323	27	19	10	380	325	55	110	271	127	175	74	380	135	104	23
	6%	6%	5%	7%	7%	6%	6%	7%	12%	5%	9%	6%	4%	6%	14%	4%	1%
									i		klm	l		l	op	p	
Full-time responsibility for home/family	343	284	35	15	10	343	283	60	84	259	92	161	84	343	99	125	47
	6%	5%	7%	5%	6%	6%	5%	7%	9%	5%	6%	6%	4%	6%	10%	5%	3%
									i		l				op	p	
A student	305	247	28	22	8	305	279	26	74	230	72	164	67	305	88	43	27
	5%	5%	5%	8%	5%	5%	5%	3%	8%	4%	5%	6%	3%	5%	9%	2%	2%
				ae			g		i			l		l	op		
Other	104	84	8	8	4	104	91	13	26	78	34	42	23	104	23	54	6
	2%	2%	1%	3%	3%	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	1%
				ae					i		l				p	p	*
Prefer not to say	27	22	2	2	1	27	25	2	9	18	14	11	2	27	1	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
									i		lm						

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
SUMMARY CODES																	
WORKING	3956	3365	323	164	105	3956	3507	450	550	3406	685	1681	1563	3956	572	1524	1290
	64%	64%	62%	59%	68%	64%	66%	53%	59%	65%	48%	61%	81%	64%	58%	63%	77%
		c		c	c	c	g		h		j	jk	jk		n	no	
NOT WORKING	2199	1844	194	112	49	2199	1804	394	377	1821	725	1063	369	2199	418	887	386
	36%	35%	37%	40%	32%	36%	34%	47%	40%	35%	51%	39%	19%	36%	42%	37%	23%
			ade				f		i		klm	lm		l	op	p	

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
In full time employment	2872	806	1843	1356	1346
	46%	37%	52%	37%	62%
			a		c
In part time employment	1084	406	610	561	455
	18%	19%	17%	15%	21%
					c
Retired	1067	377	644	1002	31
	17%	17%	18%	28%	1%
				d	
Unemployed	380	211	122	267	79
	6%	10%	3%	7%	4%
		b		d	
Full-time responsibility for home/ family	343	163	155	138	176
	6%	7%	4%	4%	8%
		b			c
A student	305	141	112	206	46
	5%	6%	3%	6%	2%
		b		d	
Other	104	77	21	84	17
	2%	4%	1%	2%	1%
		b		d	
Prefer not to say	27	3	12	10	4
	*%	*%	*%	*%	*%

Columns Tested: a,b - c,d

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
SUMMARY CODES					
WORKING	3956 64%	1212 56%	2454 70% a	1917 53%	1801 84% c
NOT WORKING	2199 36%	969 44% b	1053 30%	1697 47% d	349 16%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
None	29	3	6	-	5	7	8	29	12	17	-	1	4	22	1	25	29
	*%	*%	1%	-%	*%	1%	1%	*%	*%	1%	-%	*%	*%	2%	*%	1%	*%
			c			c	c							jklnp		jklnp	jn
Up to 2 hours	148	23	33	17	29	13	33	148	72	70	33	32	33	50	65	83	148
	2%	3%	3%	2%	3%	1%	3%	2%	2%	2%	2%	2%	3%	4%	2%	3%	2%
		e	e				e							jknp		jknp	
3 to 5 hours	925	139	210	187	131	126	133	925	365	543	258	223	221	215	481	435	925
	15%	19%	18%	18%	12%	12%	12%	15%	12%	17%	15%	12%	17%	18%	13%	17%	15%
		defg	defg	def			df			h			kn	knp		jknp	k
6 to 8 hours	612	77	126	98	98	81	132	612	247	356	177	162	137	128	338	265	612
	10%	10%	11%	9%	9%	8%	12%	10%	8%	11%	10%	9%	11%	10%	9%	11%	10%
						e				h							
9 to 11 hours	673	93	127	136	98	103	116	673	278	392	194	208	137	129	402	266	673
	11%	12%	11%	13%	9%	10%	10%	11%	9%	12%	11%	11%	11%	11%	11%	11%	11%
		d		d						h							
12 to 15 hours	445	37	72	65	77	80	114	445	230	211	144	134	92	73	278	165	445
	7%	5%	6%	6%	7%	8%	10%	7%	8%	7%	8%	7%	7%	6%	8%	7%	7%
						a	abcdg				m						
16 to 22 hours	657	61	103	102	128	103	160	657	308	348	202	193	141	119	396	261	657
	11%	8%	9%	10%	12%	10%	14%	11%	11%	11%	11%	10%	11%	10%	11%	10%	11%
					a		abceg										
23 to 30 hours	1032	103	147	180	216	197	188	1032	538	490	299	319	233	173	617	406	1032
	17%	14%	13%	17%	20%	19%	17%	17%	18%	15%	17%	17%	18%	14%	17%	16%	17%
				b	ab	ab	b	b	i				m		m		
Over 30 hours	1539	181	313	265	296	273	211	1539	825	698	452	536	270	275	989	544	1539
	25%	24%	27%	25%	27%	27%	19%	25%	28%	22%	25%	29%	21%	22%	27%	22%	25%
		f	f	f	f	f		f	i		lo	lmop			lmop		lo
Don't know/ unsure	122	24	11	13	21	30	24	122	55	64	16	38	17	42	54	58	122
	2%	3%	1%	1%	2%	3%	2%	2%	2%	2%	1%	2%	1%	3%	1%	2%	2%
		bc				bc						j		jknp		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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
SUMMARY CODES																	
0 to 8 hours	1714	243	375	302	263	226	305	1714	696	985	467	418	395	414	886	810	1714
	28%	33%	33%	28%	24%	22%	27%	28%	24%	31%	26%	23%	31%	34%	24%	32%	28%
		defg	defg	de			e	de		h	k		jkn	jknp		jknp	kn
9 to 22 hours	1775	191	302	303	303	287	389	1775	817	951	541	535	370	321	1076	691	1775
	29%	26%	26%	29%	28%	28%	35%	29%	28%	30%	30%	29%	29%	26%	30%	28%	29%
							abcdeg				m				m		
23+ hours	2571	284	460	444	513	471	399	2571	1363	1188	751	855	503	448	1606	951	2571
	42%	38%	40%	42%	47%	46%	36%	42%	46%	37%	42%	46%	39%	37%	44%	38%	42%
				f	abfg	abfg		f	i		mo	lmop			lmop		mo

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
None	29 *%	25 *%	1 *%	1 *%	1 *%	29 *%	23 *%	5 1%	10 1%	18 *%	15 1%	9 *%	- -%	29 *%	9 1%	2 *%	2 *%
Up to 2 hours	148 2%	131 3%	9 2%	5 2%	3 2%	148 2%	125 2%	23 3%	60 6%	88 2%	94 7%	30 1%	16 1%	148 2%	51 5%	49 2%	13 1%
3 to 5 hours	925 15%	782 15%	80 15%	40 14%	23 15%	925 15%	779 15%	146 17%	219 23%	706 13%	316 22%	408 15%	183 9%	925 15%	144 15%	321 13%	228 14%
6 to 8 hours	612 10%	533 10%	42 8%	24 9%	12 8%	612 10%	535 10%	77 9%	122 13%	490 9%	184 13%	313 11%	105 5%	612 10%	76 8%	233 10%	141 8%
9 to 11 hours	673 11%	578 11%	52 10%	27 10%	17 11%	673 11%	562 11%	112 13%	123 13%	551 10%	165 12%	328 12%	172 9%	673 11%	111 11%	255 11%	176 10%
12 to 15 hours	445 7%	378 7%	36 7%	18 7%	13 9%	445 7%	386 7%	59 7%	58 6%	386 7%	100 7%	211 8%	133 7%	445 7%	65 7%	185 8%	126 7%
16 to 22 hours	657 11%	546 10%	56 11%	38 14% a	18 12%	657 11%	554 10%	103 12%	68 7%	589 11% h	109 8%	330 12% j	217 11% j	657 11% j	86 9%	297 12% n	190 11%
23 to 30 hours	1032 17%	857 16%	88 17%	56 20% a	31 20% a	1032 17%	892 17%	139 16%	102 11%	930 18% h	156 11%	445 16% j	428 22% jkm	1032 17% j	163 16%	442 18%	307 18%
Over 30 hours	1539 25%	1299 25%	140 27%	63 23% a	37 24%	1539 25%	1368 26% g	171 20%	147 16%	1392 27% h	231 16%	640 23% j	663 34% jkm	1539 25% j	274 28%	589 24%	481 29% o
Don't know/ unsure	122 2%	102 2%	15 3% d	6 2% d	- -%	122 2% d	110 2%	13 1%	27 3%	95 2%	55 4% klm	42 2%	18 1%	122 2% l	12 1%	39 2%	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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
SUMMARY CODES																	
0 to 8 hours	1714 28%	1472 28%	133 26%	71 25%	38 25%	1714 28%	1464 27%	250 30%	411 44%	1303 25%	609 43%	760 28%	304 16%	1714 28%	280 28%	605 25%	384 23%
9 to 22 hours	1775 29%	1501 29%	143 28%	83 30%	48 31%	1775 29%	1502 28%	273 32%	249 27%	1526 29%	374 26%	869 32%	523 27%	1775 29%	263 27%	738 31%	491 29%
23+ hours	2571 42%	2156 41%	228 44%	119 43%	68 44%	2571 42%	2261 42%	310 37%	249 27%	2321 44%	387 27%	1085 39%	1090 56%	2571 42%	437 44%	1031 43%	788 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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
None	29	14	7	19	3
	0.5%	0.6%	0.2%	0.5%	0.1%
Up to 2 hours	148	78	57	88	37
	2.4%	3.6%	1.6%	2.4%	1.7%
3 to 5 hours	925	354	477	488	318
	15.1%	16.2%	13.6%	13.5%	14.7%
6 to 8 hours	612	213	330	332	229
	10.0%	10.2%	9.4%	9.2%	10.6%
9 to 11 hours	673	202	402	386	243
	11.0%	9.2%	11.4%	10.6%	11.3%
12 to 15 hours	445	138	281	277	146
	7.2%	6.3%	7.9%	7.6%	6.8%
16 to 22 hours	657	197	425	389	247
	10.8%	9.0%	12.1%	10.7%	11.5%
23 to 30 hours	1032	380	603	629	369
	16.7%	17.4%	17.1%	17.3%	17.1%
Over 30 hours	1539	571	884	944	539
	25.0%	26.1%	25.1%	26.0%	25.0%
Don't know/ unsure	122	37	52	73	24
	2.0%	1.7%	1.5%	2.0%	1.1%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
SUMMARY CODES					
0 to 8 hours	1714 28%	659 30% b	871 25%	927 26%	586 27%
9 to 22 hours	1775 29%	537 25%	1108 31% a	1052 29%	636 30%
23+ hours	2571 42%	952 44%	1487 42%	1573 43%	908 42%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
WhatsApp	4923	601	985	938	919	777	702	4923	2216	2656	1451	1507	1040	888	2958	1928	4923
	80%	81%	86%	88%	84%	77%	63%	80%	76%	83%	82%	82%	81%	73%	82%	77%	80%
		f	aefg	adefg	efg	f		f		h	mo	mo	mo		mop	m	mo
(Facebook) Messenger	3635	356	760	707	716	571	525	3635	1510	2089	954	1084	799	766	2038	1566	3635
	59%	48%	66%	67%	65%	56%	47%	59%	52%	66%	54%	59%	62%	63%	56%	62%	59%
			aefg	aefg	aefg	af		af		h		j	jn	jnp		jknp	j
Instagram (Direct)	2388	515	725	521	308	194	124	2388	1000	1356	774	745	503	349	1519	852	2388
	39%	70%	63%	49%	28%	19%	11%	39%	34%	43%	44%	40%	39%	29%	42%	34%	39%
		bcdefg	cdefg	defg	ef	f		def		h	lmop	mo	mo		mop	m	mo
FaceTime	1893	359	432	350	298	239	215	1893	710	1159	649	550	376	299	1199	675	1893
	31%	48%	38%	33%	27%	24%	19%	31%	24%	36%	37%	30%	29%	24%	33%	27%	31%
		bcdefg	defg	def	f	f		ef		h	klmnop	m	m		lmop		mo
Snapchat	1595	543	524	251	152	83	43	1595	681	890	489	480	356	255	969	611	1595
	26%	73%	46%	24%	14%	8%	4%	26%	23%	28%	28%	26%	28%	21%	27%	24%	26%
		bcdefg	cdefg	def	ef	f		def		h	mo	m	m		m	m	m
Microsoft Teams	1476	223	379	333	276	180	85	1476	717	738	583	540	211	134	1123	344	1476
	24%	30%	33%	31%	25%	18%	8%	24%	24%	23%	33%	29%	16%	11%	31%	14%	24%
		defg	defg	defg	ef	f		ef			lmop	lmop	m		lmop	m	lmo
Zoom	1295	124	325	279	206	166	195	1295	629	654	556	413	190	131	969	321	1295
	21%	17%	28%	26%	19%	16%	17%	21%	21%	20%	31%	22%	15%	11%	27%	13%	21%
			adefg	adefg				aef			klmnop	lmo	m		klmop		lmo
iMessage (by Apple)	1188	228	298	218	192	150	102	1188	458	721	395	375	242	167	770	409	1188
	19%	31%	26%	21%	17%	15%	9%	19%	16%	23%	22%	20%	19%	14%	21%	16%	19%
		cdefg	cdefg	ef	f	f		ef		h	mop	mo	m		mop		mo
Skype	853	70	195	192	153	105	138	853	461	382	320	245	178	104	564	282	853
	14%	9%	17%	18%	14%	10%	12%	14%	16%	12%	18%	13%	14%	9%	16%	11%	14%
			aefg	adefg	ae			ae	i		klmop	m	m		mo	m	mo
Telegram	668	90	218	179	85	67	28	668	456	204	242	198	143	77	440	220	668
	11%	12%	19%	17%	8%	7%	3%	11%	16%	6%	14%	11%	11%	6%	12%	9%	11%
		def	adefg	adefg	f	f		def	i		kmop	m	m		mo	m	mo

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

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Discord	596	202	201	104	56	17	17	596	390	181	229	172	109	83	401	192	596
	10%	27%	17%	10%	5%	2%	1%	10%	13%	6%	13%	9%	8%	7%	11%	8%	10%
		bcdefg	cdefg	def	ef			def	i		klmop	m			lmo		mo
Google Chat/ Google Meet	495	70	162	148	53	35	26	495	273	217	217	140	88	48	356	137	495
	8%	10%	14%	14%	5%	3%	2%	8%	9%	7%	12%	8%	7%	4%	10%	5%	8%
		def	adefg	adefg	f			def	i		klmnop	mo	m		klmop		mo
Viber	212	14	66	68	35	8	19	212	121	89	91	50	38	33	141	72	212
	3%	2%	6%	6%	3%	1%	2%	3%	4%	3%	5%	3%	3%	3%	4%	3%	3%
			adefg	adefg	e			aef	i		klmop						
WeChat	197	19	76	60	19	14	9	197	123	74	87	54	30	26	141	56	197
	3%	3%	7%	6%	2%	1%	1%	3%	4%	2%	5%	3%	2%	2%	4%	2%	3%
		f	adefg	adefg				def	i		klmop				lmo		o
Signal	171	14	45	52	33	17	10	171	112	58	77	45	26	21	122	47	171
	3%	2%	4%	5%	3%	2%	1%	3%	4%	2%	4%	2%	2%	2%	3%	2%	3%
			aef	aefg	f			f	i		klmop				lmo		o
Kik	160	17	61	38	20	15	10	160	99	61	56	48	22	34	104	56	160
	3%	2%	5%	4%	2%	2%	1%	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%
		f	adefg	def				f	i		l						
Slack	130	8	61	39	13	7	2	130	74	51	68	34	15	11	102	27	130
	2%	1%	5%	4%	1%	1%	*%	2%	3%	2%	4%	2%	1%	1%	3%	1%	2%
		f	adefg	adefg	f			ef	i		klmop				lmo		mo
Clubhouse	83	9	37	23	10	*	4	83	52	31	34	18	12	18	52	30	83
	1%	1%	3%	2%	1%	*%	*%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		e	adefg	ef	e			ef	i								
I send messages, chat or make video/ voice calls on other apps/ sites	252	37	62	39	44	38	31	252	152	97	80	63	51	57	143	107	252
	4%	5%	5%	4%	4%	4%	3%	4%	5%	3%	5%	3%	4%	5%	4%	4%	4%
		f	f						i								

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

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	5898	737	1135	1045	1073	952	957	5898	2758	3080	1699	1783	1232	1136	3483	2369	5898
	95%	99%	99%	98%	98%	94%	86%	95%	94%	97%	96%	97%	96%	93%	96%	94%	95%
		defg	efg	efg	efg	f		f		h	m	mo	m		mo		m
I do not send messages, chat or make video or voice calls on ANY apps/ sites	244	3	5	13	24	53	146	244	148	96	73	54	46	69	127	115	244
	4%	*%	*%	1%	2%	5%	13%	4%	5%	3%	4%	3%	4%	6%	4%	5%	4%
				ab	abcd	abcdeg	abcd		i					klnp		k	
Don't know	39	1	9	4	3	9	15	39	25	14	3	9	7	19	11	26	39
	1%	*%	1%	*%	*%	1%	1%	1%	1%	*%	*%	*%	1%	2%	*%	1%	1%
							acd							jklnp		jn	j
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 19)	3.6	4.7	4.9	4.3	3.3	2.6	2.0	3.6	3.5	3.7	4.1	3.7	3.4	2.9	3.9	3.2	3.6
		cdefg	cdefg	defg	ef	f		def		h	klmnop	lmo	mo		klmop	m	mo
Standard deviation	2.60	2.38	3.04	2.79	2.13	1.83	1.70	2.60	2.76	2.44	2.91	2.47	2.37	2.35	2.71	2.38	2.60
Standard error	.03	.08	.10	.08	.07	.06	.05	.03	.05	.04	.07	.06	.07	.06	.05	.04	.03
Columns Tested:		a,b,c,d,e,f,g		h,i	j,k,l,m,n,o,p												

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
WhatsApp	4923	4174	399	220	130	4923	4281	642	772	4151	952	2196	1747	4923	800	1890	1403
	80%	80%	77%	79%	84%	80%	80%	76%	82%	79%	67%	80%	90%	80%	81%	78%	84%
					abce		g					j	jkm	j			o
(Facebook) Messenger	3635	3052	310	177	96	3635	3132	503	528	3106	648	1579	1388	3635	596	1481	985
	59%	58%	60%	64%	62%	59%	59%	59%	56%	59%	45%	57%	72%	59%	60%	61%	59%
				ae								j	jkm	j			
Instagram (Direct)	2388	2041	176	100	71	2388	2159	229	315	2073	293	1026	1058	2388	460	804	683
	39%	39%	34%	36%	46%	39%	40%	27%	34%	40%	21%	37%	55%	39%	46%	33%	41%
		b			abce	b	g			h		j	jkm	j	op		o
FaceTime	1893	1598	157	91	46	1893	1658	234	290	1603	288	789	811	1893	322	656	565
	31%	31%	30%	33%	30%	31%	31%	28%	31%	31%	20%	29%	42%	31%	33%	27%	34%
					abce		g					j	jkm	j	o		o
Snapchat	1595	1327	143	73	53	1595	1461	134	262	1334	259	698	635	1595	376	516	356
	26%	25%	27%	26%	34%	26%	27%	16%	28%	25%	18%	25%	33%	26%	38%	21%	21%
					abce		g					j	jkm	j	op		
Microsoft Teams	1476	1215	154	68	38	1476	1339	136	131	1344	120	540	815	1476	211	481	566
	24%	23%	30%	24%	25%	24%	25%	16%	14%	26%	8%	20%	42%	24%	21%	20%	34%
			ae				g			h		j	jkm	jk			no
Zoom	1295	1101	109	50	35	1295	1168	127	89	1206	91	458	745	1295	187	456	471
	21%	21%	21%	18%	23%	21%	22%	15%	9%	23%	6%	17%	39%	21%	19%	19%	28%
					abce		g			h		j	jkm	jk			no
iMessage (by Apple)	1188	989	121	49	29	1188	1037	151	136	1052	124	504	558	1188	185	415	396
	19%	19%	23%	17%	19%	19%	19%	18%	15%	20%	9%	18%	29%	19%	19%	17%	24%
			ace							h		j	jkm	j			no
Skype	853	727	66	35	25	853	747	106	48	804	89	342	419	853	138	302	285
	14%	14%	13%	13%	16%	14%	14%	12%	5%	15%	6%	12%	22%	14%	14%	13%	17%
					ace					h		j	jkm	j			o
Telegram	668	566	59	24	20	668	638	30	65	603	57	254	357	668	138	219	205
	11%	11%	11%	9%	13%	11%	12%	4%	7%	11%	4%	9%	18%	11%	14%	9%	12%
					c		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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Discord	596 10%	496 9%	50 10%	29 10%	21 13% ae	596 10%	554 10%	42 5%	52 6%	544 10%	55 4%	241 9%	299 15%	596 10%	123 12%	187 8%	159 9%
Google Chat/ Google Meet	495 8%	421 8%	42 8%	23 8%	10 6%	495 8%	461 9%	34 4%	39 4%	456 9%	54 4%	161 6%	281 15%	495 8%	96 10%	160 7%	167 10%
Viber	212 3%	179 3%	17 3%	9 3%	7 5%	212 3%	196 4%	16 2%	12 1%	200 4%	34 2%	76 3%	102 5%	212 3%	40 4%	64 3%	58 3%
WeChat	197 3%	170 3%	16 3%	7 2%	4 3%	197 3%	186 3%	11 1%	10 1%	186 4%	25 2%	59 2%	111 6%	197 3%	43 4%	68 3%	57 3%
Signal	171 3%	148 3%	16 3%	4 1%	3 2%	171 3%	156 3%	15 2%	17 2%	154 3%	10 1%	67 2%	94 5%	171 3%	25 3%	56 2%	58 3%
Kik	160 3%	139 3%	14 3%	5 2%	2 1%	160 3%	147 3%	13 2%	20 2%	141 3%	11 1%	70 3%	79 4%	160 3%	44 4%	48 2%	40 2%
Slack	130 2%	108 2%	15 3% c	3 1%	4 3% c	130 2%	120 2%	10 1%	4 *% h	126 2%	4 *% j	38 1% j	88 5% jkm	130 2% j	10 1% op	41 2% no	54 3%
Clubhouse	83 1%	76 1%	3 1%	1 1%	2 2%	83 1%	79 1%	4 *% h	7 1%	76 1%	11 1%	31 1%	42 2% jkm	83 1% j	14 1% o	32 1% o	24 1%
I send messages, chat or make video/ voice calls on other apps/ sites	252 4%	214 4%	19 4%	13 5%	6 4%	252 4%	222 4%	30 4%	17 2%	235 4% h	31 2%	86 3%	132 7% jkm	252 4% j	53 5% o	82 3% o	83 5% 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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	5898 95%	4990 95%	492 95%	267 96%	149 97%	5898 95%	5115 96%	784 93%	914 98%	4985 95%	1266 89%	2666 97%	1919 99%	5898 95%	955 96%	2273 94%	1631 97%
I do not send messages, chat or make video or voice calls on ANY apps/ sites	244 4%	205 4%	24 5%	10 3%	5 3%	244 4%	186 3%	58 7%	17 2%	227 4%	135 9%	77 3%	14 1%	244 4%	35 3%	130 5%	36 2%
Don't know	39 1%	35 1%	3 1%	2 1%	- -%	39 1%	35 1%	5 1%	6 1%	33 1%	24 2%	12 *%	1 *%	39 1%	2 *%	10 *%	9 1%
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 19)	3.6	3.6	3.6	3.5	3.9	3.6	3.7	2.9	3.0	3.7	2.2	3.3	5.0	3.6	3.9	3.3	3.9
Standard deviation	2.60	2.62	2.57	2.31	2.35	2.60	2.65	2.16	1.91	2.69	1.82	2.11	3.00	2.60	2.62	2.46	2.77
Standard error	.03	.04	.10	.09	.09	.03	.04	.08	.07	.04	.05	.04	.07	.03	.08	.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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
WhatsApp	4923 80%	1691 77%	2877 82%	2756 76%	1894 88%
			a		c
(Facebook) Messenger	3635 59%	1338 61%	2062 59%	1990 55%	1463 68%
					c
Instagram (Direct)	2388 39%	892 41%	1306 37%	1111 31%	1105 51%
		b			c
FaceTime	1893 31%	712 33%	1024 29%	957 26%	800 37%
		b			c
Snapchat	1595 26%	665 30%	772 22%	734 20%	722 34%
		b			c
Microsoft Teams	1476 24%	468 21%	898 26%	749 21%	644 30%
			a		c
Zoom	1295 21%	445 20%	770 22%	665 18%	557 26%
					c
iMessage (by Apple)	1188 19%	447 20%	665 19%	616 17%	511 24%
					c
Skype	853 14%	312 14%	487 14%	442 12%	359 17%
					c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Telegram	668	256	355	283	341
	11%	12%	10%	8%	16%
					c
Discord	596	278	269	314	233
	10%	13%	8%	9%	11%
		b			c
Google Chat/ Google Meet	495	193	267	187	279
	8%	9%	8%	5%	13%
					c
Viber	212	77	110	73	115
	3%	4%	3%	2%	5%
					c
WeChat	197	86	94	69	113
	3%	4%	3%	2%	5%
		b			c
Signal	171	74	87	85	72
	3%	3%	2%	2%	3%
Kik	160	79	68	67	79
	3%	4%	2%	2%	4%
		b			c
Slack	130	46	72	48	68
	2%	2%	2%	1%	3%
					c
Clubhouse	83	38	40	20	52
	1%	2%	1%	1%	2%
					c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
I send messages, chat or make video/ voice calls on other apps/ sites	252 4%	123 6% b	116 3%	149 4%	89 4%
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	5898 95%	2083 95%	3360 95%	3390 94%	2123 99% c
I do not send messages, chat or make video or voice calls on ANY apps/ sites	244 4%	93 4%	139 4%	211 6% d	26 1%
Don't know	39 1%	9 *%	20 1%	24 1%	5 *%
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 19)	3.6	3.8 b	3.5	3.1	4.4 c
Standard deviation	2.60	2.69	2.54	2.34	2.81
Standard error	.03	.06	.04	.04	.06
Columns Tested: a,b - c,d					

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
None used	284	4	14	17	27	61	161	284	173	109	76	63	53	88	139	141	284
	5%	1%	1%	2%	2%	6%	14%	5%	6%	3%	4%	3%	4%	7%	4%	6%	5%
				a	abcd	abcdeg	abcd		i					ijklnp	kn		
Only one site or app used	976	44	93	99	183	233	325	976	542	424	212	280	225	251	492	476	976
	16%	6%	8%	9%	17%	23%	29%	16%	18%	13%	12%	15%	17%	21%	14%	19%	16%
				a	abc	abcdg	abcdeg	abc	i			j	jn	jknp	jknp	jn	
More than one site or app used	4922	693	1042	946	890	718	632	4922	2216	2655	1487	1504	1007	885	2991	1892	4922
	80%	94%	91%	89%	81%	71%	57%	80%	76%	83%	84%	81%	78%	72%	83%	75%	80%
		cdefg	defg	defg	ef	f		ef		h	lmop	mo	m		lmop	mo	
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 19)	3.6	4.7	4.9	4.3	3.3	2.6	2.0	3.6	3.5	3.7	4.1	3.7	3.4	2.9	3.9	3.2	3.6
		cdefg	cdefg	defg	ef	f		def		h	klmnop	lmo	mo		klmnop	m	mo
Standard deviation	2.60	2.38	3.04	2.79	2.13	1.83	1.70	2.60	2.76	2.44	2.91	2.47	2.37	2.35	2.71	2.38	2.60
Standard error	.03	.08	.10	.08	.07	.06	.05	.03	.05	.04	.07	.06	.07	.06	.05	.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 SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
None used	284	241	26	11	5	284	221	62	23	261	159	89	15	284	36	141	45
	5%	5%	5%	4%	3%	5%	4%	7%	2%	5%	11%	3%	1%	5%	4%	6%	3%
								f		h	klm	l		kl		np	
Only one site or app used	976	836	83	40	17	976	815	162	188	788	429	404	113	976	138	444	231
	16%	16%	16%	14%	11%	16%	15%	19%	20%	15%	30%	15%	6%	16%	14%	18%	14%
		d	d			d		f	i		klm	l		l		np	
More than one site or app used	4922	4154	409	227	133	4922	4300	622	726	4196	836	2263	1805	4922	817	1829	1400
	80%	79%	79%	82%	86%	80%	81%	74%	77%	80%	59%	82%	93%	80%	82%	76%	84%
					abe		g					jm	jkm	j	o		o
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 19)	3.6	3.6	3.6	3.5	3.9	3.6	3.7	2.9	3.0	3.7	2.2	3.3	5.0	3.6	3.9	3.3	3.9
					ace		g			h		j	jkm	jk	o		o
Standard deviation	2.60	2.62	2.57	2.31	2.35	2.60	2.65	2.16	1.91	2.69	1.82	2.11	3.00	2.60	2.62	2.46	2.77
Standard error	.03	.04	.10	.09	.09	.03	.04	.08	.07	.04	.05	.04	.07	.03	.08	.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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
None used	284 5%	101 5%	159 5%	235 6%	31 1%
Only one site or app used	976 16%	294 13%	606 17%	701 19%	201 9%
More than one site or app used	4922 80%	1789 82%	2753 78%	2689 74%	1922 89%
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 19)	3.6	3.8	3.5	3.1	4.4
Standard deviation	2.60	2.69	2.54	2.34	2.81
Standard error	.03	.06	.04	.04	.06
Columns Tested: a,b - c,d					

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
YouTube	4829	666	959	885	844	770	705	4829	2432	2347	1391	1510	985	904	2901	1889	4829
	78%	90%	83%	83%	77%	76%	63%	78%	83%	74%	78%	82%	77%	74%	80%	75%	78%
		bcdefg	defg	defg	f	f		f	i		m	jlmp			lmo		mo
Facebook (inc Facebook Gaming)	2934	276	667	616	602	414	360	2934	1296	1615	822	814	690	585	1637	1276	2934
	47%	37%	58%	58%	55%	41%	32%	47%	44%	51%	46%	44%	54%	48%	45%	51%	47%
			aefg	aefg	aefg	f		aef		h			jkmp		jknp		k
Instagram	2670	511	769	602	408	258	122	2670	1132	1508	849	812	588	402	1661	990	2670
	43%	69%	67%	57%	37%	25%	11%	43%	39%	47%	48%	44%	46%	33%	46%	39%	43%
		cdefg	cdefg	defg	ef	f		def		h	mop	mo	mo		mop	m	mo
TikTok	2261	558	635	460	317	200	92	2261	938	1281	682	642	518	403	1325	920	2261
	37%	75%	55%	43%	29%	20%	8%	37%	32%	40%	38%	35%	40%	33%	37%	37%	37%
		bcdefg	cdefg	defg	ef	f		def		h	m		kmp		m	m	m
Snapchat	1203	399	404	208	116	43	32	1203	557	625	375	363	271	185	737	456	1203
	19%	54%	35%	20%	11%	4%	3%	19%	19%	20%	21%	20%	21%	15%	20%	18%	19%
		bcdefg	cdefg	def	ef			def			mo	m	m		m	m	m
Twitch	413	129	149	74	41	10	11	413	295	112	157	110	89	56	266	145	413
	7%	17%	13%	7%	4%	1%	1%	7%	10%	4%	9%	6%	7%	5%	7%	6%	7%
		bcdefg	cdefg	def	ef			def	i		kmop		m		mo		m
Vimeo	227	15	70	67	47	19	9	227	151	69	97	67	35	29	163	64	227
	4%	2%	6%	6%	4%	2%	1%	4%	5%	2%	5%	4%	3%	2%	5%	3%	4%
			aefg	aefg	aef			aef	i		klmp				lmo		mo
Dailymotion	217	26	81	44	33	21	13	217	133	78	73	76	37	32	149	69	217
	4%	4%	7%	4%	3%	2%	1%	4%	5%	2%	4%	4%	3%	3%	4%	3%	4%
		f	acdefg	ef	f			f	i		o	o			mo		
OnlyFans	136	18	49	33	21	7	8	136	117	19	66	32	20	18	97	38	136
	2%	2%	4%	3%	2%	1%	1%	2%	4%	1%	4%	2%	2%	1%	3%	2%	2%
		ef	defg	ef	ef			ef	i		klmp				mo		
BitChute	55	6	25	13	6	3	1	55	41	12	24	10	9	12	33	22	55
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		f	defg	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							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
I watch videos/ clips on other apps/ sites	138	9	39	14	27	27	24	138	87	50	38	43	37	19	80	56	138
	2%	1%	3%	1%	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%
			ac						i								
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	5633	739	1129	1026	1020	894	826	5633	2715	2857	1612	1713	1194	1070	3325	2264	5633
	91%	100%	98%	97%	93%	88%	74%	91%	93%	90%	91%	93%	93%	87%	92%	90%	91%
		bcdefg	cdefg	defg	ef	f		ef	i		m	mo	mo		m	m	m
I do not watch videos/ clips on any apps/ sites	497	-	17	30	59	109	282	497	196	300	151	120	81	138	271	219	497
	8%	-%	1%	3%	5%	11%	25%	8%	7%	9%	9%	6%	6%	11%	7%	9%	8%
			a	a	abc	abcdg	abcdeg	abcd		h				jkinop		kl	
Don't know	52	2	3	7	20	10	10	52	20	32	12	13	10	16	26	26	52
	1%	*%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					abcg												
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 11)	2.4	3.5	3.3	2.8	2.2	1.7	1.2	2.4	2.4	2.4	2.6	2.4	2.6	2.2	2.5	2.4	2.4
		bcdefg	cdefg	defg	ef	f		def			kmop	m	kmop		mo	m	mo
Standard deviation	1.66	1.47	1.72	1.57	1.44	1.26	1.10	1.66	1.73	1.59	1.77	1.57	1.63	1.61	1.68	1.63	1.66
Standard error	.02	.05	.05	.05	.05	.04	.03	.02	.03	.03	.04	.04	.05	.04	.03	.03	.02

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
YouTube	4829	4077	412	213	127	4829	4229	600	666	4163	804	2217	1787	4829	808	1862	1338
	78%	78%	79%	77%	82%	78%	79%	71%	71%	79%	56%	80%	92%	78%	82%	77%	80%
					ace		g			h		jm	jkm	j	o		
Facebook (inc Facebook Gaming)	2934	2459	246	143	87	2934	2567	367	407	2527	408	1264	1256	2934	512	1154	828
	47%	47%	47%	51%	56%	47%	48%	43%	43%	48%	29%	46%	65%	47%	52%	48%	49%
					abe		g			h		j	jkm	j			
Instagram	2670	2242	226	122	80	2670	2392	277	351	2318	312	1156	1198	2670	478	924	792
	43%	43%	44%	44%	52%	43%	45%	33%	38%	44%	22%	42%	62%	43%	48%	38%	47%
					abce		g			h		j	jkm	j	o		o
TikTok	2261	1910	177	108	66	2261	2059	202	356	1906	318	920	1022	2261	446	773	608
	37%	37%	34%	39%	43%	37%	39%	24%	38%	36%	22%	33%	53%	37%	45%	32%	36%
					abe		g					j	jkm	jk	op		o
Snapchat	1203	994	120	50	40	1203	1119	84	161	1042	179	499	524	1203	284	370	278
	19%	19%	23%	18%	26%	19%	21%	10%	17%	20%	13%	18%	27%	19%	29%	15%	17%
			ac		ace		g					j	jkm	j	op		
Twitch	413	342	35	24	12	413	381	32	32	381	43	167	203	413	88	134	111
	7%	7%	7%	9%	8%	7%	7%	4%	3%	7%	3%	6%	10%	7%	9%	6%	7%
							g			h		j	jkm	j	o		
Vimeo	227	191	20	9	7	227	216	11	8	219	13	67	147	227	43	82	69
	4%	4%	4%	3%	4%	4%	4%	1%	1%	4%	1%	2%	8%	4%	4%	3%	4%
							g			h		j	jkm	jk			
Dailymotion	217	194	11	6	6	217	207	10	14	203	20	61	136	217	36	69	59
	4%	4%	2%	2%	4%	4%	4%	1%	2%	4%	1%	2%	7%	4%	4%	3%	3%
							g			h			jkm	jk			
OnlyFans	136	122	6	5	3	136	131	5	5	131	17	50	68	136	23	51	41
	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	4%	2%	2%	2%	2%
							g			h			jkm				

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
BitChute	55 1%	47 1%	6 1%	1 *%	1 1%	55 1%	52 1%	3 *%	4 *%	51 1%	6 *%	21 1%	28 1%	55 1%	8 1%	20 1%	15 1%
I watch videos/ clips on other apps/ sites	138 2%	123 2%	7 1%	5 2%	3 2%	138 2%	126 2%	12 1%	9 1%	130 2% h	21 1%	50 2%	67 3% jk	138 2%	19 2%	48 2%	43 3%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	5633 91%	4744 91%	484 93%	255 92%	150 97% abce	5633 91%	4916 92% g	717 85%	852 91%	4781 91%	1108 78%	2578 94% jm	1921 99% jkm	5633 91% j	951 96% op	2150 89% o	1533 91%
I do not watch videos/ clips on any apps/ sites	497 8%	441 8% d	31 6% d	21 8% d	4 3% d	497 8% d	375 7% g	122 14% f	64 7% d	433 8% h	283 20% klm	167 6% l	12 1% jkm	497 8% kl	38 4% op	245 10% n	138 8% n
Don't know	52 1%	46 1% d	4 1% d	2 1% d	- -% d	52 1% d	45 1% g	7 1% f	21 2% i	31 1% h	34 2% klm	11 *% l	1 *% jkm	52 1% l	2 *% op	19 1% n	4 *% o
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 11)	2.4	2.4	2.4	2.5	2.8 abce	2.4	2.5 g	1.9	2.1	2.5 h	1.5	2.3 j	3.3 jkm	2.4 jk	2.8 op	2.3 o	2.5
Standard deviation	1.66	1.68	1.56	1.53	1.56	1.66	1.67	1.48	1.40	1.69	1.35	1.44	1.70	1.66	1.60	1.62	1.74
Standard error	.02	.03	.06	.06	.06	.02	.02	.05	.05	.02	.04	.03	.04	.02	.05	.03	.04

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
YouTube	4829 78%	1704 78%	2739 78%	2737 76%	1807 84% c
Facebook (inc Facebook Gaming)	2934 47%	1056 48%	1666 47%	1478 41%	1304 61% c
Instagram	2670 43%	974 45%	1486 42%	1272 35%	1223 57% c
TikTok	2261 37%	846 39% b	1206 34%	1043 29%	1057 49% c
Snapchat	1203 19%	487 22% b	590 17%	528 15%	547 25% c
Twitch	413 7%	192 9% b	178 5%	220 6%	153 7%
Vimeo	227 4%	108 5% b	104 3%	93 3%	121 6% c
Dailymotion	217 4%	97 4% b	95 3%	101 3%	99 5% c
OnlyFans	136 2%	68 3% b	59 2%	55 2%	68 3% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
BitChute	55 1%	36 2%	17 *%	20 1%	28 1%
		b			c
I watch videos/ clips on other apps/ sites	138 2%	63 3%	68 2%	82 2%	46 2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	5633 91%	1991 91%	3189 91%	3166 87%	2096 97%
					c
I do not watch videos/ clips on any apps/ sites	497 8%	180 8%	305 9%	432 12%	49 2%
				d	
Don't know	52 1%	13 1%	25 1%	27 1%	9 *%
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 11)	2.4	2.6	2.3	2.1	3.0
		b			c
Standard deviation	1.66	1.72	1.61	1.57	1.64
Standard error	.02	.04	.03	.03	.04
Columns Tested: a,b - c,d					

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
None used	549	2	20	37	80	119	292	549	216	332	163	133	91	154	296	246	549
	9%	*%	2%	3%	7%	12%	26%	9%	7%	10%	9%	7%	7%	13%	8%	10%	9%
			a	ab	abc	abcdg	abcdeg	abc		h				ijklnop		kl	
Only one site or app used	1555	61	138	188	294	414	460	1555	840	706	406	494	307	341	900	648	1555
	25%	8%	12%	18%	27%	41%	41%	25%	29%	22%	23%	27%	24%	28%	25%	26%	25%
			a	ab	abc	abcdg	abcdg	abc	i			j		j			
More than one site or app used	4078	678	990	837	726	480	366	4078	1876	2150	1206	1219	887	729	2425	1616	4078
	66%	92%	86%	79%	66%	47%	33%	66%	64%	67%	68%	66%	69%	60%	67%	64%	66%
		bcdefg	cdefg	defg	ef	f		ef		h	mo	m	mo		m	m	m
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 11)	2.4	3.5	3.3	2.8	2.2	1.7	1.2	2.4	2.4	2.4	2.6	2.4	2.6	2.2	2.5	2.4	2.4
		bcdefg	cdefg	defg	ef	f		def			kmop	m	kmop		mo	m	mo
Standard deviation	1.66	1.47	1.72	1.57	1.44	1.26	1.10	1.66	1.73	1.59	1.77	1.57	1.63	1.61	1.68	1.63	1.66
Standard error	.02	.05	.05	.05	.05	.04	.03	.02	.03	.03	.04	.04	.05	.04	.03	.03	.02

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

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
None used	549	487	35	23	4	549	420	129	85	464	317	178	13	549	41	263	143
	9%	9%	7%	8%	3%	9%	8%	15%	9%	9%	22%	6%	1%	9%	4%	11%	9%
		d	d	d		d		f			klm	l		kl		np	n
Only one site or app used	1555	1316	139	64	35	1555	1272	283	273	1282	559	712	262	1555	212	652	416
	25%	25%	27%	23%	23%	25%	24%	33%	29%	24%	39%	26%	14%	25%	21%	27%	25%
							f		i		klm	l		l		n	
More than one site or app used	4078	3428	345	190	115	4078	3645	434	579	3499	549	1866	1659	4078	739	1498	1117
	66%	66%	67%	69%	75%	66%	68%	51%	62%	67%	39%	68%	86%	66%	75%	62%	67%
					abce		g		h			j	jkm	j	op		o
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 11)	2.4	2.4	2.4	2.5	2.8	2.4	2.5	1.9	2.1	2.5	1.5	2.3	3.3	2.4	2.8	2.3	2.5
					abce		g		h			j	jkm	jk	op		o
Standard deviation	1.66	1.68	1.56	1.53	1.56	1.66	1.67	1.48	1.40	1.69	1.35	1.44	1.70	1.66	1.60	1.62	1.74
Standard error	.02	.03	.06	.06	.06	.02	.02	.05	.05	.02	.04	.03	.04	.02	.05	.03	.04

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

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
None used	549 9%	193 9%	330 9%	459 13% d	58 3%
Only one site or app used	1555 25%	469 21%	967 27% a	1083 30% d	367 17%
More than one site or app used	4078 66%	1523 70% b	2222 63%	2083 57%	1729 80% c
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 11)	2.4	2.6 b	2.3	2.1	3.0 c
Standard deviation	1.66	1.72	1.61	1.57	1.64
Standard error	.02	.04	.03	.03	.04
Columns Tested: a,b - c,d					

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Yes	1914	332	573	457	298	159	95	1914	987	897	651	561	409	281	1211	690	1914
	31%	45%	50%	43%	27%	16%	8%	31%	34%	28%	37%	30%	32%	23%	33%	27%	31%
		defg	cdefg	defg	ef	f		def	i		klmop	m	mo		mop	m	mo
No	4214	398	564	595	787	850	1019	4214	1930	2258	1113	1273	865	929	2386	1794	4214
	68%	54%	49%	56%	72%	84%	91%	68%	66%	71%	63%	69%	67%	76%	66%	71%	68%
			b	abc	abcdg	abcdg	abc		h		j	j	ijklnop		jlnp	j	
Don't know	54	11	12	10	14	3	4	54	14	34	11	13	12	13	24	25	54
	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
		ef			f				h								

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Yes	1914	1607	168	88	52	1914	1753	161	203	1712	277	788	849	1914	375	659	512
	31%	31%	32%	32%	34%	31%	33%	19%	22%	33%	19%	29%	44%	31%	38%	27%	31%
							g			h		j	jkm	j	op		
No	4214	3578	347	187	102	4214	3538	676	713	3501	1124	1947	1078	4214	611	1739	1160
	68%	68%	67%	67%	66%	68%	66%	80%	76%	67%	79%	71%	56%	68%	62%	72%	69%
							f		i		klm	l		l		n	n
Don't know	54	46	4	3	1	54	45	9	22	32	23	20	7	54	6	15	4
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
					*				i		klm		*			*	*

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Yes	1914 31%	778 36% b	983 28%	833 23%	918 43% c
No	4214 68%	1384 63%	2523 72% a	2765 76% d	1223 57%
Don't know	54 1%	23 1% b	13 *%	26 1%	13 1%

Columns Tested: a,b - c,d

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1931	405	501	491	253	145	136	1931	960	942	633	483	431	373	1116	804	1931
Effective Weighted Sample	1325	282	354	337	191	101	83	1325	657	651	442	345	301	245	785	543	1325
Total	1914	332	573	457	298	159	95	1914	987	897	651	561	409	281	1211	690	1914
Instagram	1009	169	345	280	134	58	23	1009	485	514	376	294	217	117	671	334	1009
	53%	51%	60%	61%	45%	36%	25%	53%	49%	57%	58%	52%	53%	42%	55%	48%	53%
		ef	adefg	adefg	f			def		h	mo	m	m		mo		m
Facebook (inc Facebook Gaming)	924	57	275	281	171	94	46	924	482	438	303	261	227	130	564	358	924
	48%	17%	48%	62%	57%	59%	49%	48%	49%	49%	47%	47%	56%	46%	47%	52%	48%
			a	abfg	abg	ag	a	a					jkmp				
YouTube	912	154	285	223	131	79	41	912	623	279	353	233	206	114	586	320	912
	48%	46%	50%	49%	44%	49%	43%	48%	63%	31%	54%	42%	50%	41%	48%	46%	48%
									i		kmnop		km		km		km
TikTok	859	234	286	205	81	35	17	859	402	435	298	243	177	135	541	313	859
	45%	70%	50%	45%	27%	22%	18%	45%	41%	49%	46%	43%	43%	48%	45%	45%	45%
		bcdefg	def	def				def		h							
Snapchat	556	164	215	108	38	20	11	556	275	274	197	163	112	77	360	189	556
	29%	49%	37%	24%	13%	13%	12%	29%	28%	31%	30%	29%	27%	27%	30%	27%	29%
		bcdefg	cdefg	def				cdef									
Twitch	109	23	49	25	10	1	1	109	83	26	54	24	16	15	78	32	109
	6%	7%	9%	6%	3%	1%	1%	6%	8%	3%	8%	4%	4%	5%	6%	5%	6%
		ef	def	e				e	i		klo						
OnlyFans	78	12	33	21	7	3	1	78	55	23	34	19	16	9	53	25	78
	4%	4%	6%	5%	2%	2%	1%	4%	6%	3%	5%	3%	4%	3%	4%	4%	4%
									i								
Vimeo	68	3	31	18	10	2	4	68	52	16	39	12	9	8	51	17	68
	4%	1%	5%	4%	3%	1%	4%	4%	5%	2%	6%	2%	2%	3%	4%	2%	4%
			a	a				a	i		klop						
Dailymotion	51	*	26	20	2	-	3	51	39	12	25	16	4	7	40	11	51
	3%	*%	5%	4%	1%	-%	3%	3%	4%	1%	4%	3%	1%	2%	3%	2%	3%
			ade	ade			a	a	i		lo				lo		
BitChute	39	1	18	16	4	-	1	39	31	9	24	5	3	7	29	10	39
	2%	*%	3%	4%	1%	-%	1%	2%	3%	1%	4%	1%	1%	2%	2%	1%	2%
			a	a				a	i		klo						

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

All interviewing conducted using an online panel. Any break column with 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	1931	405	501	491	253	145	136	1931	960	942	633	483	431	373	1116	804	1931
Effective Weighted Sample	1325	282	354	337	191	101	83	1325	657	651	442	345	301	245	785	543	1325
Total	1914	332	573	457	298	159	95	1914	987	897	651	561	409	281	1211	690	1914
I upload videos I have made myself to other apps/ sites	57	3	21	7	11	8	7	57	35	19	17	22	9	8	39	17	57
	3%	1%	4%	1%	4%	5%	8%	3%	4%	2%	3%	4%	2%	3%	3%	2%	3%
		a	a	a	a	ac	acg										
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1910	330	573	457	298	159	93	1910	985	896	651	558	409	280	1208	689	1910
	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
			f	f				f									
Don't know	4	3	-	-	-	-	1	4	2	1	-	3	-	1	3	1	4
	*%	1%	-%	-%	-%	-%	1%	*%	*%	*%	-%	1%	-%	*%	*%	*%	*%
							bcg										

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1931	1332	186	194	219	1931	1768	163	211	1720	245	801	884	1931	389	689	494
Effective Weighted Sample	1325	1030	148	142	188	1325	1209	117	143	1182	166	546	618	1325	262	473	351
Total	1914	1607	168	88	52	1914	1753	161	203	1712	277	788	849	1914	375	659	512
Instagram	1009	872	69	40	29	1009	949	61	82	927	96	420	493	1009	191	318	318
	53%	54%	41%	45%	55%	53%	54%	38%	41%	54%	35%	53%	58%	53%	51%	48%	62%
		bc			b	b	g			h		j	jm	j			no
Facebook (inc Facebook Gaming)	924	785	76	40	23	924	844	79	81	843	88	364	472	924	156	351	289
	48%	49%	45%	46%	45%	48%	48%	49%	40%	49%	32%	46%	56%	48%	42%	53%	56%
										h		j	jkm	j		n	n
YouTube	912	776	76	34	27	912	841	71	66	846	98	406	408	912	188	296	257
	48%	48%	45%	38%	51%	48%	48%	44%	33%	49%	35%	51%	48%	48%	50%	45%	50%
		c			c	c				h		j	j	j			
TikTok	859	714	80	41	23	859	805	53	100	759	120	333	405	859	184	278	205
	45%	44%	48%	47%	44%	45%	46%	33%	49%	44%	44%	42%	48%	45%	49%	42%	40%
							g								p		
Snapchat	556	461	58	21	16	556	519	37	61	495	74	221	259	556	124	175	142
	29%	29%	34%	24%	31%	29%	30%	23%	30%	29%	27%	28%	31%	29%	33%	26%	28%
			c														
Twitch	109	94	7	6	3	109	102	7	4	105	12	39	58	109	21	39	33
	6%	6%	4%	7%	6%	6%	6%	4%	2%	6%	4%	5%	7%	6%	6%	6%	6%
										h							
OnlyFans	78	71	3	1	2	78	78	1	3	75	10	34	35	78	17	34	14
	4%	4%	2%	1%	4%	4%	4%	*%	1%	4%	4%	4%	4%	4%	5%	5%	3%
							g										
Vimeo	68	60	2	3	3	68	67	1	4	64	4	21	43	68	15	19	23
	4%	4%	1%	4%	5%	4%	4%	1%	2%	4%	2%	3%	5%	4%	4%	3%	5%
					b								jk				
Dailymotion	51	46	1	2	2	51	50	2	3	49	5	14	32	51	12	13	13
	3%	3%	1%	2%	4%	3%	3%	1%	1%	3%	2%	2%	4%	3%	3%	2%	2%
													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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	1931	1332	186	194	219	1931	1768	163	211	1720	245	801	884	1931	389	689	494
Effective Weighted Sample	1325	1030	148	142	188	1325	1209	117	143	1182	166	546	618	1325	262	473	351
Total	1914	1607	168	88	52	1914	1753	161	203	1712	277	788	849	1914	375	659	512
BitChute	39 2%	37 2%	2 1%	- -%	1 1%	39 2%	39 2%	- -%	- -%	39 2%	4 2%	12 2%	23 3%	39 2%	10 3%	12 2%	8 2%
I upload videos I have made myself to other apps/ sites	57 3%	48 3%	7 4%	2 3%	* 1%	57 3%	52 3%	5 3%	3 1%	55 3%	10 4%	20 2%	28 3%	57 3%	15 4%	17 3%	14 3%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1910 100%	1604 100%	168 100%	87 99%	52 100%	1910 100%	1750 100%	160 99%	202 100%	1709 100%	275 99%	787 100%	848 100%	1910 100%	375 100%	659 100%	510 100%
Don't know	4 *%	3 *%	- -%	1 1%	* *%	4 *%	3 *%	1 1%	1 *%	3 *%	2 1%	1 *%	1 *%	4 *%	* *%	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.

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1931	804	971	945	820
Effective Weighted Sample	1325	541	675	622	597
Total	1914	778	983	833	918
Instagram	1009	404	533	399	531
	53%	52%	54%	48%	58%
					c
Facebook (inc Facebook Gaming)	924	369	499	352	513
	48%	47%	51%	42%	56%
					c
YouTube	912	385	455	373	459
	48%	50%	46%	45%	50%
TikTok	859	361	439	334	441
	45%	46%	45%	40%	48%
					c
Snapchat	556	260	253	195	303
	29%	33%	26%	23%	33%
		b			c
Twitch	109	60	43	41	60
	6%	8%	4%	5%	7%
		b			
OnlyFans	78	42	33	17	53
	4%	5%	3%	2%	6%
					c
Vimeo	68	34	28	17	45
	4%	4%	3%	2%	5%
					c
Dailymotion	51	36	13	13	28
	3%	5%	1%	2%	3%
		b			

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	1931	804	971	945	820
Effective Weighted Sample	1325	541	675	622	597
Total	1914	778	983	833	918
BitChute	39	32	6	5	25
	2%	4%	1%	1%	3%
		b			c
I upload videos I have made myself to other apps/ sites	57	22	33	24	26
	3%	3%	3%	3%	3%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1910	776	982	830	918
	100%	100%	100%	100%	100%
Don't know	4	1	1	3	-
	*%	*%	*%	*%	-%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Instagram	1009	169	345	280	134	58	23	1009	485	514	376	294	217	117	671	334	1009
	16%	23%	30%	26%	12%	6%	2%	16%	17%	16%	21%	16%	17%	10%	19%	13%	16%
		defg	adefg	defg	ef	f		def			klmop	mo	mo		mop	m	mo
Facebook (inc. Facebook Gaming)	924	57	275	281	171	94	46	924	482	438	303	261	227	130	564	358	924
	15%	8%	24%	26%	16%	9%	4%	15%	16%	14%	17%	14%	18%	11%	16%	14%	15%
		f	adefg	adefg	aef	f		aef	i		mo	m	kmop		m	m	m
YouTube	912	154	285	223	131	79	41	912	623	279	353	233	206	114	586	320	912
	15%	21%	25%	21%	12%	8%	4%	15%	21%	9%	20%	13%	16%	9%	16%	13%	15%
		defg	defg	defg	ef	f		ef	i		klmnop	m	kmo		kmo	m	mo
TikTok	859	234	286	205	81	35	17	859	402	435	298	243	177	135	541	313	859
	14%	32%	25%	19%	7%	3%	1%	14%	14%	14%	17%	13%	14%	11%	15%	12%	14%
		bcdefg	cdefg	defg	ef	f		def			kmop				mo		m
Snapchat	556	164	215	108	38	20	11	556	275	274	197	163	112	77	360	189	556
	9%	22%	19%	10%	3%	2%	1%	9%	9%	9%	11%	9%	9%	6%	10%	8%	9%
		cdefg	cdefg	def	f			def			mop	m	m		mo		m
Twitch	109	23	49	25	10	1	1	109	83	26	54	24	16	15	78	32	109
	2%	3%	4%	2%	1%	1%	1%	2%	3%	1%	3%	1%	1%	1%	2%	1%	2%
		defg	cdefg	def	ef			ef	i		klmop				o		
OnlyFans	78	12	33	21	7	3	1	78	55	23	34	19	16	9	53	25	78
	1%	2%	3%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		ef	defg	def				ef	i		mo						
Vimeo	68	3	31	18	10	2	4	68	52	16	39	12	9	8	51	17	68
	1%	1%	3%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
			adefg	aef				e	i		klmop				o		
Dailymotion	51	*	26	20	2	-	3	51	39	12	25	16	4	7	40	11	51
	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			adefg	adefg				ade	i		lo				lo		
BitChute	39	1	18	16	4	-	1	39	31	9	24	5	3	7	29	10	39
	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			adefg	adefg				e	i		klop						

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
I upload videos I have made myself to other apps/ sites	57	3	21	7	11	8	7	57	35	19	17	22	9	8	39	17	57
	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			acfg						i								
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1910	330	573	457	298	159	93	1910	985	896	651	558	409	280	1208	689	1910
	31%	44%	50%	43%	27%	16%	8%	31%	34%	28%	37%	30%	32%	23%	33%	27%	31%
		defg	cdefg	defg	ef	f		def	i		klmop	m	mo		mop	m	mo
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	4214	398	564	595	787	850	1019	4214	1930	2258	1113	1273	865	929	2386	1794	4214
	68%	54%	49%	56%	72%	84%	91%	68%	66%	71%	63%	69%	67%	76%	66%	71%	68%
				b	abc	abcdg	abcdeg	abc		h		j	j	ijklnop		jlnp	j
Don't know	58	13	12	10	14	3	5	58	16	36	11	16	12	14	27	26	58
	1%	2%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		ef								h							
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 11)	.8	1.1	1.4	1.1	.5	.3	.1	.8	.9	.6	1.0	.7	.8	.5	.8	.6	.8
		defg	acdefg	defg	ef	f		def	i		klmnop	m	mo		kmop	m	mo
Standard deviation	1.42	1.53	1.87	1.66	1.13	.81	.59	1.42	1.56	1.27	1.64	1.31	1.39	1.23	1.49	1.32	1.42
Standard error	.02	.05	.06	.05	.04	.03	.02	.02	.03	.02	.04	.03	.04	.03	.03	.02	.02
Columns Tested:		a,b,c,d,e,f,g							h,i		j,k,l,m,n,o,p						

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Instagram	1009	872	69	40	29	1009	949	61	82	927	96	420	493	1009	191	318	318
	16%	17%	13%	14%	19%	16%	18%	7%	9%	18%	7%	15%	26%	16%	19%	13%	19%
					b		g			h		j	jkm	j	o		o
Facebook (inc. Facebook Gaming)	924	785	76	40	23	924	844	79	81	843	88	364	472	924	156	351	289
	15%	15%	15%	14%	15%	15%	16%	9%	9%	16%	6%	13%	24%	15%	16%	15%	17%
							g			h		j	jkm	j			
YouTube	912	776	76	34	27	912	841	71	66	846	98	406	408	912	188	296	257
	15%	15%	15%	12%	17%	15%	16%	8%	7%	16%	7%	15%	21%	15%	19%	12%	15%
					c		g			h		j	jkm	j	op		o
TikTok	859	714	80	41	23	859	805	53	100	759	120	333	405	859	184	278	205
	14%	14%	15%	15%	15%	14%	15%	6%	11%	14%	8%	12%	21%	14%	19%	12%	12%
							g			h		j	jkm	j	op		
Snapchat	556	461	58	21	16	556	519	37	61	495	74	221	259	556	124	175	142
	9%	9%	11%	8%	10%	9%	10%	4%	6%	9%	5%	8%	13%	9%	12%	7%	8%
							g			h		j	jkm	j	op		
Twitch	109	94	7	6	3	109	102	7	4	105	12	39	58	109	21	39	33
	2%	2%	1%	2%	2%	2%	2%	1%	4%	2%	1%	1%	3%	2%	2%	2%	2%
									*	h			jkm				
OnlyFans	78	71	3	1	2	78	78	1	3	75	10	34	35	78	17	34	14
	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%
							g		*	h			j				
Vimeo	68	60	2	3	3	68	67	1	4	64	4	21	43	68	15	19	23
	1%	1%	1%	1%	2%	1%	1%	1%	4%	1%	1%	1%	2%	1%	1%	1%	1%
					b		g		*				jkm	j			
Dailymotion	51	46	1	2	2	51	50	2	3	49	5	14	32	51	12	13	13
	1%	1%	1%	1%	1%	1%	1%	1%	3%	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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
BitChute	39 1%	37 1%	2 *%	- -%	1 *%	39 1%	39 1%	- -%	- -%	39 1% h	4 *%	12 *%	23 1% jkm	39 1%	10 1%	12 *%	8 *%
I upload videos I have made myself to other apps/ sites	57 1%	48 1%	7 1%	2 1%	* *%	57 1%	52 1%	5 1%	3 *%	55 1%	10 1%	20 1%	28 1% k	57 1%	15 2%	17 1%	14 1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1910 31%	1604 31%	168 32%	87 31%	52 34%	1910 31%	1750 33% g	160 19%	202 22%	1709 33% h	275 19%	787 29% j	848 44% jkm	1910 31% j	375 38% op	659 27%	510 30%
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	4214 68%	3578 68%	347 67%	187 67%	102 66%	4214 68%	3538 66%	676 80% f	713 76% i	3501 67%	1124 79% klm	1947 71% l	1078 56%	4214 68% l	611 62%	1739 72% n	1160 69% n
Don't know	58 1%	49 1%	4 1%	4 1%	1 *%	58 1%	48 1%	10 1%	22 2% i	35 1%	25 2% klm	21 1%	8 *%	58 1%	6 1%	15 1%	7 *%
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 11)	.8	.8	.7	.7	.8	.8	.8 g	.4	.4	.8 h	.4	.7 j	1.2 jkm	.8 jk	.9 op	.6	.8 o
Standard deviation	1.42	1.44	1.30	1.31	1.40	1.42	1.47	.93	.98	1.48	.90	1.29	1.78	1.42	1.54	1.30	1.51
Standard error	.02	.02	.05	.05	.06	.02	.02	.03	.03	.02	.03	.02	.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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Instagram	1009 16%	404 18%	533 15%	399 11%	531 25%
		b			c
Facebook (inc. Facebook Gaming)	924 15%	369 17%	499 14%	352 10%	513 24%
		b			c
YouTube	912 15%	385 18%	455 13%	373 10%	459 21%
		b			c
TikTok	859 14%	361 17%	439 12%	334 9%	441 20%
		b			c
Snapchat	556 9%	260 12%	253 7%	195 5%	303 14%
		b			c
Twitch	109 2%	60 3%	43 1%	41 1%	60 3%
		b			c
OnlyFans	78 1%	42 2%	33 1%	17 *%	53 2%
		b			c
Vimeo	68 1%	34 2%	28 1%	17 *%	45 2%
		b			c
Dailymotion	51 1%	36 2%	13 *%	13 *%	28 1%
		b			c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
BitChute	39	32	6	5	25
	1%	1%	0%	0%	1%
		b			c
I upload videos I have made myself to other apps/ sites	57	22	33	24	26
	1%	1%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1910	776	982	830	918
	31%	36%	28%	23%	43%
		b			c
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	4214	1384	2523	2765	1223
	68%	63%	72%	76%	57%
		a		d	
Don't know	58	24	14	29	13
	1%	1%	0%	1%	1%
		b			
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 11)	.8	.9	.7	.5	1.2
		b			c
Standard deviation	1.42	1.60	1.31	1.10	1.72
Standard error	.02	.03	.02	.02	.04
Columns Tested: a,b - c,d					

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
None used	4272	411	576	605	801	853	1025	4272	1946	2293	1124	1289	877	944	2413	1820	4272
	69%	56%	50%	57%	73%	84%	92%	69%	66%	72%	63%	70%	68%	77%	67%	73%	69%
				b	abcg	abcdg	abcdeg	abc		h		j	j	ijklnop		jlnp	jn
Only one site or app used	648	99	152	121	140	76	58	648	322	315	188	198	136	122	386	258	648
	10%	13%	13%	11%	13%	8%	5%	10%	11%	10%	11%	11%	11%	10%	11%	10%	10%
		efg	efg	ef	ef			ef									
More than one site or app used	1263	231	420	336	158	83	35	1263	663	581	463	360	273	158	823	431	1263
	20%	31%	37%	32%	14%	8%	3%	20%	23%	18%	26%	19%	21%	13%	23%	17%	20%
		defg	acdefg	defg	ef	f		def	i		klmnop	m	mo		kmop	m	mo
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 11)	.8	1.1	1.4	1.1	.5	.3	.1	.8	.9	.6	1.0	.7	.8	.5	.8	.6	.8
		defg	acdefg	defg	ef	f		def	i		klmnop	m	mo		kmop	m	mo
Standard deviation	1.42	1.53	1.87	1.66	1.13	.81	.59	1.42	1.56	1.27	1.64	1.31	1.39	1.23	1.49	1.32	1.42
Standard error	.02	.05	.06	.05	.04	.03	.02	.02	.03	.02	.04	.03	.04	.03	.03	.02	.02

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

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

COUNT OF APPS/ SITES USED TO 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
None used	4272	3627	351	191	103	4272	3585	686	735	3537	1150	1968	1086	4272	617	1755	1166
	69%	69%	68%	69%	66%	69%	67%	81%	78%	67%	81%	71%	56%	69%	62%	73%	70%
								f	i		klm	l		l		n	n
Only one site or app used	648	531	61	39	17	648	570	78	90	558	135	257	255	648	111	244	164
	10%	10%	12%	14%	11%	10%	11%	9%	10%	11%	10%	9%	13%	10%	11%	10%	10%
			ae										jkm				
More than one site or app used	1263	1073	107	48	35	1263	1181	82	112	1151	139	531	593	1263	264	414	346
	20%	21%	21%	17%	23%	20%	22%	10%	12%	22%	10%	19%	31%	20%	27%	17%	21%
					c		g			h		j	jkm	j	op		o
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 11)	.8	.8	.7	.7	.8	.8	.8	.4	.4	.8	.4	.7	1.2	.8	.9	.6	.8
							g			h		j	jkm	jk	op		o
Standard deviation	1.42	1.44	1.30	1.31	1.40	1.42	1.47	.93	.98	1.48	.90	1.29	1.78	1.42	1.54	1.30	1.51
Standard error	.02	.02	.05	.05	.06	.02	.02	.03	.03	.02	.03	.02	.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 UPLOAD VIDEOS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
None used	4272	1408	2537	2795	1236
	69%	64%	72%	77%	57%
			a	d	
Only one site or app used	648	246	332	344	247
	10%	11%	9%	9%	11%
More than one site or app used	1263	530	650	486	671
	20%	24%	18%	13%	31%
		b			c
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 11)	.8	.9	.7	.5	1.2
		b			c
Standard deviation	1.42	1.60	1.31	1.10	1.72
Standard error	.02	.03	.02	.02	.04
Columns Tested: a,b - c,d					

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

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	5633	739	1129	1026	1020	894	826	5633	2715	2857	1612	1713	1194	1070	3325	2264	5633
	91%	100%	98%	97%	93%	88%	74%	91%	93%	90%	91%	93%	93%	87%	92%	90%	91%
		bcdefg	cdefg	defg	ef	f	ef	ef	i		m	mo	mo		m	m	m
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1910	330	573	457	298	159	93	1910	985	896	651	558	409	280	1208	689	1910
	31%	44%	50%	43%	27%	16%	8%	31%	34%	28%	37%	30%	32%	23%	33%	27%	31%
		defg	cdefg	defg	ef	f		def	i		klmop	m	mo		mop	m	mo
TOTAL - EITHER OF THESE ACTIVITIES	5655	739	1135	1029	1028	894	831	5655	2732	2862	1627	1715	1194	1075	3342	2270	5655
	91%	100%	99%	97%	93%	88%	74%	91%	93%	90%	92%	93%	93%	88%	92%	90%	91%
		cdefg	cdefg	defg	ef	f	ef	ef	i		m	mo	mo		mo	m	m
TOTAL - BOTH OF THESE ACTIVITIES	1888	330	567	454	290	159	88	1888	968	891	636	556	409	275	1192	683	1888
	31%	44%	49%	43%	26%	16%	8%	31%	33%	28%	36%	30%	32%	22%	33%	27%	31%
		defg	cdefg	defg	ef	f		def	i		kmop	m	mo		mo	m	mo
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	527	2	14	34	72	119	287	527	199	327	148	131	91	149	280	240	527
	9%	0%	1%	3%	7%	12%	26%	9%	7%	10%	8%	7%	7%	12%	8%	10%	9%
				ab	abc	abcdg	abcdeg	abc		h				jklmnop		klm	

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	5633	4744	484	255	150	5633	4916	717	852	4781	1108	2578	1921	5633	951	2150	1533
	91%	91%	93%	92%	97%	91%	92%	85%	91%	91%	78%	94%	99%	91%	96%	89%	91%
					abce		g					jm	jkm	j	op		o
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1910	1604	168	87	52	1910	1750	160	202	1709	275	787	848	1910	375	659	510
	31%	31%	32%	31%	34%	31%	33%	19%	22%	33%	19%	29%	44%	31%	38%	27%	30%
							g			h		j	jkm	j	op		
TOTAL - EITHER OF THESE ACTIVITIES	5655	4763	486	256	151	5655	4935	720	856	4800	1120	2582	1927	5655	953	2151	1542
	91%	91%	94%	92%	98%	91%	92%	85%	91%	92%	79%	94%	100%	91%	96%	89%	92%
					abce		g					jm	jkm	j	op		o
TOTAL - BOTH OF THESE ACTIVITIES	1888	1585	166	86	51	1888	1731	157	198	1690	263	783	842	1888	373	658	501
	31%	30%	32%	31%	33%	31%	32%	19%	21%	32%	18%	28%	44%	31%	38%	27%	30%
							g			h		j	jkm	j	op		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	527	468	33	22	4	527	400	126	81	446	304	173	7	527	39	263	134
	9%	9%	6%	8%	2%	9%	8%	15%	9%	8%	21%	6%	0%	9%	4%	11%	8%
		d	d	d		d		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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	5633 91%	1991 91%	3189 91%	3166 87%	2096 97% c
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1910 31%	776 36% b	982 28%	830 23%	918 43% c
TOTAL - EITHER OF THESE ACTIVITIES	5655 91%	2003 92%	3199 91%	3172 88%	2104 98% c
TOTAL - BOTH OF THESE ACTIVITIES	1888 31%	765 35% b	971 28%	824 23%	911 42% c
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	527 9%	181 8%	319 9%	453 12% d	50 2%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
YouTube (Live)	2432	413	591	522	398	283	225	2432	1399	1007	761	693	540	421	1454	961	2432
	39%	56%	51%	49%	36%	28%	20%	39%	48%	32%	43%	38%	42%	34%	40%	38%	39%
		cdefg	defg	defg	ef	f		ef	i		kmop		km		m	m	m
Facebook (Live)	1785	152	447	464	348	242	132	1785	843	927	517	480	435	339	997	774	1785
	29%	21%	39%	44%	32%	24%	12%	29%	29%	29%	29%	26%	34%	28%	28%	31%	29%
		f	adefg	adefg	aef	f		aef					jkmpn			kn	
Instagram (Live)	1774	352	552	440	244	131	56	1774	796	959	573	555	395	240	1128	635	1774
	29%	47%	48%	41%	22%	13%	5%	29%	27%	30%	32%	30%	31%	20%	31%	25%	29%
		cdefg	cdefg	defg	ef	f		def		h	mop	mo	mo		mop	m	mo
TikTok (LIVE)	1492	413	438	315	171	108	47	1492	607	856	464	417	352	246	881	598	1492
	24%	56%	38%	30%	16%	11%	4%	24%	21%	27%	26%	23%	27%	20%	24%	24%	24%
		bcdefg	cdefg	defg	ef	f		def		h	km		kmop		m	m	m
Twitch	541	190	198	84	41	11	18	541	392	135	207	143	117	72	350	189	541
	9%	26%	17%	8%	4%	1%	2%	9%	13%	4%	12%	8%	9%	6%	10%	8%	9%
		bcdefg	cdefg	def	ef			def	i		kmop		m		mo		m
YouNow	74	9	24	23	15	-	4	74	55	19	41	13	11	8	55	19	74
	1%	1%	2%	2%	1%	-%	*%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
		ef	ef	efg	ef			ef	i		klmp				mo		
I watch live streamed videos on other apps/sites	125	12	27	13	21	27	27	125	74	47	44	32	19	30	76	49	125
	2%	2%	2%	1%	2%	3%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%
						c			i								
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	3876	648	927	820	672	470	339	3876	1914	1914	1155	1122	848	720	2277	1568	3876
	63%	87%	81%	77%	61%	46%	30%	63%	65%	60%	65%	61%	66%	59%	63%	62%	63%
		bcdefg	defg	defg	ef	f		ef	i		km		km		m		m

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
I do not watch live streamed videos on ANY apps/ sites	2083	81	192	228	377	485	720	2083	935	1140	571	668	391	439	1239	829	2083
	34%	11%	17%	21%	34%	48%	64%	34%	32%	36%	32%	36%	30%	36%	34%	33%	34%
			a	ab	abc	abcdg	abcdeg	abc		h		jl		l	l		
Don't know	223	12	30	14	50	58	59	223	83	134	49	57	47	65	105	112	223
	4%	2%	3%	1%	5%	6%	5%	4%	3%	4%	3%	3%	4%	5%	3%	4%	4%
					abc	abcg	abcg	ac		h				jknp		jn	
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 7)	1.3	2.1	2.0	1.8	1.1	.8	.5	1.3	1.4	1.2	1.5	1.3	1.5	1.1	1.4	1.3	1.3
		cdefg	cdefg	defg	ef	f		def	i		kmnop	m	kmnop		kmo	m	m
Standard deviation	1.37	1.34	1.46	1.40	1.19	1.05	.81	1.37	1.42	1.31	1.44	1.33	1.40	1.24	1.39	1.34	1.37
Standard error	.02	.05	.05	.04	.04	.03	.02	.02	.03	.02	.03	.03	.04	.03	.02	.03	.02

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

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

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

Base : All respondents

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
YouTube (Live)	2432	2036	212	108	76	2432	2200	232	310	2123	318	1069	1046	2432	480	879	618
	39%	39%	41%	39%	49%	39%	41%	27%	33%	40%	22%	39%	54%	39%	48%	36%	37%
					abce		g			h		j	jkm	j	op		
Facebook (Live)	1785	1496	152	83	52	1785	1600	185	248	1537	227	723	835	1785	339	665	472
	29%	29%	29%	30%	34%	29%	30%	22%	26%	29%	16%	26%	43%	29%	34%	28%	28%
					ae		g					j	jkm	jk	op		
Instagram (Live)	1774	1514	145	63	52	1774	1616	158	219	1556	202	747	825	1774	347	587	518
	29%	29%	28%	23%	34%	29%	30%	19%	23%	30%	14%	27%	43%	29%	35%	24%	31%
		c			abce	c	g			h		j	jkm	j	o		o
TikTok (LIVE)	1492	1262	122	62	45	1492	1379	113	235	1257	189	599	704	1492	323	482	383
	24%	24%	24%	22%	29%	24%	26%	13%	25%	24%	13%	22%	36%	24%	33%	20%	23%
					abce		g					j	jkm	jk	op		
Twitch	541	446	46	33	16	541	502	39	54	488	76	232	233	541	105	171	146
	9%	9%	9%	12%	10%	9%	9%	5%	6%	9%	5%	8%	12%	9%	11%	7%	9%
				ae			g			h		j	jkm	j	o		
YouNow	74	63	7	2	2	74	73	1	4	70	15	26	34	74	15	17	20
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	2%	1%	2%	1%	1%
							g						k				
I watch live streamed videos on other apps/sites	125	110	7	6	3	125	102	24	14	111	14	53	59	125	20	38	33
	2%	2%	1%	2%	2%	2%	2%	3%	1%	2%	1%	2%	3%	2%	2%	2%	2%
													jkm	j			
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	3876	3242	338	181	114	3876	3484	392	590	3286	589	1687	1600	3876	763	1393	979
	63%	62%	65%	65%	74%	63%	65%	46%	63%	63%	41%	61%	83%	63%	77%	58%	58%
					abce		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				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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
I do not watch live streamed videos on ANY apps/ sites	2083	1793	164	89	37	2083	1663	420	304	1779	725	991	309	2083	189	946	656
	34%	34%	32%	32%	24%	34%	31%	50%	32%	34%	51%	36%	16%	34%	19%	39%	39%
		d	d	d		d		f			klm	l		l		n	n
Don't know	223	195	16	7	3	223	189	34	43	180	111	77	25	223	39	74	41
	4%	4%	3%	3%	2%	4%	4%	4%	5%	3%	8%	3%	1%	4%	4%	3%	2%
											klm	l		l			
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 7)	1.3	1.3	1.3	1.3	1.6	1.3	1.4	.9	1.2	1.4	.7	1.3	1.9	1.3	1.6	1.2	1.3
					abce		g		h			j	jkm	jk	op		o
Standard deviation	1.37	1.38	1.31	1.30	1.34	1.37	1.38	1.19	1.18	1.40	1.08	1.29	1.43	1.37	1.32	1.29	1.46
Standard error	.02	.02	.05	.05	.05	.02	.02	.04	.04	.02	.03	.02	.03	.02	.04	.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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
YouTube (Live)	2432	931	1256	1223	1020
	39%	43%	36%	34%	47%
		b			c
Facebook (Live)	1785	690	946	762	890
	29%	32%	27%	21%	41%
		b			c
Instagram (Live)	1774	706	917	732	898
	29%	32%	26%	20%	42%
		b			c
TikTok (LIVE)	1492	607	740	686	686
	24%	28%	21%	19%	32%
		b			c
Twitch	541	252	233	277	211
	9%	12%	7%	8%	10%
		b			c
YouNow	74	42	29	15	41
	1%	2%	1%	*%	2%
		b			c
I watch live streamed videos on other apps/sites	125	44	72	72	43
	2%	2%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	3876	1465	2044	1929	1636
	63%	67%	58%	53%	76%
		b			c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
I do not watch live streamed videos on ANY apps/ sites	2083 34%	639 29%	1357 39% a	1542 43% d	472 22%
Don't know	223 4%	79 4%	118 3%	154 4% d	46 2%
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 7)	1.3	1.5 b	1.2	1.0	1.8 c
Standard deviation	1.37	1.41	1.33	1.25	1.42
Standard error	.02	.03	.02	.02	.03
Columns Tested: a,b - c,d					

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
None used	2306	93	222	242	427	543	778	2306	1018	1275	620	724	437	504	1344	942	2306
	37%	13%	19%	23%	39%	54%	70%	37%	35%	40%	35%	39%	34%	41%	37%	38%	37%
			a	a	abc	abcdg	abcdeg	abc		h		jl		jlmp			
Only one site or app used	1479	178	238	266	323	257	217	1479	721	738	368	448	300	346	816	646	1479
	24%	24%	21%	25%	29%	25%	19%	24%	25%	23%	21%	24%	23%	28%	23%	26%	24%
		f		bf	abfg	bf		f				j		jklnp		jn	j
More than one site or app used	2397	471	689	554	348	213	123	2397	1193	1176	787	675	548	374	1461	922	2397
	39%	63%	60%	52%	32%	21%	11%	39%	41%	37%	44%	37%	43%	31%	40%	37%	39%
		cdefg	cdefg	defg	ef	f		def	i		kmnop	m	kmop		kmo	m	m
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 7)	1.3	2.1	2.0	1.8	1.1	.8	.5	1.3	1.4	1.2	1.5	1.3	1.5	1.1	1.4	1.3	1.3
		cdefg	cdefg	defg	ef	f		def	i		kmnop	m	kmnop		kmo	m	m
Standard deviation	1.37	1.34	1.46	1.40	1.19	1.05	.81	1.37	1.42	1.31	1.44	1.33	1.40	1.24	1.39	1.34	1.37
Standard error	.02	.05	.05	.04	.04	.03	.02	.02	.03	.02	.03	.03	.04	.03	.02	.03	.02

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

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
None used	2306	1989	180	97	40	2306	1852	454	347	1959	836	1068	334	2306	228	1020	697
	37%	38%	35%	35%	26%	37%	35%	54%	37%	37%	59%	39%	17%	37%	23%	42%	42%
		d	d	d		d		f			klm	l		l		n	n
Only one site or app used	1479	1221	134	81	43	1479	1290	188	287	1191	308	668	503	1479	274	553	368
	24%	23%	26%	29%	28%	24%	24%	22%	31%	23%	22%	24%	26%	24%	28%	23%	22%
			ae	a					i				j		op		
More than one site or app used	2397	2021	204	100	72	2397	2194	203	303	2095	281	1019	1097	2397	490	840	611
	39%	39%	39%	36%	47%	39%	41%	24%	32%	40%	20%	37%	57%	39%	49%	35%	36%
				abce	g				h			j	jkm	j	op		
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 7)	1.3	1.3	1.3	1.3	1.6	1.3	1.4	.9	1.2	1.4	.7	1.3	1.9	1.3	1.6	1.2	1.3
					abce		g		h			j	jkm	jk	op		o
Standard deviation	1.37	1.38	1.31	1.30	1.34	1.37	1.38	1.19	1.18	1.40	1.08	1.29	1.43	1.37	1.32	1.29	1.46
Standard error	.02	.02	.05	.05	.05	.02	.02	.04	.04	.02	.03	.02	.03	.02	.04	.03	.04

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

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
None used	2306	719	1475	1696	518
	37%	33%	42%	47%	24%
			a	d	
Only one site or app used	1479	483	853	857	494
	24%	22%	24%	24%	23%
More than one site or app used	2397	983	1191	1071	1142
	39%	45%	34%	30%	53%
		b			c
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 7)	1.3	1.5	1.2	1.0	1.8
		b			c
Standard deviation	1.37	1.41	1.33	1.25	1.42
Standard error	.02	.03	.02	.02	.03
Columns Tested: a,b - c,d					

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Yes	862	138	295	233	115	52	28	862	537	308	353	215	194	98	569	291	862
	14%	19%	26%	22%	11%	5%	3%	14%	18%	10%	20%	12%	15%	8%	16%	12%	14%
		defg	adefg	defg	ef	f		def	i		klmnop	m	kmo		kmo	m	kmo
No	5262	595	843	810	976	955	1084	5262	2369	2851	1410	1618	1083	1106	3028	2189	5262
	85%	80%	73%	76%	89%	94%	97%	85%	81%	89%	79%	88%	84%	90%	84%	87%	85%
		b			abcg	abcdg	abcdeg	abc		h		jlnp	j	jklnop	j	jlnp	j
Don't know	58	8	10	20	8	5	6	58	26	30	12	13	8	20	25	29	58
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
				efg									jkl				

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Yes	862 14%	725 14%	76 15%	35 13%	25 16%	862 14%	819 15%	43 5%	85 9%	777 15%	158 11%	371 13%	333 17%	862 14%	183 18%	290 12%	222 13%
No	5262 85%	4455 85%	438 84%	240 86%	129 83%	5262 85%	4476 84%	786 93%	834 89%	4429 84%	1239 87%	2372 86%	1587 82%	5262 85%	802 81%	2104 87%	1449 86%
Don't know	58 1%	51 1%	4 1%	2 1%	1 *%	58 1%	41 1%	17 2%	18 2%	40 1%	27 2%	13 *%	15 1%	58 1%	7 1%	18 1%	5 *%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Yes	862 14%	396 18% b	402 11%	294 8%	470 22% c
No	5262 85%	1761 81%	3107 88% a	3312 91% d	1659 77%
Don't know	58 1%	27 1% b	9 *%	19 1%	24 1% c

Columns Tested: a,b - c,d

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

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	826	150	246	240	96	47	47	826	511	304	324	178	193	130	502	323	826	
Effective Weighted Sample	566	98	173	164	73	36	27	566	348	211	230	121	138	85	350	221	566	
Total	862	138	295	233	115	52	28	862	537	308	353	215	194	98	569	291	862	
YouTube (Live)	483	69	170	143	**	**	**	483	341	137	209	110	111	53	319	164	483	
	56%	50%	58%	62%	**	**	**	56%	63%	45%	59%	51%	57%	54%	56%	56%	56%	
									i									
Instagram (Live)	473	81	175	132	**	**	**	473	304	165	212	114	110	35	326	145	473	
	55%	58%	59%	57%	**	**	**	55%	57%	54%	60%	53%	57%	36%	57%	50%	55%	
									mo	m	m			m	m	m		
Facebook (Live)	456	32	149	145	**	**	**	456	294	160	181	105	115	54	286	169	456	
	53%	23%	51%	62%	**	**	**	53%	55%	52%	51%	49%	59%	56%	50%	58%	53%	
			a	abg				a										
TikTok (LIVE)	393	71	151	112	**	**	**	393	226	156	181	99	70	43	281	113	393	
	46%	52%	51%	48%	**	**	**	46%	42%	51%	51%	46%	36%	43%	49%	39%	46%	
									lo					lo		l		
Twitch	155	31	67	46	**	**	**	155	119	34	76	29	28	23	104	51	155	
	18%	23%	23%	20%	**	**	**	18%	22%	11%	21%	13%	15%	23%	18%	18%	18%	
									i									
YouNow	59	4	24	22	**	**	**	59	48	11	41	6	8	4	47	13	59	
	7%	3%	8%	9%	**	**	**	7%	9%	4%	12%	3%	4%	4%	8%	4%	7%	
			a						i		klop				k			
I post or share my own live streamed videos to other apps/ sites	24	2	13	5	**	**	**	24	14	6	12	3	6	3	15	8	24	
	3%	2%	4%	2%	**	**	**	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%	
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	860	138	295	233	**	**	**	860	537	306	353	215	193	96	569	289	860	
	100%	100%	100%	100%	**	**	**	100%	100%	99%	100%	100%	100%	98%	100%	99%	100%	
															m			
Don't know	2	-	-	-	**	**	**	2	-	2	-	-	*	2	-	2	2	
	*%	-%	-%	-%	**	**	**	*%	-%	1%	-%	-%	*%	2%	-%	1%	*%	
														n				

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

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

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

Base : All respondents who live stream their own videos

	Total	NATION					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	826	566	80	75	105	826	779	47	84	742	129	353	344	826	175	293	214
Effective Weighted Sample	566	441	65	54	90	566	532	36	59	507	86	240	246	566	117	201	151
Total	862	725	76	35	25	862	819	43	85	777	158	371	333	862	183	290	222
YouTube (Live)	483 56%	415 57%	** **	** **	15 62%	483 56%	463 56%	** **	** **	450 58%	72 46%	217 59%	193 58%	483 56%	94 51%	156 54%	134 61%
Instagram (Live)	473 55%	418 58%	** **	** **	15 60%	473 55%	463 56%	** **	** **	438 56%	79 50%	198 53%	197 59%	473 55%	98 54%	152 52%	139 63%
Facebook (Live)	456 53%	383 53%	** **	** **	14 54%	456 53%	434 53%	** **	** **	420 54%	42 27%	195 53%	219 66%	456 53%	91 50%	158 54%	128 58%
TikTok (LIVE)	393 46%	332 46%	** **	** **	11 46%	393 46%	377 46%	** **	** **	365 47%	69 43%	147 40%	178 53%	393 46%	83 45%	132 45%	101 46%
Twitch	155 18%	133 18%	** **	** **	4 16%	155 18%	149 18%	** **	** **	148 19%	20 12%	63 17%	73 22%	155 18%	33 18%	43 15%	52 24%
YouNow	59 7%	54 7%	** **	** **	2 7%	59 7%	56 7%	** **	** **	56 7%	5 3%	21 6%	33 10%	59 7%	15 8%	15 5%	26 12%
I post or share my own live streamed videos to other apps/ sites	24 3%	22 3%	** **	** **	1 3%	24 3%	23 3%	** **	** **	20 3%	5 3%	10 3%	9 3%	24 3%	2 1%	6 2%	10 4%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	860 100%	723 100%	** **	** **	25 100%	860 100%	817 100%	** **	** **	777 100%	157 99%	370 100%	333 100%	860 100%	183 100%	290 100%	222 100%
Don't know	2 *%	2 *%	** **	** **	- -%	2 *%	2 *%	** **	** **	- -%	2 1%	* *%	- -%	2 *%	- -%	* *%	- -%

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

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

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

Base : All respondents who live stream their own videos

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	826	374	386	333	405
Effective Weighted Sample	566	250	270	213	298
Total	862	396	402	294	470
YouTube (Live)	483 56%	227 57%	216 54%	137 47%	283 60%
					c
Instagram (Live)	473 55%	219 55%	228 57%	146 50%	277 59%
					c
Facebook (Live)	456 53%	211 53%	214 53%	129 44%	280 60%
					c
TikTok (LIVE)	393 46%	184 46%	187 46%	131 45%	223 47%
Twitch	155 18%	79 20%	64 16%	53 18%	85 18%
YouNow	59 7%	41 10%	18 4%	13 4%	42 9%
		b			
I post or share my own live streamed videos to other apps/ sites	24 3%	12 3%	12 3%	8 3%	12 2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	860 100%	394 99%	402 100%	293 100%	470 100%
Don't know	2 *%	2 1%	- -%	* *%	- -%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
YouTube (Live)	483	69	170	143	61	26	13	483	341	137	209	110	111	53	319	164	483
	8%	9%	15%	13%	6%	3%	1%	8%	12%	4%	12%	6%	9%	4%	9%	7%	8%
		def	defg	defg	ef	f	def		i		klmnop		kmo		kmo	m	km
Instagram (Live)	473	81	175	132	52	22	12	473	304	165	212	114	110	35	326	145	473
	8%	11%	15%	12%	5%	2%	1%	8%	10%	5%	12%	6%	9%	3%	9%	6%	8%
		defg	defg	defg	ef		def		i		klmnop	m	kmo		kmo	m	mo
Facebook (Live)	456	32	149	145	80	37	12	456	294	160	181	105	115	54	286	169	456
	7%	4%	13%	14%	7%	4%	1%	7%	10%	5%	10%	6%	9%	4%	8%	7%	7%
		f	defg	defg	aef	f	aef		i		kmnop		kmo		km	m	m
TikTok (LIVE)	393	71	151	112	34	11	14	393	226	156	181	99	70	43	281	113	393
	6%	10%	13%	11%	3%	1%	1%	6%	8%	5%	10%	5%	5%	3%	8%	4%	6%
		defg	defg	defg	ef		def		i		klmnop	m	m		klmnop		mo
Twitch	155	31	67	46	7	3	1	155	119	34	76	29	28	23	104	51	155
	3%	4%	6%	4%	1%	1%	1%	3%	4%	1%	4%	2%	2%	2%	3%	2%	3%
		defg	defg	defg			def		i		klmnop				k		
YouNow	59	4	24	22	5	3	2	59	48	11	41	6	8	4	47	13	59
	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
			defg	defg			f		i		klmnop				kmo		k
I post or share my own live streamed videos to other apps/ sites	24	2	13	5	2	1	1	24	14	6	12	3	6	3	15	8	24
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			defg														
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	860	138	295	233	115	52	27	860	537	306	353	215	193	96	569	289	860
	14%	19%	26%	22%	11%	5%	2%	14%	18%	10%	20%	12%	15%	8%	16%	12%	14%
		defg	defg	defg	ef	f	def		i		klmnop	m	kmo		kmo	m	mo
DO NOT LIVE STREAM THEIR OWN VIDEOS	5262	595	843	810	976	955	1084	5262	2369	2851	1410	1618	1083	1106	3028	2189	5262
	85%	80%	73%	76%	89%	94%	97%	85%	81%	89%	79%	88%	84%	90%	84%	87%	85%
		b			abcb	abcdg	abcdeg	abc		h		jlmp	j	jklnop	j	jlmp	j

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

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

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Don't know	60	8	10	20	8	6	8	60	26	32	12	13	9	22	25	31	60
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
				efg									jklnp				
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 7)	.3	.4	.7	.6	.2	.1	*	.3	.5	.2	.5	.3	.3	.2	.4	.3	.3
		def	adefg	adefg	ef	f		def	i		klmnop	m	kmo		kmop	m	kmo
Standard deviation	.96	.96	1.34	1.24	.72	.50	.37	.96	1.13	.76	1.20	.81	.96	.73	1.03	.86	.96
Standard error	.01	.03	.04	.04	.02	.02	.01	.01	.02	.01	.03	.02	.03	.02	.02	.02	.01

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
YouTube (Live)	483	415	38	14	15	483	463	20	33	450	72	217	193	483	94	156	134
	8%	8%	7%	5%	10%	8%	9%	2%	3%	9%	5%	8%	10%	8%	9%	6%	8%
		c			c	c	g			h		j	jkm	j	o		
Instagram (Live)	473	418	28	13	15	473	463	11	35	438	79	198	197	473	98	152	139
	8%	8%	5%	5%	10%	8%	9%	1%	4%	8%	6%	7%	10%	8%	10%	6%	8%
		bc			bc	c	g			h			jkm	j	o		o
Facebook (Live)	456	383	40	19	14	456	434	21	36	420	42	195	219	456	91	158	128
	7%	7%	8%	7%	9%	7%	8%	3%	4%	8%	3%	7%	11%	7%	9%	7%	8%
							g			h		j	jkm	j	o		
TikTok (LIVE)	393	332	33	16	11	393	377	16	29	365	69	147	178	393	83	132	101
	6%	6%	6%	6%	7%	6%	7%	2%	3%	7%	5%	5%	9%	6%	8%	5%	6%
							g			h			jkm		o		
Twitch	155	133	10	8	4	155	149	6	8	148	20	63	73	155	33	43	52
	3%	3%	2%	3%	3%	3%	3%	1%	1%	3%	1%	2%	4%	3%	3%	2%	3%
							g			h			jkm	j	o		o
YouNow	59	54	3	1	2	59	56	3	3	56	5	21	33	59	15	15	26
	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	*%	1%	2%	1%	2%	1%	2%
													jkm		o		o
I post or share my own live streamed videos to other apps/ sites	24	22	-	1	1	24	23	*	4	20	5	10	9	24	2	6	10
	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	860	723	76	35	25	860	817	43	83	777	157	370	333	860	183	290	222
	14%	14%	15%	13%	16%	14%	15%	5%	9%	15%	11%	13%	17%	14%	18%	12%	13%
							g			h			jkm	j	op		
DO NOT LIVE STREAM THEIR OWN VIDEOS	5262	4455	438	240	129	5262	4476	786	834	4429	1239	2372	1587	5262	802	2104	1449
	85%	85%	84%	86%	83%	85%	84%	93%	89%	84%	87%	86%	82%	85%	81%	87%	86%
								f	i		l	l		l		n	n

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

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

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

Base : All respondents

	Total	NATION				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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Don't know	60	53	5	2	1	60	43	17	20	40	28	13	15	60	7	19	5
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%
					*			f	i		klm		k				*
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 7)	.3	.3	.3	.3	.4	.3	.4	.1	.2	.4	.2	.3	.5	.3	.4	.3	.4
					bc		g			h		j	jkm	j	o		o
Standard deviation	.96	.98	.82	.83	1.07	.96	1.01	.45	.60	1.01	.70	.89	1.20	.96	1.07	.85	1.04
Standard error	.01	.01	.03	.03	.04	.01	.01	.02	.02	.01	.02	.02	.03	.01	.03	.02	.03

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
YouTube (Live)	483 8%	227 10% b	216 6%	137 4%	283 13% c
Instagram (Live)	473 8%	219 10% b	228 6%	146 4%	277 13% c
Facebook (Live)	456 7%	211 10% b	214 6%	129 4%	280 13% c
TikTok (LIVE)	393 6%	184 8% b	187 5%	131 4%	223 10% c
Twitch	155 3%	79 4% b	64 2%	53 1%	85 4% c
YouNow	59 1%	41 2% b	18 1%	13 *%	42 2% c
I post or share my own live streamed videos to other apps/ sites	24 *%	12 1%	12 *%	8 *%	12 1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	860 14%	394 18% b	402 11%	293 8%	470 22% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
DO NOT LIVE STREAM THEIR OWN VIDEOS	5262 85%	1761 81%	3107 88% a	3312 91% d	1659 77%
Don't know	60 1%	29 1% b	9 *% c	20 1%	24 1% c
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 7)	.3	.4 b	.3	.2	.6 c
Standard deviation	.96	1.11	.86	.67	1.23
Standard error	.01	.02	.01	.01	.03
Columns Tested: a,b - c,d					

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
None used	5322	603	854	830	984	961	1091	5322	2394	2883	1422	1631	1092	1128	3053	2220	5322
	86%	81%	74%	78%	89%	95%	98%	86%	82%	90%	80%	88%	85%	92%	84%	88%	86%
		b			abcg	abcdg	abcdeg	abc		h		jln	j	jklnop	j	jlnp	j
Only one site or app used	285	56	100	55	40	23	11	285	154	121	84	83	72	44	167	116	285
	5%	8%	9%	5%	4%	2%	1%	5%	5%	4%	5%	4%	6%	4%	5%	5%	5%
		defg	cdefg	ef	f			ef	i				m				
More than one site or app used	575	82	196	178	76	29	15	575	383	185	269	133	121	52	402	173	575
	9%	11%	17%	17%	7%	3%	1%	9%	13%	6%	15%	7%	9%	4%	11%	7%	9%
		def	adefg	adefg	ef			def	i		klmnop	m	mo		kmop	m	kmo
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 7)	.3	.4	.7	.6	.2	.1	*	.3	.5	.2	.5	.3	.3	.2	.4	.3	.3
		def	adefg	adefg	ef	f		def	i		klmnop	m	kmo		kmop	m	kmo
Standard deviation	.96	.96	1.34	1.24	.72	.50	.37	.96	1.13	.76	1.20	.81	.96	.73	1.03	.86	.96
Standard error	.01	.03	.04	.04	.02	.02	.01	.01	.02	.01	.03	.02	.03	.02	.02	.02	.01

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
None used	5322	4507	443	243	129	5322	4519	803	854	4469	1268	2385	1602	5322	809	2123	1454
	86%	86%	85%	87%	84%	86%	85%	95%	91%	85%	89%	87%	83%	86%	82%	88%	87%
								f	i		lm	l		l		n	n
Only one site or app used	285	225	34	16	9	285	264	21	48	237	83	114	88	285	69	94	60
	5%	4%	7%	6%	6%	5%	5%	2%	5%	5%	6%	4%	5%	5%	7%	4%	4%
			a				g								op		
More than one site or app used	575	498	42	19	16	575	553	22	36	539	74	256	245	575	113	196	162
	9%	10%	8%	7%	10%	9%	10%	3%	4%	10%	5%	9%	13%	9%	11%	8%	10%
					c		g			h		j	jkm	j	o		
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 7)	.3	.3	.3	.3	.4	.3	.4	.1	.2	.4	.2	.3	.5	.3	.4	.3	.4
					bc		g			h		j	jkm	j	o		o
Standard deviation	.96	.98	.82	.83	1.07	.96	1.01	.45	.60	1.01	.70	.89	1.20	.96	1.07	.85	1.04
Standard error	.01	.01	.03	.03	.04	.01	.01	.02	.02	.01	.02	.02	.03	.01	.03	.02	.03

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
None used	5322	1790	3117	3331	1684
	86%	82%	89%	92%	78%
		a	d		
Only one site or app used	285	120	140	123	124
	5%	6%	4%	3%	6%
		b			c
More than one site or app used	575	274	262	171	346
	9%	13%	7%	5%	16%
		b			c
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 7)	.3	.4	.3	.2	.6
		b			c
Standard deviation	.96	1.11	.86	.67	1.23
Standard error	.01	.02	.01	.01	.03
Columns Tested: a,b - c,d					

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

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	3876	648	927	820	672	470	339	3876	1914	1914	1155	1122	848	720	2277	1568	3876
	63%	87%	81%	77%	61%	46%	30%	63%	65%	60%	65%	61%	66%	59%	63%	62%	63%
		bcdefg	defg	defg	ef	f		ef	i		km		km		m		m
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	860	138	295	233	115	52	27	860	537	306	353	215	193	96	569	289	860
	14%	19%	26%	22%	11%	5%	2%	14%	18%	10%	20%	12%	15%	8%	16%	12%	14%
		defg	adefg	defg	ef	f		def	i		klmnop	m	kmo		kmo	m	mo
TOTAL - EITHER OF THESE ACTIVITIES	3893	651	932	823	673	472	341	3893	1924	1920	1164	1125	852	721	2289	1574	3893
	63%	88%	81%	78%	61%	47%	31%	63%	66%	60%	66%	61%	66%	59%	63%	63%	63%
		bcdefg	defg	defg	ef	f		ef	i		km		km		m	m	m
TOTAL - BOTH OF THESE ACTIVITIES	843	135	290	229	114	50	25	843	526	300	345	212	189	95	557	284	843
	14%	18%	25%	22%	10%	5%	2%	14%	18%	9%	19%	12%	15%	8%	15%	11%	14%
		defg	adefg	defg	ef	f		def	i		klmnop	m	kmo		kmo	m	mo
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	2289	90	217	239	426	541	777	2289	1007	1269	612	721	433	503	1333	936	2289
	37%	12%	19%	22%	39%	53%	69%	37%	34%	40%	34%	39%	34%	41%	37%	37%	37%
			a	a	abc	abcdg	abcdeg	abc		h		jl		jnop			

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

All interviewing conducted using an online panel. Any break column with 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	3876	3242	338	181	114	3876	3484	392	590	3286	589	1687	1600	3876	763	1393	979
	63%	62%	65%	65%	74%	63%	65%	46%	63%	63%	41%	61%	83%	63%	77%	58%	58%
					abce		g					j	jkm	j	op		
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	860	723	76	35	25	860	817	43	83	777	157	370	333	860	183	290	222
	14%	14%	15%	13%	16%	14%	15%	5%	9%	15%	11%	13%	17%	14%	18%	12%	13%
							g			h			jkm	j	op		
TOTAL - EITHER OF THESE ACTIVITIES	3893	3257	340	181	115	3893	3501	392	596	3297	596	1693	1604	3893	764	1395	990
	63%	62%	65%	65%	74%	63%	66%	46%	64%	63%	42%	61%	83%	63%	77%	58%	59%
					abce		g					j	jkm	j	op		
TOTAL - BOTH OF THESE ACTIVITIES	843	708	75	35	25	843	800	43	77	766	149	364	329	843	182	288	211
	14%	14%	14%	13%	16%	14%	15%	5%	8%	15%	10%	13%	17%	14%	18%	12%	13%
							g			h		j	jkm	j	op		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	2289	1974	179	97	40	2289	1835	454	341	1948	828	1062	330	2289	227	1018	686
	37%	38%	35%	35%	26%	37%	34%	54%	36%	37%	58%	39%	17%	37%	23%	42%	41%
		d	d	d		d		f			klm	l		l		n	n

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

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

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	3876 63%	1465 67% b	2044 58%	1929 53%	1636 76% c
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	860 14%	394 18% b	402 11%	293 8%	470 22% c
TOTAL - EITHER OF THESE ACTIVITIES	3893 63%	1476 68% b	2048 58%	1935 53%	1642 76% c
TOTAL - BOTH OF THESE ACTIVITIES	843 14%	383 18% b	398 11%	287 8%	464 22% c
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	2289 37%	708 32%	1471 42% a	1689 47% d	511 24%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Facebook	4265	372	840	799	843	723	689	4265	1877	2358	1155	1258	934	887	2413	1821	4265
	69%	50%	73%	75%	77%	71%	62%	69%	64%	74%	65%	68%	73%	72%	67%	73%	69%
			afg	afg	aefg	af	a	af		h			jkn	jkn	jkn	j	
Instagram	3166	593	843	677	520	339	194	3166	1311	1813	994	980	675	496	1975	1171	3166
	51%	80%	73%	64%	47%	33%	17%	51%	45%	57%	56%	53%	53%	41%	55%	47%	51%
		bcdefg	cdefg	defg	ef	f		ef		h	mop	mo	mo		mop	m	mo
TikTok	2094	550	610	419	284	156	75	2094	895	1166	636	614	469	360	1250	830	2094
	34%	74%	53%	39%	26%	15%	7%	34%	31%	37%	36%	33%	37%	29%	35%	33%	34%
		bcdefg	cdefg	defg	ef	f		def		h	m		m		m	m	m
X/Twitter (amended to X/Twitter at Wave 2)	1792	275	425	351	337	246	158	1792	1002	763	574	572	358	277	1145	636	1792
	29%	37%	37%	33%	31%	24%	14%	29%	34%	24%	32%	31%	28%	23%	32%	25%	29%
		defg	defg	efg	ef	f		ef	i		lmop	mo	m		lmop		mo
Snapchat	1605	543	500	274	170	78	40	1605	703	877	507	471	346	265	978	611	1605
	26%	73%	44%	26%	15%	8%	4%	26%	24%	27%	29%	26%	27%	22%	27%	24%	26%
		bcdefg	cdefg	def	ef	f		def		h	mo	m	m		m		m
Pinterest	1175	246	267	224	167	161	109	1175	328	821	363	375	245	185	737	430	1175
	19%	33%	23%	21%	15%	16%	10%	19%	11%	26%	20%	20%	19%	15%	20%	17%	19%
		bcdefg	defg	def	f	f		df		h	mo	mo	m		mo		m
LinkedIn	1117	88	297	256	205	170	101	1117	611	500	469	391	162	93	859	255	1117
	18%	12%	26%	24%	19%	17%	9%	18%	21%	16%	26%	21%	13%	8%	24%	10%	18%
			adefg	adefg	af	af		af	i		klmop	lmop	m		lmop	m	lmo
Reddit	744	172	245	156	88	54	30	744	466	262	258	247	130	102	505	232	744
	12%	23%	21%	15%	8%	5%	3%	12%	16%	8%	15%	13%	10%	8%	14%	9%	12%
		cdefg	cdefg	defg	f	f		def	i		lmop	lmo			lmop		mo
BeReal	261	151	64	23	13	6	5	261	113	145	113	75	38	34	188	71	261
	4%	20%	6%	2%	1%	1%	*%	4%	4%	5%	6%	4%	3%	3%	5%	3%	4%
		bcdefg	cdef	ef				cdef			klmop				lmo		mo
Tumblr	220	46	82	46	22	11	13	220	119	95	82	75	35	29	157	64	220
	4%	6%	7%	4%	2%	1%	1%	4%	4%	3%	5%	4%	3%	2%	4%	3%	4%
		defg	cdefg	def				def			lmo	mo			lmo		o

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

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Yubo	88	37	28	13	2	1	7	88	49	36	30	24	17	14	54	31	88
	1%	5%	2%	1%	*%	*%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		bcdefg	defg	de				de									
I use other social media apps or sites	111	13	25	8	15	27	24	111	51	56	44	26	13	26	70	39	111
	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%
			c			c	c	c			l						
USES ANY APPS OR SITES FOR SOCIAL MEDIA	5529	731	1124	1013	1010	858	793	5529	2547	2924	1582	1662	1170	1071	3243	2241	5529
	89%	99%	98%	95%	92%	85%	71%	89%	87%	92%	89%	90%	91%	87%	90%	89%	89%
		cdefg	cdefg	defg	efg	f		ef		h			m				
None/ I do not use any social media apps or sites	605	2	20	43	76	152	312	605	360	245	186	169	106	137	355	243	605
	10%	*%	2%	4%	7%	15%	28%	10%	12%	8%	11%	9%	8%	11%	10%	10%	10%
			a	ab	abc	abcdg	abcdeg	abcd	i					l			
Don't know	48	8	5	7	13	3	14	48	25	20	7	16	9	16	23	25	48
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
														j			
ONLY USES FACEBOOK	987	7	77	97	197	238	371	987	438	544	200	280	216	279	480	495	987
	16%	1%	7%	9%	18%	24%	33%	16%	15%	17%	11%	15%	17%	23%	13%	20%	16%
			a	a	abc	abcdg	abcdeg	abc				j	jn	jklnp		jknp	jn
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 12)	2.7	4.2	3.7	3.1	2.4	1.9	1.3	2.7	2.6	2.8	2.9	2.8	2.7	2.3	2.9	2.5	2.7
		bcdefg	cdefg	defg	ef	f		def		h	klmop	mo	mo		lmop	m	mo
Standard deviation	2.02	2.02	2.12	1.89	1.65	1.56	1.33	2.02	2.05	1.97	2.16	1.99	1.92	1.86	2.08	1.90	2.02
Standard error	.03	.07	.07	.06	.05	.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.

IN13. Which, if any, of these social media apps/ sites do you use? (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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Facebook	4265	3610	345	197	112	4265	3676	589	654	3610	817	1879	1542	4265	694	1726	1166
	69%	69%	67%	71%	73%	69%	69%	70%	70%	69%	57%	68%	80%	69%	70%	72%	70%
					b							j	jkm	j			
Instagram	3166	2681	249	144	92	3166	2814	352	457	2709	447	1401	1311	3166	573	1077	944
	51%	51%	48%	52%	60%	51%	53%	42%	49%	52%	31%	51%	68%	51%	58%	45%	56%
					abce		g					j	jkm	j	o		o
TikTok	2094	1767	163	101	64	2094	1924	169	327	1767	313	869	910	2094	450	676	553
	34%	34%	31%	36%	41%	34%	36%	20%	35%	34%	22%	32%	47%	34%	45%	28%	33%
					abe		g					j	jkm	j	op		o
X/Twitter (amended to X/Twitter at Wave 2)	1792	1493	158	83	57	1792	1606	187	165	1627	178	750	861	1792	287	644	599
	29%	29%	31%	30%	37%	29%	30%	22%	18%	31%	12%	27%	45%	29%	29%	27%	36%
					abce		g			h		j	jkm	j			no
Snapchat	1605	1324	155	75	50	1605	1476	129	280	1325	270	682	648	1605	385	502	370
	26%	25%	30%	27%	32%	26%	28%	15%	30%	25%	19%	25%	34%	26%	39%	21%	22%
			a		ae		g		i			j	jkm	j	op		
Pinterest	1175	981	107	55	31	1175	1047	128	137	1038	151	465	558	1175	199	398	343
	19%	19%	21%	20%	20%	19%	20%	15%	15%	20%	11%	17%	29%	19%	20%	17%	20%
							g			h		j	jkm	jk	o		o
LinkedIn	1117	953	89	44	31	1117	1001	116	94	1023	74	430	611	1117	131	349	475
	18%	18%	17%	16%	20%	18%	19%	14%	10%	20%	5%	16%	32%	18%	13%	14%	28%
							g			h		j	jkm	jk			no
Reddit	744	619	78	25	21	744	675	69	60	684	55	268	420	744	113	258	240
	12%	12%	15%	9%	14%	12%	13%	8%	6%	13%	4%	10%	22%	12%	11%	11%	14%
			ac		c		g			h		j	jkm	jk			o
BeReal	261	220	21	10	10	261	241	20	33	229	37	118	106	261	64	75	57
	4%	4%	4%	4%	6%	4%	5%	2%	3%	4%	3%	4%	5%	4%	6%	3%	3%
					ae		g					j	j	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Tumblr	220 4%	180 3%	26 5%	10 4%	4 3%	220 4%	204 4%	16 2%	20 2%	200 4%	16 1%	72 3%	133 7%	220 4%	43 4%	63 3%	71 4%
Yubo	88 1%	81 2%	3 1%	2 1%	2 1%	88 1%	86 2%	2 *%	8 1%	80 2%	16 1%	33 1%	39 2%	88 1%	18 2%	29 1%	22 1%
I use other social media apps or sites	111 2%	90 2%	9 2%	8 3%	4 3%	111 2%	94 2%	18 2%	14 1%	98 2%	18 1%	36 1%	57 3%	111 2%	13 1%	44 2%	31 2%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	5529 89%	4667 89%	468 90%	249 90%	145 94% abce	5529 89%	4805 90% g	724 86%	851 91%	4678 89%	1132 79%	2501 91% j	1867 97% jkm	5529 89% j	937 94% op	2103 87%	1508 90% o
None/ I do not use any social media apps or sites	605 10%	521 10% d	48 9%	27 10% d	9 6%	605 10% d	487 9%	118 14% f	74 8%	531 10%	262 18% klm	246 9% l	62 3%	605 10% l	49 5%	301 12% np	164 10% n
Don't know	48 1%	43 1%	4 1%	1 *%	1 *%	48 1%	44 1%	4 *%	12 1%	36 1%	31 2% klm	8 *%	5 *%	48 1% kl	5 1%	8 *%	4 *%
ONLY USES FACEBOOK	987 16% d	841 16% d	84 16% d	44 16%	18 12%	987 16% d	804 15%	183 22% f	181 19% i	805 15%	380 27% klm	477 17% l	113 6%	987 16% l	152 15%	473 20% np	206 12%
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 12)	2.7	2.7	2.7	2.7	3.1 abce	2.7	2.8 g	2.1	2.4	2.7 h	1.7	2.5 j	3.7 jkm	2.7 jk	3.0 o	2.4 o	2.9 o
Standard deviation	2.02	2.02	2.00	1.95	1.94	2.02	2.05	1.69	1.75	2.06	1.55	1.77	2.18	2.02	1.98	1.90	2.13
Standard error	.03	.03	.08	.08	.08	.03	.03	.06	.06	.03	.04	.03	.05	.03	.06	.04	.05

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Facebook	4265 69%	1488 68%	2478 70%	2403 66%	1628 76% c
Instagram	3166 51%	1103 51%	1796 51%	1554 43%	1402 65% c
TikTok	2094 34%	804 37% b	1099 31%	972 27%	962 45% c
X/Twitter (amended to X/Twitter at Wave 2)	1792 29%	569 26%	1104 31% a	963 27%	737 34% c
Snapchat	1605 26%	633 29% b	782 22%	727 20%	727 34% c
Pinterest	1175 19%	483 22% b	612 17%	627 17%	463 21% c
LinkedIn	1117 18%	351 16%	704 20% a	585 16%	476 22% c
Reddit	744 12%	315 14% b	367 10%	410 11%	285 13%
BeReal	261 4%	137 6% b	110 3%	147 4%	94 4%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Tumblr	220 4%	109 5% b	94 3%	112 3%	87 4%
Yubo	88 1%	52 2% b	28 1%	35 1%	41 2% c
I use other social media apps or sites	111 2%	45 2%	55 2%	72 2%	28 1%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	5529 89%	1967 90%	3120 89%	3099 85%	2064 96% c
None/ I do not use any social media apps or sites	605 10%	194 9%	386 11% a	507 14% d	83 4%
Don't know	48 1%	23 1% b	12 *%	19 1%	7 *%
ONLY USES FACEBOOK	987 16%	357 16%	562 16%	729 20% d	212 10%
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 12)	2.7	2.8 b	2.6	2.4	3.2 c
Standard deviation	2.02	2.12	1.96	1.97	1.98
Standard error	.03	.04	.03	.03	.05

Columns Tested: a,b - c,d

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
None used	653	10	25	49	89	155	325	653	384	265	193	185	115	153	378	269	653
	11%	1%	2%	5%	8%	15%	29%	11%	13%	8%	11%	10%	9%	13%	10%	11%	11%
				ab	abc	abcdg	abcdeg	abcd		i				l			
Only one site or app used	1435	61	158	179	273	328	436	1435	681	743	333	404	313	367	738	681	1435
	23%	8%	14%	17%	25%	32%	39%	23%	23%	23%	19%	22%	24%	30%	20%	27%	23%
			a	a	abc	abcdg	abcdeg	abc					jn	jklnp		jknp	jn
More than one site or app used	4094	671	965	834	738	529	357	4094	1866	2182	1248	1257	857	704	2506	1560	4094
	66%	91%	84%	79%	67%	52%	32%	66%	64%	68%	70%	68%	67%	57%	69%	62%	66%
		bcdefg	cdefg	defg	ef	f		ef		h	mop	mo	mo		mop	m	mo
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of apps/ sites used (out of 12)	2.7	4.2	3.7	3.1	2.4	1.9	1.3	2.7	2.6	2.8	2.9	2.8	2.7	2.3	2.9	2.5	2.7
		bcdefg	cdefg	defg	ef	f		def		h	klmop	mo	mo		lmop	m	mo
Standard deviation	2.02	2.02	2.12	1.89	1.65	1.56	1.33	2.02	2.05	1.97	2.16	1.99	1.92	1.86	2.08	1.90	2.02
Standard error	.03	.07	.07	.06	.05	.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 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
None used	653	564	51	28	10	653	531	122	86	567	293	255	67	653	55	310	168
	11%	11%	10%	10%	6%	11%	10%	14%	9%	11%	21%	9%	3%	11%	6%	13%	10%
		d	d	d		d		f			klm	l		l		np	n
Only one site or app used	1435	1220	125	63	27	1435	1185	250	265	1170	540	671	205	1435	214	617	332
	23%	23%	24%	23%	18%	23%	22%	30%	28%	22%	38%	24%	11%	23%	22%	26%	20%
		d	d			d		f	i		klm	l		l		np	
More than one site or app used	4094	3447	343	186	117	4094	3620	474	587	3507	591	1830	1662	4094	722	1487	1176
	66%	66%	66%	67%	76%	66%	68%	56%	63%	67%	42%	66%	86%	66%	73%	62%	70%
					abce		g		h			j	jkm	j	o		o
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of apps/ sites used (out of 12)	2.7	2.7	2.7	2.7	3.1	2.7	2.8	2.1	2.4	2.7	1.7	2.5	3.7	2.7	3.0	2.4	2.9
					abce		g		h			j	jkm	jk	o		o
Standard deviation	2.02	2.02	2.00	1.95	1.94	2.02	2.05	1.69	1.75	2.06	1.55	1.77	2.18	2.02	1.98	1.90	2.13
Standard error	.03	.03	.08	.08	.08	.03	.03	.06	.06	.03	.04	.03	.05	.03	.06	.04	.05

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

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
None used	653 11%	217 10%	398 11%	526 15% d	90 4%
Only one site or app used	1435 23%	500 23%	825 23%	994 27% d	340 16%
More than one site or app used	4094 66%	1468 67%	2295 65%	2104 58%	1724 80% c
Base for stats	6182	2184	3519	3625	2154
Mean number of apps/ sites used (out of 12)	2.7	2.8 b	2.6	2.4	3.2 c
Standard deviation	2.02	2.12	1.96	1.97	1.98
Standard error	.03	.04	.03	.03	.05
Columns Tested: a,b - c,d					

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

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

Base : All respondents who use social media apps or sites

	Total	AGE							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	5582	862	970	1091	910	812	937	5582	2556	2974	1529	1445	1184	1390	2974	2574	5582	
Effective Weighted Sample	3733	586	680	739	642	556	564	3733	1742	1959	1062	1014	794	877	2072	1656	3733	
Total	5529	731	1124	1013	1010	858	793	5529	2547	2924	1582	1662	1170	1071	3243	2241	5529	
Facebook	2645	66	323	489	581	574	613	2645	1159	1475	617	777	599	633	1394	1232	2645	
	48%	9%	29%	48%	58%	67%	77%	48%	45%	50%	39%	47%	51%	59%	43%	55%	48%	
			a	ab	abcg	abcdg	abcdeg	ab		h		jn	jn	jklnop	j	jknp	jn	
Instagram	1074	179	384	235	153	76	48	1074	407	655	362	342	239	122	704	360	1074	
	19%	24%	34%	23%	15%	9%	6%	19%	16%	22%	23%	21%	20%	11%	22%	16%	19%	
		defg	acdefg	defg	ef			def		h	mop	mo	mo		mop	m	mo	
TikTok	587	214	150	107	76	26	14	587	244	327	174	172	127	107	346	234	587	
	11%	29%	13%	11%	8%	3%	2%	11%	10%	11%	11%	10%	11%	10%	11%	10%	11%	
		bcdefg	defg	ef	ef			def										
X/Twitter (amended to X/Twitter at Wave 2)	462	32	88	91	108	93	49	462	332	125	162	146	75	77	308	152	462	
	8%	4%	8%	9%	11%	11%	6%	8%	13%	4%	10%	9%	6%	7%	10%	7%	8%	
			a	a	afg	af		a	i		lmo				lmo		o	
Snapchat	343	188	90	30	18	8	9	343	162	178	111	100	71	56	211	127	343	
	6%	26%	8%	3%	2%	1%	1%	6%	6%	6%	7%	6%	6%	5%	7%	6%	6%	
		bcdefg	cdef	ef				cdef										
Reddit	109	20	45	21	13	4	6	109	84	23	41	33	16	19	74	35	109	
	2%	3%	4%	2%	1%	*%	1%	2%	3%	1%	3%	2%	1%	2%	2%	2%	2%	
		ef	cdefg	ef				ef	i									
Pinterest	97	18	14	8	17	23	16	97	35	59	24	23	26	24	47	49	97	
	2%	3%	1%	1%	2%	3%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	
		c				c												
LinkedIn	96	1	7	18	23	29	18	96	66	30	46	35	4	11	81	15	96	
	2%	*%	1%	2%	2%	3%	2%	2%	3%	1%	3%	2%	*%	1%	2%	1%	2%	
				ab	ab	abg	ab	ab	i		lmop	lo			lmop		lo	
Tumblr	19	6	5	4	2	2	2	19	10	7	11	6	1	1	17	2	19	
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	
											lo				o			
BeReal	9	-	5	1	3	-	-	9	6	3	8	1	-	*	9	*	9	
	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	
											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.

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	5582	862	970	1091	910	812	937	5582	2556	2974	1529	1445	1184	1390	2974	2574	5582
Effective Weighted Sample	3733	586	680	739	642	556	564	3733	1742	1959	1062	1014	794	877	2072	1656	3733
Total	5529	731	1124	1013	1010	858	793	5529	2547	2924	1582	1662	1170	1071	3243	2241	5529
Yubo	6	1	2	3	-	-	-	6	4	2	2	5	-	-	6	-	6
	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
												o					
Other social media app or site	56	3	8	4	9	16	16	56	21	31	18	18	6	11	36	18	56
	1%	*%	1%	*%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
						ac	abcg										
Don't know	25	4	4	1	7	8	2	25	16	9	6	4	7	8	10	15	25
	*%	*%	*%	*%	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	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5582	3888	567	552	575	5582	4920	662	797	4785	1041	2563	1955	5582	976	2208	1448
Effective Weighted Sample	3733	2904	438	432	476	3733	3306	435	508	3236	657	1722	1363	3733	644	1439	1022
Total	5529	4667	468	249	145	5529	4805	724	851	4678	1132	2501	1867	5529	937	2103	1508
Facebook	2645	2237	219	127	63	2645	2225	421	446	2199	633	1199	789	2645	414	1181	671
	48%	48%	47%	51%	44%	48%	46%	58%	52%	47%	56%	48%	42%	48%	44%	56%	45%
				d				f	i		klm	l		l		np	
Instagram	1074	917	81	46	29	1074	966	108	132	942	149	483	438	1074	179	332	372
	19%	20%	17%	19%	20%	19%	20%	15%	16%	20%	13%	19%	23%	19%	19%	16%	25%
							g		h			j	jkm	j			no
TikTok	587	484	59	27	18	587	536	51	115	472	123	251	213	587	137	185	123
	11%	10%	13%	11%	12%	11%	11%	7%	14%	10%	11%	10%	11%	11%	15%	9%	8%
							g		i						op		
X/Twitter (amended to X/Twitter at Wave 2)	462	391	36	20	15	462	411	51	40	422	52	195	215	462	54	176	178
	8%	8%	8%	8%	10%	8%	9%	7%	5%	9%	5%	8%	12%	8%	6%	8%	12%
									h			j	jkm	j		n	no
Snapchat	343	292	26	15	10	343	323	20	73	271	86	188	69	343	97	91	44
	6%	6%	6%	6%	7%	6%	7%	3%	9%	6%	8%	8%	4%	6%	10%	4%	3%
							g		i		l	l		l	op		
Reddit	109	89	13	3	4	109	88	21	5	104	11	41	56	109	18	39	29
	2%	2%	3%	1%	3%	2%	2%	3%	1%	2%	1%	2%	3%	2%	2%	2%	2%
									h				jkm				
Pinterest	97	82	10	3	2	97	74	22	16	81	35	38	23	97	15	32	22
	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	3%	2%	1%	2%	2%	2%	1%
								f			klm						
LinkedIn	96	81	12	1	1	96	78	17	6	90	12	50	34	96	11	27	41
	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	3%
			c						h								no
Tumblr	19	16	2	1	*	19	19	-	1	18	2	11	6	19	*	7	3
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BeReal	9	9	-	-	-	9	9	-	-	9	5	3	2	9	3	5	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%

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

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

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

Base : All respondents who use social media apps or sites

	Total	NATION				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	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5582	3888	567	552	575	5582	4920	662	797	4785	1041	2563	1955	5582	976	2208	1448
Effective Weighted Sample	3733	2904	438	432	476	3733	3306	435	508	3236	657	1722	1363	3733	644	1439	1022
Total	5529	4667	468	249	145	5529	4805	724	851	4678	1132	2501	1867	5529	937	2103	1508
Yubo	6	5	1	*	-	6	5	1	-	6	*	6	-	6	-	3	1
	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%
Other social media app or site	56	45	5	3	2	56	46	10	11	45	16	23	17	56	4	20	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
Don't know	25	20	4	1	1	25	22	3	5	20	7	13	5	25	6	6	5
	*%	*%	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	5582	2069	3102	3358	1863
Effective Weighted Sample	3733	1349	2098	2185	1317
Total	5529	1967	3120	3099	2064
Facebook	2645 48%	924 47%	1553 50%	1574 51%	961 47%
Instagram	1074 19%	345 18%	629 20%	518 17%	465 23%
TikTok	587 11%	229 12%	292 9%	298 10%	230 11%
X/Twitter (amended to X/Twitter at Wave 2)	462 8%	122 6%	317 10%	270 9%	169 8%
Snapchat	343 6%	166 8%	123 4%	172 6%	130 6%
Reddit	109 2%	57 3%	44 1%	76 2%	25 1%
Pinterest	97 2%	49 2%	44 1%	58 2%	27 1%
LinkedIn	96 2%	28 1%	62 2%	60 2%	31 1%
Tumblr	19 *%	11 1%	7 *%	13 *%	4 *%
BeReal	9 *%	3 *%	6 *%	* *%	7 *%

Columns Tested: a,b - c,d

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

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

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5582	2069	3102	3358	1863
Effective Weighted Sample	3733	1349	2098	2185	1317
Total	5529	1967	3120	3099	2064
Yubo	6 *%	5 *%	1 *%	- -%	5 *%
Other social media app or site	56 1%	17 1%	31 1%	44 1% d	5 *%
Don't know	25 *%	11 1%	11 *%	17 1%	5 *%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Facebook	2645	66	323	489	581	574	613	2645	1159	1475	617	777	599	633	1394	1232	2645
	43%	9%	28%	46%	53%	57%	55%	43%	40%	46%	35%	42%	47%	52%	38%	49%	43%
			a	ab	abcg	abcg	abcg	ab		h		jn	jknp	jklnp	j	jknp	jn
Instagram	1074	179	384	235	153	76	48	1074	407	655	362	342	239	122	704	360	1074
	17%	24%	33%	22%	14%	7%	4%	17%	14%	21%	20%	19%	19%	10%	19%	14%	17%
		defg	acdefg	defg	ef	f		def		h	mop	mo	mo		mop	m	mo
TikTok	587	214	150	107	76	26	14	587	244	327	174	172	127	107	346	234	587
	9%	29%	13%	10%	7%	3%	1%	9%	8%	10%	10%	9%	10%	9%	10%	9%	9%
		bcdefg	defg	def	ef			def		h							
X/Twitter (amended to X/Twitter at Wave 2)	462	32	88	91	108	93	49	462	332	125	162	146	75	77	308	152	462
	7%	4%	8%	9%	10%	9%	4%	7%	11%	4%	9%	8%	6%	6%	9%	6%	7%
			af	af	afg	af		af	i		lmo				lmo		o
Snapchat	343	188	90	30	18	8	9	343	162	178	111	100	71	56	211	127	343
	6%	25%	8%	3%	2%	1%	1%	6%	6%	6%	6%	5%	6%	5%	6%	5%	6%
		bcdefg	cdefg	ef				cdef									
Reddit	109	20	45	21	13	4	6	109	84	23	41	33	16	19	74	35	109
	2%	3%	4%	2%	1%	*%	1%	2%	3%	1%	2%	2%	1%	2%	2%	1%	2%
		def	cdefg	ef				ef	i								
Pinterest	97	18	14	8	17	23	16	97	35	59	24	23	26	24	47	49	97
	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%
		c				c											
LinkedIn	96	1	7	18	23	29	18	96	66	30	46	35	4	11	81	15	96
	2%	*%	1%	2%	2%	3%	2%	2%	2%	1%	3%	2%	*%	1%	2%	1%	2%
				a	ab	abg	a	ab	i		lmop	lo			lmop		lo
Tumblr	19	6	5	4	2	2	2	19	10	7	11	6	1	1	17	2	19
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
											lo				o		
BeReal	9	-	5	1	3	-	-	9	6	3	8	1	-	*	9	*	9
	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
											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	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Yubo	6	1	2	3	-	-	-	6	4	2	2	5	-	-	6	-	6
	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
Other social media app or site	56	3	8	4	9	16	16	56	21	31	18	18	6	11	36	18	56
	1%	*%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
						ac	c										
Don't know	73	11	8	7	20	11	16	73	41	29	13	20	16	24	33	40	73
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
					c									jn	jn		
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	5504	728	1120	1012	1003	850	790	5504	2531	2915	1576	1657	1163	1063	3233	2226	5504
	89%	98%	98%	95%	91%	84%	71%	89%	86%	91%	89%	90%	90%	87%	89%	89%	89%
		cdefg	cdefg	defg	ef	f	ef			h		m	m		m		m
DO NOT USE SOCIAL MEDIA SITES OR APPS	605	2	20	43	76	152	312	605	360	245	186	169	106	137	355	243	605
	10%	*%	2%	4%	7%	15%	28%	10%	12%	8%	11%	9%	8%	11%	10%	10%	10%
			a	ab	abc	abcdg	abcdeg	abcd	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Facebook	2645 43%	2237 43%	219 42%	127 46%	63 41%	2645 43%	2225 42%	421 50% f	446 48% i	2199 42%	633 44%	1199 44%	789 41%	2645 43%	414 42%	1181 49% np	671 40%
Instagram	1074 17%	917 18%	81 16%	46 17%	29 19%	1074 17%	966 18% g	108 13%	132 14%	942 18% h	149 10%	483 18% j	438 23% jkm	1074 17% j	179 18% o	332 14%	372 22% no
TikTok	587 9%	484 9%	59 11%	27 10%	18 11%	587 9%	536 10% g	51 6%	115 12% i	472 9%	123 9%	251 9%	213 11%	587 9%	137 14% op	185 8%	123 7%
X/Twitter (amended to X/Twitter at Wave 2)	462 7%	391 7%	36 7%	20 7%	15 9%	462 7%	411 8%	51 6%	40 4% h	422 8% h	52 4%	195 7% j	215 11% jkm	462 7% j	54 5%	176 7%	178 11% no
Snapchat	343 6%	292 6%	26 5%	15 6%	10 6%	343 6%	323 6% g	20 2%	73 8% i	271 5%	86 6% l	188 7% l	69 4%	343 6% l	97 10% op	91 4%	44 3%
Reddit	109 2%	89 2%	13 2%	3 1%	4 3%	109 2%	88 2%	21 2%	5 1%	104 2% h	11 1%	41 1%	56 3% jkm	109 2% j	18 2%	39 2%	29 2%
Pinterest	97 2%	82 2%	10 2%	3 1%	2 1%	97 2%	74 1%	22 3% f	16 2%	81 2%	35 2% kl	38 1%	23 1%	97 2%	15 1%	32 1%	22 1%
LinkedIn	96 2%	81 2%	12 2% c	1 *%	1 1%	96 2%	78 1%	17 2%	6 1%	90 2% h	12 1%	50 2%	34 2%	96 2%	11 1%	27 1%	41 2% no
Tumblr	19 *%	16 *%	2 *%	1 *%	* *%	19 *%	19 *%	- -%	1 *%	18 *%	2 *%	11 *%	6 *%	19 *%	* *%	7 *%	3 *%
BeReal	9 *%	9 *%	- -%	- -%	- -%	9 *%	9 *%	- -%	- -%	9 *%	5 *%	3 *%	2 *%	9 *%	3 *%	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	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Yubo	6	5	1	*	-	6	5	1	-	6	*	6	-	6	-	3	1
	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%
Other social media app or site	56	45	5	3	2	56	46	10	11	45	16	23	17	56	4	20	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
Don't know	73	63	7	2	1	73	67	7	17	56	38	21	11	73	11	15	9
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%
											klm			l			
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	5504	4647	464	248	144	5504	4782	721	846	4658	1125	2488	1862	5504	931	2097	1502
	89%	89%	89%	89%	93%	89%	90%	85%	90%	89%	79%	90%	96%	89%	94%	87%	90%
					abce		g					j	jkm	j	op		o
DO NOT USE SOCIAL MEDIA SITES OR APPS	605	521	48	27	9	605	487	118	74	531	262	246	62	605	49	301	164
	10%	10%	9%	10%	6%	10%	9%	14%	8%	10%	18%	9%	3%	10%	5%	12%	10%
		d		d		d		f			klm	l		l		np	n

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Facebook	2645 43%	924 42%	1553 44%	1574 43%	961 45%
Instagram	1074 17%	345 16%	629 18%	518 14%	465 22% c
TikTok	587 9%	229 10% b	292 8%	298 8%	230 11% c
X/Twitter (amended to X/Twitter at Wave 2)	462 7%	122 6%	317 9% a	270 7%	169 8%
Snapchat	343 6%	166 8% b	123 3%	172 5%	130 6%
Reddit	109 2%	57 3% b	44 1%	76 2% d	25 1%
Pinterest	97 2%	49 2% b	44 1%	58 2%	27 1%
LinkedIn	96 2%	28 1%	62 2%	60 2%	31 1%
Tumblr	19 *%	11 1%	7 *%	13 *%	4 *%
BeReal	9 *%	3 *%	6 *%	* *%	7 *% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Yubo	6 *%	5 *%	1 *%	- -%	5 *%
Other social media app or site	56 1%	17 1%	31 1%	44 1% d	5 *%
Don't know	73 1%	34 2% b	23 1%	36 1%	12 1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	5504 89%	1956 90%	3109 88%	3082 85%	2058 96% c
DO NOT USE SOCIAL MEDIA SITES OR APPS	605 10%	194 9%	386 11% a	507 14% d	83 4%

Columns Tested: a,b - c,d

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

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	5582	862	970	1091	910	812	937	5582	2556	2974	1529	1445	1184	1390	2974	2574	5582
Effective Weighted Sample	3733	586	680	739	642	556	564	3733	1742	1959	1062	1014	794	877	2072	1656	3733
Total	5529	731	1124	1013	1010	858	793	5529	2547	2924	1582	1662	1170	1071	3243	2241	5529
I often share, post or comment on social media sites or apps	1409	223	416	316	208	143	103	1409	687	705	456	396	304	240	852	543	1409
	25%	30%	37%	31%	21%	17%	13%	25%	27%	24%	29%	24%	26%	22%	26%	24%	25%
		defg	acdefg	defg	f			def	i		kmop				m		
I sometimes share, post or comment on social media sites or apps	1835	226	367	361	384	274	223	1835	843	982	544	556	377	353	1099	730	1835
	33%	31%	33%	36%	38%	32%	28%	33%	33%	34%	34%	33%	32%	33%	34%	33%	33%
				f	abefg			f									
I usually just 'like' things on social media sites or apps	1230	200	234	197	215	186	197	1230	506	705	317	383	262	255	701	517	1230
	22%	27%	21%	19%	21%	22%	25%	22%	20%	24%	20%	23%	22%	24%	22%	23%	22%
		bcdefg					c			h				j			
I tend to only read things on these sites or apps and rarely like or post anything	1015	67	102	138	195	247	266	1015	496	513	258	321	219	206	580	425	1015
	18%	9%	9%	14%	19%	29%	34%	18%	19%	18%	16%	19%	19%	19%	18%	19%	18%
				ab	abc	abcdg	abcdg	abc									
Don't know	40	15	5	2	7	7	4	40	17	18	6	5	8	18	12	26	40
	1%	2%	*%	*%	1%	1%	*%	1%	1%	1%	*%	*%	1%	2%	*%	1%	1%
		bcdfg												jknp		jkp	
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	3244	449	783	677	593	418	326	3244	1529	1688	1000	952	681	592	1951	1273	3244
	59%	61%	70%	67%	59%	49%	41%	59%	60%	58%	63%	57%	58%	55%	60%	57%	59%
		ef	adefg	adefg	ef	f		ef			klmop				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	5582	3888	567	552	575	5582	4920	662	797	4785	1041	2563	1955	5582	976	2208	1448
Effective Weighted Sample	3733	2904	438	432	476	3733	3306	435	508	3236	657	1722	1363	3733	644	1439	1022
Total	5529	4667	468	249	145	5529	4805	724	851	4678	1132	2501	1867	5529	937	2103	1508
I often share, post or comment on social media sites or apps	1409 25%	1172 25%	128 27%	67 27%	42 29%	1409 25%	1262 26%	147 20%	188 22%	1221 26%	230 20%	566 23%	613 33%	1409 25%	308 33%	482 23%	373 25%
I sometimes share, post or comment on social media sites or apps	1835 33%	1551 33%	147 31%	90 36%	47 32%	1835 33%	1608 33%	227 31%	271 32%	1564 33%	301 27%	885 35%	642 34%	1835 33%	306 33%	695 33%	516 34%
I usually just 'like' things on social media sites or apps	1230 22%	1045 22%	95 20%	55 22%	34 24%	1230 22%	1072 22%	158 22%	242 28%	987 21%	289 26%	586 23%	346 19%	1230 22%	195 21%	497 24%	317 21%
I tend to only read things on these sites or apps and rarely like or post anything	1015 18%	866 19%	94 20%	34 14%	21 14%	1015 18%	835 17%	179 25%	134 16%	881 19%	285 25%	454 18%	265 14%	1015 18%	127 14%	423 20%	300 20%
Don't know	40 1%	33 1%	4 1%	2 1%	1 *%	40 1%	27 1%	13 2%	16 2%	25 1%	27 2%	9 *%	1 *%	40 1%	1 *%	8 *%	2 *%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	3244 59%	2723 58%	275 59%	158 63%	89 61%	3244 59%	2871 60%	374 52%	459 54%	2785 60%	531 47%	1452 58%	1255 67%	3244 59%	613 65%	1176 56%	889 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.

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

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5582	2069	3102	3358	1863
Effective Weighted Sample	3733	1349	2098	2185	1317
Total	5529	1967	3120	3099	2064
I often share, post or comment on social media sites or apps	1409 25%	545 28% b	733 23%	605 20%	703 34% c
I sometimes share, post or comment on social media sites or apps	1835 33%	682 35%	1030 33%	985 32%	728 35% c
I usually just 'like' things on social media sites or apps	1230 22%	425 22%	701 22%	753 24% d	393 19%
I tend to only read things on these sites or apps and rarely like or post anything	1015 18%	303 15%	649 21% a	731 24% d	239 12%
Don't know	40 1%	12 1%	7 *%	24 1% d	* *%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	3244 59%	1227 62% b	1763 57%	1591 51%	1431 69% c

Columns Tested: a,b - c,d

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

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	5582	862	970	1091	910	812	937	5582	2556	2974	1529	1445	1184	1390	2974	2574	5582
Effective Weighted Sample	3733	586	680	739	642	556	564	3733	1742	1959	1062	1014	794	877	2072	1656	3733
Total	5529	731	1124	1013	1010	858	793	5529	2547	2924	1582	1662	1170	1071	3243	2241	5529
Strongly disagree	599	55	71	75	97	137	163	599	298	300	165	209	117	105	375	222	599
	11%	8%	6%	7%	10%	16%	21%	11%	12%	10%	10%	13%	10%	10%	12%	10%	11%
					b	abcdg	abcdeg	abc				o					
Slightly disagree	657	93	125	110	125	111	93	657	281	370	194	233	112	116	427	228	657
	12%	13%	11%	11%	12%	13%	12%	12%	11%	13%	12%	14%	10%	11%	13%	10%	12%
												lmo			lo		
Neither agree nor disagree	2016	190	313	361	419	380	351	2016	879	1114	491	570	470	462	1061	931	2016
	36%	26%	28%	36%	41%	44%	44%	36%	35%	38%	31%	34%	40%	43%	33%	42%	36%
				ab	abcg	abcg	abcg	ab		h			jkn	jknp	jknp	jknp	jn
Slightly agree	1347	246	327	261	229	152	133	1347	627	704	426	403	273	231	829	505	1347
	24%	34%	29%	26%	23%	18%	17%	24%	25%	24%	27%	24%	23%	22%	26%	23%	24%
		cdefg	defg	ef	ef			ef			mo				mo		
Strongly agree	833	130	278	195	123	64	42	833	427	397	296	223	176	135	519	311	833
	15%	18%	25%	19%	12%	7%	5%	15%	17%	14%	19%	13%	15%	13%	16%	14%	15%
		def	acdefg	defg	ef			ef	i		klmop				m		
Don't know	76	16	10	11	16	13	10	76	35	40	9	23	22	22	32	44	76
	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
		b											j	jn	jn	jn	j

SUMMARY CODES

TOTAL DISAGREE	1256	148	196	185	222	248	256	1256	579	670	359	442	229	221	802	450	1256
	23%	20%	17%	18%	22%	29%	32%	23%	23%	23%	23%	27%	20%	21%	25%	20%	23%
					b	abcdg	abcdg	bc				jlmop			lmo		o
TOTAL AGREE	2180	376	605	456	353	216	175	2180	1054	1100	722	626	450	366	1348	816	2180
	39%	51%	54%	45%	35%	25%	22%	39%	41%	38%	46%	38%	38%	34%	42%	36%	39%
		cdefg	cdefg	defg	ef			def	i		klmnop				kmo		mo
TOTAL NEITHER/ DON'T KNOW	2093	207	323	372	435	394	361	2093	914	1154	501	593	492	483	1094	975	2093
	38%	28%	29%	37%	43%	46%	46%	38%	36%	39%	32%	36%	42%	45%	34%	44%	38%
				ab	abcg	abcg	abcg	ab		h			jknp	jknp	jknp	jknp	jn

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

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

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

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	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	5582	3888	567	552	575	5582	4920	662	797	4785	1041	2563	1955	5582	976	2208	1448
Effective Weighted Sample	3733	2904	438	432	476	3733	3306	435	508	3236	657	1722	1363	3733	644	1439	1022
Total	5529	4667	468	249	145	5529	4805	724	851	4678	1132	2501	1867	5529	937	2103	1508
Strongly disagree	599 11%	501 11%	55 12%	27 11%	16 11%	599 11%	495 10%	104 14% f	69 8%	530 11% h	174 15% klm	285 11% l	132 7%	599 11% l	101 11%	238 11%	170 11%
Slightly disagree	657 12%	551 12% d	64 14% d	30 12%	13 9%	657 12% d	575 12%	82 11%	100 12%	557 12%	123 11%	324 13%	208 11%	657 12%	103 11%	243 12%	209 14%
Neither agree nor disagree	2016 36%	1700 36%	167 36%	96 39%	54 37%	2016 36%	1694 35%	323 45% f	393 46% i	1624 35%	474 42% klm	936 37% l	593 32%	2016 36% l	284 30%	815 39% n	538 36% n
Slightly agree	1347 24%	1139 24%	112 24%	56 22%	40 27%	1347 24%	1215 25% g	132 18%	187 22%	1161 25%	223 20%	593 24% j	529 28% jkm	1347 24% j	243 26%	502 24%	358 24%
Strongly agree	833 15%	715 15%	60 13%	35 14%	22 15%	833 15%	764 16% g	68 9%	80 9%	753 16% h	109 10%	334 13% j	389 21% jkm	833 15% j	194 21% op	283 13%	221 15%
Don't know	76 1%	60 1%	9 2%	6 2%	1 1%	76 1%	62 1%	15 2%	23 3% i	53 1%	28 2% klm	28 1%	17 1%	76 1%	11 1%	22 1%	12 1%
SUMMARY CODES																	
TOTAL DISAGREE	1256 23%	1052 23%	119 25% d	56 23%	28 20%	1256 23%	1070 22%	186 26%	168 20%	1088 23%	297 26% lm	610 24% l	340 18%	1256 23% l	204 22%	481 23%	379 25%
TOTAL AGREE	2180 39%	1855 40%	173 37%	91 37%	61 42%	2180 39%	1980 41% g	200 28%	267 31%	1913 41% h	333 29% j	927 37% j	917 49% jkm	2180 39% j	437 47% op	785 37%	579 38%
TOTAL NEITHER/ DON'T KNOW	2093 38%	1760 38%	176 38%	102 41%	55 38%	2093 38%	1755 37% f	337 47% f	416 49% i	1677 36%	502 44% klm	964 39% l	610 33%	2093 38% l	295 32%	838 40% n	550 36% 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.

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

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5582	2069	3102	3358	1863
Effective Weighted Sample	3733	1349	2098	2185	1317
Total	5529	1967	3120	3099	2064
Strongly disagree	599 11%	215 11%	356 11%	416 13% d	152 7%
Slightly disagree	657 12%	244 12%	381 12%	392 13%	222 11%
Neither agree nor disagree	2016 36%	665 34%	1168 37% a	1229 40% d	667 32%
Slightly agree	1347 24%	493 25%	743 24%	674 22%	572 28% c
Strongly agree	833 15%	328 17% b	439 14%	346 11%	428 21% c
Don't know	76 1%	24 1%	33 1%	42 1%	23 1%
SUMMARY CODES					
TOTAL DISAGREE	1256 23%	458 23%	737 24%	808 26% d	374 18%
TOTAL AGREE	2180 39%	820 42% b	1182 38%	1020 33%	1000 48% c
TOTAL NEITHER/ DON'T KNOW	2093 38%	689 35%	1201 38% a	1271 41% d	690 33%

Columns Tested: a,b - c,d

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

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	5983	871	989	1136	971	904	1112	5983	2815	3114	1642	1548	1258	1500	3190	2758	5983
Effective Weighted Sample	3997	591	692	769	686	615	675	3997	1917	2047	1133	1089	845	945	2218	1776	3997
Total	5949	741	1143	1052	1075	960	978	5949	2811	3076	1703	1789	1246	1163	3492	2409	5949
Follow friends	3712	498	743	678	674	571	548	3712	1531	2137	1042	1173	797	674	2215	1471	3712
	62%	67%	65%	64%	63%	60%	56%	62%	54%	69%	61%	66%	64%	58%	63%	61%	62%
		efg	ef	f	f			f		h		jmo	m		m		m
Follow companies or brands that I like	2139	317	559	494	389	223	157	2139	894	1231	632	677	485	337	1308	822	2139
	36%	43%	49%	47%	36%	23%	16%	36%	32%	40%	37%	38%	39%	29%	37%	34%	36%
		defg	adefg	defg	ef	f		ef		h	m	mo	mo		mo	m	m
Find people that are like me/ that share my interests	2112	349	490	428	387	248	209	2112	1034	1052	635	658	416	386	1293	802	2112
	35%	47%	43%	41%	36%	26%	21%	35%	37%	34%	37%	37%	33%	33%	37%	33%	35%
		cdefg	defg	efg	ef			ef			o				mo		
Follow celebrities or influencers	1856	368	543	421	300	130	93	1856	751	1076	559	593	369	329	1152	697	1856
	31%	50%	48%	40%	28%	14%	10%	31%	27%	35%	33%	33%	30%	28%	33%	29%	31%
		cdefg	cdefg	defg	ef	f		ef		h	mo	mo			mo		
Support causes or organisations by sharing or commenting on posts	1254	157	307	252	222	179	136	1254	551	683	420	380	247	198	800	445	1254
	21%	21%	27%	24%	21%	19%	14%	21%	20%	22%	25%	21%	20%	17%	23%	18%	21%
		f	adefg	ef	f	f		f		h	lmop	m			mo		mo
Discuss/ debate things with people I know/ I have met in person	1101	146	228	215	210	169	134	1101	589	499	388	320	233	151	708	383	1101
	19%	20%	20%	20%	20%	18%	14%	19%	21%	16%	23%	18%	19%	13%	20%	16%	19%
		f	f	f	f	f		f	i		klmop	m	m		mo	m	mo
Sign petitions	1046	109	216	207	206	160	148	1046	440	601	355	276	224	186	631	410	1046
	18%	15%	19%	20%	19%	17%	15%	18%	16%	20%	21%	15%	18%	16%	18%	17%	18%
			a	af	af					h	kmop						

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

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

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	5983	871	989	1136	971	904	1112	5983	2815	3114	1642	1548	1258	1500	3190	2758	5983
Effective Weighted Sample	3997	591	692	769	686	615	675	3997	1917	2047	1133	1089	845	945	2218	1776	3997
Total	5949	741	1143	1052	1075	960	978	5949	2811	3076	1703	1789	1246	1163	3492	2409	5949
Follow journalists or particular news outlets	1030	126	242	250	201	109	102	1030	538	484	376	333	179	135	709	314	1030
	17%	17%	21%	24%	19%	11%	10%	17%	19%	16%	22%	19%	14%	12%	20%	13%	17%
		ef	efg	adefg	ef			ef	i		klmop	lmo			lmop		lmo
Discuss/ debate things with people I don't know/ I have not met in person	950	137	212	197	192	121	90	950	545	395	328	280	194	142	608	337	950
	16%	18%	19%	19%	18%	13%	9%	16%	19%	13%	19%	16%	16%	12%	17%	14%	16%
		ef	ef	ef	ef	f		ef	i		klmop	m	m		mo		m
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	859	97	221	180	171	97	93	859	402	452	308	272	167	111	580	278	859
	14%	13%	19%	17%	16%	10%	10%	14%	14%	15%	18%	15%	13%	10%	17%	12%	14%
		f	aefg	aef	ef			ef			lmop	mo	m		lmop		mo
ANY OF THESE	5163	696	1079	961	943	752	732	5163	2371	2739	1518	1550	1107	950	3069	2057	5163
	87%	94%	94%	91%	88%	78%	75%	87%	84%	89%	89%	87%	89%	82%	88%	85%	87%
		defg	cdefg	defg	ef			ef		h	mop	m	mo		mo	m	m
None of these	692	23	53	87	113	190	226	692	404	286	172	222	125	171	394	296	692
	12%	3%	5%	8%	11%	20%	23%	12%	14%	9%	10%	12%	10%	15%	11%	12%	12%
				ab	ab	abcdg	abcdg	abc	i					jinp			
Don't know	93	21	11	4	19	18	20	93	36	51	13	17	15	42	30	56	93
	2%	3%	1%	*%	2%	2%	2%	2%	1%	2%	1%	1%	1%	4%	1%	2%	2%
		bcg			c	c	c	c						jklnp		jklnp	jn

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

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

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	5983	871	989	1136	971	904	1112	5983	2815	3114	1642	1548	1258	1500	3190	2758	5983
Effective Weighted Sample	3997	591	692	769	686	615	675	3997	1917	2047	1133	1089	845	945	2218	1776	3997
Total	5949	741	1143	1052	1075	960	978	5949	2811	3076	1703	1789	1246	1163	3492	2409	5949
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	4521	599	941	864	829	655	632	4521	1990	2483	1320	1392	960	822	2712	1782	4521
	76%	81%	82%	82%	77%	68%	65%	76%	71%	81%	78%	78%	77%	71%	78%	74%	76%
		efg	defg	defg	ef			ef		h	mo	mo	m		mo		m
ANY SUPPORTING CAUSES/ PETITIONS	1792	220	409	364	325	257	216	1792	787	983	610	508	364	298	1117	662	1792
	30%	30%	36%	35%	30%	27%	22%	30%	28%	32%	36%	28%	29%	26%	32%	27%	30%
		f	adefg	efg	f			f		h	klmnop				kmo		mo
ANY DISCUSSING/ DEBATING	1552	225	354	304	283	209	177	1552	850	682	549	436	334	223	984	556	1552
	26%	30%	31%	29%	26%	22%	18%	26%	30%	22%	32%	24%	27%	19%	28%	23%	26%
		efg	efg	ef	f			ef	i		klmnop	m	mo		kmo	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.

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

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

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5983	4174	614	590	605	5983	5264	719	848	5135	1171	2762	2021	5983	1027	2381	1561
Effective Weighted Sample	3997	3108	475	461	499	3997	3535	472	537	3472	745	1854	1404	3997	677	1554	1095
Total	5949	5021	507	268	153	5949	5148	801	908	5040	1284	2690	1934	5949	982	2290	1621
Follow friends	3712	3111	322	178	100	3712	3236	476	536	3176	588	1659	1451	3712	597	1491	1035
	62%	62%	63%	67%	66%	62%	63%	59%	59%	63%	46%	62%	75%	62%	61%	65%	64%
												j	jkm	j			
Follow companies or brands that I like	2139	1774	197	100	68	2139	1902	237	260	1880	196	890	1052	2139	387	796	630
	36%	35%	39%	37%	45%	36%	37%	30%	29%	37%	15%	33%	54%	36%	39%	35%	39%
					ace		g		h			j	jkm	jk	o		o
Find people that are like me/ that share my interests	2112	1765	180	108	59	2112	1865	246	257	1855	282	878	949	2112	408	769	558
	35%	35%	36%	40%	38%	35%	36%	31%	28%	37%	22%	33%	49%	35%	42%	34%	34%
				ae			g		h			j	jkm	jk	op		
Follow celebrities or influencers	1856	1539	168	88	60	1856	1670	186	247	1609	170	779	904	1856	353	658	504
	31%	31%	33%	33%	40%	31%	32%	23%	27%	32%	13%	29%	47%	31%	36%	29%	31%
				abce			g		h			j	jkm	j	op		
Support causes or organisations by sharing or commenting on posts	1254	1041	107	67	38	1254	1119	135	138	1116	96	467	688	1254	212	490	369
	21%	21%	21%	25%	25%	21%	22%	17%	15%	22%	7%	17%	36%	21%	22%	21%	23%
				ae	ae		g		h			j	jkm	jk			
Discuss/ debate things with people I know/ I have met in person	1101	908	112	52	29	1101	982	119	101	1000	92	410	599	1101	193	406	333
	19%	18%	22%	19%	19%	19%	19%	15%	11%	20%	7%	15%	31%	19%	20%	18%	21%
			a				g		h			j	jkm	jk			
Sign petitions	1046	883	79	54	30	1046	933	113	108	938	70	403	574	1046	190	429	280
	18%	18%	16%	20%	20%	18%	18%	14%	12%	19%	5%	15%	30%	18%	19%	19%	17%
							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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	5983	4174	614	590	605	5983	5264	719	848	5135	1171	2762	2021	5983	1027	2381	1561
Effective Weighted Sample	3997	3108	475	461	499	3997	3535	472	537	3472	745	1854	1404	3997	677	1554	1095
Total	5949	5021	507	268	153	5949	5148	801	908	5040	1284	2690	1934	5949	982	2290	1621
Follow journalists or particular news outlets	1030 17%	865 17%	87 17%	42 16%	36 24% abce	1030 17%	922 18% g	107 13%	104 11%	926 18% h	64 5%	397 15% j	569 29% jkm	1030 17% jk	171 17%	377 16% o	329 20%
Discuss/ debate things with people I don't know/ I have not met in person	950 16%	804 16%	72 14%	46 17%	28 19%	950 16%	849 16% g	102 13%	73 8%	877 17% h	67 5%	369 14% j	514 27% jkm	950 16% jk	178 18% o	336 15%	298 18% o
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	859 14%	728 15%	70 14%	37 14%	24 16%	859 14%	758 15%	102 13%	67 7%	792 16% h	61 5%	280 10% j	518 27% jkm	859 14% jk	141 14%	344 15%	275 17%
ANY OF THESE	5163 87%	4347 87%	440 87%	236 88%	141 92% abce	5163 87%	4502 87% g	661 83%	761 84%	4402 87% h	969 75%	2354 88% j	1823 94% jkm	5163 87% j	872 89%	1987 87%	1402 86%
None of these	692 12%	593 12% d	61 12% d	28 11% d	10 6%	692 12% d	571 11%	121 15% f	113 12%	579 11%	260 20% klm	310 12% l	107 6% l	692 12% l	97 10%	283 12%	207 13%
Don't know	93 2%	81 2%	7 1%	4 1%	2 1%	93 2%	74 1%	19 2%	34 4% i	59 1%	56 4% klm	26 1% l	4 *% l	93 2% l	13 1%	21 1%	12 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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	5983	4174	614	590	605	5983	5264	719	848	5135	1171	2762	2021	5983	1027	2381	1561
Effective Weighted Sample	3997	3108	475	461	499	3997	3535	472	537	3472	745	1854	1404	3997	677	1554	1095
Total	5949	5021	507	268	153	5949	5148	801	908	5040	1284	2690	1934	5949	982	2290	1621
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	4521 76%	3798 76%	390 77%	209 78%	124 81% ae	4521 76%	3957 77% g	564 70%	649 71%	3872 77% h	735 57%	2077 77% j	1692 88% jkm	4521 76% j	757 77%	1762 77%	1252 77%
ANY SUPPORTING CAUSES/ PETITIONS	1792 30%	1502 30%	148 29%	90 33%	52 34%	1792 30%	1597 31% g	194 24%	200 22%	1592 32% h	153 12%	728 27% j	909 47% jkm	1792 30% jk	310 32%	711 31%	507 31%
ANY DISCUSSING/ DEBATING	1552 26%	1291 26%	146 29%	71 27%	44 29%	1552 26%	1392 27% g	160 20%	135 15%	1417 28% h	139 11%	625 23% j	788 41% jkm	1552 26% jk	278 28%	577 25%	455 28%

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	5983	2206	3344	3687	1913
Effective Weighted Sample	3997	1438	2260	2397	1355
Total	5949	2111	3371	3425	2130
Follow friends	3712	1297	2169	2105	1431
	62%	61%	64%	61%	67%
					c
Follow companies or brands that I like	2139	755	1256	1035	1017
	36%	36%	37%	30%	48%
					c
Find people that are like me/ that share my interests	2112	797	1162	1139	870
	35%	38%	34%	33%	41%
		b			c
Follow celebrities or influencers	1856	660	1060	883	866
	31%	31%	31%	26%	41%
					c
Support causes or organisations by sharing or commenting on posts	1254	545	637	659	539
	21%	26%	19%	19%	25%
		b			c
Discuss/ debate things with people I know/ I have met in person	1101	444	606	568	473
	19%	21%	18%	17%	22%
		b			c
Sign petitions	1046	486	497	528	459
	18%	23%	15%	15%	22%
		b			c

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5983	2206	3344	3687	1913
Effective Weighted Sample	3997	1438	2260	2397	1355
Total	5949	2111	3371	3425	2130
Follow journalists or particular news outlets	1030 17%	362 17%	609 18%	501 15%	475 22% c
Discuss/ debate things with people I don't know/ I have not met in person	950 16%	432 20% b	466 14%	478 14%	420 20% c
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	859 14%	315 15%	488 14%	403 12%	415 19% c
ANY OF THESE	5163 87%	1873 89% b	2907 86%	2837 83%	1988 93% c
None of these	692 12%	209 10%	433 13% a	537 16% d	136 6%
Don't know	93 2%	29 1%	30 1%	51 1%	7 *% d

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5983	2206	3344	3687	1913
Effective Weighted Sample	3997	1438	2260	2397	1355
Total	5949	2111	3371	3425	2130

SUMMARY

ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	4521 76%	1588 75%	2615 78%	2491 73%	1780 84% c
ANY SUPPORTING CAUSES/ PETITIONS	1792 30%	781 37% b	896 27%	911 27%	778 37% c
ANY DISCUSSING/ DEBATING	1552 26%	665 31% b	802 24%	776 23%	676 32% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
YouTube	5039	702	1015	924	882	791	725	5039	2550	2436	1474	1567	1024	935	3041	1959	5039
	82%	95%	88%	87%	80%	78%	65%	82%	87%	76%	83%	85%	80%	76%	84%	78%	82%
		bcdefg	defg	defg	f	f	ef		i		mo	lmop			lmop		mo
Facebook	4512	420	929	851	876	730	706	4512	2024	2452	1252	1325	982	922	2577	1904	4512
	73%	57%	81%	80%	80%	72%	63%	73%	69%	77%	71%	72%	76%	75%	71%	76%	73%
			aefg	aefg	aefg	af	a	af		h			jknp	jn		jknp	
Instagram	3428	629	933	731	548	370	217	3428	1463	1923	1092	1046	734	537	2138	1270	3428
	55%	85%	81%	69%	50%	37%	19%	55%	50%	60%	62%	57%	57%	44%	59%	51%	55%
		cdefg	cdefg	defg	ef	f	def		h	klmop	mo	mo			mop	m	mo
TikTok	2579	617	737	518	364	234	109	2579	1120	1412	806	723	587	446	1530	1033	2579
	42%	83%	64%	49%	33%	23%	10%	42%	38%	44%	45%	39%	46%	36%	42%	41%	42%
		bcdefg	cdefg	defg	ef	f	def		h	kmop		kmop			m	m	m
Snapchat	1811	582	583	321	185	92	48	1811	823	960	575	533	390	296	1108	686	1811
	29%	79%	51%	30%	17%	9%	4%	29%	28%	30%	32%	29%	30%	24%	31%	27%	29%
		bcdefg	cdefg	def	ef	f	def				mop	m	m		mo		m
X/Twitter (amended to X/Twitter at Wave 2)	1792	275	425	351	337	246	158	1792	1002	763	574	572	358	277	1145	636	1792
	29%	37%	37%	33%	31%	24%	14%	29%	34%	24%	32%	31%	28%	23%	32%	25%	29%
		defg	defg	efg	ef	f	ef		i		lmop	mo	m		lmop		mo
Pinterest	1175	246	267	224	167	161	109	1175	328	821	363	375	245	185	737	430	1175
	19%	33%	23%	21%	15%	16%	10%	19%	11%	26%	20%	20%	19%	15%	20%	17%	19%
		bcdefg	defg	def	f	f	df		h	mo	mo	m			mo		m
LinkedIn	1117	88	297	256	205	170	101	1117	611	500	469	391	162	93	859	255	1117
	18%	12%	26%	24%	19%	17%	9%	18%	21%	16%	26%	21%	13%	8%	24%	10%	18%
			adefg	adefg	af	af	af		i		klmop	lmop	m		lmop	m	lmo
Reddit	744	172	245	156	88	54	30	744	466	262	258	247	130	102	505	232	744
	12%	23%	21%	15%	8%	5%	3%	12%	16%	8%	15%	13%	10%	8%	14%	9%	12%
		cdefg	cdefg	defg	f	f	def		i		lmop	lmo			lmop		mo
Twitch	690	225	249	121	56	15	23	690	493	183	264	181	146	94	446	240	690
	11%	30%	22%	11%	5%	2%	2%	11%	17%	6%	15%	10%	11%	8%	12%	10%	11%
		bcdefg	cdefg	def	ef		def		i		klmnop		m		kmo		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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
BeReal	261	151	64	23	13	6	5	261	113	145	113	75	38	34	188	71	261
	4%	20%	6%	2%	1%	1%	*	4%	4%	5%	6%	4%	3%	3%	5%	3%	4%
		bcdefg	cdef	ef				cdef			klmop				lmo		mo
Vimeo	252	17	83	72	52	19	9	252	170	74	113	72	37	30	185	67	252
	4%	2%	7%	7%	5%	2%	1%	4%	6%	2%	6%	4%	3%	2%	5%	3%	4%
		f	aefg	aefg	aef			aef	i		klmop				lmo		mo
Dailymotion	240	26	90	57	33	21	14	240	151	84	85	85	37	33	171	70	240
	4%	4%	8%	5%	3%	2%	1%	4%	5%	3%	5%	5%	3%	3%	5%	3%	4%
		f	adefg	def	f			ef	i		lmo	lmo			lmo		o
Tumblr	220	46	82	46	22	11	13	220	119	95	82	75	35	29	157	64	220
	4%	6%	7%	4%	2%	1%	1%	4%	4%	3%	5%	4%	3%	2%	4%	3%	4%
		defg	cdefg	def				def			lmo	mo			lmo		o
OnlyFans	174	25	70	41	23	7	8	174	144	30	85	40	29	20	126	48	174
	3%	3%	6%	4%	2%	1%	1%	3%	5%	1%	5%	2%	2%	2%	3%	2%	3%
		ef	acdefg	ef	ef			ef	i		klmop				kmo		mo
YouNow	107	12	39	34	15	3	4	107	80	27	65	16	18	8	81	26	107
	2%	2%	3%	3%	1%	*	*	2%	3%	1%	4%	1%	1%	1%	2%	1%	2%
		ef	adefg	defg	ef			ef	i		klmnop				kmo		kmo
Yubo	88	37	28	13	2	1	7	88	49	36	30	24	17	14	54	31	88
	1%	5%	2%	1%	*	*	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		bcdefg	defg	de				de									
BitChute	76	7	33	24	7	3	1	76	60	13	38	13	12	13	51	25	76
	1%	1%	3%	2%	1%	*	*	1%	2%	*	2%	1%	1%	1%	1%	1%	1%
		f	adefg	defg				ef	i		klmop						
ANY OF THESE	5933	741	1143	1052	1073	953	970	5933	2807	3065	1696	1788	1243	1159	3484	2402	5933
	96%	100%	99%	99%	98%	94%	87%	96%	96%	96%	96%	97%	97%	95%	96%	96%	96%
		cdefg	defg	defg	efg	f		ef				m	m				
NONE OF THESE	249	-	6	10	26	60	147	249	124	124	79	59	43	65	138	108	249
	4%	-%	1%	1%	2%	6%	13%	4%	4%	4%	4%	3%	3%	5%	4%	4%	4%
				a	abc	abcdg	abcdeg	abcd						kl			

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

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

SUMMARY 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
YouTube	5039	4254	432	220	133	5039	4421	618	701	4338	870	2311	1836	5039	853	1915	1385
	82%	81%	83%	79%	86%	82%	83%	73%	75%	83%	61%	84%	95%	82%	86%	79%	83%
					ace		g			h		jm	jkm	j	o		o
Facebook	4512	3818	366	208	119	4512	3906	606	685	3827	884	1991	1609	4512	748	1807	1222
	73%	73%	71%	75%	77%	73%	73%	72%	73%	73%	62%	72%	83%	73%	75%	75%	73%
					b							j	jkm	j			
Instagram	3428	2900	274	154	101	3428	3051	377	500	2929	516	1527	1377	3428	620	1179	998
	55%	55%	53%	55%	65%	55%	57%	45%	53%	56%	36%	55%	71%	55%	63%	49%	60%
					abce		g					j	jkm	j	o		o
TikTok	2579	2177	204	120	77	2579	2356	222	418	2161	429	1070	1078	2579	528	868	664
	42%	42%	39%	43%	50%	42%	44%	26%	45%	41%	30%	39%	56%	42%	53%	36%	40%
					abce		g					j	jkm	jk	op		
Snapchat	1811	1498	170	85	58	1811	1658	153	309	1503	317	773	718	1811	429	556	420
	29%	29%	33%	31%	38%	29%	31%	18%	33%	29%	22%	28%	37%	29%	43%	23%	25%
					ace		g		i			j	jkm	j	op		
X/Twitter (amended to X/Twitter at Wave 2)	1792	1493	158	83	57	1792	1606	187	165	1627	178	750	861	1792	287	644	599
	29%	29%	31%	30%	37%	29%	30%	22%	18%	31%	12%	27%	45%	29%	29%	27%	36%
					abce		g		h			j	jkm	j			no
Pinterest	1175	981	107	55	31	1175	1047	128	137	1038	151	465	558	1175	199	398	343
	19%	19%	21%	20%	20%	19%	20%	15%	15%	20%	11%	17%	29%	19%	20%	17%	20%
							g			h		j	jkm	jk	o		o
LinkedIn	1117	953	89	44	31	1117	1001	116	94	1023	74	430	611	1117	131	349	475
	18%	18%	17%	16%	20%	18%	19%	14%	10%	20%	5%	16%	32%	18%	13%	14%	28%
							g			h		j	jkm	jk			no
Reddit	744	619	78	25	21	744	675	69	60	684	55	268	420	744	113	258	240
	12%	12%	15%	9%	14%	12%	13%	8%	6%	13%	4%	10%	22%	12%	11%	11%	14%
			ac		c		g			h		j	jkm	jk			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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Twitch	690 11%	574 11%	57 11%	37 13%	22 14%	690 11%	641 12%	49 6%	59 6%	631 12%	99 7%	299 11%	292 15%	690 11%	135 14%	226 9%	181 11%
BeReal	261 4%	220 4%	21 4%	10 4%	10 6%	261 4%	241 5%	20 2%	33 3%	229 4%	37 3%	118 4%	106 5%	261 4%	64 6%	75 3%	57 3%
Vimeo	252 4%	212 4%	21 4%	11 4%	7 5%	252 4%	241 5%	11 1%	10 1%	242 5%	15 1%	78 3%	159 8%	252 4%	46 5%	88 4%	81 5%
Dailymotion	240 4%	215 4%	13 2%	6 2%	7 5%	240 4%	230 4%	10 1%	16 2%	225 4%	23 2%	72 3%	145 7%	240 4%	42 4%	75 3%	64 4%
Tumblr	220 4%	180 3%	26 5%	10 4%	4 3%	220 4%	204 4%	16 2%	20 2%	200 4%	16 1%	72 3%	133 7%	220 4%	43 4%	63 3%	71 4%
OnlyFans	174 3%	156 3%	9 2%	5 2%	4 3%	174 3%	169 3%	5 1%	8 1%	166 3%	25 2%	67 2%	82 4%	174 3%	31 3%	66 3%	47 3%
YouNow	107 2%	92 2%	9 2%	3 1%	3 2%	107 2%	103 2%	4 *%	7 1%	100 2%	18 1%	43 2%	46 2%	107 2%	22 2%	27 1%	36 2%
Yubo	88 1%	81 2%	3 1%	2 1%	2 1%	88 1%	86 2%	2 *%	8 1%	80 2%	16 1%	33 1%	39 2%	88 1%	18 2%	29 1%	22 1%
BitChute	76 1%	67 1%	6 1%	1 *%	2 1%	76 1%	73 1%	3 *%	4 *%	72 1%	9 1%	29 1%	38 2%	76 1%	16 2%	25 1%	18 1%
ANY OF THESE	5933 96%	5009 96%	504 97%	267 96%	152 99%	5933 96%	5139 96%	794 94%	908 97%	5025 96%	1276 90%	2684 97%	1933 100%	5933 96%	980 99%	2284 95%	1614 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.

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	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
NONE OF THESE	249	222	14	11	2	249	197	53	29	220	149	71	1	249	11	129	62
	4%	4%	3%	4%	1%	4%	4%	6%	3%	4%	10%	3%	*%	4%	1%	5%	4%
		d		d		d		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 TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
YouTube	5039 82%	1800 82%	2828 80%	2825 78%	1886 88%
Facebook	4512 73%	1593 73%	2588 74%	2496 69%	1751 81%
Instagram	3428 55%	1239 57%	1900 54%	1658 46%	1510 70%
TikTok	2579 42%	1001 46%	1333 38%	1183 33%	1185 55%
Snapchat	1811 29%	731 33%	878 25%	807 22%	820 38%
X/Twitter (amended to X/Twitter at Wave 2)	1792 29%	569 26%	1104 31%	963 27%	737 34%
Pinterest	1175 19%	483 22%	612 17%	627 17%	463 21%
LinkedIn	1117 18%	351 16%	704 20%	585 16%	476 22%
Reddit	744 12%	315 14%	367 10%	410 11%	285 13%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Twitch	690 11%	321 15% b	294 8%	333 9%	277 13% c
BeReal	261 4%	137 6% b	110 3%	147 4%	94 4%
Vimeo	252 4%	117 5% b	116 3%	98 3%	138 6% c
Dailymotion	240 4%	113 5% b	101 3%	103 3%	114 5% c
Tumblr	220 4%	109 5% b	94 3%	112 3%	87 4%
OnlyFans	174 3%	85 4% b	77 2%	60 2%	98 5% c
YouNow	107 2%	66 3% b	37 1%	23 1%	65 3% c
Yubo	88 1%	52 2% b	28 1%	35 1%	41 2% c
BitChute	76 1%	53 2% b	20 1%	22 1%	43 2% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
ANY OF THESE	5933	2102	3364	3410	2130
	96%	96%	96%	94%	99%
					c
NONE OF THESE	249	82	155	214	24
	4%	4%	4%	6%	1%
				d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	14	*	4	4	5	1	-	14	9	5	8	3	-	4	10	4	14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
USE MORE THAN ONE PROFILE	9	2	5	2	-	-	*	9	8	2	2	2	2	4	3	6	9
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
DON'T KNOW HOW MANY PROFILES	1	-	1	-	-	-	-	1	1	-	-	-	-	1	-	1	1
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
USE BUT DON'T HAVE A PROFILE	51	5	23	17	3	2	1	51	43	6	29	9	10	4	38	13	51
	1%	1%	2%	2%	%	%	%	1%	1%	%	2%	%	1%	%	1%	1%	1%
			defg	defg				f	i		kmop				m		
DON'T USE THIS APP/ SITE	6106	734	1116	1038	1092	1010	1117	6106	2871	3176	1737	1833	1273	1212	3570	2485	6106
	99%	99%	97%	98%	99%	100%	100%	99%	98%	100%	98%	99%	99%	99%	99%	99%	99%
		b			bc	bcg	abcg	bc		h		j	j	j		j	j

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	14 *%	14 *%	- -%	- -%	* *%	14 *%	14 *%	* *%	- -%	14 *%	* *%	- -%	14 1% jkm	14 *% k	5 *% o	1 *%	3 *%
USE MORE THAN ONE PROFILE	9 *%	9 *%	- -%	- -%	* *%	9 *%	9 *%	- -%	1 *%	8 *%	1 *%	3 *%	6 *%	9 *%	1 *%	6 *%	2 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	51 1%	43 1%	6 1%	1 *%	2 1%	51 1%	48 1%	3 *%	3 *%	48 1%	8 1%	25 1%	18 1%	51 1%	11 1%	15 1%	13 1%
DON'T USE THIS APP/ SITE	6106 99%	5164 99%	512 99%	277 100%	152 99%	6106 99%	5263 99%	843 100%	933 100%	5173 99%	1416 99%	2726 99%	1896 98%	6106 99%	975 98%	2389 99%	1658 99%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	14	10	2	6	6
	*%	*%	*%	*%	*%
		b			
USE MORE THAN ONE PROFILE	9	8	1	6	3
	*%	*%	*%	*%	*%
		b			
DON'T KNOW HOW MANY PROFILES	1	1	-	1	-
	*%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	51	34	16	8	34
	1%	2%	*%	*%	2%
		b			c
DON'T USE THIS APP/ SITE	6106	2131	3499	3603	2111
	99%	98%	99%	99%	98%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	41	9	16	9	3	3	1	41	29	12	11	17	7	5	28	12	41
	1%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%
		def	defg	f				f	i								
USE MORE THAN ONE PROFILE	13	-	9	1	2	-	1	13	10	3	5	4	-	4	9	4	13
	*%	-%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
			acefg														
DON'T KNOW HOW MANY PROFILES	2	-	-	-	2	-	-	2	-	2	-	-	-	2	-	2	2
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	185	17	65	47	26	18	12	185	112	67	68	64	30	22	133	52	185
	3%	2%	6%	4%	2%	2%	1%	3%	4%	2%	4%	3%	2%	2%	4%	2%	3%
			adefg	adefg				f	i		mo	mo			mo		mo
DON'T USE THIS APP/ SITE	5942	715	1059	1005	1067	992	1104	5942	2781	3106	1690	1761	1248	1191	3451	2440	5942
	96%	96%	92%	95%	97%	98%	99%	96%	95%	97%	95%	95%	97%	97%	95%	97%	96%
		b			bc	bcg	abcdg	b	h				jkn	jkn		jkn	

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	41 1%	37 1%	3 1%	- -%	1 *%	41 1%	37 1%	3 *%	6 1%	34 1%	3 *%	14 1%	24 1%	41 1%	15 1%	13 1%	6 *%
USE MORE THAN ONE PROFILE	13 *%	12 *%	- -%	- -%	1 1%	13 *%	13 *%	- -%	- -%	13 *%	- -%	3 *%	10 1%	13 *%	3 *%	6 *%	* *%
DON'T KNOW HOW MANY PROFILES	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	185 3%	165 3%	9 2%	6 2%	5 3%	185 3%	178 3%	7 1%	9 1%	176 3%	20 1%	54 2%	110 6%	185 3%	25 3%	57 2%	57 3%
DON'T USE THIS APP/ SITE	5942 96%	5016 96%	506 98%	272 98%	147 95%	5942 96%	5106 96%	836 99%	921 98%	5020 96%	1401 98%	2684 97%	1789 93%	5942 96%	949 96%	2338 97%	1612 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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	41 1%	15 1%	22 1%	12 *%	24 1% c
USE MORE THAN ONE PROFILE	13 *%	10 *% b	3 *%	7 *%	4 *%
DON'T KNOW HOW MANY PROFILES	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	185 3%	87 4% b	77 2%	83 2%	85 4% c
DON'T USE THIS APP/ SITE	5942 96%	2071 95%	3417 97% a	3522 97% d	2040 95%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	3620	289	689	697	731	646	567	3620	1575	2018	948	1094	789	770	2041	1559	3620
	59%	39%	60%	66%	67%	64%	51%	59%	54%	63%	53%	59%	61%	63%	56%	62%	59%
			af	abfg	abfg	afg	a	af		h		j	jn	jnp		jnp	j
USE MORE THAN ONE PROFILE	325	31	95	72	70	31	27	325	146	174	109	93	65	56	202	122	325
	5%	4%	8%	7%	6%	3%	2%	5%	5%	5%	6%	5%	5%	5%	6%	5%	5%
			aefg	aef	ef			ef									
DON'T KNOW HOW MANY PROFILES	38	8	1	11	13	4	1	38	15	23	12	2	4	14	15	19	38
	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%
		bf		bf	bf						k			klm		k	k
USE BUT DON'T HAVE A PROFILE	529	91	144	72	62	50	111	529	288	237	183	136	124	81	319	205	529
	9%	12%	13%	7%	6%	5%	10%	9%	10%	7%	10%	7%	10%	7%	9%	8%	9%
		cdeg	cdeg				cde	de	i		kmo		m		m		m
DON'T USE THIS APP/ SITE	1670	322	220	211	223	283	412	1670	907	737	523	522	303	302	1045	606	1670
	27%	43%	19%	20%	20%	28%	37%	27%	31%	23%	29%	28%	24%	25%	29%	24%	27%
		bcdefg				bcd	bcdeg	bcd	i		lmo	lo			lmo		lo

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

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

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

Base : All respondents

	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	3620	3049	304	172	95	3620	3129	491	553	3066	645	1606	1352	3620	571	1518	1014
	59%	58%	59%	62%	61%	59%	59%	58%	59%	58%	45%	58%	70%	59%	58%	63%	60%
												j	l	j		n	
USE MORE THAN ONE PROFILE	325	270	32	13	9	325	286	38	33	292	61	132	132	325	59	106	87
	5%	5%	6%	5%	6%	5%	5%	5%	4%	6%	4%	5%	7%	5%	6%	4%	5%
													l				
DON'T KNOW HOW MANY PROFILES	38	36	*	1	*	38	33	5	22	16	19	14	5	38	8	8	6
	1%	1%	0%	0%	0%	1%	1%	1%	2%	0%	1%	1%	0%	1%	1%	0%	0%
									i		l	l					
USE BUT DON'T HAVE A PROFILE	529	463	30	22	14	529	457	72	77	452	159	239	120	529	109	176	116
	9%	9%	6%	8%	9%	9%	9%	8%	8%	9%	11%	9%	6%	9%	11%	7%	7%
		b			b	b					l	l		l	o		
DON'T USE THIS APP/ SITE	1670	1412	152	70	36	1670	1430	240	252	1419	540	765	325	1670	244	606	454
	27%	27%	29%	25%	23%	27%	27%	28%	27%	27%	38%	28%	17%	27%	25%	25%	27%
			d								l	l		l			

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	3620	1226	2163	2072	1396
	59%	56%	61%	57%	65%
		a	b	c	d
USE MORE THAN ONE PROFILE	325	146	149	143	140
	5%	7%	4%	4%	6%
		b	c	d	e
DON'T KNOW HOW MANY PROFILES	38	20	8	21	13
	1%	1%	*%	1%	1%
		b	c	d	e
USE BUT DON'T HAVE A PROFILE	529	201	269	259	202
	9%	9%	8%	7%	9%
		b	c	d	e
DON'T USE THIS APP/ SITE	1670	591	930	1129	403
	27%	27%	26%	31%	19%
		b	c	d	e

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	2251	311	580	535	413	277	135	2251	941	1288	695	703	494	350	1399	844	2251
	36%	42%	50%	50%	38%	27%	12%	36%	32%	40%	39%	38%	38%	29%	39%	34%	36%
		efg	adefg	adefg	ef	f		ef		h	mo	mo	mo		mo	m	mo
USE MORE THAN ONE PROFILE	584	207	199	97	50	25	6	584	201	372	189	186	125	82	375	207	584
	9%	28%	17%	9%	5%	2%	1%	9%	7%	12%	11%	10%	10%	7%	10%	8%	9%
		bcdefg	cdefg	def	ef	f		def		h	mo	m	m		mo		m
DON'T KNOW HOW MANY PROFILES	19	6	5	5	1	2	1	19	6	12	6	3	4	5	10	9	19
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		df															
USE BUT DON'T HAVE A PROFILE	574	105	148	94	84	67	76	574	315	251	201	153	110	100	355	211	574
	9%	14%	13%	9%	8%	7%	7%	9%	11%	8%	11%	8%	9%	8%	10%	8%	9%
		cdefg	cdefg					ef	i		klmop						
DON'T USE THIS APP/ SITE	2754	112	216	331	552	642	901	2754	1468	1266	683	800	552	687	1484	1239	2754
	45%	15%	19%	31%	50%	63%	81%	45%	50%	40%	38%	43%	43%	56%	41%	49%	45%
				ab	abcg	abcdg	abcdeg	abc	i			j	j	jklnop		jklnp	jn

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	2251	1909	182	96	64	2251	2002	250	345	1906	290	986	970	2251	391	820	689
	36%	37%	35%	35%	41%	36%	38%	30%	37%	36%	20%	36%	50%	36%	39%	34%	41%
					abce		g					j	jkm	j	o		o
USE MORE THAN ONE PROFILE	584	492	47	30	16	584	520	64	62	523	67	269	249	584	105	180	168
	9%	9%	9%	11%	11%	9%	10%	8%	7%	10%	5%	10%	13%	9%	11%	7%	10%
										h		j	jkm	j	o		o
DON'T KNOW HOW MANY PROFILES	19	15	-	3	1	19	18	1	7	12	5	7	7	19	2	4	5
	*%	*%	-%	1%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%
				abe													
USE BUT DON'T HAVE A PROFILE	574	484	46	25	19	574	511	63	86	487	154	265	152	574	123	176	136
	9%	9%	9%	9%	12%	9%	10%	7%	9%	9%	11%	10%	8%	9%	12%	7%	8%
					ae						l			op			
DON'T USE THIS APP/ SITE	2754	2331	245	124	54	2754	2285	469	437	2317	908	1229	557	2754	371	1234	678
	45%	45%	47%	45%	35%	45%	43%	55%	47%	44%	64%	45%	29%	45%	37%	51%	40%
		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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	2251	741	1334	1104	1025
	36%	34%	38%	30%	48%
		a	c		
USE MORE THAN ONE PROFILE	584	263	278	310	233
	9%	12%	8%	9%	11%
		b	c		
DON'T KNOW HOW MANY PROFILES	19	5	10	7	8
	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	574	230	278	236	244
	9%	11%	8%	7%	11%
		b	c		
DON'T USE THIS APP/ SITE	2754	945	1619	1967	644
	45%	43%	46%	54%	30%
			d		

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	822	71	210	183	159	128	71	822	432	388	342	295	114	67	637	181	822
	13%	10%	18%	17%	14%	13%	6%	13%	15%	12%	19%	16%	9%	5%	18%	7%	13%
		f	aefg	aefg	af	f		af	i		klmop	lmop	m		lmop		lmo
USE MORE THAN ONE PROFILE	36	2	19	9	4	2	1	36	22	14	23	7	2	5	29	7	36
	1%	*%	2%	1%	*%	*%	*%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%
			adefg	f							klmop				lo		
DON'T KNOW HOW MANY PROFILES	6	-	2	*	2	1	-	6	-	6	1	3	-	2	4	2	6
	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	254	16	66	64	40	39	30	254	156	93	103	85	46	20	189	65	254
	4%	2%	6%	6%	4%	4%	3%	4%	5%	3%	6%	5%	4%	2%	5%	3%	4%
			af	adfg				a	i		lmop	mo	m		lmop		mo
DON'T USE THIS APP/ SITE	5065	653	852	807	894	843	1016	5065	2321	2689	1306	1456	1124	1131	2762	2255	5065
	82%	88%	74%	76%	81%	83%	91%	82%	79%	84%	74%	79%	87%	92%	76%	90%	82%
		bcdeg			bc	bc	bcdeg	bc	h		j	jknp	jklnop		jknp	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	822 13%	692 13%	73 14%	33 12%	24 15%	822 13%	727 14%	94 11%	72 8%	750 14%	45 3%	299 11%	477 25%	822 13%	92 9%	254 11%	368 22%
USE MORE THAN ONE PROFILE	36 1%	34 1%	* *%	- -%	1 1%	36 1%	34 1%	2 *%	1 *%	35 1%	2 *%	11 *%	22 1%	36 1%	5 *%	16 1%	15 1%
DON'T KNOW HOW MANY PROFILES	6 *%	5 *%	- -%	* *%	- -%	6 *%	6 *%	- -%	2 *%	4 *%	- -%	4 *%	2 *%	6 *%	- -%	* *%	2 *%
USE BUT DON'T HAVE A PROFILE	254 4%	221 4%	16 3%	11 4%	6 4%	254 4%	234 4%	20 2%	20 2%	234 4%	27 2%	116 4%	110 6%	254 4%	34 3%	78 3%	90 5%
DON'T USE THIS APP/ SITE	5065 82%	4278 82%	429 83%	234 84%	123 80%	5065 82%	4335 81%	730 86%	843 90%	4222 80%	1350 95%	2325 84%	1323 68%	5065 82%	860 87%	2064 86%	1201 72%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	822 13%	220 10%	562 16% a	460 13%	337 16% c
USE MORE THAN ONE PROFILE	36 1%	20 1%	16 *% a	9 *%	27 1% c
DON'T KNOW HOW MANY PROFILES	6 *%	5 *% b	1 *%	2 *%	* *%
USE BUT DON'T HAVE A PROFILE	254 4%	106 5%	126 4%	115 3%	112 5% c
DON'T USE THIS APP/ SITE	5065 82%	1833 84% b	2814 80%	3039 84% d	1678 78%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	48	7	17	15	5	3	1	48	41	7	22	15	8	5	36	12	48
	1%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%
		f	ef	ef				f	i		mo						
USE MORE THAN ONE PROFILE	13	1	5	4	2	-	*	13	12	2	8	1	*	4	9	4	13
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
									i		k						
DON'T KNOW HOW MANY PROFILES	2	-	-	-	2	-	-	2	-	2	-	-	-	2	-	2	2
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	111	17	48	22	14	4	6	111	91	19	56	25	21	10	80	30	111
	2%	2%	4%	2%	1%	*%	1%	2%	3%	1%	3%	1%	2%	1%	2%	1%	2%
		ef	cdefg	ef				ef	i		klmop				mo		m
DON'T USE THIS APP/ SITE	6008	716	1079	1022	1076	1005	1110	6008	2787	3159	1690	1806	1257	1204	3496	2461	6008
	97%	97%	94%	96%	98%	99%	99%	97%	95%	99%	95%	98%	98%	98%	97%	98%	97%
		b		b	b	abcdg	abcdg	b		h		jn	j	jnp		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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	48 1%	43 1%	2 *%	3 1%	1 1%	48 1%	47 1%	2 *%	3 *%	46 1%	2 *%	22 1%	24 1%	48 1%	9 1%	20 1%	14 1%
USE MORE THAN ONE PROFILE	13 *%	12 *%	1 *%	* *%	- -%	13 *%	13 *%	* *%	- -%	13 *%	2 *%	5 *%	7 *%	13 *%	- -%	7 *%	1 *%
DON'T KNOW HOW MANY PROFILES	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	111 2%	100 2%	6 1%	2 1%	3 2%	111 2%	108 2%	3 *%	5 1%	106 2%	20 1%	40 1%	50 3%	111 2%	23 2%	39 2%	32 2%
DON'T USE THIS APP/ SITE	6008 97%	5075 97%	510 98%	273 98%	150 97%	6008 97%	5167 97%	841 99%	929 99%	5079 97%	1400 98%	2688 98%	1852 96%	6008 97%	960 97%	2348 97%	1629 97%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	48 1%	17 1%	30 1%	21 1%	26 1%
					c
USE MORE THAN ONE PROFILE	13 *%	11 *%	3 *%	7 *%	4 *%
		b			
DON'T KNOW HOW MANY PROFILES	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	111 2%	56 3%	44 1%	33 1%	68 3%
		b			c
DON'T USE THIS APP/ SITE	6008 97%	2099 96%	3441 98%	3564 98%	2056 95%
			a	d	

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	678	172	177	123	88	74	43	678	166	497	226	221	125	101	447	225	678
	11%	23%	15%	12%	8%	7%	4%	11%	6%	16%	13%	12%	10%	8%	12%	9%	11%
		bcdefg	cdefg	def	f	f		def		h	lmo	mo			lmo		mo
USE MORE THAN ONE PROFILE	40	16	9	6	5	1	3	40	19	19	15	11	8	7	26	15	40
	1%	2%	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	e														
DON'T KNOW HOW MANY PROFILES	8	*	2	2	2	1	*	8	1	6	1	1	2	3	2	5	8
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	448	58	79	92	72	85	63	448	142	299	121	142	111	74	263	184	448
	7%	8%	7%	9%	7%	8%	6%	7%	5%	9%	7%	8%	9%	6%	7%	7%	7%
				f		f				h			m				
DON'T USE THIS APP/ SITE	5007	495	882	838	932	852	1008	5007	2604	2368	1412	1472	1040	1039	2884	2080	5007
	81%	67%	77%	79%	85%	84%	90%	81%	89%	74%	80%	80%	81%	85%	80%	83%	81%
			a	a	abcg	abc	abcdeg	ab	i					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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	678 11%	562 11%	62 12%	34 12%	20 13%	678 11%	606 11%	72 8%	76 8%	601 11%	58 4%	254 9%	366 19%	678 11%	123 12%	209 9%	215 13%
USE MORE THAN ONE PROFILE	40 1%	37 1%	1 *%	2 1%	1 *%	40 1%	40 1%	- -%	4 *%	36 1%	7 *%	15 1%	18 1%	40 1%	4 *%	11 *%	12 1%
DON'T KNOW HOW MANY PROFILES	8 *%	6 *%	1 *%	* *%	1 *%	8 *%	8 *%	- -%	2 *%	6 *%	* *%	6 *%	2 *%	8 *%	* *%	1 *%	2 *%
USE BUT DON'T HAVE A PROFILE	448 7%	375 7%	44 8%	20 7%	10 6%	448 7%	393 7%	56 7%	55 6%	394 8%	86 6%	190 7%	171 9%	448 7%	71 7%	177 7%	114 7%
DON'T USE THIS APP/ SITE	5007 81%	4250 81%	411 79%	223 80%	124 80%	5007 81%	4289 80%	719 85%	800 85%	4208 80%	1274 89%	2290 83%	1377 71%	5007 81%	793 80%	2015 83%	1333 80%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	678	275	360	373	269
	11%	13%	10%	10%	12%
		b			c
USE MORE THAN ONE PROFILE	40	23	11	23	11
	1%	1%	*%	1%	1%
		b			
DON'T KNOW HOW MANY PROFILES	8	6	1	3	2
	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	448	178	240	228	181
	7%	8%	7%	6%	8%
					c
DON'T USE THIS APP/ SITE	5007	1701	2906	2997	1691
	81%	78%	83%	83%	79%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	398	106	131	73	60	20	8	398	252	138	147	130	65	54	276	119	398
	6%	14%	11%	7%	5%	2%	1%	6%	9%	4%	8%	7%	5%	4%	8%	5%	6%
		cdefg	cdefg	ef	ef	f		ef	i		lmop	mo			lmo		mo
USE MORE THAN ONE PROFILE	48	15	21	8	3	*	-	48	32	13	17	12	6	12	30	18	48
	1%	2%	2%	1%	*%	*%	-%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%
		cdefg	defg	ef				ef	i								
DON'T KNOW HOW MANY PROFILES	2	1	-	-	2	-	*	2	1	2	-	1	-	2	1	2	2
	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	296	50	92	75	24	34	21	296	182	109	94	104	60	34	198	94	296
	5%	7%	8%	7%	2%	3%	2%	5%	6%	3%	5%	6%	5%	3%	5%	4%	5%
		defg	defg	defg				df	i		mo	mo	m		mo		m
DON'T USE THIS APP/ SITE	5438	570	904	906	1012	959	1088	5438	2465	2927	1517	1599	1155	1122	3116	2277	5438
	88%	77%	79%	85%	92%	95%	97%	88%	84%	92%	85%	87%	90%	92%	86%	91%	88%
				ab	abcg	abcg	abcdeg	abc		h			jkn	jknp		jknp	jn

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	398	333	39	16	10	398	357	41	26	372	27	139	231	398	58	129	142
	6%	6%	7%	6%	7%	6%	7%	5%	3%	7%	2%	5%	12%	6%	6%	5%	8%
										h		j	jkm	jk			no
USE MORE THAN ONE PROFILE	48	37	7	2	2	48	43	5	5	43	2	17	29	48	8	18	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
													jkm	j			
DON'T KNOW HOW MANY PROFILES	2	2	-	-	*	2	2	-	-	2	-	1	2	2	-	-	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
USE BUT DON'T HAVE A PROFILE	296	247	33	8	8	296	272	23	29	267	27	111	158	296	47	111	84
	5%	5%	6%	3%	5%	5%	5%	3%	3%	5%	2%	4%	8%	5%	5%	5%	5%
			c		c	c	g			h		j	jkm	j			
DON'T USE THIS APP/ SITE	5438	4612	440	253	134	5438	4661	777	877	4561	1370	2488	1514	5438	878	2155	1436
	88%	88%	85%	91%	86%	88%	87%	92%	94%	87%	96%	90%	78%	88%	89%	89%	86%
		b		bd			f		i		klm	lm		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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	398 6%	165 8% b	208 6%	224 6%	156 7%
USE MORE THAN ONE PROFILE	48 1%	34 2% b	11 *%	30 1%	14 1%
DON'T KNOW HOW MANY PROFILES	2 *%	2 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	296 5%	114 5%	148 4%	156 4%	114 5%
DON'T USE THIS APP/ SITE	5438 88%	1869 86%	3151 90% a	3215 89%	1869 87%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	1215	430	365	210	126	61	23	1215	484	714	375	362	259	204	737	463	1215
	20%	58%	32%	20%	11%	6%	2%	20%	17%	22%	21%	20%	20%	17%	20%	18%	20%
		bcdefg	cdefg	def	ef	f		def		h	m				m		m
USE MORE THAN ONE PROFILE	132	50	57	14	8	2	1	132	72	57	45	33	32	22	78	54	132
	2%	7%	5%	1%	1%	*%	*%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
		cdefg	cdefg	ef	f			def									
DON'T KNOW HOW MANY PROFILES	4	1	-	1	1	-	*	4	2	2	1	1	-	1	2	1	4
	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	461	100	162	96	50	29	23	461	265	188	153	138	99	68	291	167	461
	7%	14%	14%	9%	5%	3%	2%	7%	9%	6%	9%	7%	8%	6%	8%	7%	7%
		cdefg	cdefg	def	f			def	i		mo				m		m
DON'T USE THIS APP/ SITE	4371	159	565	741	915	920	1070	4371	2109	2229	1200	1313	895	929	2513	1824	4371
	71%	21%	49%	70%	83%	91%	96%	71%	72%	70%	68%	71%	70%	76%	69%	73%	71%
			a	ab	abcb	abcdg	abcdeg	ab						jklnp		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	1215	991	124	61	40	1215	1107	108	223	992	182	504	527	1215	290	383	294
	20%	19%	24%	22%	26%	20%	21%	13%	24%	19%	13%	18%	27%	20%	29%	16%	18%
			ae		ae		g		i			j	jkm	j	op		
USE MORE THAN ONE PROFILE	132	116	7	6	3	132	124	7	10	122	22	58	52	132	32	37	23
	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	3%	2%	3%	2%	1%
							g								op		
DON'T KNOW HOW MANY PROFILES	4	3	-	*	*	4	3	*	1	3	*	1	2	4	*	1	2
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	461	389	39	19	14	461	423	38	75	386	113	210	137	461	108	136	102
	7%	7%	8%	7%	9%	7%	8%	4%	8%	7%	8%	8%	7%	7%	11%	6%	6%
							g								op		
DON'T USE THIS APP/ SITE	4371	3733	349	193	96	4371	3678	693	628	3743	1108	1982	1216	4371	562	1857	1256
	71%	71%	67%	69%	62%	71%	69%	82%	67%	71%	78%	72%	63%	71%	57%	77%	75%
		d		d		d		f		h	klm	l		l		n	n

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	1215	480	618	597	537
	20%	22%	18%	16%	25%
		b			c
USE MORE THAN ONE PROFILE	132	69	41	53	51
	2%	3%	1%	1%	2%
		b			c
DON'T KNOW HOW MANY PROFILES	4	2	2	3	1
	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	461	180	218	154	232
	7%	8%	6%	4%	11%
		b			c
DON'T USE THIS APP/ SITE	4371	1453	2641	2818	1334
	71%	67%	75%	78%	62%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	1432	339	422	320	210	102	40	1432	590	823	387	437	352	249	824	601	1432
	23%	46%	37%	30%	19%	10%	4%	23%	20%	26%	22%	24%	27%	20%	23%	24%	23%
		bcdefg	cdefg	defg	ef	f		def		h			jmn		m		
USE MORE THAN ONE PROFILE	283	136	85	32	19	7	4	283	109	161	121	72	50	39	192	88	283
	5%	18%	7%	3%	2%	1%	*%	5%	4%	5%	7%	4%	4%	3%	5%	4%	5%
		bcdefg	cdefg	ef	f			cdef		h	klmop				mo		
DON'T KNOW HOW MANY PROFILES	19	8	2	7	2	-	-	19	6	13	6	2	2	9	7	12	19
	*%	1%	*%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		bdefg		ef										knp			
USE BUT DON'T HAVE A PROFILE	845	135	228	159	133	126	65	845	415	415	293	212	183	149	506	332	845
	14%	18%	20%	15%	12%	12%	6%	14%	14%	13%	17%	12%	14%	12%	14%	13%	14%
		defg	cdefg	f	f	f		f			kmnop				k		
DON'T USE THIS APP/ SITE	3603	124	412	545	735	779	1009	3603	1812	1777	969	1123	698	778	2092	1476	3603
	58%	17%	36%	51%	67%	77%	90%	58%	62%	56%	55%	61%	54%	64%	58%	59%	58%
			a	ab	abcg	abcdg	abcdeg	abc	i			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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	1432	1201	115	73	43	1432	1312	120	226	1206	177	572	683	1432	287	480	416
	23%	23%	22%	26%	28%	23%	25%	14%	24%	23%	12%	21%	35%	23%	29%	20%	25%
					ae		g					j	jkm	jk	o		o
USE MORE THAN ONE PROFILE	283	244	19	11	9	283	260	22	38	245	55	126	102	283	64	77	51
	5%	5%	4%	4%	6%	5%	5%	3%	4%	5%	4%	5%	5%	5%	6%	3%	3%
							g								op		
DON'T KNOW HOW MANY PROFILES	19	17	1	*	*	19	18	*	7	12	7	6	5	19	3	6	1
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%
									i								
USE BUT DON'T HAVE A PROFILE	845	715	69	36	25	845	766	79	147	698	190	366	287	845	174	306	196
	14%	14%	13%	13%	16%	14%	14%	9%	16%	13%	13%	13%	15%	14%	18%	13%	12%
							g								op		
DON'T USE THIS APP/ SITE	3603	3054	314	158	78	3603	2979	624	519	3084	995	1685	856	3603	463	1545	1012
	58%	58%	61%	57%	50%	58%	56%	74%	55%	59%	70%	61%	44%	58%	47%	64%	60%
		d	d	d		d		f			klm	lm		l		n	n

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	1432 23%	527 24%	794 23%	675 19%	672 31% c
USE MORE THAN ONE PROFILE	283 5%	142 7% b	112 3%	131 4%	112 5% c
DON'T KNOW HOW MANY PROFILES	19 *%	6 *%	9 *%	6 *%	10 *%
USE BUT DON'T HAVE A PROFILE	845 14%	326 15% b	418 12%	371 10%	392 18% c
DON'T USE THIS APP/ SITE	3603 58%	1183 54%	2186 62% a	2441 67% d	968 45%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	92	21	44	12	5	5	5	92	36	51	30	36	15	11	66	26	92
	1%	3%	4%	1%	*%	*%	*%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%
		cdefg	cdefg					def				mo			mo		
USE MORE THAN ONE PROFILE	26	5	10	7	4	-	-	26	18	7	12	8	*	6	20	6	26
	*%	1%	1%	1%	*%	-%	-%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%
		ef	ef	ef					i		l				l		
DON'T KNOW HOW MANY PROFILES	10	6	*	2	-	2	-	10	4	6	6	-	4	*	6	4	10
	*%	1%	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
		bdfg															
USE BUT DON'T HAVE A PROFILE	93	15	28	25	13	4	8	93	61	32	35	30	15	12	66	27	93
	2%	2%	2%	2%	1%	*%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%
		ef	ef	ef				e	i		o						
DON'T USE THIS APP/ SITE	5962	695	1067	1017	1077	1002	1105	5962	2812	3094	1693	1772	1251	1195	3465	2446	5962
	96%	94%	93%	96%	98%	99%	99%	96%	96%	97%	95%	96%	97%	98%	96%	97%	96%
				b	abcg	abcg	abcg	ab					jn	jkn		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	92 1%	77 1%	8 2%	5 2%	2 1%	92 1%	84 2%	8 1%	3 *% h	89 2% h	3 *% j	29 1% j	60 3% jkm	92 1% j	18 2%	28 1%	33 2%
USE MORE THAN ONE PROFILE	26 *% p	21 *% p	4 1% p	1 *% p	- -% p	26 *% p	24 *% p	2 *% p	- -% p	26 *% p	2 *% p	7 *% p	17 1% p	26 *% p	8 1% p	13 1% p	2 *% p
DON'T KNOW HOW MANY PROFILES	10 *% o	10 *% o	- -% o	- -% o	- -% o	10 *% o	10 *% o	- -% o	4 *% o	6 *% o	- -% o	4 *% o	6 *% o	10 *% o	2 *% o	- -% o	2 *% o
USE BUT DON'T HAVE A PROFILE	93 2% o	72 1% o	15 3% o	4 2% o	2 1% o	93 2% o	86 2% o	7 1% o	14 1% o	79 2% o	11 1% o	32 1% o	51 3% o	93 2% o	16 2% o	23 1% o	35 2% o
DON'T USE THIS APP/ SITE	5962 96% o	5051 97% o	492 95% o	268 96% o	150 97% o	5962 96% o	5132 96% o	830 98% o	916 98% o	5045 96% o	1408 99% o	2684 97% o	1802 93% o	5962 96% o	948 96% o	2350 97% o	1605 96% 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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	92 1%	38 2%	50 1%	59 2%	28 1%
USE MORE THAN ONE PROFILE	26 *%	19 1%	6 *%	9 *%	15 1%
DON'T KNOW HOW MANY PROFILES	10 *%	10 *%	- -%	8 *%	2 *%
USE BUT DON'T HAVE A PROFILE	93 2%	42 2%	38 1%	35 1%	42 2%
DON'T USE THIS APP/ SITE	5962 96%	2075 95%	3424 97%	3513 97%	2067 96%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	330	117	125	53	22	7	6	330	234	90	123	88	72	47	211	118	330
	5%	16%	11%	5%	2%	1%	1%	5%	8%	3%	7%	5%	6%	4%	6%	5%	5%
		bcdefg	cdefg	def	ef			def	i		kmop				m		m
USE MORE THAN ONE PROFILE	30	10	11	2	8	-	*	30	19	11	15	7	4	4	22	8	30
	*%	1%	1%	*%	1%	-%	*%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%
		cefg	cef		ef												
DON'T KNOW HOW MANY PROFILES	4	3	1	-	-	-	-	4	2	2	1	-	1	2	1	3	4
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
		g															
USE BUT DON'T HAVE A PROFILE	326	96	112	66	27	8	17	326	239	80	126	86	70	40	212	110	326
	5%	13%	10%	6%	2%	1%	1%	5%	8%	3%	7%	5%	5%	3%	6%	4%	5%
		cdefg	cdefg	def	e			def	i		kmop		m		mo		m
DON'T USE THIS APP/ SITE	5492	516	900	941	1043	998	1095	5492	2438	3006	1511	1665	1139	1131	3176	2270	5492
	89%	70%	78%	89%	95%	98%	98%	89%	83%	94%	85%	90%	89%	92%	88%	90%	89%
		a	a	ab	abcg	abcdg	abcdg	ab		h		jn	j	jlnp	j	jn	j

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	330	273	26	20	10	330	303	27	32	298	31	138	161	330	73	102	90
	5%	5%	5%	7%	6%	5%	6%	3%	3%	6%	2%	5%	8%	5%	7%	4%	5%
USE MORE THAN ONE PROFILE	30	25	3	1	1	30	28	2	3	26	7	9	13	30	3	5	9
	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%	*%	*%	1%
DON'T KNOW HOW MANY PROFILES	4	4	-	*	-	4	3	1	2	3	3	1	-	4	1	1	-
	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	326	271	28	16	12	326	307	20	22	304	57	152	118	326	58	118	82
	5%	5%	5%	6%	8%	5%	6%	2%	2%	6%	4%	5%	6%	5%	6%	5%	5%
DON'T USE THIS APP/ SITE	5492	4657	462	240	132	5492	4695	797	878	4614	1326	2456	1642	5492	856	2187	1495
	89%	89%	89%	87%	86%	89%	88%	94%	94%	88%	93%	89%	85%	89%	86%	91%	89%
		d			ae	d	g		i	h	klm	l	j	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	330 5%	159 7% b	143 4%	192 5%	118 5%
USE MORE THAN ONE PROFILE	30 *%	19 1% b	7 *%	10 *%	8 *%
DON'T KNOW HOW MANY PROFILES	4 *%	3 *%	- -%	2 *%	- -%
USE BUT DON'T HAVE A PROFILE	326 5%	140 6% b	144 4%	128 4%	150 7% c
DON'T USE THIS APP/ SITE	5492 89%	1863 85%	3224 92% a	3292 91% d	1877 87%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	1280	188	291	267	243	192	99	1280	715	550	398	406	267	202	804	469	1280
	21%	25%	25%	25%	22%	19%	9%	21%	24%	17%	22%	22%	21%	16%	22%	19%	21%
		efg	efg	efg	f	f		f	i		mo	mo	m		mo		m
USE MORE THAN ONE PROFILE	166	39	51	26	34	9	6	166	91	72	61	55	28	22	116	50	166
	3%	5%	4%	2%	3%	1%	1%	3%	3%	2%	3%	3%	2%	2%	3%	2%	3%
		cdefg	cefg	ef	ef			ef			mo				mo		
DON'T KNOW HOW MANY PROFILES	7	1	4	2	-	-	-	7	2	1	7	-	-	-	7	-	7
	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%
											kmop						
USE BUT DON'T HAVE A PROFILE	340	46	80	56	60	45	53	340	195	140	108	110	64	53	218	117	340
	5%	6%	7%	5%	5%	4%	5%	5%	7%	4%	6%	6%	5%	4%	6%	5%	5%
									i								
DON'T USE THIS APP/ SITE	4390	466	723	711	762	767	960	4390	1929	2426	1201	1275	927	947	2476	1874	4390
	71%	63%	63%	67%	69%	76%	86%	71%	66%	76%	68%	69%	72%	77%	68%	75%	71%
					ab	abcdg	abcdeg	abc		h			jn	jklnp		jknp	jn

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

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

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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	1280	1053	124	65	39	1280	1145	135	126	1154	104	521	650	1280	198	453	445
	21%	20%	24%	23%	26%	21%	21%	16%	13%	22%	7%	19%	34%	21%	20%	19%	27%
					ae		g			h		j	jkm	j			no
USE MORE THAN ONE PROFILE	166	141	12	7	7	166	150	16	11	155	11	60	95	166	22	59	56
	3%	3%	2%	2%	4%	3%	3%	2%	1%	3%	1%	2%	5%	3%	2%	2%	3%
					ae					h		j	jkm	j			
DON'T KNOW HOW MANY PROFILES	7	7	-	-	*	7	7	-	1	6	4	1	2	7	-	1	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	340	294	23	12	11	340	305	35	27	312	59	167	113	340	67	131	96
	5%	6%	4%	4%	7%	5%	6%	4%	3%	6%	4%	6%	6%	5%	7%	5%	6%
					c					h		j					
DON'T USE THIS APP/ SITE	4390	3738	360	195	97	4390	3730	659	772	3618	1247	2006	1073	4390	704	1769	1077
	71%	71%	69%	70%	63%	71%	70%	78%	82%	69%	88%	73%	55%	71%	71%	73%	64%
		d	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	1280	377	827	698	525
	21%	17%	23%	19%	24%
		a	b	c	d
USE MORE THAN ONE PROFILE	166	76	73	107	50
	3%	4%	2%	3%	2%
		b	c	d	e
DON'T KNOW HOW MANY PROFILES	7	5	1	1	2
	*%	*%	*%	*%	*%
		b	c	d	e
USE BUT DON'T HAVE A PROFILE	340	110	204	156	160
	5%	5%	6%	4%	7%
		b	c	d	e
DON'T USE THIS APP/ SITE	4390	1615	2414	2662	1417
	71%	74%	69%	73%	66%
		b	c	d	e

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	55	3	23	13	9	6	1	55	32	22	27	19	2	7	47	9	55
	1%	*%	2%	1%	1%	1%	*%	1%	1%	1%	2%	1%	*%	1%	1%	*%	1%
			ae fg	f	f			f			lmo	lo			lo		lo
USE MORE THAN ONE PROFILE	11	*	6	3	2	-	-	11	11	-	2	3	1	4	6	5	11
	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
			f						i								
DON'T KNOW HOW MANY PROFILES	4	-	3	-	1	-	-	4	3	1	3	1	-	-	4	-	4
	*%	-%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	182	14	51	55	40	14	8	182	125	51	81	48	34	19	129	53	182
	3%	2%	4%	5%	4%	1%	1%	3%	4%	2%	5%	3%	3%	2%	4%	2%	3%
			ae fg	ae fg	ef			ef	i		klmop				mo		m
DON'T USE THIS APP/ SITE	5930	724	1066	990	1047	993	1109	5930	2761	3115	1662	1775	1248	1194	3436	2443	5930
	96%	98%	93%	93%	95%	98%	99%	96%	94%	98%	94%	96%	97%	98%	95%	97%	96%
		bcdg				bcdg	abcdg	bc		h		j	jn	jnp		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.

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 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	55 1%	45 1%	4 1%	4 1%	2 1%	55 1%	52 1%	3 *% h	* *% h	55 1% h	3 *% j	8 *% k	44 2% l	55 1% m	14 1% n	13 1% o	22 1% p
USE MORE THAN ONE PROFILE	11 *% i	9 *% a	2 *% b	* *% c	* *% d	11 *% e	11 *% f	- -% g	- -% i	11 *% h	- -% j	3 *% k	8 *% l	11 *% m	1 *% n	8 *% o	* *% p
DON'T KNOW HOW MANY PROFILES	4 *% i	4 *% a	- -% b	- -% c	- -% d	4 *% e	4 *% f	- -% g	- -% i	4 *% h	1 *% j	- -% k	3 *% l	4 *% m	1 *% n	- -% o	3 *% p
USE BUT DON'T HAVE A PROFILE	182 3% i	155 3% a	15 3% b	7 3% c	5 3% d	182 3% e	175 3% f	7 1% g	10 1% i	173 3% h	11 1% j	67 2% k	104 5% l	182 3% m	30 3% n	67 3% o	56 3% p
DON'T USE THIS APP/ SITE	5930 96% i	5019 96% a	497 96% b	267 96% c	147 95% d	5930 96% e	5095 95% f	835 99% g	927 99% i	5003 95% h	1409 99% j	2678 97% k	1775 92% l	5930 96% m	946 95% n	2325 96% o	1595 95% 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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	55 1%	25 1%	29 1%	16 *%	37 2% c
USE MORE THAN ONE PROFILE	11 *%	9 *% b	2 *%	6 *%	5 *%
DON'T KNOW HOW MANY PROFILES	4 *%	4 *% b	- -%	- -%	4 *% c
USE BUT DON'T HAVE A PROFILE	182 3%	80 4% b	85 2%	76 2%	93 4% c
DON'T USE THIS APP/ SITE	5930 96%	2067 95%	3402 97% a	3527 97% d	2015 94%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	16	3	5	7	2	-	-	16	13	4	11	1	3	2	12	5	16
	*%	*%	*%	1%	*%	-%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
				ef					i		k						
USE MORE THAN ONE PROFILE	12	1	8	3	-	-	-	12	10	2	3	5	-	4	8	4	12
	*%	*%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
			defg						i								
DON'T KNOW HOW MANY PROFILES	*	-	-	*	-	-	-	*	*	-	-	-	-	*	-	*	*
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	78	8	27	24	13	3	4	78	57	22	51	10	15	3	61	17	78
	1%	1%	2%	2%	1%	*%	*%	1%	2%	1%	3%	1%	1%	*%	2%	1%	1%
			efg	efg	f			ef	i		klmnop		m		kmo		kmo
DON'T USE THIS APP/ SITE	6075	729	1110	1028	1085	1010	1114	6075	2852	3162	1710	1830	1268	1216	3541	2484	6075
	98%	98%	97%	97%	99%	100%	100%	98%	97%	99%	96%	99%	99%	99%	98%	99%	98%
		b			bc	abcdg	abcdg	bc	h		jnp	jnp	j	jnp	j	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.

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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	16	13	*	2	*	16	14	2	2	15	3	2	12	16	2	3	7
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
				ae									k				
USE MORE THAN ONE PROFILE	12	11	-	*	-	12	12	-	-	12	1	5	6	12	-	8	2
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	-	-	*	-	*	*	-	-	*	-	-	*	*	*	-	-
	*%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%	-%
				a													
USE BUT DON'T HAVE A PROFILE	78	67	8	-	3	78	77	2	6	73	14	37	27	78	20	17	27
	1%	1%	2%	-%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	2%
		c	c		c	c	g								o		o
DON'T USE THIS APP/ SITE	6075	5139	510	275	151	6075	5233	842	930	5146	1406	2713	1889	6075	969	2386	1640
	98%	98%	98%	99%	98%	98%	98%	100%	99%	98%	99%	98%	98%	98%	98%	99%	98%
								f								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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	16 *%	10 *%	6 *%	2 *%	11 1% c
USE MORE THAN ONE PROFILE	12 *%	7 *%	3 *%	4 *%	5 *%
DON'T KNOW HOW MANY PROFILES	* *%	- -%	* *%	- -%	* *%
USE BUT DON'T HAVE A PROFILE	78 1%	48 2% b	28 1%	17 *%	48 2% c
DON'T USE THIS APP/ SITE	6075 98%	2118 97%	3482 99% a	3601 99% d	2089 97%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	2001	358	505	431	331	222	153	2001	1117	852	583	599	426	374	1183	800	2001
	32%	48%	44%	41%	30%	22%	14%	32%	38%	27%	33%	32%	33%	31%	33%	32%	32%
		cdefg	defg	defg	ef	f		ef	i								
USE MORE THAN ONE PROFILE	332	107	96	62	39	19	8	332	194	134	111	90	75	54	201	129	332
	5%	14%	8%	6%	4%	2%	1%	5%	7%	4%	6%	5%	6%	4%	6%	5%	5%
		bcdefg	defg	def	f			def	i								
DON'T KNOW HOW MANY PROFILES	39	12	2	9	4	2	10	39	19	20	11	7	5	17	18	22	39
	1%	2%	*%	1%	*%	*%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%
		bdeg												klnp			
USE BUT DON'T HAVE A PROFILE	2667	224	411	422	508	548	554	2667	1220	1431	769	871	518	490	1640	1008	2667
	43%	30%	36%	40%	46%	54%	50%	43%	42%	45%	43%	47%	40%	40%	45%	40%	43%
			a	a	abc	abcdg	abcg	ab		h		lmop			lmo		o
DON'T USE THIS APP/ SITE	1143	39	133	138	218	222	393	1143	381	753	301	279	261	289	580	551	1143
	18%	5%	12%	13%	20%	22%	35%	18%	13%	24%	17%	15%	20%	24%	16%	22%	18%
			a	a	abc	abcg	abcdeg	abc		h			kn	jknp		jknp	kn

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	2001	1644	206	95	56	2001	1796	205	243	1757	258	850	891	2001	393	749	538
	32%	31%	40%	34%	36%	32%	34%	24%	26%	34%	18%	31%	46%	32%	40%	31%	32%
			ae		a		g			h		j	jkm	j	op		
USE MORE THAN ONE PROFILE	332	286	22	13	10	332	317	15	31	300	31	166	134	332	75	96	84
	5%	5%	4%	5%	7%	5%	6%	2%	3%	6%	2%	6%	7%	5%	8%	4%	5%
							g			h		j	jm	j	op		
DON'T KNOW HOW MANY PROFILES	39	33	3	2	1	39	34	5	7	32	27	7	6	39	8	9	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
											klm	*	*			*	*
USE BUT DON'T HAVE A PROFILE	2667	2291	201	110	65	2667	2274	393	419	2248	554	1288	805	2667	378	1062	759
	43%	44%	39%	39%	42%	43%	43%	46%	45%	43%	39%	47%	42%	43%	38%	44%	45%
		b										jlm		j		n	n
DON'T USE THIS APP/ SITE	1143	977	87	58	22	1143	915	228	236	907	554	444	98	1143	138	498	291
	18%	19%	17%	21%	14%	18%	17%	27%	25%	17%	39%	16%	5%	18%	14%	21%	17%
		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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	2001 32%	738 34%	1100 31%	1056 29%	831 39% c
USE MORE THAN ONE PROFILE	332 5%	189 9% b	117 3%	177 5%	127 6%
DON'T KNOW HOW MANY PROFILES	39 1%	16 1%	14 *%	16 *%	10 *%
USE BUT DON'T HAVE A PROFILE	2667 43%	857 39%	1597 45% a	1575 43%	919 43%
DON'T USE THIS APP/ SITE	1143 18%	384 18%	691 20%	800 22% d	267 12%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	32	24	6	2	-	-	-	32	14	18	9	13	8	2	22	10	32
	1%	3%	1%	*%	-%	-%	-%	1%	*%	1%	1%	1%	1%	*%	1%	*%	1%
		bcdefg	f				f										
USE MORE THAN ONE PROFILE	12	2	9	-	2	-	-	12	10	2	4	-	2	6	4	8	12
	*%	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
			cefg						i				kn				
DON'T KNOW HOW MANY PROFILES	3	-	1	2	-	-	-	3	3	-	2	-	-	1	2	1	3
	*%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	41	12	12	9	*	1	7	41	22	16	16	12	7	5	28	12	41
	1%	2%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
		deg	de	de			d										
DON'T USE THIS APP/ SITE	6094	704	1121	1049	1097	1012	1111	6094	2883	3153	1745	1822	1268	1210	3567	2479	6094
	99%	95%	98%	99%	100%	100%	99%	99%	98%	99%	98%	99%	99%	99%	99%	99%	99%
			a	a	abcg	abcg	ab	ab									

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	32 1%	30 1%	* *%	1 *%	1 1%	32 1%	31 1%	1 *%	2 *%	30 1%	7 *%	8 *%	17 1%	32 1%	7 1%	11 *%	7 *%
USE MORE THAN ONE PROFILE	12 *%	11 *%	* *%	* *%	- -%	12 *%	12 *%	- -%	1 *%	10 *%	* *%	3 *%	8 *%	12 *%	1 *%	5 *%	3 *%
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	- -%	1 *%	2 *%	3 *%	- -%	1 *%	2 *%
USE BUT DON'T HAVE A PROFILE	41 1%	37 1%	3 1%	1 *%	1 1%	41 1%	40 1%	1 *%	5 1%	36 1%	9 1%	21 1%	12 1%	41 1%	10 1%	12 *%	10 1%
DON'T USE THIS APP/ SITE	6094 99%	5150 98%	515 99%	276 99%	153 99%	6094 99%	5250 98%	844 100%	928 99%	5166 98%	1409 99%	2722 99%	1895 98%	6094 99%	974 98%	2384 99%	1654 99%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	32 1%	16 1%	12 *%	15 *%	14 1%
USE MORE THAN ONE PROFILE	12 *%	9 *%	1 *%	5 *%	3 *%
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	1 *%	2 *%
USE BUT DON'T HAVE A PROFILE	41 1%	23 1%	14 *%	13 *%	22 1%
DON'T USE THIS APP/ SITE	6094 99%	2133 98%	3491 99%	3590 99%	2113 98%
		b	a	d	c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USE ONE PROFILE	162	113	29	10	4	3	2	162	58	102	71	52	20	17	123	36	162
	3%	15%	3%	1%	*%	*%	*%	3%	2%	3%	4%	3%	2%	1%	3%	1%	3%
		bcdefg	cdef					cdef		h	lmop	mo			lmo		mo
USE MORE THAN ONE PROFILE	12	6	6	*	-	-	-	12	8	5	3	5	-	5	8	5	12
	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
		cdefg	f														
DON'T KNOW HOW MANY PROFILES	3	-	-	2	2	-	-	3	2	2	-	2	-	2	2	2	3
	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	84	33	29	11	7	3	2	84	46	37	39	16	18	11	55	29	84
	1%	4%	2%	1%	1%	*%	*%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
		cdefg	cdefg	f				ef			kmop						
DON'T USE THIS APP/ SITE	5921	590	1085	1039	1086	1007	1113	5921	2818	3044	1662	1771	1248	1190	3434	2438	5921
	96%	80%	94%	98%	99%	99%	100%	96%	96%	95%	94%	96%	97%	97%	95%	97%	96%
			a	abg	abg	abcg	abcg	a				j	jn	jnp		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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USE ONE PROFILE	162 3%	134 3%	14 3%	8 3%	6 4%	162 3%	148 3%	13 2%	22 2%	139 3%	20 1%	75 3%	66 3%	162 3%	39 4%	51 2%	34 2%
USE MORE THAN ONE PROFILE	12 *%	12 *%	- -%	- -%	- -%	12 *%	12 *%	- -%	- -%	12 *%	4 *%	4 *%	4 *%	12 *%	5 *%	7 *%	- -%
DON'T KNOW HOW MANY PROFILES	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	- -%	- -%	3 *%	3 *%	2 *%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	84 1%	71 1%	7 1%	2 1%	4 2%	84 1%	77 1%	7 1%	10 1%	74 1%	13 1%	39 1%	32 2%	84 1%	18 2%	18 1%	23 1%
DON'T USE THIS APP/ SITE	5921 96%	5011 96%	497 96%	268 96%	145 94%	5921 96%	5094 95%	826 98%	904 97%	5017 96%	1387 97%	2637 96%	1828 95%	5921 96%	928 94%	2338 97%	1619 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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USE ONE PROFILE	162	77	75	112	42
	3%	4%	2%	3%	2%
		b		d	
USE MORE THAN ONE PROFILE	12	9	3	9	2
	*%	*%	*%	*%	*%
		b			
DON'T KNOW HOW MANY PROFILES	3	3	-	-	2
	*%	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	84	47	32	26	48
	1%	2%	1%	1%	2%
		b			c
DON'T USE THIS APP/ SITE	5921	2047	3408	3477	2060
	96%	94%	97%	96%	96%
			a		

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
INSTAGRAM	584	207	199	97	50	25	6	584	201	372	189	186	125	82	375	207	584
	9%	28%	17%	9%	5%	2%	1%	9%	7%	12%	11%	10%	10%	7%	10%	8%	9%
		bcdefg	cdefg	def	ef	f		def		h	mo	m	m		mo		m
YOUTUBE	332	107	96	62	39	19	8	332	194	134	111	90	75	54	201	129	332
	5%	14%	8%	6%	4%	2%	1%	5%	7%	4%	6%	5%	6%	4%	6%	5%	5%
		bcdefg	defg	def	f			def	i								
FACEBOOK	325	31	95	72	70	31	27	325	146	174	109	93	65	56	202	122	325
	5%	4%	8%	7%	6%	3%	2%	5%	5%	5%	6%	5%	5%	5%	6%	5%	5%
			aefg	aef	ef			ef									
TIKTOK	283	136	85	32	19	7	4	283	109	161	121	72	50	39	192	88	283
	5%	18%	7%	3%	2%	1%	*%	5%	4%	5%	7%	4%	4%	3%	5%	4%	5%
		bcdefg	cdefg	ef	f			cdef		h	klmop				mo		
X/TWITTER (AMENDED TO X/ TWITTER AT WAVE 2)	166	39	51	26	34	9	6	166	91	72	61	55	28	22	116	50	166
	3%	5%	4%	2%	3%	1%	1%	3%	3%	2%	3%	3%	2%	2%	3%	2%	3%
		cdefg	cefg	ef	ef			ef			mo				mo		
SNAPCHAT	132	50	57	14	8	2	1	132	72	57	45	33	32	22	78	54	132
	2%	7%	5%	1%	1%	*%	*%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
		cdefg	cdefg	ef	f			def									
REDDIT	48	15	21	8	3	*	-	48	32	13	17	12	6	12	30	18	48
	1%	2%	2%	1%	*%	*%	-%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%
		cdefg	defg	ef				ef	i								
PINTEREST	40	16	9	6	5	1	3	40	19	19	15	11	8	7	26	15	40
	1%	2%	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	e														
LINKEDIN	36	2	19	9	4	2	1	36	22	14	23	7	2	5	29	7	36
	1%	*%	2%	1%	*%	*%	*%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%
			adefg	f							klmop				lo		
TWITCH	30	10	11	2	8	-	*	30	19	11	15	7	4	4	22	8	30
	*%	1%	1%	*%	1%	-%	*%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%
		cefg	cef		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.

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
TUMBLR	26	5	10	7	4	-	-	26	18	7	12	8	*	6	20	6	26
	*%	1%	1%	1%	*%	-%	-%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%
		ef	ef	ef					i		l			l			
DAILYMOTION	13	-	9	1	2	-	1	13	10	3	5	4	-	4	9	4	13
	*%	-%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
			acefg														
ONLYFANS	13	1	5	4	2	-	*	13	12	2	8	1	*	4	9	4	13
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
									i		k						
BEREAL	12	6	6	*	-	-	-	12	8	5	3	5	-	5	8	5	12
	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
		cdefg	f														
YUBO	12	2	9	-	2	-	-	12	10	2	4	-	2	6	4	8	12
	*%	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
			cefg						i					kn			
YOUNOW	12	1	8	3	-	-	-	12	10	2	3	5	-	4	8	4	12
	*%	*%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
			defg						i								
VIMEO	11	*	6	3	2	-	-	11	11	-	2	3	1	4	6	5	11
	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
			f						i								
BITCHUTE	9	2	5	2	-	-	*	9	8	2	2	2	2	4	3	6	9
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
ANY OF THESE	1254	357	383	230	172	67	45	1254	550	677	431	378	252	186	810	438	1254
	20%	48%	33%	22%	16%	7%	4%	20%	19%	21%	24%	20%	20%	15%	22%	17%	20%
		bcdefg	cdefg	def	ef	f		def		h	klmop	mo	m		mo		mo
NONE OF THESE	4928	384	766	832	927	946	1073	4928	2382	2512	1344	1468	1033	1038	2812	2072	4928
	80%	52%	67%	78%	84%	93%	96%	80%	81%	79%	76%	80%	80%	85%	78%	83%	80%
			a	ab	abcg	abcdg	abcdeg	ab	i			j	j	jklnp		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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
INSTAGRAM	584 9%	492 9%	47 9%	30 11%	16 11%	584 9%	520 10%	64 8%	62 7%	523 10%	67 5%	269 10%	249 13%	584 9%	105 11%	180 7%	168 10%
YOUTUBE	332 5%	286 5%	22 4%	13 5%	10 7%	332 5%	317 6%	15 2%	31 3%	300 6%	31 2%	166 6%	134 7%	332 5%	75 8%	96 4%	84 5%
FACEBOOK	325 5%	270 5%	32 6%	13 5%	9 6%	325 5%	286 5%	38 5%	33 4%	292 6%	61 4%	132 5%	132 7%	325 5%	59 6%	106 4%	87 5%
TIKTOK	283 5%	244 5%	19 4%	11 4%	9 6%	283 5%	260 5%	22 3%	38 4%	245 5%	55 4%	126 5%	102 5%	283 5%	64 6%	77 3%	51 3%
X/TWITTER (AMENDED TO X/ TWITTER AT WAVE 2)	166 3%	141 3%	12 2%	7 2%	7 4%	166 3%	150 3%	16 2%	11 1%	155 3%	11 1%	60 2%	95 5%	166 3%	22 2%	59 2%	56 3%
SNAPCHAT	132 2%	116 2%	7 1%	6 2%	3 2%	132 2%	124 2%	7 1%	10 1%	122 2%	22 2%	58 2%	52 3%	132 2%	32 3%	37 2%	23 1%
REDDIT	48 1%	37 1%	7 1%	2 1%	2 1%	48 1%	43 1%	5 1%	5 1%	43 1%	2 *%	17 1%	29 1%	48 1%	8 1%	18 1%	14 1%
PINTEREST	40 1%	37 1%	1 *%	2 1%	1 *%	40 1%	40 1%	- -%	4 *%	36 1%	7 *%	15 1%	18 1%	40 1%	4 *%	11 *%	12 1%
LINKEDIN	36 1%	34 1%	* *%	- -%	1 1%	36 1%	34 1%	2 *%	1 *%	35 1%	2 *%	11 *%	22 1%	36 1%	5 *%	16 1%	15 1%
TWITCH	30 *%	25 *%	3 *%	1 *%	1 *%	30 *%	28 1%	2 *%	3 *%	26 1%	7 1%	9 *%	13 1%	30 *%	3 *%	5 *%	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.

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	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
TUMBLR	26 *%	21 *%	4 1%	1 *%	- -%	26 *%	24 *%	2 *%	- -%	26 *%	2 *%	7 *%	17 1%	26 *%	8 1%	13 1%	2 *%
													jkm		p		
DAILYMOTION	13 *%	12 *%	- -%	- -%	1 1%	13 *%	13 *%	- -%	- -%	13 *%	- -%	3 *%	10 1%	13 *%	3 *%	6 *%	* *%
					abce								jk				
ONLYFANS	13 *%	12 *%	1 *%	* *%	- -%	13 *%	13 *%	* *%	- -%	13 *%	2 *%	5 *%	7 *%	13 *%	- -%	7 *%	1 *%
BEREAL	12 *%	12 *%	- -%	- -%	- -%	12 *%	12 *%	- -%	- -%	12 *%	4 *%	4 *%	4 *%	12 *%	5 *%	7 *%	- -%
															p		
YUBO	12 *%	11 *%	* *%	* *%	- -%	12 *%	12 *%	- -%	1 *%	10 *%	* *%	3 *%	8 *%	12 *%	1 *%	5 *%	3 *%
YOUNOW	12 *%	11 *%	- -%	* *%	- -%	12 *%	12 *%	- -%	- -%	12 *%	1 *%	5 *%	6 *%	12 *%	- -%	8 *%	2 *%
VIMEO	11 *%	9 *%	2 *%	* *%	* *%	11 *%	11 *%	- -%	- -%	11 *%	- -%	3 *%	8 *%	11 *%	1 *%	8 *%	* *%
BITCHUTE	9 *%	9 *%	- -%	- -%	* *%	9 *%	9 *%	- -%	1 *%	8 *%	1 *%	3 *%	6 *%	9 *%	1 *%	6 *%	2 *%
ANY OF THESE	1254 20%	1059 20%	104 20%	56 20%	36 23%	1254 20%	1133 21%	121 14%	145 16%	1109 21%	184 13%	580 21%	491 25%	1254 20%	255 26%	393 16%	319 19%
							g			h		j	jkm	j	op		
NONE OF THESE	4928 80%	4172 80%	415 80%	222 80%	118 77%	4928 80%	4203 79%	725 86%	792 84%	4136 79%	1240 87%	2176 79%	1444 75%	4928 80%	736 74%	2020 84%	1357 81%
							f		i		klm	l	l		n	n	

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
INSTAGRAM	584 9%	263 12%	278 8%	310 9%	233 11%
		b			c
YOUTUBE	332 5%	189 9%	117 3%	177 5%	127 6%
		b			
FACEBOOK	325 5%	146 7%	149 4%	143 4%	140 6%
		b			c
TIKTOK	283 5%	142 7%	112 3%	131 4%	112 5%
		b			c
X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)	166 3%	76 4%	73 2%	107 3%	50 2%
		b			
SNAPCHAT	132 2%	69 3%	41 1%	53 1%	51 2%
		b			c
REDDIT	48 1%	34 2%	11 *%	30 1%	14 1%
		b			
PINTEREST	40 1%	23 1%	11 *%	23 1%	11 1%
		b			
LINKEDIN	36 1%	20 1%	16 *%	9 *%	27 1%
					c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
TWITCH	30 *%	19 1% b	7 *%	10 *%	8 *%
TUMBLR	26 *%	19 1% b	6 *%	9 *%	15 1% c
DAILYMOTION	13 *%	10 *% b	3 *%	7 *%	4 *%
ONLYFANS	13 *%	11 *% b	3 *%	7 *%	4 *%
BEREAL	12 *%	9 *% b	3 *%	9 *%	2 *%
YUBO	12 *%	9 *% b	1 *%	5 *%	3 *%
YOUNOW	12 *%	7 *%	3 *%	4 *%	5 *%
VIMEO	11 *%	9 *% b	2 *%	6 *%	5 *%
BITCHUTE	9 *%	8 *% b	1 *%	6 *%	3 *%
ANY OF THESE	1254 20%	583 27% b	563 16%	611 17%	513 24% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
NONE OF THESE	4928	1601	2956	3014	1641
	80%	73%	84%	83%	76%
			a	d	

Columns Tested: a,b - c,d

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

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	1277	435	311	253	145	69	64	1277	557	692	421	338	272	240	759	512	1277
Effective Weighted Sample	877	300	226	172	111	50	37	877	389	472	302	237	189	152	537	340	877
Total	1254	357	383	230	172	67	45	1254	550	677	431	378	252	186	810	438	1254
INSTAGRAM	584	207	199	97	50	**	**	584	201	372	189	186	125	82	375	207	584
	47%	58%	52%	42%	29%	**	**	47%	37%	55%	44%	49%	50%	44%	46%	47%	47%
		cdg	d	d				d		h							
YOUTUBE	332	107	96	62	39	**	**	332	194	134	111	90	75	54	201	129	332
	26%	30%	25%	27%	23%	**	**	26%	35%	20%	26%	24%	30%	29%	25%	30%	26%
									i								
FACEBOOK	325	31	95	72	70	**	**	325	146	174	109	93	65	56	202	122	325
	26%	9%	25%	31%	40%	**	**	26%	27%	26%	25%	25%	26%	30%	25%	28%	26%
			a	a	abg			a									
TIKTOK	283	136	85	32	19	**	**	283	109	161	121	72	50	39	192	88	283
	23%	38%	22%	14%	11%	**	**	23%	20%	24%	28%	19%	20%	21%	24%	20%	23%
		bcdg	cd					cd			klo						
X/TWITTER (AMENDED TO X/ TWITTER AT WAVE 2)	166	39	51	26	34	**	**	166	91	72	61	55	28	22	116	50	166
	13%	11%	13%	11%	20%	**	**	13%	17%	11%	14%	15%	11%	12%	14%	11%	13%
					ac				i								
SNAPCHAT	132	50	57	14	8	**	**	132	72	57	45	33	32	22	78	54	132
	10%	14%	15%	6%	4%	**	**	10%	13%	8%	10%	9%	13%	12%	10%	12%	10%
		cd	cd					d	i								
REDDIT	48	15	21	8	3	**	**	48	32	13	17	12	6	12	30	18	48
	4%	4%	5%	4%	2%	**	**	4%	6%	2%	4%	3%	2%	6%	4%	4%	4%
									i								
PINTEREST	40	16	9	6	5	**	**	40	19	19	15	11	8	7	26	15	40
	3%	5%	2%	3%	3%	**	**	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%
LINKEDIN	36	2	19	9	4	**	**	36	22	14	23	7	2	5	29	7	36
	3%	*%	5%	4%	2%	**	**	3%	4%	2%	5%	2%	1%	3%	4%	1%	3%
			a	a				a			klop				l		
TWITCH	30	10	11	2	8	**	**	30	19	11	15	7	4	4	22	8	30
	2%	3%	3%	1%	4%	**	**	2%	3%	2%	3%	2%	1%	2%	3%	2%	2%
					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.

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	1277	435	311	253	145	69	64	1277	557	692	421	338	272	240	759	512	1277
Effective Weighted Sample	877	300	226	172	111	50	37	877	389	472	302	237	189	152	537	340	877
Total	1254	357	383	230	172	67	45	1254	550	677	431	378	252	186	810	438	1254
TUMBLR	26 2%	5 1%	10 3%	7 3%	4 2%	** **	** **	26 2%	18 3%	7 1%	12 3%	8 2%	* *%	6 3%	20 2%	6 1%	26 2%
DAILYMOTION	13 1%	- -%	9 2%	1 *%	2 1%	** **	** **	13 1%	10 2%	3 *%	5 1%	4 1%	- -%	4 2%	9 1%	4 1%	13 1%
ONLYFANS	13 1%	1 *%	5 1%	4 2%	2 1%	** **	** **	13 1%	12 2%	2 *%	8 2%	1 *%	* *%	4 2%	9 1%	4 1%	13 1%
BEREAL	12 1%	6 2%	6 2%	* *%	- -%	** **	** **	12 1%	8 1%	5 1%	3 1%	5 1%	- -%	5 3%	8 1%	5 1%	12 1%
YUBO	12 1%	2 *%	9 2%	- -%	2 1%	** **	** **	12 1%	10 2%	2 *%	4 1%	- -%	2 1%	6 3%	4 *%	8 2%	12 1%
YOUNOW	12 1%	1 *%	8 2%	3 1%	- -%	** **	** **	12 1%	10 2%	2 *%	3 1%	5 1%	- -%	4 2%	8 1%	4 1%	12 1%
VIMEO	11 1%	* *%	6 1%	3 1%	2 1%	** **	** **	11 1%	11 2%	- -%	2 1%	3 1%	1 *%	4 2%	6 1%	5 1%	11 1%
BITCHUTE	9 1%	2 1%	5 1%	2 1%	- -%	** **	** **	9 1%	8 1%	2 *%	2 *%	2 *%	2 1%	4 2%	3 *%	6 1%	9 1%
ANY OF THESE	1254 100%	357 100%	383 100%	230 100%	172 100%	** **	** **	1254 100%	550 100%	677 100%	431 100%	378 100%	252 100%	186 100%	810 100%	438 100%	1254 100%

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1277	885	120	129	143	1277	1160	117	147	1130	159	589	529	1277	256	423	316
Effective Weighted Sample	877	683	96	98	116	877	789	88	97	780	103	408	375	877	162	304	227
Total	1254	1059	104	56	36	1254	1133	121	145	1109	184	580	491	1254	255	393	319
INSTAGRAM	584	492	47	30	16	584	520	64	62	523	67	269	249	584	105	180	168
	47%	46%	45%	53%	45%	47%	46%	53%	42%	47%	36%	46%	51%	47%	41%	46%	53%
													j	j			n
YOUTUBE	332	286	22	13	10	332	317	15	31	300	31	166	134	332	75	96	84
	26%	27%	21%	24%	29%	26%	28%	12%	22%	27%	17%	29%	27%	26%	29%	24%	26%
							g					j	j	j			
FACEBOOK	325	270	32	13	9	325	286	38	33	292	61	132	132	325	59	106	87
	26%	25%	31%	24%	26%	26%	25%	32%	23%	26%	33%	23%	27%	26%	23%	27%	27%
											k						
TIKTOK	283	244	19	11	9	283	260	22	38	245	55	126	102	283	64	77	51
	23%	23%	18%	20%	24%	23%	23%	18%	26%	22%	30%	22%	21%	23%	25%	20%	16%
															p		
X/TWITTER (AMENDED TO X/ TWITTER AT WAVE 2)	166	141	12	7	7	166	150	16	11	155	11	60	95	166	22	59	56
	13%	13%	11%	12%	19%	13%	13%	13%	8%	14%	6%	10%	19%	13%	8%	15%	17%
													jkm	j		n	n
SNAPCHAT	132	116	7	6	3	132	124	7	10	122	22	58	52	132	32	37	23
	10%	11%	7%	10%	9%	10%	11%	6%	7%	11%	12%	10%	11%	10%	12%	9%	7%
REDDIT	48	37	7	2	2	48	43	5	5	43	2	17	29	48	8	18	14
	4%	3%	7%	3%	5%	4%	4%	4%	3%	4%	1%	3%	6%	4%	3%	5%	4%
													j				
PINTEREST	40	37	1	2	1	40	40	-	4	36	7	15	18	40	4	11	12
	3%	4%	1%	3%	2%	3%	4%	-%	3%	3%	4%	3%	4%	3%	2%	3%	4%
LINKEDIN	36	34	*	-	1	36	34	2	1	35	2	11	22	36	5	16	15
	3%	3%	*%	-%	4%	3%	3%	1%	1%	3%	1%	2%	5%	3%	2%	4%	5%
													k				
TWITCH	30	25	3	1	1	30	28	2	3	26	7	9	13	30	3	5	9
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	4%	2%	3%	2%	1%	1%	3%

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

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

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	1277	885	120	129	143	1277	1160	117	147	1130	159	589	529	1277	256	423	316
Effective Weighted Sample	877	683	96	98	116	877	789	88	97	780	103	408	375	877	162	304	227
Total	1254	1059	104	56	36	1254	1133	121	145	1109	184	580	491	1254	255	393	319
TUMBLR	26 2%	21 2%	4 4% d	1 1%	- -%	26 2%	24 2%	2 1%	- -%	26 2%	2 1%	7 1%	17 3% k	26 2%	8 3%	13 3% p	2 1%
DAILYMOTION	13 1%	12 1%	- -%	- -%	1 4% ace	13 1%	13 1%	- -%	- -%	13 1%	- -%	3 1%	10 2%	13 1%	3 1%	6 2%	* **
ONLYFANS	13 1%	12 1%	1 1%	* 1%	- -%	13 1%	13 1%	* **	- -%	13 1%	2 1%	5 1%	7 1%	13 1%	- -%	7 2%	1 **
BEREAL	12 1%	12 1%	- -%	- -%	- -%	12 1%	12 1%	- -%	- -%	12 1%	4 2%	4 1%	4 1%	12 1%	5 2%	7 2%	- -% p
YUBO	12 1%	11 1%	* **	* **	- -%	12 1%	12 1%	- -%	1 1%	10 1%	* **	3 1%	8 2%	12 1%	1 **	5 1%	3 1%
YOUNOW	12 1%	11 1%	- -%	* 1%	- -%	12 1%	12 1%	- -%	- -%	12 1%	1 1%	5 1%	6 1%	12 1%	- -%	8 2%	2 **
VIMEO	11 1%	9 1%	2 2%	* **	* 1%	11 1%	11 1%	- -%	- -%	11 1%	- -%	3 1%	8 2%	11 1%	1 **	8 2%	* **
BITCHUTE	9 1%	9 1%	- -%	- -%	* **	9 1%	9 1%	- -%	1 1%	8 1%	1 1%	3 **	6 1%	9 1%	1 **	6 2%	2 1%
ANY OF THESE	1254 100%	1059 100%	104 100%	56 100%	36 100%	1254 100%	1133 100%	121 100%	145 100%	1109 100%	184 100%	580 100%	491 100%	1254 100%	255 100%	393 100%	319 100%

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	1277	601	571	692	460
Effective Weighted Sample	877	406	397	467	332
Total	1254	583	563	611	513
INSTAGRAM	584	263	278	310	233
	47%	45%	49%	51%	45%
YOUTUBE	332	189	117	177	127
	26%	33%	21%	29%	25%
FACEBOOK	325	146	149	143	140
	26%	25%	26%	23%	27%
TIKTOK	283	142	112	131	112
	23%	24%	20%	21%	22%
X/TWITTER (AMENDED TO X/TWITTER AT WAVE 2)	166	76	73	107	50
	13%	13%	13%	18%	10%
SNAPCHAT	132	69	41	53	51
	10%	12%	7%	9%	10%
REDDIT	48	34	11	30	14
	4%	6%	2%	5%	3%
PINTEREST	40	23	11	23	11
	3%	4%	2%	4%	2%
LINKEDIN	36	20	16	9	27
	3%	3%	3%	1%	5%
TWITCH	30	19	7	10	8
	2%	3%	1%	2%	2%

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1277	601	571	692	460
Effective Weighted Sample	877	406	397	467	332
Total	1254	583	563	611	513
TUMBLR	26 2%	19 3%	6 1%	9 2%	15 3%
DAILYMOTION	13 1%	10 2%	3 1%	7 1%	4 1%
ONLYFANS	13 1%	11 2%	3 *%	7 1%	4 1%
BEREAL	12 1%	9 2%	3 1%	9 2%	2 *%
YUBO	12 1%	9 2%	1 *%	5 1%	3 1%
YOUNOW	12 1%	7 1%	3 1%	4 1%	5 1%
VIMEO	11 1%	9 2%	2 *%	6 1%	5 1%
BITCHUTE	9 1%	8 1%	1 *%	6 1%	3 1%
ANY OF THESE	1254 100%	583 100%	563 100%	611 100%	513 100%

Columns Tested: a,b - c,d

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

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

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

	Total	AGE						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	67	7	21	23	7	6	3	67	52	14	33	10	12	12	43	24	67
Effective Weighted Sample	47	6	17	17	5	4	2	47	37	10	23	9	10	7	32	16	47
Total	76	7	33	24	7	3	1	76	60	13	38	13	12	13	51	25	76
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	67	49	5	2	11	67	64	3	3	64	8	26	33	67	13	23	18
Effective Weighted Sample	47	40	4	2	11	47	45	2	3	44	6	20	22	47	10	14	12
Total	76	67	6	1	2	76	73	3	4	72	9	29	38	76	16	25	18
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	67	44	21	24	33
Effective Weighted Sample	47	30	16	13	26
Total	76	53	20	22	43
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

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

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

	Total	AGE						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	228	33	67	55	31	22	20	228	141	82	75	63	45	45	138	90	228
Effective Weighted Sample	155	18	48	41	22	17	15	155	93	58	55	46	33	27	100	60	155
Total	240	26	90	57	33	21	14	240	151	84	85	85	37	33	171	70	240
USE ONE PROFILE	41	**	**	**	**	**	**	41	29	**	**	**	**	**	28	**	41
	17%	**	**	**	**	**	**	17%	19%	**	**	**	**	**	17%	**	17%
USE MORE THAN ONE PROFILE	13	**	**	**	**	**	**	13	10	**	**	**	**	**	9	**	13
	5%	**	**	**	**	**	**	5%	6%	**	**	**	**	**	5%	**	5%
DON'T KNOW HOW MANY PROFILES	2	**	**	**	**	**	**	2	-	**	**	**	**	**	-	**	2
	1%	**	**	**	**	**	**	1%	-%	**	**	**	**	**	-%	**	1%
USE BUT DON'T HAVE A PROFILE	185	**	**	**	**	**	**	185	112	**	**	**	**	**	133	**	185
	77%	**	**	**	**	**	**	77%	74%	**	**	**	**	**	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	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	228	173	16	11	28	228	216	12	11	217	21	66	140	228	39	83	56
Effective Weighted Sample	155	131	11	7	23	155	147	8	7	149	16	39	102	155	27	55	41
Total	240	215	13	6	7	240	230	10	16	225	23	72	145	240	42	75	64
USE ONE PROFILE	41	37	**	**	**	41	37	**	**	34	**	**	24	41	**	**	**
	17%	17%	**	**	**	17%	16%	**	**	15%	**	**	16%	17%	**	**	**
USE MORE THAN ONE PROFILE	13	12	**	**	**	13	13	**	**	13	**	**	10	13	**	**	**
	5%	5%	**	**	**	5%	6%	**	**	6%	**	**	7%	5%	**	**	**
DON'T KNOW HOW MANY PROFILES	2	2	**	**	**	2	2	**	**	2	**	**	2	2	**	**	**
	1%	1%	**	**	**	1%	1%	**	**	1%	**	**	1%	1%	**	**	**
USE BUT DON'T HAVE A PROFILE	185	165	**	**	**	185	178	**	**	176	**	**	110	185	**	**	**
	77%	77%	**	**	**	77%	78%	**	**	78%	**	**	76%	77%	**	**	**

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	228	104	102	116	88
Effective Weighted Sample	155	70	73	68	70
Total	240	113	101	103	114
USE ONE PROFILE	41 17%	15 13%	22 21%	12 12%	** **
USE MORE THAN ONE PROFILE	13 5%	10 9%	3 3%	7 7%	** **
DON'T KNOW HOW MANY PROFILES	2 1%	2 1%	- -%	- -%	** **
USE BUT DON'T HAVE A PROFILE	185 77%	87 77%	77 76%	83 81%	** **

Columns Tested: a,b - c,d

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

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	4556	517	806	922	785	699	827	4556	2011	2512	1196	1153	984	1200	2349	2184	4556
Effective Weighted Sample	3028	339	565	621	555	476	496	3028	1363	1646	830	797	666	754	1623	1408	3028
Total	4512	420	929	851	876	730	706	4512	2024	2452	1252	1325	982	922	2577	1904	4512
USE ONE PROFILE	3620	289	689	697	731	646	567	3620	1575	2018	948	1094	789	770	2041	1559	3620
	80%	69%	74%	82%	83%	88%	80%	80%	78%	82%	76%	83%	80%	83%	79%	82%	80%
				ab	ab	abcdfg	ab	ab		h		j	j	jnp	j	j	j
USE MORE THAN ONE PROFILE	325	31	95	72	70	31	27	325	146	174	109	93	65	56	202	122	325
	7%	7%	10%	8%	8%	4%	4%	7%	7%	7%	9%	7%	7%	6%	8%	6%	7%
		f	efg	ef	ef			ef			o						
DON'T KNOW HOW MANY PROFILES	38	8	1	11	13	4	1	38	15	23	12	2	4	14	15	19	38
	1%	2%	*%	1%	1%	1%	*%	1%	1%	1%	1%	*%	*%	2%	1%	1%	1%
		bf		bf	bf						k			klm		k	k
USE BUT DON'T HAVE A PROFILE	529	91	144	72	62	50	111	529	288	237	183	136	124	81	319	205	529
	12%	22%	15%	8%	7%	7%	16%	12%	14%	10%	15%	10%	13%	9%	12%	11%	12%
		bcdefg	cdeg				cdeg	cde	i		kmop		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	4556	3171	457	461	467	4556	4002	554	648	3908	812	2053	1670	4556	789	1898	1168
Effective Weighted Sample	3028	2358	352	361	384	3028	2670	364	417	2617	504	1367	1164	3028	517	1231	828
Total	4512	3818	366	208	119	4512	3906	606	685	3827	884	1991	1609	4512	748	1807	1222
USE ONE PROFILE	3620	3049	304	172	95	3620	3129	491	553	3066	645	1606	1352	3620	571	1518	1014
	80%	80%	83%	83%	80%	80%	80%	81%	81%	80%	73%	81%	84%	80%	76%	84%	83%
												j	lkm	j		n	n
USE MORE THAN ONE PROFILE	325	270	32	13	9	325	286	38	33	292	61	132	132	325	59	106	87
	7%	7%	9%	6%	8%	7%	7%	6%	5%	8%	7%	7%	8%	7%	8%	6%	7%
										h							
DON'T KNOW HOW MANY PROFILES	38	36	*	1	*	38	33	5	22	16	19	14	5	38	8	8	6
	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%
									i		klm						
USE BUT DON'T HAVE A PROFILE	529	463	30	22	14	529	457	72	77	452	159	239	120	529	109	176	116
	12%	12%	8%	10%	12%	12%	12%	12%	11%	12%	18%	12%	7%	12%	15%	10%	9%
		b				b					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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	4556	1681	2571	2711	1585
Effective Weighted Sample	3028	1084	1732	1745	1123
Total	4512	1593	2588	2496	1751
USE ONE PROFILE	3620	1226	2163	2072	1396
	80%	77%	84%	83%	80%
			a	d	
USE MORE THAN ONE PROFILE	325	146	149	143	140
	7%	9%	6%	6%	8%
		b			c
DON'T KNOW HOW MANY PROFILES	38	20	8	21	13
	1%	1%	*%	1%	1%
		b			
USE BUT DON'T HAVE A PROFILE	529	201	269	259	202
	12%	13%	10%	10%	12%

Columns Tested: a,b - c,d

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

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							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	3455	746	807	782	483	344	293	3455	1452	1963	1064	924	746	703	1988	1449	3455	
Effective Weighted Sample	2339	505	575	535	343	238	171	2339	998	1317	743	653	502	446	1394	939	2339	
Total	3428	629	933	731	548	370	217	3428	1463	1923	1092	1046	734	537	2138	1270	3428	
USE ONE PROFILE	2251	311	580	535	413	277	135	2251	941	1288	695	703	494	350	1399	844	2251	
	66%	49%	62%	73%	75%	75%	62%	66%	64%	67%	64%	67%	67%	65%	65%	66%	66%	
			a	abfg	abfg	abfg	a	a										
USE MORE THAN ONE PROFILE	584	207	199	97	50	25	6	584	201	372	189	186	125	82	375	207	584	
	17%	33%	21%	13%	9%	7%	3%	17%	14%	19%	17%	18%	17%	15%	18%	16%	17%	
		bcdefg	cdefg	ef	f			cdef		h								
DON'T KNOW HOW MANY PROFILES	19	6	5	5	1	2	1	19	6	12	6	3	4	5	10	9	19	
	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%	
USE BUT DON'T HAVE A PROFILE	574	105	148	94	84	67	76	574	315	251	201	153	110	100	355	211	574	
	17%	17%	16%	13%	15%	18%	35%	17%	22%	13%	18%	15%	15%	19%	17%	17%	17%	
						abcdeg		c		i								

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3455	2398	327	335	395	3455	3103	352	479	2976	478	1540	1431	3455	642	1230	950
Effective Weighted Sample	2339	1824	258	257	326	2339	2108	234	306	2037	309	1041	993	2339	427	824	662
Total	3428	2900	274	154	101	3428	3051	377	500	2929	516	1527	1377	3428	620	1179	998
USE ONE PROFILE	2251	1909	182	96	64	2251	2002	250	345	1906	290	986	970	2251	391	820	689
	66%	66%	66%	63%	64%	66%	66%	66%	69%	65%	56%	65%	70%	66%	63%	69%	69%
												j	jkm	j		n	n
USE MORE THAN ONE PROFILE	584	492	47	30	16	584	520	64	62	523	67	269	249	584	105	180	168
	17%	17%	17%	19%	16%	17%	17%	17%	12%	18%	13%	18%	18%	17%	17%	15%	17%
										h		j	j				
DON'T KNOW HOW MANY PROFILES	19	15	-	3	1	19	18	1	7	12	5	7	7	19	2	4	5
	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				abe					i								
USE BUT DON'T HAVE A PROFILE	574	484	46	25	19	574	511	63	86	487	154	265	152	574	123	176	136
	17%	17%	17%	16%	19%	17%	17%	17%	17%	17%	30%	17%	11%	17%	20%	15%	14%
											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.

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	3455	1288	1889	1826	1363
Effective Weighted Sample	2339	848	1302	1215	963
Total	3428	1239	1900	1658	1510
USE ONE PROFILE	2251	741	1334	1104	1025
	66%	60%	70%	67%	68%
			a		
USE MORE THAN ONE PROFILE	584	263	278	310	233
	17%	21%	15%	19%	15%
		b		d	
DON'T KNOW HOW MANY PROFILES	19	5	10	7	8
	1%	*%	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	574	230	278	236	244
	17%	19%	15%	14%	16%
		b			

Columns Tested: a,b - c,d

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

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	1065	115	253	254	176	153	114	1065	569	489	441	337	170	115	778	285	1065
Effective Weighted Sample	755	83	183	180	130	113	74	755	400	351	310	256	120	69	566	190	755
Total	1117	88	297	256	205	170	101	1117	611	500	469	391	162	93	859	255	1117
USE ONE PROFILE	822	71	210	183	159	128	71	822	432	388	342	295	114	67	637	181	822
	74%	80%	71%	72%	77%	76%	70%	74%	71%	77%	73%	76%	71%	72%	74%	71%	74%
USE MORE THAN ONE PROFILE	36	2	19	9	4	2	1	36	22	14	23	7	2	5	29	7	36
	3%	2%	6%	3%	2%	1%	1%	3%	4%	3%	5%	2%	1%	5%	3%	3%	3%
			efg								k						
DON'T KNOW HOW MANY PROFILES	6	-	2	*	2	1	-	6	-	6	1	3	-	2	4	2	6
	1%	-%	1%	*%	1%	1%	-%	1%	-%	1%	*%	1%	-%	2%	*%	1%	1%
										h							
USE BUT DON'T HAVE A PROFILE	254	16	66	64	40	39	30	254	156	93	103	85	46	20	189	65	254
	23%	18%	22%	25%	19%	23%	29%	23%	26%	19%	22%	22%	28%	21%	22%	26%	23%
									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.

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	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	1065	754	102	90	119	1065	962	103	75	990	64	399	601	1065	130	353	440
Effective Weighted Sample	755	599	81	66	100	755	679	76	52	706	47	284	424	755	93	243	317
Total	1117	953	89	44	31	1117	1001	116	94	1023	74	430	611	1117	131	349	475
USE ONE PROFILE	822	692	73	**	24	822	727	94	**	750	**	299	477	822	92	254	368
	74%	73%	82%	**	76%	74%	73%	81%	**	73%	**	69%	78% k	74%	70%	73%	78%
USE MORE THAN ONE PROFILE	36	34	*	**	1	36	34	2	**	35	**	11	22	36	5	16	15
	3%	4%	*%	**	4%	3%	3%	1%	**	3%	**	3%	4%	3%	3%	5%	3%
DON'T KNOW HOW MANY PROFILES	6	5	-	**	-	6	6	-	**	4	**	4	2	6	-	*	2
	1%	1%	-%	**	-%	1%	1%	-%	**	*%	**	1%	*%	1%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	254	221	16	**	6	254	234	20	**	234	**	116	110	254	34	78	90
	23%	23%	18%	**	19%	23%	23%	17%	**	23%	**	27%	18%	23%	26%	22%	19%

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

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

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

Base : All respondents who use LinkedIn for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	1065	323	685	612	408
Effective Weighted Sample	755	217	504	430	300
Total	1117	351	704	585	476
USE ONE PROFILE	822	220	562	460	337
	74%	63%	80%	79%	71%
			a	d	
USE MORE THAN ONE PROFILE	36	20	16	9	27
	3%	6%	2%	1%	6%
		b			c
DON'T KNOW HOW MANY PROFILES	6	5	1	2	*
	1%	1%	*%	*%	*%
		b			
USE BUT DON'T HAVE A PROFILE	254	106	126	115	112
	23%	30%	18%	20%	23%
		b			

Columns Tested: a,b - c,d

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

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

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

	Total	AGE						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	162	28	52	41	20	8	13	162	129	32	71	35	32	24	106	56	162
Effective Weighted Sample	115	20	39	31	16	6	6	115	94	21	52	27	27	12	78	37	115
Total	174	25	70	41	23	7	8	174	144	30	85	40	29	20	126	48	174
USE ONE PROFILE	48	**	**	**	**	**	**	48	41	**	**	**	**	**	36	**	48
	28%	**	**	**	**	**	**	28%	28%	**	**	**	**	**	29%	**	28%
USE MORE THAN ONE PROFILE	13	**	**	**	**	**	**	13	12	**	**	**	**	**	9	**	13
	8%	**	**	**	**	**	**	8%	8%	**	**	**	**	**	7%	**	8%
DON'T KNOW HOW MANY PROFILES	2	**	**	**	**	**	**	2	-	**	**	**	**	**	-	**	2
	1%	**	**	**	**	**	**	1%	-%	**	**	**	**	**	-%	**	1%
USE BUT DON'T HAVE A PROFILE	111	**	**	**	**	**	**	111	91	**	**	**	**	**	80	**	111
	64%	**	**	**	**	**	**	64%	64%	**	**	**	**	**	64%	**	64%

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

All interviewing conducted using an online panel. Any break column with 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	162	121	11	13	17	162	157	5	8	154	20	65	77	162	23	65	41
Effective Weighted Sample	115	97	8	12	14	115	111	3	6	109	15	48	53	115	20	42	31
Total	174	156	9	5	4	174	169	5	8	166	25	67	82	174	31	66	47
USE ONE PROFILE	48	43	**	**	**	48	47	**	**	46	**	**	**	48	**	**	**
	28%	27%	**	**	**	28%	28%	**	**	28%	**	**	**	28%	**	**	**
USE MORE THAN ONE PROFILE	13	12	**	**	**	13	13	**	**	13	**	**	**	13	**	**	**
	8%	8%	**	**	**	8%	8%	**	**	8%	**	**	**	8%	**	**	**
DON'T KNOW HOW MANY PROFILES	2	2	**	**	**	2	2	**	**	2	**	**	**	2	**	**	**
	1%	1%	**	**	**	1%	1%	**	**	1%	**	**	**	1%	**	**	**
USE BUT DON'T HAVE A PROFILE	111	100	**	**	**	111	108	**	**	106	**	**	**	111	**	**	**
	64%	64%	**	**	**	64%	64%	**	**	64%	**	**	**	64%	**	**	**

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	162	75	74	69	72
Effective Weighted Sample	115	54	53	44	58
Total	174	85	77	60	98
USE ONE PROFILE	48 28%	**	**	**	**
USE MORE THAN ONE PROFILE	13 8%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	2 1%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	111 64%	**	**	**	**

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	1256	299	231	248	171	165	142	1256	343	889	371	339	266	272	710	538	1256
Effective Weighted Sample	849	213	163	160	128	112	86	849	234	601	257	239	183	178	495	356	849
Total	1175	246	267	224	167	161	109	1175	328	821	363	375	245	185	737	430	1175
USE ONE PROFILE	678	172	177	123	88	74	43	678	166	497	226	221	125	101	447	225	678
	58%	70%	66%	55%	53%	46%	40%	58%	51%	61%	62%	59%	51%	54%	61%	52%	58%
		cdefg	cdefg	f				ef		h	lo				lo		
USE MORE THAN ONE PROFILE	40	16	9	6	5	1	3	40	19	19	15	11	8	7	26	15	40
	3%	7%	3%	3%	3%	*%	2%	3%	6%	2%	4%	3%	3%	4%	3%	3%	3%
		eg							i								
DON'T KNOW HOW MANY PROFILES	8	*	2	2	2	1	*	8	1	6	1	1	2	3	2	5	8
	1%	*%	1%	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	2%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	448	58	79	92	72	85	63	448	142	299	121	142	111	74	263	184	448
	38%	23%	30%	41%	43%	53%	58%	38%	43%	36%	33%	38%	45%	40%	36%	43%	38%
				ab	ab	abg	abcdg	ab					jn			jn	

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

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

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	1256	854	132	136	134	1256	1127	129	144	1112	148	497	610	1256	225	434	352
Effective Weighted Sample	849	651	104	111	118	849	755	94	93	756	91	340	421	849	153	285	250
Total	1175	981	107	55	31	1175	1047	128	137	1038	151	465	558	1175	199	398	343
USE ONE PROFILE	678	562	62	34	20	678	606	72	76	601	58	254	366	678	123	209	215
	58%	57%	58%	61%	65%	58%	58%	56%	56%	58%	39%	54%	66%	58%	62%	53%	63%
												j	lkm	j			o
USE MORE THAN ONE PROFILE	40	37	1	2	1	40	40	-	4	36	7	15	18	40	4	11	12
	3%	4%	1%	3%	2%	3%	4%	-%	3%	3%	4%	3%	3%	3%	2%	3%	4%
DON'T KNOW HOW MANY PROFILES	8	6	1	*	1	8	8	-	2	6	*	6	2	8	*	1	2
	1%	1%	1%	*%	2%	1%	1%	-%	1%	1%	*%	1%	*%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	448	375	44	20	10	448	393	56	55	394	86	190	171	448	71	177	114
	38%	38%	41%	36%	31%	38%	37%	44%	40%	38%	57%	41%	31%	38%	36%	44%	33%
											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.

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

Base : All respondents who use Pinterest for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1256	531	637	716	449
Effective Weighted Sample	849	351	438	474	318
Total	1175	483	612	627	463
USE ONE PROFILE	678 58%	275 57%	360 59%	373 60%	269 58%
USE MORE THAN ONE PROFILE	40 3%	23 5%	11 2%	23 4%	11 2%
DON'T KNOW HOW MANY PROFILES	8 1%	6 1%	1 *%	3 *%	2 *%
USE BUT DON'T HAVE A PROFILE	448 38%	178 37%	240 39%	228 36%	181 39%

Columns Tested: a,b - c,d

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

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

Base : All respondents who use Reddit for social media

	Total	AGE						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	768	208	208	170	84	55	43	768	463	289	243	221	154	145	464	299	768
Effective Weighted Sample	539	135	154	123	66	42	26	539	325	204	174	158	120	98	331	218	539
Total	744	172	245	156	88	54	30	744	466	262	258	247	130	102	505	232	744
USE ONE PROFILE	398	106	131	73	**	**	**	398	252	138	147	130	65	54	276	119	398
	54%	62%	54%	47%	**	**	**	54%	54%	53%	57%	53%	50%	53%	55%	51%	54%
		c															
USE MORE THAN ONE PROFILE	48	15	21	8	**	**	**	48	32	13	17	12	6	12	30	18	48
	6%	9%	9%	5%	**	**	**	6%	7%	5%	7%	5%	5%	12%	6%	8%	6%
DON'T KNOW HOW MANY PROFILES	2	1	-	-	**	**	**	2	1	2	-	1	-	2	1	2	2
	*%	*%	-%	-%	**	**	**	*%	*%	1%	-%	*%	-%	2%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	296	50	92	75	**	**	**	296	182	109	94	104	60	34	198	94	296
	40%	29%	38%	48%	**	**	**	40%	39%	42%	36%	42%	46%	34%	39%	40%	40%
				a				a									

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

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

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	768	530	90	57	91	768	695	73	64	704	60	275	432	768	126	274	237
Effective Weighted Sample	539	418	70	43	83	539	487	52	43	495	43	181	315	539	90	200	164
Total	744	619	78	25	21	744	675	69	60	684	55	268	420	744	113	258	240
USE ONE PROFILE	398	333	**	**	**	398	357	**	**	372	**	139	231	398	58	129	142
	54%	54%	**	**	**	54%	53%	**	**	54%	**	52%	55%	54%	51%	50%	59%
USE MORE THAN ONE PROFILE	48	37	**	**	**	48	43	**	**	43	**	17	29	48	8	18	14
	6%	6%	**	**	**	6%	6%	**	**	6%	**	7%	7%	6%	7%	7%	6%
DON'T KNOW HOW MANY PROFILES	2	2	**	**	**	2	2	**	**	2	**	1	2	2	-	-	-
	*%	*%	**	**	**	*%	*%	**	**	*%	**	*%	*%	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	296	247	**	**	**	296	272	**	**	267	**	111	158	296	47	111	84
	40%	40%	**	**	**	40%	40%	**	**	39%	**	41%	38%	40%	41%	43%	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.

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

Base : All respondents who use Reddit for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	768	335	369	459	259
Effective Weighted Sample	539	225	275	307	196
Total	744	315	367	410	285
USE ONE PROFILE	398	165	208	224	156
	54%	52%	57%	55%	55%
USE MORE THAN ONE PROFILE	48	34	11	30	14
	6%	11%	3%	7%	5%
		b			
DON'T KNOW HOW MANY PROFILES	2	2	-	-	-
	*%	1%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	296	114	148	156	114
	40%	36%	40%	38%	40%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	1891	704	506	363	160	82	76	1891	831	1032	557	493	430	394	1050	824	1891
Effective Weighted Sample	1271	477	350	251	120	59	38	1271	572	684	382	341	291	260	723	547	1271
Total	1811	582	583	321	185	92	48	1811	823	960	575	533	390	296	1108	686	1811
USE ONE PROFILE	1215	430	365	210	126	**	**	1215	484	714	375	362	259	204	737	463	1215
	67%	74%	63%	65%	68%	**	**	67%	59%	74%	65%	68%	66%	69%	67%	68%	67%
		bcg								h							
USE MORE THAN ONE PROFILE	132	50	57	14	8	**	**	132	72	57	45	33	32	22	78	54	132
	7%	9%	10%	4%	4%	**	**	7%	9%	6%	8%	6%	8%	7%	7%	8%	7%
		c	c														
DON'T KNOW HOW MANY PROFILES	4	1	-	1	1	**	**	4	2	2	1	1	-	1	2	1	4
	*%	*%	-%	*%	*%	**	**	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	461	100	162	96	50	**	**	461	265	188	153	138	99	68	291	167	461
	25%	17%	28%	30%	27%	**	**	25%	32%	20%	27%	26%	25%	23%	26%	24%	25%
			a	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	1891	1260	200	192	239	1891	1734	157	300	1591	298	809	780	1891	439	613	419
Effective Weighted Sample	1271	962	158	147	203	1271	1162	108	186	1091	192	537	548	1271	281	412	304
Total	1811	1498	170	85	58	1811	1658	153	309	1503	317	773	718	1811	429	556	420
USE ONE PROFILE	1215	991	124	61	40	1215	1107	108	223	992	182	504	527	1215	290	383	294
	67%	66%	73%	71%	69%	67%	67%	71%	72%	66%	58%	65%	73%	67%	67%	69%	70%
USE MORE THAN ONE PROFILE	132	116	7	6	3	132	124	7	10	122	22	58	52	132	32	37	23
	7%	8%	4%	6%	6%	7%	8%	5%	3%	8%	7%	8%	7%	7%	7%	7%	5%
DON'T KNOW HOW MANY PROFILES	4	3	-	*	*	4	3	*	1	3	*	1	2	4	*	1	2
	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	461	389	39	19	14	461	423	38	75	386	113	210	137	461	108	136	102
	25%	26%	23%	22%	25%	25%	26%	25%	24%	26%	36%	27%	19%	25%	25%	24%	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1891	768	926	925	771
Effective Weighted Sample	1271	507	638	608	546
Total	1811	731	878	807	820
USE ONE PROFILE	1215 67%	480 66%	618 70%	597 74%	537 65%
USE MORE THAN ONE PROFILE	132 7%	69 10%	41 5%	53 7%	51 6%
DON'T KNOW HOW MANY PROFILES	4 *%	2 *%	2 *%	3 *%	1 *%
USE BUT DON'T HAVE A PROFILE	461 25%	180 25%	218 25%	154 19%	232 28%

Columns Tested: a,b - c,d

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2627	727	628	564	334	212	162	2627	1128	1457	776	639	610	585	1415	1195	2627
Effective Weighted Sample	1775	491	440	397	236	144	100	1775	781	970	536	448	420	381	982	794	1775
Total	2579	617	737	518	364	234	109	2579	1120	1412	806	723	587	446	1530	1033	2579
USE ONE PROFILE	1432	339	422	320	210	102	40	1432	590	823	387	437	352	249	824	601	1432
	56%	55%	57%	62%	58%	44%	36%	56%	53%	58%	48%	60%	60%	56%	54%	58%	56%
		ef	ef	aefg	ef			ef		h		jn	jn	j	j	j	j
USE MORE THAN ONE PROFILE	283	136	85	32	19	7	4	283	109	161	121	72	50	39	192	88	283
	11%	22%	12%	6%	5%	3%	4%	11%	10%	11%	15%	10%	8%	9%	13%	9%	11%
		bcdefg	cdef					cdef			klmop				lmo		
DON'T KNOW HOW MANY PROFILES	19	8	2	7	2	-	-	19	6	13	6	2	2	9	7	12	19
	1%	1%	*%	1%	1%	-%	-%	1%	*%	1%	1%	*%	*%	2%	*%	1%	1%
														klnp			
USE BUT DON'T HAVE A PROFILE	845	135	228	159	133	126	65	845	415	415	293	212	183	149	506	332	845
	33%	22%	31%	31%	36%	54%	60%	33%	37%	29%	36%	29%	31%	33%	33%	32%	33%
			a	a	a	abcdg	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	2627	1813	237	265	312	2627	2406	221	409	2218	398	1114	1112	2627	545	921	633
Effective Weighted Sample	1775	1382	187	203	266	1775	1629	146	260	1519	253	761	768	1775	356	620	451
Total	2579	2177	204	120	77	2579	2356	222	418	2161	429	1070	1078	2579	528	868	664
USE ONE PROFILE	1432	1201	115	73	43	1432	1312	120	226	1206	177	572	683	1432	287	480	416
	56%	55%	56%	61%	55%	56%	56%	54%	54%	56%	41%	53%	63%	56%	54%	55%	63%
												j	jkm	j			no
USE MORE THAN ONE PROFILE	283	244	19	11	9	283	260	22	38	245	55	126	102	283	64	77	51
	11%	11%	9%	9%	11%	11%	11%	10%	9%	11%	13%	12%	9%	11%	12%	9%	8%
														p			
DON'T KNOW HOW MANY PROFILES	19	17	1	*	*	19	18	*	7	12	7	6	5	19	3	6	1
	1%	1%	*%	*%	1%	1%	1%	*%	2%	1%	2%	1%	1%	1%	1%	1%	*%
									i								
USE BUT DON'T HAVE A PROFILE	845	715	69	36	25	845	766	79	147	698	190	366	287	845	174	306	196
	33%	33%	34%	30%	33%	33%	32%	36%	35%	32%	44%	34%	27%	33%	33%	35%	30%
											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.

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2627	1054	1339	1319	1090
Effective Weighted Sample	1775	682	935	871	773
Total	2579	1001	1333	1183	1185
USE ONE PROFILE	1432 56%	527 53%	794 60%	675 57%	672 57%
		a			
USE MORE THAN ONE PROFILE	283 11%	142 14%	112 8%	131 11%	112 9%
		b			
DON'T KNOW HOW MANY PROFILES	19 1%	6 1%	9 1%	6 *%	10 1%
USE BUT DON'T HAVE A PROFILE	845 33%	326 33%	418 31%	371 31%	392 33%

Columns Tested: a,b - c,d

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

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

Base : All respondents who use Tumblr for social media

	Total	AGE						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	211	61	68	43	18	9	12	211	106	97	75	60	39	37	135	76	211
Effective Weighted Sample	146	39	47	33	14	8	8	146	77	64	51	46	30	21	97	51	146
Total	220	46	82	46	22	11	13	220	119	95	82	75	35	29	157	64	220
USE ONE PROFILE	92	**	**	**	**	**	**	92	36	**	**	**	**	**	66	**	92
	42%	**	**	**	**	**	**	42%	30%	**	**	**	**	**	42%	**	42%
USE MORE THAN ONE PROFILE	26	**	**	**	**	**	**	26	18	**	**	**	**	**	20	**	26
	12%	**	**	**	**	**	**	12%	16%	**	**	**	**	**	12%	**	12%
DON'T KNOW HOW MANY PROFILES	10	**	**	**	**	**	**	10	4	**	**	**	**	**	6	**	10
	4%	**	**	**	**	**	**	4%	3%	**	**	**	**	**	4%	**	4%
USE BUT DON'T HAVE A PROFILE	93	**	**	**	**	**	**	93	61	**	**	**	**	**	66	**	93
	42%	**	**	**	**	**	**	42%	51%	**	**	**	**	**	42%	**	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.

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	211	143	24	25	19	211	198	13	16	195	16	75	120	211	46	69	57
Effective Weighted Sample	146	112	19	18	18	146	136	10	11	136	10	52	84	146	33	46	44
Total	220	180	26	10	4	220	204	16	20	200	16	72	133	220	43	63	71
USE ONE PROFILE	92 42%	77 43%	** **	** **	** **	92 42%	84 41%	** **	** **	89 45%	** **	** **	60 45%	92 42%	** **	** **	** **
USE MORE THAN ONE PROFILE	26 12%	21 12%	** **	** **	** **	26 12%	24 12%	** **	** **	26 13%	** **	** **	17 13%	26 12%	** **	** **	** **
DON'T KNOW HOW MANY PROFILES	10 4%	10 5%	** **	** **	** **	10 4%	10 5%	** **	** **	6 3%	** **	** **	6 4%	10 4%	** **	** **	** **
USE BUT DON'T HAVE A PROFILE	93 42%	72 40%	** **	** **	** **	93 42%	86 42%	** **	** **	79 40%	** **	** **	51 38%	93 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.

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

Base : All respondents who use Tumblr for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT ~b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	211	103	91	117	74
Effective Weighted Sample	146	69	68	75	58
Total	220	109	94	112	87
USE ONE PROFILE	92 42%	38 35%	**	59 53%	**
USE MORE THAN ONE PROFILE	26 12%	19 17%	**	9 8%	**
DON'T KNOW HOW MANY PROFILES	10 4%	10 9%	**	8 7%	**
USE BUT DON'T HAVE A PROFILE	93 42%	42 39%	**	35 32%	**

Columns Tested: a,b - c,d

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

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

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	727	289	208	129	51	17	33	727	507	203	260	170	160	134	430	294	727
Effective Weighted Sample	482	195	146	88	39	13	15	482	344	127	172	116	116	82	289	198	482
Total	690	225	249	121	56	15	23	690	493	183	264	181	146	94	446	240	690
USE ONE PROFILE	330	117	125	53	**	**	**	330	234	90	123	88	72	47	211	118	330
	48%	52%	50%	44%	**	**	**	48%	47%	49%	46%	49%	49%	50%	47%	49%	48%
USE MORE THAN ONE PROFILE	30	10	11	2	**	**	**	30	19	11	15	7	4	4	22	8	30
	4%	4%	4%	1%	**	**	**	4%	4%	6%	6%	4%	2%	5%	5%	3%	4%
DON'T KNOW HOW MANY PROFILES	4	3	1	-	**	**	**	4	2	2	1	-	1	2	1	3	4
	1%	1%	1%	-%	**	**	**	1%	*%	1%	*%	-%	1%	2%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	326	96	112	66	**	**	**	326	239	80	126	86	70	40	212	110	326
	47%	43%	45%	55%	**	**	**	47%	48%	44%	48%	47%	48%	43%	48%	46%	47%

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

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND 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	727	484	66	86	91	727	671	56	56	671	95	319	313	727	137	238	187
Effective Weighted Sample	482	366	54	66	77	482	447	35	33	452	59	203	223	482	88	156	129
Total	690	574	57	37	22	690	641	49	59	631	99	299	292	690	135	226	181
USE ONE PROFILE	330	273	**	**	**	330	303	**	**	298	**	138	161	330	73	102	90
	48%	48%	**	**	**	48%	47%	**	**	47%	**	46%	55%	48%	54%	45%	50%
USE MORE THAN ONE PROFILE	30	25	**	**	**	30	28	**	**	26	**	9	13	30	3	5	9
	4%	4%	**	**	**	4%	4%	**	**	4%	**	3%	5%	4%	2%	2%	5%
DON'T KNOW HOW MANY PROFILES	4	4	**	**	**	4	3	**	**	3	**	1	-	4	1	1	-
	1%	1%	**	**	**	1%	*%	**	**	*%	**	*%	-%	1%	1%	1%	-%
USE BUT DON'T HAVE A PROFILE	326	271	**	**	**	326	307	**	**	304	**	152	118	326	58	118	82
	47%	47%	**	**	**	47%	48%	**	**	48%	**	51%	40%	47%	43%	52%	45%

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	727	340	317	384	256
Effective Weighted Sample	482	215	223	253	177
Total	690	321	294	333	277
USE ONE PROFILE	330 48%	159 49%	143 49%	192 58% d	118 43%
USE MORE THAN ONE PROFILE	30 4%	19 6%	7 2%	10 3%	8 3%
DON'T KNOW HOW MANY PROFILES	4 1%	3 1%	- -%	2 1%	- -%
USE BUT DON'T HAVE A PROFILE	326 47%	140 44%	144 49%	128 38%	150 54% c

Columns Tested: a,b - c,d

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON 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	1856	343	376	396	312	238	191	1856	1015	816	572	513	387	375	1085	762	1856
Effective Weighted Sample	1267	240	263	267	219	174	121	1267	704	549	411	357	274	230	765	503	1267
Total	1792	275	425	351	337	246	158	1792	1002	763	574	572	358	277	1145	636	1792
USE ONE PROFILE	1280	188	291	267	243	192	99	1280	715	550	398	406	267	202	804	469	1280
	71%	69%	68%	76%	72%	78%	63%	71%	71%	72%	69%	71%	75%	73%	70%	74%	71%
			f			abf		f									
USE MORE THAN ONE PROFILE	166	39	51	26	34	9	6	166	91	72	61	55	28	22	116	50	166
	9%	14%	12%	7%	10%	4%	4%	9%	9%	9%	11%	10%	8%	8%	10%	8%	9%
		cefg	ef		ef			ef									
DON'T KNOW HOW MANY PROFILES	7	1	4	2	-	-	-	7	2	1	7	-	-	-	7	-	7
	*%	*%	1%	1%	-%	-%	-%	*%	*%	*%	1%	-%	-%	-%	1%	-%	*%
											ko						
USE BUT DON'T HAVE A PROFILE	340	46	80	56	60	45	53	340	195	140	108	110	64	53	218	117	340
	19%	17%	19%	16%	18%	18%	33%	19%	19%	18%	19%	19%	18%	19%	19%	18%	19%
							abcdeg										

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

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON 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 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	1856	1256	192	187	221	1856	1672	184	165	1691	174	771	908	1856	316	689	580
Effective Weighted Sample	1267	971	145	145	187	1267	1145	123	106	1162	112	524	630	1267	213	466	411
Total	1792	1493	158	83	57	1792	1606	187	165	1627	178	750	861	1792	287	644	599
USE ONE PROFILE	1280	1053	124	65	39	1280	1145	135	126	1154	104	521	650	1280	198	453	445
	71%	70%	78%	78%	69%	71%	71%	72%	76%	71%	59%	70%	76%	71%	69%	70%	74%
												j	jk	j			
USE MORE THAN ONE PROFILE	166	141	12	7	7	166	150	16	11	155	11	60	95	166	22	59	56
	9%	9%	7%	8%	12%	9%	9%	9%	7%	10%	6%	8%	11%	9%	8%	9%	9%
DON'T KNOW HOW MANY PROFILES	7	7	-	-	*	7	7	-	1	6	4	1	2	7	-	1	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	2%	*%	*%	*%	-%	*%	*%
											klm						
USE BUT DON'T HAVE A PROFILE	340	294	23	12	11	340	305	35	27	312	59	167	113	340	67	131	96
	19%	20%	15%	14%	19%	19%	19%	19%	17%	19%	33%	22%	13%	19%	23%	20%	16%
											klm	l		l	p		

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	1856	631	1104	1085	664
Effective Weighted Sample	1267	419	764	742	469
Total	1792	569	1104	963	737
USE ONE PROFILE	1280	377	827	698	525
	71%	66%	75%	73%	71%
			a		
USE MORE THAN ONE PROFILE	166	76	73	107	50
	9%	13%	7%	11%	7%
		b		d	
DON'T KNOW HOW MANY PROFILES	7	5	1	1	2
	*%	1%	*%	*%	*%
		b			
USE BUT DON'T HAVE A PROFILE	340	110	204	156	160
	19%	19%	18%	16%	22%
				c	

Columns Tested: a,b - c,d

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

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	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	251	28	66	70	47	26	14	251	161	84	103	62	44	42	165	86	251
Effective Weighted Sample	178	19	49	55	36	16	9	178	115	60	75	47	34	25	123	59	178
Total	252	17	83	72	52	19	9	252	170	74	113	72	37	30	185	67	252
USE ONE PROFILE	55	**	**	**	**	**	**	55	32	**	27	**	**	**	47	**	55
	22%	**	**	**	**	**	**	22%	19%	**	24%	**	**	**	25%	**	22%
USE MORE THAN ONE PROFILE	11	**	**	**	**	**	**	11	11	**	2	**	**	**	6	**	11
	4%	**	**	**	**	**	**	4%	6%	**	2%	**	**	**	3%	**	4%
DON'T KNOW HOW MANY PROFILES	4	**	**	**	**	**	**	4	3	**	3	**	**	**	4	**	4
	1%	**	**	**	**	**	**	1%	2%	**	2%	**	**	**	2%	**	1%
USE BUT DON'T HAVE A PROFILE	182	**	**	**	**	**	**	182	125	**	81	**	**	**	129	**	182
	72%	**	**	**	**	**	**	72%	73%	**	72%	**	**	**	70%	**	72%

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

All interviewing conducted using an online panel. Any break column with 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	251	173	24	25	29	251	240	11	11	240	16	78	157	251	44	92	74
Effective Weighted Sample	178	140	18	17	24	178	170	8	8	170	11	54	113	178	32	62	56
Total	252	212	21	11	7	252	241	11	10	242	15	78	159	252	46	88	81
USE ONE PROFILE	55	45	**	**	**	55	52	**	**	55	**	**	44	55	**	**	**
	22%	21%	**	**	**	22%	22%	**	**	23%	**	**	28%	22%	**	**	**
USE MORE THAN ONE PROFILE	11	9	**	**	**	11	11	**	**	11	**	**	8	11	**	**	**
	4%	4%	**	**	**	4%	4%	**	**	4%	**	**	5%	4%	**	**	**
DON'T KNOW HOW MANY PROFILES	4	4	**	**	**	4	4	**	**	4	**	**	3	4	**	**	**
	1%	2%	**	**	**	1%	2%	**	**	2%	**	**	2%	1%	**	**	**
USE BUT DON'T HAVE A PROFILE	182	155	**	**	**	182	175	**	**	173	**	**	104	182	**	**	**
	72%	73%	**	**	**	72%	72%	**	**	71%	**	**	66%	72%	**	**	**

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	251	116	116	115	114
Effective Weighted Sample	178	82	84	74	91
Total	252	117	116	98	138
USE ONE PROFILE	55 22%	25 21%	29 25%	16 16%	37 26%
USE MORE THAN ONE PROFILE	11 4%	9 7%	2 2%	6 6%	5 3%
DON'T KNOW HOW MANY PROFILES	4 1%	4 3%	- -%	- -%	4 3%
USE BUT DON'T HAVE A PROFILE	182 72%	80 68%	85 73%	76 77%	93 68%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	99	19	30	31	10	3	6	99	65	34	57	14	21	7	71	28	99
Effective Weighted Sample	70	14	21	24	9	2	4	70	48	24	42	10	15	4	53	17	70
Total	107	12	39	34	15	3	4	107	80	27	65	16	18	8	81	26	107
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	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	99	71	9	5	14	99	95	4	8	91	19	38	42	99	19	29	30
Effective Weighted Sample	70	57	7	3	13	70	67	3	6	64	14	29	27	70	14	17	23
Total	107	92	9	3	3	107	103	4	7	100	18	43	46	107	22	27	36
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	99	55	38	28	53
Effective Weighted Sample	70	40	26	15	41
Total	107	66	37	23	65
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	5095	822	885	1007	811	744	826	5095	2562	2484	1442	1347	1055	1222	2789	2277	5095
Effective Weighted Sample	3416	563	618	681	580	504	499	3416	1752	1634	998	948	723	765	1940	1480	3416
Total	5039	702	1015	924	882	791	725	5039	2550	2436	1474	1567	1024	935	3041	1959	5039
USE ONE PROFILE	2001	358	505	431	331	222	153	2001	1117	852	583	599	426	374	1183	800	2001
	40%	51%	50%	47%	37%	28%	21%	40%	44%	35%	40%	38%	42%	40%	39%	41%	40%
		defg	defg	defg	ef	f		ef	i								
USE MORE THAN ONE PROFILE	332	107	96	62	39	19	8	332	194	134	111	90	75	54	201	129	332
	7%	15%	9%	7%	4%	2%	1%	7%	8%	5%	8%	6%	7%	6%	7%	7%	7%
		bcdefg	defg	ef	f			def	i								
DON'T KNOW HOW MANY PROFILES	39	12	2	9	4	2	10	39	19	20	11	7	5	17	18	22	39
	1%	2%	*%	1%	*%	*%	1%	1%	1%	1%	1%	*%	*%	2%	1%	1%	1%
		bdeg					be							jklnp			
USE BUT DON'T HAVE A PROFILE	2667	224	411	422	508	548	554	2667	1220	1431	769	871	518	490	1640	1008	2667
	53%	32%	41%	46%	58%	69%	76%	53%	48%	59%	52%	56%	51%	52%	54%	51%	53%
			a	a	abcg	abcdg	abcdeg	abc		h		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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5095	3549	523	491	532	5095	4537	558	658	4437	796	2368	1918	5095	896	2002	1340
Effective Weighted Sample	3416	2658	407	389	448	3416	3061	364	417	3009	504	1593	1330	3416	596	1318	941
Total	5039	4254	432	220	133	5039	4421	618	701	4338	870	2311	1836	5039	853	1915	1385
USE ONE PROFILE	2001	1644	206	95	56	2001	1796	205	243	1757	258	850	891	2001	393	749	538
	40%	39%	48%	43%	42%	40%	41%	33%	35%	41%	30%	37%	49%	40%	46%	39%	39%
			ae				g			h		j	jkm	jk	op		
USE MORE THAN ONE PROFILE	332	286	22	13	10	332	317	15	31	300	31	166	134	332	75	96	84
	7%	7%	5%	6%	8%	7%	7%	2%	4%	7%	4%	7%	7%	7%	9%	5%	6%
							g					j	j	j	op		
DON'T KNOW HOW MANY PROFILES	39	33	3	2	1	39	34	5	7	32	27	7	6	39	8	9	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	*%	*%	1%	1%	*%	*%
							klm							k			
USE BUT DON'T HAVE A PROFILE	2667	2291	201	110	65	2667	2274	393	419	2248	554	1288	805	2667	378	1062	759
	53%	54%	47%	50%	49%	53%	51%	64%	60%	52%	64%	56%	44%	53%	44%	55%	55%
		b				b	f		i		klm	l		l		n	n

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5095	1881	2832	3073	1701
Effective Weighted Sample	3416	1216	1937	2001	1212
Total	5039	1800	2828	2825	1886
USE ONE PROFILE	2001	738	1100	1056	831
	40%	41%	39%	37%	44%
					c
USE MORE THAN ONE PROFILE	332	189	117	177	127
	7%	11%	4%	6%	7%
		b			
DON'T KNOW HOW MANY PROFILES	39	16	14	16	10
	1%	1%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	2667	857	1597	1575	919
	53%	48%	56%	56%	49%
			a	d	

Columns Tested: a,b - c,d

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

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

Base : All respondents who use Yubo for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f		MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK ~p
Significance Level: 95%																	
Unweighted total	85	47	19	10	2	1	6	85	43	39	26	21	21	14	47	35	85
Effective Weighted Sample	56	29	14	9	1	1	4	56	29	25	18	14	16	8	31	22	56
Total	88	37	28	13	2	1	7	88	49	36	30	24	17	14	54	31	88
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use Yubo for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	YES ~h	NO ~i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL ~m	MOST ~n	POTEN- TIALY ~o	LEAST ~p	
Significance Level: 95%																		
Unweighted total	85	64	5	7	9	85	82	3	8	77	13	39	33	85	18	28	17	
Effective Weighted Sample	56	48	4	7	9	56	54	2	6	49	7	28	23	56	10	18	12	
Total	88	81	3	2	2	88	86	2	8	80	16	33	39	88	18	29	22	
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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

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

Base : All respondents who use Yubo for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS ~a	DOES NOT REPORT ~b	NONE ~c	ANY ~d
Significance Level: 95%					
Unweighted total	85	47	30	36	36
Effective Weighted Sample	56	29	22	19	28
Total	88	52	28	35	41
USE ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**
	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**
	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

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

Base : All respondents who use BeReal for social media

	Total	AGE							GENDER		SEG						
		16-24 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	291	187	55	23	12	4	10	291	112	174	111	81	47	48	192	95	291
Effective Weighted Sample	185	114	38	17	9	4	8	185	74	109	76	47	35	28	123	63	185
Total	261	151	64	23	13	6	5	261	113	145	113	75	38	34	188	71	261
USE ONE PROFILE	162	113	**	**	**	**	**	162	58	102	71	**	**	**	123	**	162
	62%	74%	**	**	**	**	**	62%	51%	70%	63%	**	**	**	66%	**	62%
		g								h							
USE MORE THAN ONE PROFILE	12	6	**	**	**	**	**	12	8	5	3	**	**	**	8	**	12
	5%	4%	**	**	**	**	**	5%	7%	3%	2%	**	**	**	4%	**	5%
DON'T KNOW HOW MANY PROFILES	3	-	**	**	**	**	**	3	2	2	-	**	**	**	2	**	3
	1%	-%	**	**	**	**	**	1%	1%	1%	-%	**	**	**	1%	**	1%
USE BUT DON'T HAVE A PROFILE	84	33	**	**	**	**	**	84	46	37	39	**	**	**	55	**	84
	32%	22%	**	**	**	**	**	32%	41%	25%	35%	**	**	**	29%	**	32%
								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.

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	291	195	27	25	44	291	268	23	37	254	39	132	120	291	68	84	65
Effective Weighted Sample	185	142	22	17	39	185	168	18	23	162	23	90	73	185	42	57	40
Total	261	220	21	10	10	261	241	20	33	229	37	118	106	261	64	75	57
USE ONE PROFILE	162	134	**	**	**	162	148	**	**	139	**	75	66	162	**	**	**
	62%	61%	**	**	**	62%	61%	**	**	61%	**	63%	63%	62%	**	**	**
USE MORE THAN ONE PROFILE	12	12	**	**	**	12	12	**	**	12	**	4	4	12	**	**	**
	5%	6%	**	**	**	5%	5%	**	**	5%	**	4%	4%	5%	**	**	**
DON'T KNOW HOW MANY PROFILES	3	3	**	**	**	3	3	**	**	3	**	-	3	3	**	**	**
	1%	1%	**	**	**	1%	1%	**	**	1%	**	-%	3%	1%	**	**	**
USE BUT DON'T HAVE A PROFILE	84	71	**	**	**	84	77	**	**	74	**	39	32	84	**	**	**
	32%	32%	**	**	**	32%	32%	**	**	32%	**	33%	30%	32%	**	**	**

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

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

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

Base : All respondents who use BeReal for social media

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY ~d
Significance Level: 95%					
Unweighted total	291	149	129	173	91
Effective Weighted Sample	185	94	84	101	66
Total	261	137	110	147	94
USE ONE PROFILE	162 62%	77 56%	75 68%	112 76%	** **
USE MORE THAN ONE PROFILE	12 5%	9 7%	3 3%	9 6%	** **
DON'T KNOW HOW MANY PROFILES	3 1%	3 2%	- -%	- -%	** **
USE BUT DON'T HAVE A PROFILE	84 32%	47 35%	32 29%	26 18%	** **

Columns Tested: a,b - c,d

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

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							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1277	435	311	253	145	69	64	1277	557	692	421	338	272	240	759	512	1277
Effective Weighted Sample	877	300	226	172	111	50	37	877	389	472	302	237	189	152	537	340	877
Total	1254	357	383	230	172	67	45	1254	550	677	431	378	252	186	810	438	1254
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	446	116	153	95	51	**	**	446	197	237	169	130	83	62	299	145	446
	36%	33%	40%	41%	29%	**	**	36%	36%	35%	39%	34%	33%	33%	37%	33%	36%
				d													
I have separate account(s) for business purposes/ for promoting my business	372	71	138	84	56	**	**	372	182	187	143	104	74	52	247	125	372
	30%	20%	36%	36%	32%	**	**	30%	33%	28%	33%	27%	29%	28%	31%	29%	30%
			a	a	a			a									
I have different accounts for sharing/ posting my own content and for following other people	353	113	100	74	42	**	**	353	187	159	113	118	69	53	231	123	353
	28%	32%	26%	32%	24%	**	**	28%	34%	23%	26%	31%	28%	29%	28%	28%	28%
									i								
I have one account for my closest friends and another for my wider circle of friends	321	108	95	47	39	**	**	321	148	169	107	96	73	45	203	118	321
	26%	30%	25%	20%	23%	**	**	26%	27%	25%	25%	25%	29%	24%	25%	27%	26%
		c															
I have a 'real' or authentic account and another that is my curated or photoshopped one	245	61	78	47	34	**	**	245	139	103	95	67	54	26	163	80	245
	19%	17%	20%	20%	20%	**	**	19%	25%	15%	22%	18%	21%	14%	20%	18%	19%
									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	1277	435	311	253	145	69	64	1277	557	692	421	338	272	240	759	512	1277
Effective Weighted Sample	877	300	226	172	111	50	37	877	389	472	302	237	189	152	537	340	877
Total	1254	357	383	230	172	67	45	1254	550	677	431	378	252	186	810	438	1254
I have an account for my parents/ family to see	214	58	65	42	32	**	**	214	130	79	86	58	43	26	144	70	214
	17%	16%	17%	18%	19%	**	**	17%	24%	12%	20%	15%	17%	14%	18%	16%	17%
									i								
I have more than one but I no longer use them all - WAVE 1 ONLY (REMOVED AT WAVE 2)	107	48	29	13	12	**	**	107	39	67	36	39	24	8	75	32	107
	9%	13%	8%	6%	7%	**	**	9%	7%	10%	8%	10%	9%	4%	9%	7%	9%
		bcg										m			m		
Some other reason	69	10	22	11	12	**	**	69	27	42	19	30	6	14	48	20	69
	5%	3%	6%	5%	7%	**	**	5%	5%	6%	4%	8%	3%	8%	6%	5%	5%
				a								l		l			
Don't know	39	16	5	7	7	**	**	39	16	16	10	10	10	6	19	16	39
	3%	5%	1%	3%	4%	**	**	3%	3%	2%	2%	3%	4%	3%	2%	4%	3%
		b															

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

All interviewing conducted using an online panel. Any break column with 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	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1277	885	120	129	143	1277	1160	117	147	1130	159	589	529	1277	256	423	316
Effective Weighted Sample	877	683	96	98	116	877	789	88	97	780	103	408	375	877	162	304	227
Total	1254	1059	104	56	36	1254	1133	121	145	1109	184	580	491	1254	255	393	319
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	446	363	43	25	16	446	398	48	38	408	36	197	214	446	87	147	126
	36%	34%	41%	44%	44%	36%	35%	40%	26%	37%	20%	34%	44%	36%	34%	37%	40%
				a					h			j	jkm	j			
I have separate account(s) for business purposes/ for promoting my business	372	322	26	13	11	372	345	27	30	342	33	156	183	372	74	139	89
	30%	30%	25%	23%	31%	30%	30%	23%	21%	31%	18%	27%	37%	30%	29%	35%	28%
									h				jkm	j			
I have different accounts for sharing/ posting my own content and for following other people	353	306	25	10	13	353	332	22	34	320	38	168	148	353	77	100	73
	28%	29%	24%	18%	35%	28%	29%	18%	23%	29%	20%	29%	30%	28%	30%	26%	23%
		c			c	c	g						j				
I have one account for my closest friends and another for my wider circle of friends	321	272	22	16	11	321	299	22	38	283	52	157	112	321	78	100	80
	26%	26%	21%	29%	32%	26%	26%	18%	26%	26%	28%	27%	23%	26%	30%	25%	25%
I have a 'real' or authentic account and another that is my curated or photoshopped one	245	215	17	7	6	245	227	18	20	224	24	116	105	245	59	71	71
	19%	20%	16%	12%	18%	19%	20%	15%	14%	20%	13%	20%	21%	19%	23%	18%	22%
													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.

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	1277	885	120	129	143	1277	1160	117	147	1130	159	589	529	1277	256	423	316
Effective Weighted Sample	877	683	96	98	116	877	789	88	97	780	103	408	375	877	162	304	227
Total	1254	1059	104	56	36	1254	1133	121	145	1109	184	580	491	1254	255	393	319
I have an account for my parents/ family to see	214 17%	186 18%	15 14%	6 11%	7 20%	214 17%	203 18%	11 9%	11 8%	203 18%	16 9%	104 18%	94 19%	214 17%	53 21%	59 15%	58 18%
I have more than one but I no longer use them all - WAVE 1 ONLY (REMOVED AT WAVE 2)	107 9%	93 9%	7 7%	4 7%	2 6%	107 9%	98 9%	9 7%	15 10%	92 8%	12 6%	48 8%	46 9%	107 9%	30 12%	31 8%	25 8%
Some other reason	69 5%	58 5%	8 8%	2 3%	1 3%	69 5%	54 5%	15 12% f	8 6%	61 5%	13 7%	27 5%	28 6%	69 5%	10 4%	21 5%	25 8%
Don't know	39 3%	33 3%	3 3%	2 3%	* 1%	39 3%	39 3%	- -%	10 7%	29 3%	13 7%	16 3%	10 2%	39 3%	4 1%	6 1%	6 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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1277	601	571	692	460
Effective Weighted Sample	877	406	397	467	332
Total	1254	583	563	611	513
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	446 36%	200 34%	213 38%	221 36%	191 37%
I have separate account(s) for business purposes/ for promoting my business	372 30%	180 31%	165 29%	162 27%	173 34% c
I have different accounts for sharing/ posting my own content and for following other people	353 28%	188 32% b	141 25%	157 26%	149 29%
I have one account for my closest friends and another for my wider circle of friends	321 26%	173 30% b	121 22%	155 25%	131 26%
I have a 'real' or authentic account and another that is my curated or photoshopped one	245 19%	137 23% b	87 15%	95 16%	123 24% c

Columns Tested: a,b - c,d

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

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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1277	601	571	692	460
Effective Weighted Sample	877	406	397	467	332
Total	1254	583	563	611	513
I have an account for my parents/ family to see	214	115	80	87	102
	17%	20%	14%	14%	20%
		b			c
I have more than one but I no longer use them all - WAVE 1 ONLY (REMOVED AT WAVE 2)	107	52	41	53	45
	9%	9%	7%	9%	9%
Some other reason	69	22	42	38	29
	5%	4%	7%	6%	6%
			a		
Don't know	39	19	16	17	10
	3%	3%	3%	3%	2%

Columns Tested: a,b - c,d

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

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 55%	104 56%	179 58%	149 56%	90 56%	** **	** **	595 55%	286 52%	299 58%	182 50%	193 62%	120 51%	93 58%	375 55%	213 54%	595 55%
It's a good way to keep in touch with people	565 52%	73 39%	164 53%	161 60%	89 56%	** **	** **	565 52%	269 48%	290 57%	199 54%	174 55%	102 44%	85 53%	372 55%	187 47%	565 52%
It helps me to feel creative	505 47%	92 49%	173 55%	131 49%	52 33%	** **	** **	505 47%	247 45%	247 48%	172 47%	164 52%	100 43%	63 39%	336 50%	164 41%	505 47%
I like to be seen and heard online	334 31%	51 27%	120 39%	96 36%	29 18%	** **	** **	334 31%	184 33%	147 29%	114 31%	100 32%	76 33%	42 26%	214 32%	118 30%	334 31%
I like to broadcast to an audience	270 25%	36 19%	85 27%	81 30%	39 24%	** **	** **	270 25%	170 31%	99 19%	99 27%	78 25%	55 24%	37 23%	177 26%	92 23%	270 25%
None of these	34 3%	5 2%	4 1%	6 2%	2 1%	** **	** **	34 3%	19 3%	15 3%	15 4%	6 2%	7 3%	6 4%	21 3%	13 3%	34 3%
Don't know	9 1%	4 2%	- -%	3 1%	- -%	** **	** **	9 1%	2 *%	6 1%	3 1%	- -%	3 1%	3 2%	3 *%	6 2%	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.

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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	1067	437	537	509	457
Effective Weighted Sample	813	334	407	369	362
Total	1082	435	547	467	505
It's fun/ it helps pass the time	595 55%	219 50%	333 61%	247 53%	297 59%
			a		
It's a good way to keep in touch with people	565 52%	208 48%	323 59%	224 48%	304 60%
			a		c
It helps me to feel creative	505 47%	204 47%	262 48%	194 42%	266 53%
					c
I like to be seen and heard online	334 31%	136 31%	174 32%	116 25%	187 37%
					c
I like to broadcast to an audience	270 25%	108 25%	139 25%	93 20%	156 31%
					c
None of these	34 3%	16 4%	16 3%	25 5%	9 2%
				d	
Don't know	9 1%	3 1%	3 *%	6 1%	1 *%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	5898	737	1135	1045	1073	952	957	5898	2758	3080	1699	1783	1232	1136	3483	2369	5898
	95%	99%	99%	98%	98%	94%	86%	95%	94%	97%	96%	97%	96%	93%	96%	94%	95%
		defg	efg	efg	efg	f		f		h	m	mo	m		mo		m
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	5655	739	1135	1029	1028	894	831	5655	2732	2862	1627	1715	1194	1075	3342	2270	5655
	91%	100%	99%	97%	93%	88%	74%	91%	93%	90%	92%	93%	93%	88%	92%	90%	91%
		cdefg	cdefg	defg	ef	f		ef	i		m	mo	mo		mo	m	m
USES SOCIAL MEDIA APPS OR SITES	5529	731	1124	1013	1010	858	793	5529	2547	2924	1582	1662	1170	1071	3243	2241	5529
	89%	99%	98%	95%	92%	85%	71%	89%	87%	92%	89%	90%	91%	87%	90%	89%	89%
		cdefg	cdefg	defg	efg	f		ef		h			m				
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	3893	651	932	823	673	472	341	3893	1924	1920	1164	1125	852	721	2289	1574	3893
	63%	88%	81%	78%	61%	47%	31%	63%	66%	60%	66%	61%	66%	59%	63%	63%	63%
		bcdefg	defg	defg	ef	f		ef	i		km		km		m	m	m
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	6098	741	1145	1059	1095	998	1060	6098	2889	3148	1750	1832	1270	1196	3582	2467	6098
	99%	100%	100%	100%	100%	99%	95%	99%	99%	99%	99%	99%	99%	98%	99%	98%	99%
		efg	efg	efg	fg	f		f				mo			m		m
USES NONE OF THESE	84	-	4	3	5	14	58	84	42	42	25	14	15	28	39	43	84
	1%	-%	*%	*%	*%		5%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
						abc	abcdeg	abcd						knp		k	
USES ALL FOUR TYPES OF APPS/ SITES	3718	644	925	799	625	438	287	3718	1818	1853	1118	1085	815	669	2203	1484	3718
	60%	87%	81%	75%	57%	43%	26%	60%	62%	58%	63%	59%	63%	55%	61%	59%	60%
		bcdefg	cdefg	defg	ef	f		ef	i		kmo		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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	5898 95%	4990 95%	492 95%	267 96%	149 97%	5898 95%	5115 96%	784 93%	914 98%	4985 95%	1266 89%	2666 97%	1919 99%	5898 95%	955 96%	2273 94%	1631 97%
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	5655 91%	4763 91%	486 94%	256 92%	151 98%	5655 91%	4935 92%	720 85%	856 91%	4800 92%	1120 79%	2582 94%	1927 100%	5655 91%	953 96%	2151 89%	1542 92%
USES SOCIAL MEDIA APPS OR SITES	5529 89%	4667 89%	468 90%	249 90%	145 94%	5529 89%	4805 90%	724 86%	851 91%	4678 89%	1132 79%	2501 91%	1867 97%	5529 89%	937 94%	2103 87%	1508 90%
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	3893 63%	3257 62%	340 65%	181 65%	115 74%	3893 63%	3501 66%	392 46%	596 64%	3297 63%	596 42%	1693 61%	1604 83%	3893 63%	764 77%	1395 58%	990 59%
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	6098 99%	5157 99%	514 99%	274 98%	153 99%	6098 99%	5272 99%	826 98%	936 100%	5162 98%	1370 96%	2739 99%	1934 100%	6098 99%	988 100%	2367 98%	1659 99%
USES NONE OF THESE	84 1%	74 1%	5 1%	4 2%	1 1%	84 1%	64 1%	20 2%	1 *	83 2%	54 4%	17 1%	- -%	84 1%	3 *	46 2%	17 1%
USES ALL FOUR TYPES OF APPS/ SITES	3718 60%	3111 59%	323 62%	172 62%	112 72%	3718 60%	3358 63%	360 43%	562 60%	3156 60%	539 38%	1612 58%	1568 81%	3718 60%	740 75%	1326 55%	954 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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	5898 95%	2083 95%	3360 95%	3390 94%	2123 99% c
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	5655 91%	2003 92%	3199 91%	3172 88%	2104 98% c
USES SOCIAL MEDIA APPS OR SITES	5529 89%	1967 90%	3120 89%	3099 85%	2064 96% c
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	3893 63%	1476 68% b	2048 58%	1935 53%	1642 76% c
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	6098 99%	2152 99%	3471 99%	3553 98%	2149 100% c
USES NONE OF THESE	84 1%	32 1%	48 1%	72 2% d	5 *0%
USES ALL FOUR TYPES OF APPS/ SITES	3718 60%	1412 65% b	1958 56%	1809 50%	1614 75% c

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
YouTube	5039	702	1015	924	882	791	725	5039	2550	2436	1474	1567	1024	935	3041	1959	5039
	82%	95%	88%	87%	80%	78%	65%	82%	87%	76%	83%	85%	80%	76%	84%	78%	82%
		bcdefg	defg	defg	f	f		ef	i		mo	lmop			lmop		mo
WhatsApp	4923	601	985	938	919	777	702	4923	2216	2656	1451	1507	1040	888	2958	1928	4923
	80%	81%	86%	88%	84%	77%	63%	80%	76%	83%	82%	82%	81%	73%	82%	77%	80%
		f	aefg	adefg	efg	f		f		h	mo	mo	mo		mop	m	mo
Facebook	4698	472	964	883	895	751	734	4698	2098	2560	1315	1383	1018	948	2698	1965	4698
	76%	64%	84%	83%	81%	74%	66%	76%	72%	80%	74%	75%	79%	77%	74%	78%	76%
			aefg	aefg	aefg	af		af		h			jknp			jknp	
Instagram	3499	636	945	744	562	382	230	3499	1500	1956	1107	1066	748	557	2173	1305	3499
	57%	86%	82%	70%	51%	38%	21%	57%	51%	61%	62%	58%	58%	45%	60%	52%	57%
		cdefg	cdefg	defg	ef	f		def		h	kmop	mo	mo		mop	m	mo
TikTok	2579	617	737	518	364	234	109	2579	1120	1412	806	723	587	446	1530	1033	2579
	42%	83%	64%	49%	33%	23%	10%	42%	38%	44%	45%	39%	46%	36%	42%	41%	42%
		bcdefg	cdefg	defg	ef	f		def		h	kmop		kmop		m	m	m
Snapchat	1978	607	639	353	210	110	59	1978	891	1056	620	585	431	324	1206	755	1978
	32%	82%	56%	33%	19%	11%	5%	32%	30%	33%	35%	32%	34%	26%	33%	30%	32%
		bcdefg	cdefg	def	ef	f		def			mo	m	m		mo	m	m
FaceTime	1893	359	432	350	298	239	215	1893	710	1159	649	550	376	299	1199	675	1893
	31%	48%	38%	33%	27%	24%	19%	31%	24%	36%	37%	30%	29%	24%	33%	27%	31%
		bcdefg	defg	def	f	f		ef		h	klmnop	m	m		lmop		mo
X/Twitter (amended to X/Twitter at Wave 2)	1792	275	425	351	337	246	158	1792	1002	763	574	572	358	277	1145	636	1792
	29%	37%	37%	33%	31%	24%	14%	29%	34%	24%	32%	31%	28%	23%	32%	25%	29%
		defg	defg	efg	ef	f		ef	i		lmop	mo	m		lmop		mo
Microsoft Teams	1476	223	379	333	276	180	85	1476	717	738	583	540	211	134	1123	344	1476
	24%	30%	33%	31%	25%	18%	8%	24%	24%	23%	33%	29%	16%	11%	31%	14%	24%
		defg	defg	defg	ef	f		ef			lmop	lmop	m		lmop	m	lmo
Zoom	1295	124	325	279	206	166	195	1295	629	654	556	413	190	131	969	321	1295
	21%	17%	28%	26%	19%	16%	17%	21%	21%	20%	31%	22%	15%	11%	27%	13%	21%
			adefg	adefg				aef			klmnop	lmo	m		klmnop		lmo

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
iMessage (by Apple)	1188	228	298	218	192	150	102	1188	458	721	395	375	242	167	770	409	1188
	19%	31%	26%	21%	17%	15%	9%	19%	16%	23%	22%	20%	19%	14%	21%	16%	19%
		cdefg	cdefg	ef	f	f		ef		h	mop	mo	m		mop		mo
Pinterest	1175	246	267	224	167	161	109	1175	328	821	363	375	245	185	737	430	1175
	19%	33%	23%	21%	15%	16%	10%	19%	11%	26%	20%	20%	19%	15%	20%	17%	19%
		bcdefg	defg	def	f	f		df		h	mo	mo	m		mo		m
LinkedIn	1117	88	297	256	205	170	101	1117	611	500	469	391	162	93	859	255	1117
	18%	12%	26%	24%	19%	17%	9%	18%	21%	16%	26%	21%	13%	8%	24%	10%	18%
			adefg	adefg	af	af		af	i		klmop	lmop	m		lmop	m	lmo
Skype	853	70	195	192	153	105	138	853	461	382	320	245	178	104	564	282	853
	14%	9%	17%	18%	14%	10%	12%	14%	16%	12%	18%	13%	14%	9%	16%	11%	14%
			aefg	adefg	ae			ae	i		klmop	m	m		mo	m	mo
Reddit	744	172	245	156	88	54	30	744	466	262	258	247	130	102	505	232	744
	12%	23%	21%	15%	8%	5%	3%	12%	16%	8%	15%	13%	10%	8%	14%	9%	12%
		cdefg	cdefg	defg	f	f		def	i		lmop	lmo			lmop		mo
Twitch	690	225	249	121	56	15	23	690	493	183	264	181	146	94	446	240	690
	11%	30%	22%	11%	5%	2%	2%	11%	17%	6%	15%	10%	11%	8%	12%	10%	11%
		bcdefg	cdefg	def	ef			def	i		klmnop		m		kmo		m
Telegram	668	90	218	179	85	67	28	668	456	204	242	198	143	77	440	220	668
	11%	12%	19%	17%	8%	7%	3%	11%	16%	6%	14%	11%	11%	6%	12%	9%	11%
		def	adefg	adefg	f	f		def	i		kmop	m	m		mo	m	mo
Discord	596	202	201	104	56	17	17	596	390	181	229	172	109	83	401	192	596
	10%	27%	17%	10%	5%	2%	1%	10%	13%	6%	13%	9%	8%	7%	11%	8%	10%
		bcdefg	cdefg	def	ef			def	i		klmop	m			lmo		mo
Google Chat/ Google Meet	495	70	162	148	53	35	26	495	273	217	217	140	88	48	356	137	495
	8%	10%	14%	14%	5%	3%	2%	8%	9%	7%	12%	8%	7%	4%	10%	5%	8%
		def	adefg	adefg	f			def	i		klmnop	mo	m		klmop		mo
BeReal	261	151	64	23	13	6	5	261	113	145	113	75	38	34	188	71	261
	4%	20%	6%	2%	1%	1%	*%	4%	4%	5%	6%	4%	3%	3%	5%	3%	4%
		bcdefg	cdef	ef				cdef			klmop				lmo		mo

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

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Vimeo	252	17	83	72	52	19	9	252	170	74	113	72	37	30	185	67	252
	4%	2%	7%	7%	5%	2%	1%	4%	6%	2%	6%	4%	3%	2%	5%	3%	4%
		f	aefg	aefg	aef		aef		i		klmop				lmo		mo
Dailymotion	240	26	90	57	33	21	14	240	151	84	85	85	37	33	171	70	240
	4%	4%	8%	5%	3%	2%	1%	4%	5%	3%	5%	5%	3%	3%	5%	3%	4%
		f	adefg	def	f		ef		i		lmo	lmo			lmo		o
Tumblr	220	46	82	46	22	11	13	220	119	95	82	75	35	29	157	64	220
	4%	6%	7%	4%	2%	1%	1%	4%	4%	3%	5%	4%	3%	2%	4%	3%	4%
		defg	cdefg	def			def				lmo	mo			lmo		o
Viber	212	14	66	68	35	8	19	212	121	89	91	50	38	33	141	72	212
	3%	2%	6%	6%	3%	1%	2%	3%	4%	3%	5%	3%	3%	3%	4%	3%	3%
			adefg	adefg	e		aef		i		klmop						
WeChat	197	19	76	60	19	14	9	197	123	74	87	54	30	26	141	56	197
	3%	3%	7%	6%	2%	1%	1%	3%	4%	2%	5%	3%	2%	2%	4%	2%	3%
		f	adefg	adefg			def		i		klmop				lmo		o
OnlyFans	174	25	70	41	23	7	8	174	144	30	85	40	29	20	126	48	174
	3%	3%	6%	4%	2%	1%	1%	3%	5%	1%	5%	2%	2%	2%	3%	2%	3%
		ef	acdefg	ef	ef		ef		i		klmop				kmo		mo
Signal	171	14	45	52	33	17	10	171	112	58	77	45	26	21	122	47	171
	3%	2%	4%	5%	3%	2%	1%	3%	4%	2%	4%	2%	2%	2%	3%	2%	3%
			aef	aefg	f		f		i		klmop				lmo		o
Kik	160	17	61	38	20	15	10	160	99	61	56	48	22	34	104	56	160
	3%	2%	5%	4%	2%	2%	1%	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%
		f	adefg	def			f		i		l						
Slack	130	8	61	39	13	7	2	130	74	51	68	34	15	11	102	27	130
	2%	1%	5%	4%	1%	1%	*%	2%	3%	2%	4%	2%	1%	1%	3%	1%	2%
		f	adefg	adefg	f		ef		i		klmop				lmo		mo
YouNow	107	12	39	34	15	3	4	107	80	27	65	16	18	8	81	26	107
	2%	2%	3%	3%	1%	*%	*%	2%	3%	1%	4%	1%	1%	1%	2%	1%	2%
		ef	adefg	defg	ef		ef		i		klmnop				kmo		kmo

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

All interviewing conducted using an online panel. Any break column with 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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Yubo	88 1%	37 5%	28 2%	13 1%	2 *%	1 *%	7 1%	88 1%	49 2%	36 1%	30 2%	24 1%	17 1%	14 1%	54 1%	31 1%	88 1%
		bcdefg	defg	de			de										
Clubhouse	83 1%	9 1%	37 3%	23 2%	10 1%	* *%	4 *%	83 1%	52 2%	31 1%	34 2%	18 1%	12 1%	18 1%	52 1%	30 1%	83 1%
		e	defg	ef	e		ef		i								
BitChute	76 1%	7 1%	33 3%	24 2%	7 1%	3 *%	1 *%	76 1%	60 2%	13 *%	38 2%	13 1%	12 1%	13 1%	51 1%	25 1%	76 1%
		f	defg	defg			ef		i		klmop						
Other sites/ apps used	7 *%	- -%	- -%	* *%	- -%	3 *%	3 *%	7 *%	4 *%	3 *%	1 *%	1 *%	1 *%	4 *%	2 *%	5 *%	7 *%
ANY OF THESE	6098 99%	741 100%	1145 100%	1059 100%	1095 100%	998 99%	1060 95%	6098 99%	2889 99%	3148 99%	1750 99%	1832 99%	1270 99%	1196 98%	3582 99%	2467 98%	6098 99%
		efg	efg	efg	fg	f	f	f				mo			m		m
NONE OF THESE	84 1%	- -%	4 *%	3 *%	5 *%	14 1%	58 5%	84 1%	42 1%	42 1%	25 1%	14 1%	15 1%	28 2%	39 1%	43 2%	84 1%
						abc	abcdeg	abcd						knp		k	
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean score	6.3	8.7	8.5	7.4	5.7	4.7	3.5	6.3	6.4	6.2	7.3	6.4	6.1	5.1	6.8	5.6	6.3
		cdefg	cdefg	defg	ef	f		def	i		klmnop	lmo	mo		klmop	m	lmo
Standard deviation	4.08	3.34	4.80	4.22	3.23	2.76	2.59	4.08	4.45	3.71	4.62	3.82	3.71	3.66	4.25	3.72	4.08
Standard error	.05	.11	.15	.12	.10	.09	.07	.05	.08	.07	.11	.10	.10	.09	.07	.07	.05
Columns Tested:		a,b,c,d,e,f,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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
YouTube	5039 82%	4254 81%	432 83%	220 79%	133 86% ace	5039 82%	4421 83% g	618 73%	701 75%	4338 83% h	870 61%	2311 84% jm	1836 95% jkm	5039 82% j	853 86% o	1915 79%	1385 83% o
WhatsApp	4923 80%	4174 80%	399 77%	220 79%	130 84% abce	4923 80%	4281 80% g	642 76%	772 82%	4151 79%	952 67%	2196 80% j	1747 90% jkm	4923 80% j	800 81% o	1890 78%	1403 84% o
Facebook	4698 76%	3967 76%	392 76%	217 78%	123 80% a	4698 76%	4066 76% g	632 75%	702 75%	3996 76%	936 66%	2076 75% j	1658 86% jkm	4698 76% j	781 79% o	1870 77%	1274 76%
Instagram	3499 57%	2964 57%	277 53%	155 56%	102 66% abce	3499 57%	3118 58% g	381 45%	523 56%	2976 57%	542 38%	1553 56% j	1389 72% jkm	3499 57% j	632 64% o	1207 50%	1005 60% o
TikTok	2579 42%	2177 42%	204 39%	120 43%	77 50% abce	2579 42%	2356 44% g	222 26%	418 45%	2161 41%	429 30%	1070 39% j	1078 56% jkm	2579 42% jk	528 53% op	868 36%	664 40%
Snapchat	1978 32%	1639 31%	188 36% a	89 32%	62 40% ace	1978 32%	1812 34% g	166 20%	339 36% i	1639 31%	361 25%	846 31% j	767 40% jkm	1978 32% j	455 46% op	623 26%	455 27%
FaceTime	1893 31%	1598 31%	157 30%	91 33%	46 30%	1893 31%	1658 31% g	234 28%	290 31%	1603 31%	288 20%	789 29% j	811 42% jkm	1893 31% j	322 33% o	656 27%	565 34% o
X/Twitter (amended to X/Twitter at Wave 2)	1792 29%	1493 29%	158 31%	83 30%	57 37% abce	1792 29%	1606 30% g	187 22%	165 18%	1627 31% h	178 12%	750 27% j	861 45% jkm	1792 29% j	287 29% o	644 27%	599 36% no
Microsoft Teams	1476 24%	1215 23%	154 30% ae	68 24%	38 25%	1476 24%	1339 25% g	136 16%	131 14%	1344 26% h	120 8%	540 20% j	815 42% jkm	1476 24% jk	211 21% o	481 20%	566 34% 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Zoom	1295	1101	109	50	35	1295	1168	127	89	1206	91	458	745	1295	187	456	471
	21%	21%	21%	18%	23%	21%	22%	15%	9%	23%	6%	17%	39%	21%	19%	19%	28%
							g			h		j	jkm	jk			no
iMessage (by Apple)	1188	989	121	49	29	1188	1037	151	136	1052	124	504	558	1188	185	415	396
	19%	19%	23%	17%	19%	19%	19%	18%	15%	20%	9%	18%	29%	19%	19%	17%	24%
			ace							h		j	jkm	j			no
Pinterest	1175	981	107	55	31	1175	1047	128	137	1038	151	465	558	1175	199	398	343
	19%	19%	21%	20%	20%	19%	20%	15%	15%	20%	11%	17%	29%	19%	20%	17%	20%
							g			h		j	jkm	jk	o		o
LinkedIn	1117	953	89	44	31	1117	1001	116	94	1023	74	430	611	1117	131	349	475
	18%	18%	17%	16%	20%	18%	19%	14%	10%	20%	5%	16%	32%	18%	13%	14%	28%
							g			h		j	jkm	jk			no
Skype	853	727	66	35	25	853	747	106	48	804	89	342	419	853	138	302	285
	14%	14%	13%	13%	16%	14%	14%	12%	5%	15%	6%	12%	22%	14%	14%	13%	17%
										h		j	jkm	j			o
Reddit	744	619	78	25	21	744	675	69	60	684	55	268	420	744	113	258	240
	12%	12%	15%	9%	14%	12%	13%	8%	6%	13%	4%	10%	22%	12%	11%	11%	14%
			ac		c		g			h		j	jkm	jk			o
Twitch	690	574	57	37	22	690	641	49	59	631	99	299	292	690	135	226	181
	11%	11%	11%	13%	14%	11%	12%	6%	6%	12%	7%	11%	15%	11%	14%	9%	11%
					ae		g			h		j	jkm	j	o		
Telegram	668	566	59	24	20	668	638	30	65	603	57	254	357	668	138	219	205
	11%	11%	11%	9%	13%	11%	12%	4%	7%	11%	4%	9%	18%	11%	14%	9%	12%
					c		g			h		j	jkm	j	o		o
Discord	596	496	50	29	21	596	554	42	52	544	55	241	299	596	123	187	159
	10%	9%	10%	10%	13%	10%	10%	5%	6%	10%	4%	9%	15%	10%	12%	8%	9%
					ae		g			h		j	jkm	j	op		

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Google Chat/ Google Meet	495 8%	421 8%	42 8%	23 8%	10 6%	495 8%	461 9%	34 4%	39 4%	456 9%	54 4%	161 6%	281 15%	495 8%	96 10%	160 7%	167 10%
BeReal	261 4%	220 4%	21 4%	10 4%	10 6%	261 4%	241 5%	20 2%	33 3%	229 4%	37 3%	118 4%	106 5%	261 4%	64 6%	75 3%	57 3%
Vimeo	252 4%	212 4%	21 4%	11 4%	7 5%	252 4%	241 5%	11 1%	10 1%	242 5%	15 1%	78 3%	159 8%	252 4%	46 5%	88 4%	81 5%
Dailymotion	240 4%	215 4%	13 2%	6 2%	7 5%	240 4%	230 4%	10 1%	16 2%	225 4%	23 2%	72 3%	145 7%	240 4%	42 4%	75 3%	64 4%
Tumblr	220 4%	180 3%	26 5%	10 4%	4 3%	220 4%	204 4%	16 2%	20 2%	200 4%	16 1%	72 3%	133 7%	220 4%	43 4%	63 3%	71 4%
Viber	212 3%	179 3%	17 3%	9 3%	7 5%	212 3%	196 4%	16 2%	12 1%	200 4%	34 2%	76 3%	102 5%	212 3%	40 4%	64 3%	58 3%
WeChat	197 3%	170 3%	16 3%	7 2%	4 3%	197 3%	186 3%	11 1%	10 1%	186 4%	25 2%	59 2%	111 6%	197 3%	43 4%	68 3%	57 3%
OnlyFans	174 3%	156 3%	9 2%	5 2%	4 3%	174 3%	169 3%	5 1%	8 1%	166 3%	25 2%	67 2%	82 4%	174 3%	31 3%	66 3%	47 3%
Signal	171 3%	148 3%	16 3%	4 1%	3 2%	171 3%	156 3%	15 2%	17 2%	154 3%	10 1%	67 2%	94 5%	171 3%	25 3%	56 2%	58 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	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Kik	160 3%	139 3%	14 3%	5 2%	2 1%	160 3%	147 3%	13 2%	20 2%	141 3%	11 1%	70 3%	79 4%	160 3%	44 4%	48 2%	40 2%
Slack	130 2%	108 2%	15 3%	3 1%	4 3%	130 2%	120 2%	10 1%	4 *%	126 2%	4 *%	38 1%	88 5%	130 2%	10 1%	41 2%	54 3%
YouNow	107 2%	92 2%	9 2%	3 1%	3 2%	107 2%	103 2%	4 *%	7 1%	100 2%	18 1%	43 2%	46 2%	107 2%	22 2%	27 1%	36 2%
Yubo	88 1%	81 2%	3 1%	2 1%	2 1%	88 1%	86 2%	2 *%	8 1%	80 2%	16 1%	33 1%	39 2%	88 1%	18 2%	29 1%	22 1%
Clubhouse	83 1%	76 1%	3 1%	1 1%	2 2%	83 1%	79 1%	4 *%	7 1%	76 1%	11 1%	31 1%	42 2%	83 1%	14 1%	32 1%	24 1%
BitChute	76 1%	67 1%	6 1%	1 *%	2 1%	76 1%	73 1%	3 *%	4 *%	72 1%	9 1%	29 1%	38 2%	76 1%	16 2%	25 1%	18 1%
Other sites/ apps used	7 *%	4 *%	1 *%	2 1%	- -%	7 *%	4 *%	3 *%	* *%	6 *%	3 *%	1 *%	1 *%	7 *%	* *%	4 *%	2 *%
ANY OF THESE	6098 99%	5157 99%	514 99%	274 98%	153 99%	6098 99%	5272 99%	826 98%	936 100%	5162 98%	1370 96%	2739 99%	1934 100%	6098 99%	988 100%	2367 98%	1659 99%
NONE OF THESE	84 1%	74 1%	5 1%	4 2%	1 1%	84 1%	64 1%	20 2%	1 *%	83 2%	54 4%	17 1%	- -%	84 1%	3 *%	46 2%	17 1%
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean score	6.3	6.3	6.4	6.2	7.0	6.3	6.5	5.0	5.3	6.5	4.1	6.0	8.7	6.3	6.8	5.8	6.9
					abce		g		h		j	jk	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				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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Standard deviation	4.08	4.14	3.84	3.68	3.65	4.08	4.17	3.20	2.93	4.23	2.95	3.29	4.61	4.08	4.11	3.87	4.39
Standard error	.05	.06	.15	.15	.15	.05	.06	.12	.10	.06	.08	.06	.10	.05	.13	.08	.11

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
YouTube	5039	1800	2828	2825	1886
	82%	82%	80%	78%	88%
					c
WhatsApp	4923	1691	2877	2756	1894
	80%	77%	82%	76%	88%
			a		c
Facebook	4698	1681	2669	2609	1808
	76%	77%	76%	72%	84%
					c
Instagram	3499	1263	1935	1684	1538
	57%	58%	55%	46%	71%
					c
TikTok	2579	1001	1333	1183	1185
	42%	46%	38%	33%	55%
		b			c
Snapchat	1978	812	952	883	891
	32%	37%	27%	24%	41%
		b			c
FaceTime	1893	712	1024	957	800
	31%	33%	29%	26%	37%
		b			c
X/Twitter (amended to X/Twitter at Wave 2)	1792	569	1104	963	737
	29%	26%	31%	27%	34%
			a		c
Microsoft Teams	1476	468	898	749	644
	24%	21%	26%	21%	30%
			a		c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Zoom	1295 21%	445 20%	770 22%	665 18%	557 26% c
iMessage (by Apple)	1188 19%	447 20%	665 19%	616 17%	511 24% c
Pinterest	1175 19%	483 22% b	612 17%	627 17%	463 21% c
LinkedIn	1117 18%	351 16%	704 20% a	585 16%	476 22% c
Skype	853 14%	312 14%	487 14%	442 12%	359 17% c
Reddit	744 12%	315 14% b	367 10%	410 11%	285 13%
Twitch	690 11%	321 15% b	294 8%	333 9%	277 13% c
Telegram	668 11%	256 12%	355 10%	283 8%	341 16% c
Discord	596 10%	278 13% b	269 8%	314 9%	233 11% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Google Chat/ Google Meet	495 8%	193 9%	267 8%	187 5%	279 13% c
BeReal	261 4%	137 6% b	110 3%	147 4%	94 4%
Vimeo	252 4%	117 5% b	116 3%	98 3%	138 6% c
Dailymotion	240 4%	113 5% b	101 3%	103 3%	114 5% c
Tumblr	220 4%	109 5% b	94 3%	112 3%	87 4%
Viber	212 3%	77 4%	110 3%	73 2%	115 5% c
WeChat	197 3%	86 4% b	94 3%	69 2%	113 5% c
OnlyFans	174 3%	85 4% b	77 2%	60 2%	98 5% c
Signal	171 3%	74 3%	87 2%	85 2%	72 3%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Kik	160 3%	79 4%	68 2%	67 2%	79 4%
Slack	130 2%	46 2%	72 2%	48 1%	68 3%
YouNow	107 2%	66 3%	37 1%	23 1%	65 3%
Yubo	88 1%	52 2%	28 1%	35 1%	41 2%
Clubhouse	83 1%	38 2%	40 1%	20 1%	52 2%
BitChute	76 1%	53 2%	20 1%	22 1%	43 2%
Other sites/ apps used	7 *%	6 *%	1 *%	7 *%	- -%
ANY OF THESE	6098 99%	2152 99%	3471 99%	3553 98%	2149 100%
NONE OF THESE	84 1%	32 1%	48 1%	72 2%	5 *%
Base for stats	6182	2184	3519	3625	2154

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Total	6182	2184	3519	3625	2154
Mean score	6.3	6.7 b	6.1	5.5	7.6 c
Standard deviation	4.08	4.43	3.89	3.70	4.34
Standard error	.05	.09	.07	.06	.10

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	6104	871	991	1141	984	935	1182	6104	2873	3177	1681	1578	1276	1533	3259	2809	6104
Effective Weighted Sample	4074	591	694	773	691	637	721	4074	1952	2089	1160	1106	859	966	2260	1811	4074
Total	6098	741	1145	1059	1095	998	1060	6098	2889	3148	1750	1832	1270	1196	3582	2467	6098
Strongly disagree	243 4%	36 5%	38 3%	27 3%	28 3%	35 4%	80 8%	243 4%	129 4%	108 3%	78 4%	69 4%	48 4%	47 4%	147 4%	94 4%	243 4%
		cd					abcd										
Slightly disagree	473 8%	64 9%	60 5%	55 5%	61 6%	102 10%	130 12%	473 8%	226 8%	242 8%	148 8%	137 7%	106 8%	80 7%	286 8%	186 8%	473 8%
		bcd				bcdg	abcdg	bcd									
Neither agree nor disagree	1099 18%	117 16%	181 16%	169 16%	202 18%	211 21%	219 21%	1099 18%	529 18%	554 18%	264 15%	325 18%	207 16%	290 24%	589 16%	498 20%	1099 18%
						abc	abc							jklnop		jln	j
Slightly agree	2283 37%	250 34%	416 36%	428 40%	473 43%	356 36%	360 34%	2283 37%	1038 36%	1228 39%	644 37%	722 39%	495 39%	417 35%	1366 38%	912 37%	2283 37%
				af	abefg					h		m					
Strongly agree	1895 31%	261 35%	443 39%	372 35%	314 29%	272 27%	233 22%	1895 31%	919 32%	960 31%	600 34%	550 30%	386 30%	339 28%	1150 32%	725 29%	1895 31%
		defg	defg	defg	f	f		ef			kmop				m		
Don't know	105 2%	13 2%	7 1%	8 1%	16 1%	23 2%	37 4%	105 2%	48 2%	55 2%	16 1%	29 2%	28 2%	24 2%	45 1%	51 2%	105 2%
		b				bc	bcdg	bc					j	j		jn	j
SUMMARY CODES																	
TOTAL DISAGREE	716 12%	100 13%	98 9%	83 8%	90 8%	137 14%	210 20%	716 12%	355 12%	350 11%	226 13%	206 11%	154 12%	127 11%	433 12%	281 11%	716 12%
		bcd				bcd	abcd	bcd									
TOTAL AGREE	4178 69%	511 69%	859 75%	800 75%	787 72%	628 63%	593 56%	4178 69%	1957 68%	2188 70%	1244 71%	1272 69%	881 69%	756 63%	2516 70%	1637 66%	4178 69%
		ef	aefg	aefg	ef	f		ef			mo	m	m		mo		m
TOTAL NEITHER/ DON'T KNOW	1204 20%	130 18%	188 16%	177 17%	218 20%	234 23%	257 24%	1204 20%	577 20%	609 19%	280 16%	354 19%	235 19%	314 26%	634 18%	549 22%	1204 20%
						abcg	abcg	b				j		jklnop		jn	jn

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

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or sites to control who sees the photos and videos I share (SINGLE CODE)

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

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT-LAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
Strongly disagree	243 4%	203 4%	24 5%	12 4%	5 3%	243 4%	199 4%	44 5%	42 5%	201 4%	83 6% klm	106 4%	52 3%	243 4% l	45 5%	80 3%	64 4%
Slightly disagree	473 8%	400 8%	38 7%	21 8%	14 9%	473 8%	388 7%	85 10% f	74 8%	400 8%	122 9% l	238 9% l	114 6%	473 8% l	62 6%	198 8%	138 8%
Neither agree nor disagree	1099 18%	940 18%	87 17%	45 16%	27 18%	1099 18%	945 18%	155 19%	218 23% i	881 17%	392 29% klm	457 17% l	230 12%	1099 18% l	183 19% p	442 19% p	220 13%
Slightly agree	2283 37%	1930 37%	202 39%	97 35%	54 35%	2283 37%	1962 37%	321 39%	322 34%	1961 38%	433 32%	1067 39% j	770 40% j	2283 37% j	351 35%	894 38%	679 41% n
Strongly agree	1895 31%	1597 31%	151 29%	94 34%	53 34%	1895 31%	1688 32% g	207 25%	251 27%	1644 32% h	298 22%	828 30% j	760 39% jkm	1895 31% j	330 33%	718 30%	548 33%
Don't know	105 2%	87 2% d	12 2% d	5 2%	1 *% d	105 2% d	91 2%	14 2%	29 3% i	75 1%	42 3% klm	43 2% l	8 *% l	105 2% l	17 2% p	36 2% p	10 1%
SUMMARY CODES																	
TOTAL DISAGREE	716 12%	603 12%	62 12%	33 12%	19 12%	716 12%	587 11% f	130 16% f	116 12%	600 12%	205 15% lm	344 13% l	166 9%	716 12% l	107 11%	277 12%	202 12%
TOTAL AGREE	4178 69%	3527 68%	353 69%	191 70%	107 70%	4178 69%	3650 69% g	528 64% g	573 61%	3605 70% h	731 53%	1895 69% j	1530 79% jkm	4178 69% j	680 69%	1612 68%	1227 74% 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.

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	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
TOTAL NEITHER/ DON'T KNOW	1204	1028	98	50	28	1204	1035	168	247	957	434	500	238	1204	201	478	231
	20%	20%	19%	18%	18%	20%	20%	20%	26%	19%	32%	18%	12%	20%	20%	20%	14%
									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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
Strongly disagree	243 4%	106 5%	116 3%	160 5%	62 3%
		b		d	
Slightly disagree	473 8%	197 9%	242 7%	301 8%	134 6%
		b		d	
Neither agree nor disagree	1099 18%	369 17%	587 17%	670 19%	311 14%
				d	
Slightly agree	2283 37%	786 37%	1356 39%	1311 37%	849 40%
Strongly agree	1895 31%	660 31%	1125 32%	1034 29%	776 36%
					c
Don't know	105 2%	34 2%	45 1%	76 2%	16 1%
				d	
SUMMARY CODES					
TOTAL DISAGREE	716 12%	303 14%	358 10%	461 13%	196 9%
		b		d	
TOTAL AGREE	4178 69%	1446 67%	2481 71%	2345 66%	1626 76%
			a		c

Columns Tested: a,b - c,d

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or sites to control who sees the photos and videos I share (SINGLE CODE)

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
TOTAL NEITHER/ DON'T KNOW	1204	403	632	746	327
	20%	19%	18%	21%	15%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	6104	871	991	1141	984	935	1182	6104	2873	3177	1681	1578	1276	1533	3259	2809	6104
Effective Weighted Sample	4074	591	694	773	691	637	721	4074	1952	2089	1160	1106	859	966	2260	1811	4074
Total	6098	741	1145	1059	1095	998	1060	6098	2889	3148	1750	1832	1270	1196	3582	2467	6098
Strongly disagree	608	42	85	72	92	127	190	608	347	256	197	161	123	121	358	245	608
	10%	6%	7%	7%	8%	13%	18%	10%	12%	8%	11%	9%	10%	10%	10%	10%	10%
						abcdg	abcdeg	abc	i		k						
Slightly disagree	834	88	141	120	164	161	161	834	412	419	244	245	188	151	489	339	834
	14%	12%	12%	11%	15%	16%	15%	14%	14%	13%	14%	13%	15%	13%	14%	14%	14%
					c	abc	c										
Neither agree nor disagree	1520	148	195	270	287	309	311	1520	732	775	320	467	341	379	787	719	1520
	25%	20%	17%	25%	26%	31%	29%	25%	25%	25%	18%	25%	27%	32%	22%	29%	25%
				ab	ab	abcg	abg	ab				jn	jn	jklnp	j	jknp	jn
Slightly agree	1677	269	361	312	323	231	182	1677	749	914	527	518	332	291	1045	623	1677
	28%	36%	32%	29%	30%	23%	17%	28%	26%	29%	30%	28%	26%	24%	29%	25%	28%
		cddefg	efg	ef	ef	f		ef		h	mo	m			mo		m
Strongly agree	1241	169	353	268	204	135	112	1241	561	662	398	374	253	213	772	465	1241
	20%	23%	31%	25%	19%	14%	11%	20%	19%	21%	23%	20%	20%	18%	22%	19%	20%
		ef	acdefg	defg	ef			ef			mo				mo		
Don't know	217	25	10	18	25	36	104	217	88	122	65	67	34	42	132	76	217
	4%	3%	1%	2%	2%	4%	10%	4%	3%	4%	4%	4%	3%	4%	4%	3%	4%
		bc			b	bc	abcddeg	bc									
SUMMARY CODES																	
TOTAL DISAGREE	1442	130	226	192	256	288	351	1442	759	675	441	406	312	272	847	584	1442
	24%	18%	20%	18%	23%	29%	33%	24%	26%	21%	25%	22%	25%	23%	24%	24%	24%
					ac	abcdg	abcdg	abc	i								
TOTAL AGREE	2919	438	714	580	527	366	294	2919	1310	1577	924	892	584	503	1817	1088	2919
	48%	59%	62%	55%	48%	37%	28%	48%	45%	50%	53%	49%	46%	42%	51%	44%	48%
		defg	cdefg	defg	ef	f		ef		h	klmop	mo			lmop		mo
TOTAL NEITHER/ DON'T KNOW	1737	173	206	287	312	345	415	1737	820	896	385	534	374	421	919	795	1737
	28%	23%	18%	27%	28%	35%	39%	28%	28%	28%	22%	29%	29%	35%	26%	32%	28%
		b		b	ab	abcdg	abcdg	ab				jn	jn	jklnp	j	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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
Strongly disagree	608	505	53	38	13	608	512	96	75	533	184	280	138	608	94	255	173
	10%	10%	10%	14%	8%	10%	10%	12%	8%	10%	13%	10%	7%	10%	10%	11%	10%
				ade							klm	l		l			
Slightly disagree	834	697	84	34	18	834	721	113	103	731	172	393	264	834	110	326	266
	14%	14%	16%	13%	12%	14%	14%	14%	11%	14%	13%	14%	14%	14%	11%	14%	16%
			d							h							n
Neither agree nor disagree	1520	1316	116	60	27	1520	1270	250	304	1216	436	671	388	1520	272	593	369
	25%	26%	23%	22%	18%	25%	24%	30%	32%	24%	32%	24%	20%	25%	27%	25%	22%
			d			d		f	i		klm	l		l	p		
Slightly agree	1677	1396	151	80	51	1677	1473	204	239	1438	298	797	577	1677	270	646	470
	28%	27%	29%	29%	33%	28%	28%	25%	26%	28%	22%	29%	30%	28%	27%	27%	28%
					ae							j	j	j			
Strongly agree	1241	1052	95	54	40	1241	1103	139	184	1057	178	518	537	1241	220	465	336
	20%	20%	19%	20%	26%	20%	21%	17%	20%	20%	13%	19%	28%	20%	22%	20%	20%
					abce		g					j	jkm	j			
Don't know	217	191	14	8	5	217	194	24	30	187	103	81	31	217	22	81	44
	4%	4%	3%	3%	3%	4%	4%	3%	3%	4%	8%	3%	2%	4%	2%	3%	3%
											klm	l		l			
SUMMARY CODES																	
TOTAL DISAGREE	1442	1202	137	72	30	1442	1233	209	178	1264	355	673	402	1442	204	582	439
	24%	23%	27%	26%	20%	24%	23%	25%	19%	24%	26%	25%	21%	24%	21%	25%	26%
			d	d						h	l	l		l		n	n
TOTAL AGREE	2919	2448	247	134	90	2919	2576	343	423	2496	476	1315	1114	2919	490	1111	806
	48%	47%	48%	49%	59%	48%	49%	42%	45%	48%	35%	48%	58%	48%	50%	47%	49%
					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	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	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
TOTAL NEITHER/ DON'T KNOW	1737	1507	130	68	32	1737	1463	274	334	1403	539	752	418	1737	294	674	414
	28%	29%	25%	25%	21%	28%	28%	33%	36%	27%	39%	27%	22%	28%	30%	28%	25%
		cd				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.

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
Strongly disagree	608 10%	200 9%	379 11%	419 12% d	162 8%
Slightly disagree	834 14%	252 12%	539 16% a	503 14%	289 13%
Neither agree nor disagree	1520 25%	506 24%	853 25%	951 27% d	463 22%
Slightly agree	1677 28%	601 28%	939 27%	909 26%	663 31% c
Strongly agree	1241 20%	510 24% b	648 19%	599 17%	550 26% c
Don't know	217 4%	82 4%	113 3%	171 5% d	22 1%
SUMMARY CODES					
TOTAL DISAGREE	1442 24%	452 21%	918 26% a	922 26% d	451 21%
TOTAL AGREE	2919 48%	1111 52% b	1587 46%	1508 42%	1213 56% c

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
TOTAL NEITHER/ DON'T KNOW	1737	588	966	1123	485
	28%	27%	28%	32%	23%

Columns Tested: a,b - c,d

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

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	6104	871	991	1141	984	935	1182	6104	2873	3177	1681	1578	1276	1533	3259	2809	6104
Effective Weighted Sample	4074	591	694	773	691	637	721	4074	1952	2089	1160	1106	859	966	2260	1811	4074
Total	6098	741	1145	1059	1095	998	1060	6098	2889	3148	1750	1832	1270	1196	3582	2467	6098
Strongly disagree	265 4%	32 4%	39 3%	39 4%	45 4%	46 5%	65 6%	265 4%	161 6%	102 3%	82 5%	80 4%	50 4%	50 4%	161 5%	100 4%	265 4%
Slightly disagree	267 4%	64 9%	49 4%	33 3%	35 3%	27 3%	59 6%	267 4%	145 5%	112 4%	88 5%	78 4%	53 4%	48 4%	166 5%	101 4%	267 4%
Neither agree nor disagree	723 12%	87 12%	131 11%	147 14%	121 11%	125 12%	112 11%	723 12%	376 13%	340 11%	177 10%	205 11%	119 9%	205 17%	383 11%	324 13%	723 12%
Slightly agree	2085 34%	225 30%	411 36%	345 33%	406 37%	326 33%	373 35%	2085 34%	1003 35%	1063 34%	601 34%	645 35%	457 36%	375 31%	1246 35%	833 34%	2085 34%
Strongly agree	2703 44%	323 44%	509 44%	488 46%	477 44%	467 47%	438 41%	2703 44%	1175 41%	1510 48%	791 45%	811 44%	578 46%	504 42%	1602 45%	1082 44%	2703 44%
Don't know	54 1%	11 1%	6 1%	7 1%	11 1%	8 1%	12 1%	54 1%	29 1%	21 1%	12 1%	13 1%	13 1%	13 1%	25 1%	26 1%	54 1%
SUMMARY CODES																	
TOTAL DISAGREE	533 9%	96 13%	88 8%	72 7%	80 7%	72 7%	125 12%	533 9%	306 11%	214 7%	169 10%	158 9%	103 8%	98 8%	327 9%	201 8%	533 9%
TOTAL AGREE	4788 79%	547 74%	920 80%	833 79%	883 81%	793 79%	811 77%	4788 79%	2178 75%	2572 82%	1392 80%	1456 79%	1035 82%	879 74%	2848 79%	1915 78%	4788 79%
TOTAL NEITHER/ DON'T KNOW	777 13%	98 13%	137 12%	154 15%	131 12%	133 13%	124 12%	777 13%	405 14%	361 11%	189 11%	218 12%	132 10%	219 18%	407 11%	351 14%	777 13%

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
Strongly disagree	265 4%	212 4%	35 7% ae	12 4%	7 5%	265 4%	218 4%	47 6%	36 4%	229 4%	83 6% lm	120 4%	62 3%	265 4%	56 6%	96 4%	67 4%
Slightly disagree	267 4%	232 4%	15 3%	12 5%	8 5%	267 4%	233 4%	34 4%	43 5%	224 4%	85 6% lm	136 5% l	45 2%	267 4% l	49 5%	93 4%	55 3%
Neither agree nor disagree	723 12% d	630 12% d	54 10%	28 10%	12 8%	723 12% d	618 12%	105 13%	139 15% i	584 11%	268 20% klm	282 10% l	151 8%	723 12% l	128 13% op	238 10%	162 10%
Slightly agree	2085 34%	1764 34%	184 36%	85 31%	52 34%	2085 34%	1798 34%	287 35%	307 33%	1778 34%	442 32%	960 35%	668 35%	2085 34%	297 30%	845 36% n	595 36% n
Strongly agree	2703 44%	2273 44%	221 43% abe	135 49% abe	73 48%	2703 44%	2355 45%	348 42%	397 42%	2306 45%	470 34%	1222 45% j	999 52% jkm	2703 44% j	451 46%	1079 46%	774 47%
Don't know	54 1%	47 1%	5 1%	1 *% 1%	1 1%	54 1%	50 1%	5 1%	14 1%	40 1%	22 2% kl	18 1%	9 *% 1%	54 1%	6 1%	15 1%	6 *% 1%
SUMMARY CODES																	
TOTAL DISAGREE	533 9%	443 9%	50 10%	24 9%	15 10%	533 9%	451 9%	81 10%	79 8%	454 9%	168 12% klm	256 9% l	107 6%	533 9% l	106 11% op	189 8%	122 7%
TOTAL AGREE	4788 79%	4037 78%	405 79%	221 81%	125 82%	4788 79%	4153 79%	635 77%	704 75% h	4084 79% h	912 67% j	2183 80% j	1668 86% jkm	4788 79% j	748 76%	1924 81% n	1369 83% n

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	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	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
TOTAL NEITHER/ DON'T KNOW	777	677	59	29	13	777	668	110	153	625	290	300	160	777	134	254	168
	13%	13%	11%	11%	8%	13%	13%	13%	16%	12%	21%	11%	8%	13%	14%	11%	10%
		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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
Strongly disagree	265 4%	100 5%	144 4%	177 5% d	75 3%
Slightly disagree	267 4%	111 5% b	129 4%	168 5% d	70 3%
Neither agree nor disagree	723 12%	248 12%	364 10%	427 12% d	199 9%
Slightly agree	2085 34%	675 31%	1249 36% a	1237 35%	729 34%
Strongly agree	2703 44%	1000 46%	1563 45%	1509 42%	1068 50% c
Don't know	54 1%	19 1%	22 1%	33 1%	8 *%
SUMMARY CODES					
TOTAL DISAGREE	533 9%	210 10% b	273 8%	346 10% d	145 7%
TOTAL AGREE	4788 79%	1674 78%	2812 81% a	2747 77%	1797 84% c

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
TOTAL NEITHER/ DON'T KNOW	777	267	386	460	207
	13%	12%	11%	13%	10%

Columns Tested: a,b - c,d

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6104	871	991	1141	984	935	1182	6104	2873	3177	1681	1578	1276	1533	3259	2809	6104
Effective Weighted Sample	4074	591	694	773	691	637	721	4074	1952	2089	1160	1106	859	966	2260	1811	4074
Total	6098	741	1145	1059	1095	998	1060	6098	2889	3148	1750	1832	1270	1196	3582	2467	6098
Strongly disagree	223	22	37	26	32	37	68	223	114	108	70	58	52	42	128	94	223
	4%	3%	3%	2%	3%	4%	6%	4%	4%	3%	4%	3%	4%	4%	4%	4%	4%
							abcdeg										
Slightly disagree	450	66	85	61	62	76	100	450	224	212	136	135	93	85	271	178	450
	7%	9%	7%	6%	6%	8%	9%	7%	8%	7%	8%	7%	7%	7%	8%	7%	7%
		cd					cd										
Neither agree nor disagree	1898	195	301	333	382	335	351	1898	815	1064	416	562	409	490	979	899	1898
	31%	26%	26%	31%	35%	34%	33%	31%	28%	34%	24%	31%	32%	41%	27%	36%	31%
				ab	abg	ab	ab	ab		h		jn	jn	ijklnop	j	ijklnp	jn
Slightly agree	2260	276	437	370	420	386	370	2260	1071	1175	708	706	467	367	1415	834	2260
	37%	37%	38%	35%	38%	39%	35%	37%	37%	37%	40%	39%	37%	31%	39%	34%	37%
											mop	mo	m		mo		mo
Strongly agree	1131	163	258	250	177	142	140	1131	614	510	391	337	219	176	729	395	1131
	19%	22%	23%	24%	16%	14%	13%	19%	21%	16%	22%	18%	17%	15%	20%	16%	19%
		defg	defg	defg				ef	i		klmop	m			mo		mo
Don't know	137	19	27	18	21	22	30	137	51	79	27	33	31	36	61	67	137
	2%	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%
														jn		jn	
SUMMARY CODES																	
TOTAL DISAGREE	672	87	122	87	94	113	168	672	339	320	206	193	145	127	399	272	672
	11%	12%	11%	8%	9%	11%	16%	11%	12%	10%	12%	11%	11%	11%	11%	11%	11%
		c				c	abcdeg	c									
TOTAL AGREE	3391	440	695	621	597	528	510	3391	1685	1685	1100	1044	686	543	2144	1229	3391
	56%	59%	61%	59%	55%	53%	48%	56%	58%	54%	63%	57%	54%	45%	60%	50%	56%
		ef	defg	ef	f			f	i		klmop	mo	mo		lmop	m	mo
TOTAL NEITHER/ DON'T KNOW	2035	214	328	352	403	357	381	2035	866	1143	444	595	440	526	1039	966	2035
	33%	29%	29%	33%	37%	36%	36%	33%	30%	36%	25%	33%	35%	44%	29%	39%	33%
					ab	ab	ab	ab		h		jn	jn	ijklnop	j	ijklnp	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	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
Strongly disagree	223 4%	185 4%	22 4%	10 4%	6 4%	223 4%	180 3%	42 5%	33 4%	190 4%	73 5% lm	104 4% l	44 2%	223 4% l	42 4%	81 3%	62 4%
Slightly disagree	450 7%	382 7%	36 7%	22 8%	10 7%	450 7%	390 7%	60 7%	78 8%	371 7%	125 9% l	208 8% l	110 6%	450 7% l	85 9%	167 7%	106 6%
Neither agree nor disagree	1898 31% c	1623 31% c	159 31%	73 27%	43 28%	1898 31% c	1638 31%	260 31%	381 41% i	1517 29%	553 40% klm	847 31% l	474 25%	1898 31% l	307 31% p	803 34% p	403 24%
Slightly agree	2260 37%	1892 37%	197 38%	110 40%	61 40%	2260 37%	1933 37%	327 40%	298 32% h	1963 38% h	412 30% j	1039 38% j	801 41% jkm	2260 37% j	331 34%	895 38%	710 43% no
Strongly agree	1131 19%	953 18%	95 19%	50 18%	32 21%	1131 19%	1012 19% g	119 14%	114 12% h	1017 20% h	151 11% j	485 18% j	489 25% jkm	1131 19% j	206 21% o	391 17% o	355 21% o
Don't know	137 2%	122 2% bd	5 1% bd	9 3% bd	1 *% ae	137 2% d	119 2%	17 2%	31 3%	105 2%	56 4% klm	56 2% l	15 1%	137 2% l	16 2%	30 1%	22 1%
SUMMARY CODES																	
TOTAL DISAGREE	672 11%	566 11%	58 11%	32 12%	16 11%	672 11%	570 11%	102 12%	111 12%	561 11%	198 14% klm	313 11% l	154 8%	672 11% l	127 13%	249 11%	168 10%
TOTAL AGREE	3391 56%	2846 55%	293 57%	159 58%	93 61% ae	3391 56%	2945 56%	446 54%	412 44% h	2979 58% h	563 41% j	1524 56% j	1290 67% jkm	3391 56% j	537 54%	1285 54%	1066 64% 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	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
TOTAL NEITHER/ DON'T KNOW	2035	1745	163	82	44	2035	1757	277	413	1622	609	903	490	2035	323	833	425
	33%	34%	32%	30%	29%	33%	33%	34%	44%	31%	44%	33%	25%	33%	33%	35%	26%
		d				d			i		klm	l		l	p	p	

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
Strongly disagree	223 4%	105 5% b	99 3%	146 4%	66 3%
Slightly disagree	450 7%	177 8%	233 7%	286 8% d	126 6%
Neither agree nor disagree	1898 31%	662 31%	1045 30%	1178 33% d	597 28%
Slightly agree	2260 37%	749 35%	1393 40% a	1297 37%	836 39%
Strongly agree	1131 19%	413 19%	638 18%	572 16%	483 22% c
Don't know	137 2%	46 2%	62 2%	74 2%	41 2%
SUMMARY CODES					
TOTAL DISAGREE	672 11%	281 13% b	333 10%	432 12% d	192 9%
TOTAL AGREE	3391 56%	1162 54%	2031 59% a	1869 53%	1319 61% c

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
TOTAL NEITHER/ DON'T KNOW	2035	708	1107	1252	638
	33%	33%	32%	35%	30%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	6104	871	991	1141	984	935	1182	6104	2873	3177	1681	1578	1276	1533	3259	2809	6104
Effective Weighted Sample	4074	591	694	773	691	637	721	4074	1952	2089	1160	1106	859	966	2260	1811	4074
Total	6098	741	1145	1059	1095	998	1060	6098	2889	3148	1750	1832	1270	1196	3582	2467	6098
Strongly disagree	435 7%	57 8%	83 7%	61 6%	62 6%	72 7%	101 10% cdg	435 7%	231 8%	200 6%	128 7%	129 7%	94 7%	80 7%	257 7%	174 7%	435 7%
Slightly disagree	860 14%	155 21% cdefg	190 17% def	157 15% df	115 11%	123 12%	120 11%	860 14% df	335 12%	511 16% h	278 16% mo	274 15% mo	173 14%	130 11%	552 15% mo	303 12%	860 14% m
Neither agree nor disagree	2342 38%	221 30%	356 31%	335 32%	483 44% abcg	439 44% abcg	509 48% abcg	2342 38% abc	1086 38%	1236 39%	601 34%	717 39% j	484 38%	523 44% jklmp	1318 37% jn	1006 41% jn	2342 38% j
Slightly agree	1560 26%	181 24%	308 27% f	306 29% ef	300 27% f	231 23%	235 22%	1560 26%	747 26%	802 25%	458 26%	477 26%	320 25%	299 25%	934 26%	619 25%	1560 26%
Strongly agree	790 13%	111 15% ef	203 18% defg	181 17% defg	128 12% f	110 11% f	57 5%	790 13% f	436 15% i	347 11%	264 15% km	198 11%	181 14% k	142 12%	461 13%	323 13%	790 13%
Don't know	109 2%	17 2% bd	5 *% bd	19 2% bd	6 1%	24 2% bd	39 4% bcdg	109 2% bd	54 2%	52 2%	22 1%	37 2%	19 2%	22 2%	59 2%	41 2%	109 2%
SUMMARY CODES																	
TOTAL DISAGREE	1296 21%	212 29% cdefg	273 24% d	218 21% d	178 16%	195 20%	220 21% d	1296 21% d	567 20%	711 23% h	406 23% mo	404 22% m	267 21%	210 18%	809 23% mo	477 19%	1296 21% m
TOTAL AGREE	2351 39%	292 39% f	511 45% defg	487 46% defg	428 39% f	341 34% f	292 28% ef	2351 39% ef	1183 41% i	1149 37%	721 41% km	674 37%	500 39%	442 37%	1396 39% jklmp	942 38% jn	2351 39% j
TOTAL NEITHER/ DON'T KNOW	2452 40%	238 32%	361 32%	355 33%	489 45% abcg	462 46% abcg	547 52% abcdg	2452 40% abc	1140 39%	1288 41%	623 36%	754 41% j	503 40%	544 46% jklmp	1377 38% j	1048 42% jn	2452 40% j

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	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	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
Strongly disagree	435 7%	367 7%	35 7%	23 8%	10 7%	435 7%	367 7%	68 8%	78 8%	358 7%	127 9%	197 7%	107 6%	435 7%	75 8%	164 7%	114 7%
Slightly disagree	860 14%	721 14%	77 15%	33 12%	29 19%	860 14%	725 14%	136 16%	155 17%	705 14%	187 14%	348 13%	319 16%	860 14%	133 13%	329 14%	265 16%
Neither agree nor disagree	2342 38%	1985 38%	192 37%	116 42%	50 32%	2342 38%	1982 38%	361 44%	369 39%	1973 38%	577 42%	1079 39%	658 34%	2342 38%	337 34%	928 39%	640 39%
Slightly agree	1560 26%	1316 26%	136 27%	67 25%	41 27%	1560 26%	1394 26%	167 20%	208 22%	1353 26%	304 22%	736 27%	517 27%	1560 26%	266 27%	605 26%	430 26%
Strongly agree	790 13%	682 13%	59 12%	27 10%	21 14%	790 13%	714 14%	77 9%	106 11%	684 13%	130 9%	332 12%	326 17%	790 13%	167 17%	299 13%	194 12%
Don't know	109 2%	87 2%	14 3%	7 3%	2 1%	109 2%	91 2%	18 2%	20 2%	89 2%	45 3%	47 2%	8 *	109 2%	10 1%	43 2%	17 1%
SUMMARY CODES																	
TOTAL DISAGREE	1296 21%	1087 21%	113 22%	56 21%	39 26%	1296 21%	1092 21%	204 25%	232 25%	1063 21%	314 23%	544 20%	426 22%	1296 21%	208 21%	492 21%	379 23%
TOTAL AGREE	2351 39%	1998 39%	196 38%	94 35%	62 41%	2351 39%	2107 40%	243 29%	314 34%	2037 39%	434 32%	1068 39%	843 44%	2351 39%	433 44%	903 38%	624 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	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	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
TOTAL NEITHER/ DON'T KNOW	2452	2072	206	123	51	2452	2073	379	389	2062	622	1126	666	2452	347	971	656
	40%	40%	40%	45%	34%	40%	39%	46%	42%	40%	45%	41%	34%	40%	35%	41%	40%
		d	d	ade		d		f			klm	l		l		n	

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
Strongly disagree	435 7%	156 7%	234 7%	273 8%	129 6%
Slightly disagree	860 14%	331 15%	473 14%	493 14%	327 15%
Neither agree nor disagree	2342 38%	759 35%	1408 41%	1500 42%	692 32%
Slightly agree	1560 26%	568 26%	871 25%	859 24%	602 28%
Strongly agree	790 13%	297 14%	438 13%	354 10%	380 18%
Don't know	109 2%	41 2%	47 1%	72 2%	18 1%
				d	
SUMMARY CODES					
TOTAL DISAGREE	1296 21%	487 23%	707 20%	767 22%	456 21%
TOTAL AGREE	2351 39%	865 40%	1309 38%	1213 34%	982 46%
				c	
TOTAL NEITHER/ DON'T KNOW	2452 40%	800 37%	1455 42%	1573 44%	710 33%
			a	d	

Columns Tested: a,b - c,d

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

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	6104	871	991	1141	984	935	1182	6104	2873	3177	1681	1578	1276	1533	3259	2809	6104
Effective Weighted Sample	4074	591	694	773	691	637	721	4074	1952	2089	1160	1106	859	966	2260	1811	4074
Total	6098	741	1145	1059	1095	998	1060	6098	2889	3148	1750	1832	1270	1196	3582	2467	6098
Strongly disagree	514 8%	43 6%	57 5%	59 6%	69 6%	112 11%	173 16%	514 8%	241 8%	269 9%	168 10%	166 9%	95 7%	83 7%	335 9%	178 7%	514 8%
						abcdg	abcdeg	abc			mo				mo		
Slightly disagree	775 13%	97 13%	146 13%	123 12%	143 13%	120 12%	145 14%	775 13%	339 12%	422 13%	230 13%	230 13%	151 12%	154 13%	460 13%	305 12%	775 13%
Neither agree nor disagree	2491 41%	235 32%	385 34%	367 35%	506 46%	489 49%	510 48%	2491 41%	1115 39%	1359 43%	645 37%	750 41%	536 42%	540 45%	1395 39%	1076 44%	2491 41%
					abcg	abcg	abcg	abc		h		j	j	jnp	jnp	jnp	j
Slightly agree	1463 24%	230 31%	309 27%	322 30%	251 23%	192 19%	160 15%	1463 24%	714 25%	734 23%	436 25%	460 25%	302 24%	256 21%	896 25%	557 23%	1463 24%
		defg	ef	defg	f	f	ef					m			m		
Strongly agree	769 13%	120 16%	245 21%	175 17%	111 10%	74 7%	45 4%	769 13%	434 15%	329 10%	262 15%	205 11%	158 12%	143 12%	467 13%	301 12%	769 13%
		defg	acdefg	defg	f	f	ef		i		kmop						
Don't know	85 1%	15 2%	4 *	13 1%	15 1%	11 1%	26 3%	85 1%	47 2%	35 1%	10 1%	20 1%	29 2%	21 2%	30 1%	50 2%	85 1%
		b			b		bg	b					jkn	jn	jn	jn	jn
SUMMARY CODES																	
TOTAL DISAGREE	1289 21%	141 19%	203 18%	182 17%	212 19%	233 23%	319 30%	1289 21%	580 20%	691 22%	398 23%	396 22%	246 19%	237 20%	795 22%	483 20%	1289 21%
						bc	abcdeg	bc			o				o		
TOTAL AGREE	2232 37%	350 47%	553 48%	497 47%	361 33%	266 27%	205 19%	2232 37%	1147 40%	1063 34%	697 40%	665 36%	459 36%	399 33%	1363 38%	858 35%	2232 37%
		defg	defg	defg	ef	f	ef		i		mop				mo		
TOTAL NEITHER/ DON'T KNOW	2577 42%	250 34%	389 34%	380 36%	521 48%	500 50%	536 51%	2577 42%	1162 40%	1394 44%	655 37%	770 42%	566 45%	560 47%	1425 40%	1126 46%	2577 42%
					abcg	abcg	abcg	abc		h		j	jn	jknp	jnp	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.

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
Strongly disagree	514 8%	429 8%	46 9%	29 10%	10 7%	514 8%	396 8%	118 14%	68 7%	446 9%	141 10%	264 10%	104 5%	514 8%	61 6%	202 9%	165 10%
Slightly disagree	775 13%	663 13%	64 12%	28 10%	21 13%	775 13%	672 13%	103 12%	117 13%	658 13%	175 13%	349 13%	244 13%	775 13%	114 12%	302 13%	229 14%
Neither agree nor disagree	2491 41%	2105 41%	210 41%	118 43%	58 38%	2491 41%	2101 40%	390 47%	429 46%	2062 40%	628 46%	1113 41%	729 38%	2491 41%	359 36%	1024 43%	654 39%
Slightly agree	1463 24%	1240 24%	120 23%	61 22%	42 27%	1463 24%	1326 25%	137 17%	196 21%	1267 25%	249 18%	689 25%	516 27%	1463 24%	269 27%	532 22%	412 25%
Strongly agree	769 13%	650 13%	63 12%	34 12%	22 14%	769 13%	700 13%	70 8%	106 11%	664 13%	133 10%	296 11%	338 17%	769 13%	175 18%	273 12%	193 12%
Don't know	85 1%	69 1%	11 2%	5 2%	* *%	85 1%	76 1%	9 1%	20 2%	66 1%	44 3%	28 1%	4 *%	85 1%	10 1%	34 1%	5 *%
SUMMARY CODES																	
TOTAL DISAGREE	1289 21%	1092 21%	109 21%	56 21%	31 20%	1289 21%	1069 20%	220 27%	185 20%	1104 21%	316 23%	613 22%	348 18%	1289 21%	175 18%	504 21%	394 24%
TOTAL AGREE	2232 37%	1890 37%	184 36%	95 35%	63 41%	2232 37%	2025 38%	207 25%	302 32%	1930 37%	383 28%	985 36%	854 44%	2232 37%	444 45%	805 34%	606 37%

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

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

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	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
TOTAL NEITHER/ DON'T KNOW	2577	2174	221	123	59	2577	2178	399	449	2128	671	1141	732	2577	369	1058	659
	42%	42%	43%	45%	38%	42%	41%	48%	48%	41%	49%	42%	38%	42%	37%	45%	40%
				d				f	i		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.

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
Strongly disagree	514 8%	172 8%	309 9%	364 10% d	130 6%
Slightly disagree	775 13%	284 13%	432 12%	464 13%	256 12%
Neither agree nor disagree	2491 41%	833 39%	1462 42% a	1590 45% d	754 35%
Slightly agree	1463 24%	536 25%	812 23%	767 22%	593 28% c
Strongly agree	769 13%	290 13%	422 12%	312 9%	398 19% c
Don't know	85 1%	36 2%	34 1%	54 2%	17 1%
SUMMARY CODES					
TOTAL DISAGREE	1289 21%	457 21%	741 21%	829 23% d	386 18%
TOTAL AGREE	2232 37%	826 38%	1234 36%	1080 30%	991 46% c

Columns Tested: a,b - c,d

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
TOTAL NEITHER/ DON'T KNOW	2577	869	1496	1644	771
	42%	40%	43%	46%	36%

Columns Tested: a,b - c,d

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6104	871	991	1141	984	935	1182	6104	2873	3177	1681	1578	1276	1533	3259	2809	6104
Effective Weighted Sample	4074	591	694	773	691	637	721	4074	1952	2089	1160	1106	859	966	2260	1811	4074
Total	6098	741	1145	1059	1095	998	1060	6098	2889	3148	1750	1832	1270	1196	3582	2467	6098
I often see views that I disagree with	1270	138	280	251	248	185	168	1270	664	591	421	357	259	224	778	483	1270
	21%	19%	24%	24%	23%	18%	16%	21%	23%	19%	24%	19%	20%	19%	22%	20%	21%
			aefg	aef	f			f	i		klmop						
I sometimes see views that I disagree with	3453	405	689	605	629	558	567	3453	1580	1845	977	1103	713	645	2080	1358	3453
	57%	55%	60%	57%	58%	56%	54%	57%	55%	59%	56%	60%	56%	54%	58%	55%	57%
			af						h			jmop			m		
I rarely see views that I disagree with	936	145	133	123	164	179	192	936	458	466	250	278	193	210	528	403	936
	15%	20%	12%	12%	15%	18%	18%	15%	16%	15%	14%	15%	15%	18%	15%	16%	15%
		bcdg				bc	bc	bc						jn			
Don't know	438	53	42	80	53	77	132	438	187	245	102	94	106	118	196	223	438
	7%	7%	4%	8%	5%	8%	12%	7%	6%	8%	6%	5%	8%	10%	5%	9%	7%
		b		bd		bd	abcdeg	bd					jkn	jknp		jknp	kn

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

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

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				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	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
I often see views that I disagree with	1270	1047	108	75	39	1270	1110	160	179	1091	194	543	532	1270	263	425	403
	21%	20%	21%	27%	26%	21%	21%	19%	19%	21%	14%	20%	28%	21%	27%	18%	24%
			abe		ae							j	jkm	j	o		o
I sometimes see views that I disagree with	3453	2931	299	137	86	3453	3005	448	477	2977	632	1635	1163	3453	509	1427	969
	57%	57%	58%	50%	56%	57%	57%	54%	51%	58%	46%	60%	60%	57%	51%	60%	58%
		c	c			c				h		jm	jm	j		n	n
I rarely see views that I disagree with	936	807	69	40	20	936	796	141	159	777	328	401	196	936	157	363	217
	15%	16%	13%	15%	13%	15%	15%	17%	17%	15%	24%	15%	10%	15%	16%	15%	13%
											klm	l		l			
Don't know	438	372	37	21	8	438	361	77	121	317	216	160	43	438	59	152	69
	7%	7%	7%	8%	5%	7%	7%	9%	13%	6%	16%	6%	2%	7%	6%	6%	4%
								f	i		klm	l	l			p	

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

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
I often see views that I disagree with	1270 21%	530 25%	656 19%	677 19%	527 25%
		b			c
I sometimes see views that I disagree with	3453 57%	1162 54%	2077 60%	2006 56%	1261 59%
			a		
I rarely see views that I disagree with	936 15%	317 15%	534 15%	578 16%	272 13%
				d	
Don't know	438 7%	142 7%	204 6%	292 8%	89 4%
				d	

Columns Tested: a,b - c,d

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

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6104	871	991	1141	984	935	1182	6104	2873	3177	1681	1578	1276	1533	3259	2809	6104
Effective Weighted Sample	4074	591	694	773	691	637	721	4074	1952	2089	1160	1106	859	966	2260	1811	4074
Total	6098	741	1145	1059	1095	998	1060	6098	2889	3148	1750	1832	1270	1196	3582	2467	6098
All of the time	594	103	184	117	66	68	56	594	297	293	196	152	118	121	348	239	594
	10%	14%	16%	11%	6%	7%	5%	10%	10%	9%	11%	8%	9%	10%	10%	10%	10%
		defg	cdefg	def				def			k						
Most of the time	1329	260	342	264	192	146	126	1329	666	643	417	376	285	239	793	525	1329
	22%	35%	30%	25%	18%	15%	12%	22%	23%	20%	24%	20%	22%	20%	22%	21%	22%
		bcdefg	cdefg	def	f			def	i		m						
Sometimes	3672	350	582	623	766	686	666	3672	1692	1948	992	1154	776	726	2146	1502	3672
	60%	47%	51%	59%	70%	69%	63%	60%	59%	62%	57%	63%	61%	61%	60%	61%	60%
				ab	abcfg	abcfg	ab	ab		h		j	j		j	j	j
Never	197	13	28	38	30	37	52	197	85	112	54	65	32	45	120	77	197
	3%	2%	2%	4%	3%	4%	5%	3%	3%	4%	3%	4%	3%	4%	3%	3%	3%
					a		abdg										
Don't know	305	15	9	18	41	62	160	305	149	152	91	86	58	65	176	123	305
	5%	2%	1%	2%	4%	6%	15%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
				bc	abcd	abcd	abcd	abc									
TOTAL - EVER	5595	713	1107	1003	1024	900	848	5595	2654	2884	1605	1681	1180	1086	3286	2266	5595
	92%	96%	97%	95%	94%	90%	80%	92%	92%	92%	92%	92%	93%	91%	92%	92%	92%
		defg	defg	efg	ef	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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
All of the time	594	507	43	27	16	594	519	75	94	500	135	263	193	594	138	186	148
	10%	10%	8%	10%	11%	10%	10%	9%	10%	10%	10%	10%	10%	10%	14%	8%	9%
															op		
Most of the time	1329	1137	94	67	31	1329	1168	161	224	1105	265	617	437	1329	262	467	343
	22%	22%	18%	25%	20%	22%	22%	19%	24%	21%	19%	23%	23%	22%	26%	20%	21%
				b											op		
Sometimes	3672	3087	331	156	98	3672	3156	517	539	3133	762	1648	1247	3672	533	1507	1033
	60%	60%	64%	57%	64%	60%	60%	63%	58%	61%	56%	60%	64%	60%	54%	64%	62%
			c		c							j	jkm	j		n	n
Never	197	169	18	7	4	197	174	24	33	165	65	90	36	197	36	67	53
	3%	3%	3%	2%	3%	3%	3%	3%	4%	3%	5%	3%	2%	3%	4%	3%	3%
											lm	l		l			
Don't know	305	258	28	16	3	305	255	50	46	260	144	122	20	305	19	139	82
	5%	5%	5%	6%	2%	5%	5%	6%	5%	5%	11%	4%	1%	5%	2%	6%	5%
		d	d	d		d					klm	l		l		n	n
TOTAL - EVER	5595	4731	468	251	146	5595	4843	752	857	4738	1161	2527	1878	5595	933	2160	1524
	92%	92%	91%	92%	95%	92%	92%	91%	92%	92%	85%	92%	97%	92%	94%	91%	92%
					abce							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.

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
All of the time	594	281	269	287	250
	10%	13%	8%	8%	12%
		b			c
Most of the time	1329	561	640	671	546
	22%	26%	18%	19%	25%
		b			c
Sometimes	3672	1174	2255	2225	1255
	60%	55%	65%	63%	58%
			a	d	
Never	197	50	130	125	61
	3%	2%	4%	4%	3%
			a		
Don't know	305	86	178	246	36
	5%	4%	5%	7%	2%
				d	
TOTAL - EVER	5595	2015	3163	3182	2051
	92%	94%	91%	90%	95%
		b			c

Columns Tested: a,b - c,d

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6104	871	991	1141	984	935	1182	6104	2873	3177	1681	1578	1276	1533	3259	2809	6104
Effective Weighted Sample	4074	591	694	773	691	637	721	4074	1952	2089	1160	1106	859	966	2260	1811	4074
Total	6098	741	1145	1059	1095	998	1060	6098	2889	3148	1750	1832	1270	1196	3582	2467	6098
Yes	2762	440	665	536	463	368	291	2762	1444	1282	878	853	590	423	1731	1012	2762
	45%	59%	58%	51%	42%	37%	27%	45%	50%	41%	50%	47%	46%	35%	48%	41%	45%
		cdefg	cdefg	defg	ef	f		ef	i		mop	mo	mo		mop	m	mo
No	2031	173	300	320	379	381	477	2031	931	1092	565	577	419	463	1142	882	2031
	33%	23%	26%	30%	35%	38%	45%	33%	32%	35%	32%	32%	33%	39%	32%	36%	33%
			a	ab	ab	ab	ab	ab						jklnp		kn	
Don't know	1304	128	180	203	252	250	291	1304	514	773	308	402	262	311	709	573	1304
	21%	17%	16%	19%	23%	25%	27%	21%	18%	25%	18%	22%	21%	26%	20%	23%	21%
				ab	ab	ab	ab	ab		h		j		jklnp		jn	j

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

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

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

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

	Total	NATION				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	6104	4275	621	600	608	6104	5366	738	862	5242	1236	2808	2022	6104	1031	2442	1594
Effective Weighted Sample	4074	3177	481	470	502	4074	3600	485	544	3545	793	1883	1404	4074	680	1588	1119
Total	6098	5157	514	274	153	6098	5272	826	936	5162	1370	2739	1934	6098	988	2367	1659
Yes	2762	2312	241	134	75	2762	2450	312	347	2415	379	1232	1149	2762	517	1010	827
	45%	45%	47%	49%	49%	45%	46%	38%	37%	47%	28%	45%	59%	45%	52%	43%	50%
							g			h		j	jkm	j	o		o
No	2031	1738	159	85	50	2031	1726	306	326	1705	631	922	449	2031	308	882	510
	33%	34%	31%	31%	32%	33%	33%	37%	35%	33%	46%	34%	23%	33%	31%	37%	31%
											klm	l		l		np	
Don't know	1304	1107	114	54	28	1304	1096	208	262	1042	360	586	336	1304	164	474	321
	21%	21%	22%	20%	19%	21%	21%	25%	28%	20%	26%	21%	17%	21%	17%	20%	19%
								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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6104	2235	3428	3794	1924
Effective Weighted Sample	4074	1457	2312	2468	1360
Total	6098	2152	3471	3553	2149
Yes	2762 45%	1135 53% b	1432 41%	1423 40%	1177 55% c
No	2031 33%	600 28%	1300 37% a	1278 36% d	627 29%
Don't know	1304 21%	416 19%	740 21%	852 24% d	345 16%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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	2843	538	577	578	431	346	373	2843	1461	1346	874	749	616	587	1623	1203	2843
Effective Weighted Sample	1954	362	417	406	318	247	222	1954	1006	925	623	528	437	382	1145	812	1954
Total	2762	440	665	536	463	368	291	2762	1444	1282	878	853	590	423	1731	1012	2762
I reported it to the site/ app	933	162	230	204	161	102	74	933	469	453	318	264	210	138	581	348	933
	34%	37%	35%	38%	35%	28%	25%	34%	32%	35%	36%	31%	36%	33%	34%	34%	34%
		ef	f	ef	f			f									
I commented on it to say it was incorrect/ misleading	728	85	209	172	117	77	69	728	449	269	277	201	158	89	477	248	728
	26%	19%	31%	32%	25%	21%	24%	26%	31%	21%	32%	24%	27%	21%	28%	24%	26%
			aefg	adefg			a		i		kmop			m		m	
I shared it online and said it was incorrect/ misleading	399	78	124	101	48	28	20	399	259	134	169	103	75	49	272	125	399
	14%	18%	19%	19%	10%	8%	7%	14%	18%	10%	19%	12%	13%	12%	16%	12%	14%
		def	defg	defg			ef		i		klmop			ko			
I did something else	39	2	11	8	8	5	3	39	25	14	12	14	9	4	26	13	39
	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%
TOTAL - TOOK SOME ACTION	1602	263	428	354	263	162	131	1602	874	705	561	463	339	229	1025	568	1602
	58%	60%	64%	66%	57%	44%	45%	58%	61%	55%	64%	54%	57%	54%	59%	56%	58%
		ef	defg	defg	ef			ef	i		klmop						
I didn't do anything/ I ignored it	1129	168	225	178	195	205	159	1129	557	560	311	379	249	181	690	430	1129
	41%	38%	34%	33%	42%	56%	54%	41%	39%	44%	35%	44%	42%	43%	40%	42%	41%
					bc	abcdg	abcdg	bc		h		j	j	j		j	j
Don't know	32	9	12	4	5	1	1	32	12	18	5	11	2	13	16	14	32
	1%	2%	2%	1%	1%	*	*	1%	1%	1%	1%	1%	*	3%	1%	1%	1%
														jlnp			

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT-LAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2843	1965	280	296	302	2843	2543	300	349	2494	360	1275	1205	2843	530	1076	795
Effective Weighted Sample	1954	1513	215	230	252	1954	1751	205	238	1716	234	868	858	1954	358	717	577
Total	2762	2312	241	134	75	2762	2450	312	347	2415	379	1232	1149	2762	517	1010	827
I reported it to the site/ app	933	777	86	47	23	933	838	95	122	812	118	394	420	933	216	305	265
	34%	34%	36%	35%	31%	34%	34%	30%	35%	34%	31%	32%	37%	34%	42%	30%	32%
I commented on it to say it was incorrect/ misleading	728	604	65	39	20	728	658	70	66	662	75	315	337	728	135	250	243
	26%	26%	27%	29%	27%	26%	27%	22%	19%	27%	20%	26%	29%	26%	26%	25%	29%
I shared it online and said it was incorrect/ misleading	399	349	25	14	11	399	365	34	51	348	55	186	158	399	92	129	99
	14%	15%	10%	10%	15%	14%	15%	11%	15%	14%	15%	15%	14%	14%	18%	13%	12%
I did something else	39	35	3	1	*	39	35	4	-	39	4	18	17	39	6	20	8
	1%	2%	1%	1%	%	1%	1%	1%	-%	2%	1%	1%	2%	1%	1%	2%	1%
TOTAL - TOOK SOME ACTION	1602	1335	144	81	41	1602	1441	160	200	1401	216	697	686	1602	344	549	449
	58%	58%	60%	61%	55%	58%	59%	51%	58%	58%	57%	57%	60%	58%	67%	54%	54%
I didn't do anything/ I ignored it	1129	951	94	51	33	1129	980	149	139	990	155	515	458	1129	167	453	378
	41%	41%	39%	38%	44%	41%	40%	48%	40%	41%	41%	42%	40%	41%	32%	45%	46%
Don't know	32	26	3	2	1	32	29	3	8	24	8	19	5	32	6	8	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	%	1%	1%	1%	%

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

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

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

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	2843	1200	1454	1598	1076
Effective Weighted Sample	1954	796	1032	1068	778
Total	2762	1135	1432	1423	1177
I reported it to the site/ app	933 34%	416 37%	436 30%	457 32%	425 36%
		b			
I commented on it to say it was incorrect/ misleading	728 26%	338 30%	341 24%	300 21%	383 33%
		b			c
I shared it online and said it was incorrect/ misleading	399 14%	206 18%	156 11%	130 9%	215 18%
		b			c
I did something else	39 1%	18 2%	21 1%	22 2%	17 1%
TOTAL - TOOK SOME ACTION	1602 58%	725 64%	749 52%	710 50%	779 66%
		b			c
I didn't do anything/ I ignored it	1129 41%	389 34%	676 47%	699 49%	391 33%
			a	d	
Don't know	32 1%	21 2%	7 *	14 1%	7 1%
		b			

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Follow an online 'how to' tutorial to create or do something of your own	1919	267	428	377	311	274	261	1919	841	1062	587	615	397	309	1203	706	1919
	31%	36%	37%	36%	28%	27%	23%	31%	29%	33%	33%	33%	31%	25%	33%	28%	31%
		defg	defg	defg	f			ef		h	mo	mo	m		mo		mo
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1683	169	352	318	320	257	269	1683	741	935	576	514	345	242	1089	588	1683
	27%	23%	31%	30%	29%	25%	24%	27%	25%	29%	32%	28%	27%	20%	30%	23%	27%
			aef	af	af			a		h	klmop	mo	m		mop	m	mo
Add filters to or edit photos	1292	269	365	269	186	109	94	1292	505	768	432	403	267	182	835	449	1292
	21%	36%	32%	25%	17%	11%	8%	21%	17%	24%	24%	22%	21%	15%	23%	18%	21%
		cdefg	cdefg	defg	ef			def		h	mop	mo	m		mop	m	mo
Create an online scrapbook of ideas, on sites like Pinterest	685	146	223	127	90	56	44	685	243	428	244	212	133	94	456	227	685
	11%	20%	19%	12%	8%	5%	4%	11%	8%	13%	14%	11%	10%	8%	13%	9%	11%
		cdefg	cdefg	def	f			def		h	lmop	mo	m		mo		mo
Create an online photo book or calendar	675	88	163	172	120	71	61	675	284	385	239	214	135	87	453	222	675
	11%	12%	14%	16%	11%	7%	5%	11%	10%	12%	13%	12%	10%	7%	12%	9%	11%
		ef	efg	adefg	ef			ef		h	lmop	mo	m		mo		mo
Make a meme or gif	607	135	179	111	89	65	28	607	329	270	198	193	125	90	391	215	607
	10%	18%	16%	10%	8%	6%	2%	10%	11%	8%	11%	10%	10%	7%	11%	9%	10%
		cdefg	cdefg	ef	f	f		ef	i		mo	m			mo		m
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
	9%	15%	15%	14%	6%	5%	2%	9%	10%	9%	10%	10%	9%	7%	10%	8%	9%
		defg	defg	defg	f	f		def			mo	mo			mo		m

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

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Set up/ manage your own website	490	72	138	120	78	47	36	490	272	211	197	146	79	67	342	146	490
	8%	10%	12%	11%	7%	5%	3%	8%	9%	7%	11%	8%	6%	5%	9%	6%	8%
		ef	defg	defg	f			ef	i		klmop	mo			lmop		mo
Have an online dating profile	482	86	161	103	72	37	24	482	280	194	129	158	108	86	287	193	482
	8%	12%	14%	10%	7%	4%	2%	8%	10%	6%	7%	9%	8%	7%	8%	8%	8%
		defg	cdefg	def	ef			ef	i								
Make or edit music online (such as editing/ cutting or mixing tracks)	478	113	157	112	57	22	18	478	279	192	185	128	96	68	312	164	478
	8%	15%	14%	11%	5%	2%	2%	8%	10%	6%	10%	7%	7%	6%	9%	7%	8%
		cdefg	defg	defg	ef			def	i		klmop				mo		m
Write blogs or articles	453	65	131	109	64	46	38	453	266	186	193	128	81	51	321	132	453
	7%	9%	11%	10%	6%	5%	3%	7%	9%	6%	11%	7%	6%	4%	9%	5%	7%
		def	defg	defg	f			ef	i		klmop	m	m		lmop		mo
Make or modify a website/ app or game	374	84	117	75	60	17	20	374	226	143	162	104	57	48	266	106	374
	6%	11%	10%	7%	5%	2%	2%	6%	8%	4%	9%	6%	4%	4%	7%	4%	6%
		cdefg	cdefg	ef	ef			ef	i		klmop				lmop		mo
Contribute to collaborative websites such as Wikipedia	320	35	118	72	34	34	26	320	199	115	118	96	60	44	214	104	320
	5%	5%	10%	7%	3%	3%	2%	5%	7%	4%	7%	5%	5%	4%	6%	4%	5%
		f	acdefg	def				def	i		mop				mo		m
Make a podcast	274	41	104	64	34	17	14	274	175	98	126	57	60	31	183	91	274
	4%	5%	9%	6%	3%	2%	1%	4%	6%	3%	7%	3%	5%	3%	5%	4%	4%
		def	acdefg	def	f			ef	i		klmnop		m		kmo		km
ANY OF THESE	4056	604	925	776	661	563	528	4056	1935	2083	1303	1229	831	672	2532	1503	4056
	66%	81%	81%	73%	60%	56%	47%	66%	66%	65%	73%	67%	65%	55%	70%	60%	66%
		cdefg	cdefg	defg	f	f		def			klmnop	mo	mo		klmop	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.

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - CREATE YOUR OWN VIDEOS OR REELS	4001	593	907	764	655	556	526	4001	1906	2058	1283	1215	820	662	2498	1482	4001
	65%	80%	79%	72%	60%	55%	47%	65%	65%	65%	72%	66%	64%	54%	69%	59%	65%
		cdefg	cdefg	defg	f	f	def				klmnop	mo	mo		lmop	m	mo
None of these	1988	116	194	255	410	429	584	1988	930	1038	449	589	427	502	1038	929	1988
	32%	16%	17%	24%	37%	42%	52%	32%	32%	33%	25%	32%	33%	41%	29%	37%	32%
				ab	abcg	abcg	abcdeg	abc				j	jn	jklmnop	j	jknp	jn
Don't know	138	22	30	32	29	20	6	138	66	68	22	29	28	50	52	77	138
	2%	3%	3%	3%	3%	2%	1%	2%	2%	2%	1%	2%	2%	4%	1%	3%	2%
		f	f	f	f	f		f						jklnp		jkn	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					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Follow an online 'how to' tutorial to create or do something of your own	1919 31%	1628 31%	148 29%	88 32%	54 35% b	1919 31%	1689 32% g	230 27%	197 21%	1722 33% h	208 15%	785 28% j	924 48% jkm	1919 31% jk	346 35%	764 32%	536 32%
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1683 27%	1406 27%	150 29%	83 30%	44 29%	1683 27%	1467 27%	216 26%	168 18%	1516 29% h	145 10%	695 25% j	844 44% jkm	1683 27% j	260 26%	674 28%	532 32% no
Add filters to or edit photos	1292 21%	1078 21%	119 23%	56 20%	39 25% ae	1292 21%	1178 22% g	114 13%	179 19%	1113 21%	131 9%	502 18% j	659 34% jkm	1292 21% jk	248 25% o	453 19%	375 22% o
Create an online scrapbook of ideas, on sites like Pinterest	685 11%	580 11%	50 10%	36 13%	19 12%	685 11%	611 11%	75 9%	54 6%	631 12% h	74 5%	257 9% j	355 18% jkm	685 11% jk	118 12%	237 10%	197 12%
Create an online photo book or calendar	675 11%	552 11%	71 14% a	30 11%	23 15% ace	675 11%	597 11%	78 9%	70 7%	605 12% h	75 5%	244 9% j	357 18% jkm	675 11% jk	129 13%	254 11%	209 12%
Make a meme or gif	607 10%	508 10%	54 10%	27 10%	18 12%	607 10%	555 10% g	52 6%	77 8%	530 10%	63 4%	239 9% j	305 16% jkm	607 10% j	134 14% op	213 9%	153 9%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Create your own videos or reels (ADDED AT WAVE 2)	574	490	47	21	16	574	524	50	56	519	55	222	297	574	122	174	170
	9%	9%	9%	8%	10%	9%	10%	6%	6%	10%	4%	8%	15%	9%	12%	7%	10%
							g			h		j	jkm	j	o		o
Set up/ manage your own website	490	418	35	25	13	490	431	59	31	460	57	200	233	490	87	168	150
	8%	8%	7%	9%	8%	8%	8%	7%	3%	9%	4%	7%	12%	8%	9%	7%	9%
										h		j	jkm	j			
Have an online dating profile	482	404	41	24	13	482	447	35	52	431	34	200	249	482	96	194	109
	8%	8%	8%	9%	8%	8%	8%	4%	6%	8%	2%	7%	13%	8%	10%	8%	6%
							g			h		j	jkm	j	p		
Make or edit music online (such as editing/ cutting or mixing tracks)	478	410	36	19	13	478	452	27	58	420	47	190	241	478	103	158	125
	8%	8%	7%	7%	8%	8%	8%	3%	6%	8%	3%	7%	12%	8%	10%	7%	7%
							g					j	jkm	j	op		
Write blogs or articles	453	383	42	16	12	453	421	32	45	409	74	156	223	453	84	157	138
	7%	7%	8%	6%	8%	7%	8%	4%	5%	8%	5%	6%	12%	7%	9%	7%	8%
							g			h			jkm	jk			
Make or modify a website/ app or game	374	325	22	15	12	374	329	45	28	346	51	148	175	374	76	111	110
	6%	6%	4%	5%	8%	6%	6%	5%	3%	7%	4%	5%	9%	6%	8%	5%	7%
					b					h		j	jkm	j	o		o
Contribute to collaborative websites such as Wikipedia	320	259	38	12	10	320	304	16	30	289	38	120	162	320	58	103	97
	5%	5%	7%	4%	6%	5%	6%	2%	3%	6%	3%	4%	8%	5%	6%	4%	6%
			ae				g			h		j	jkm	j			

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Make a podcast	274	234	15	16	9	274	251	23	24	250	35	113	126	274	56	93	80
	4%	4%	3%	6%	6%	4%	5%	3%	3%	5%	2%	4%	7%	4%	6%	4%	5%
				b	b		g			h		j	jkm	j	o		
ANY OF THESE	4056	3412	348	183	113	4056	3587	469	520	3537	645	1809	1599	4056	726	1535	1122
	66%	65%	67%	66%	73%	66%	67%	55%	55%	67%	45%	66%	83%	66%	73%	64%	67%
					abce		g			h		j	jkm	j	op		
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - CREATE YOUR OWN VIDEOS OR REELS	4001	3369	339	180	112	4001	3535	466	506	3495	623	1783	1592	4001	716	1516	1114
	65%	64%	65%	65%	73%	65%	66%	55%	54%	67%	44%	65%	82%	65%	72%	63%	66%
					abce		g			h		j	jkm	j	op		
None of these	1988	1699	162	88	40	1988	1631	357	358	1630	720	899	316	1988	244	846	535
	32%	32%	31%	32%	26%	32%	31%	42%	38%	31%	51%	33%	16%	32%	25%	35%	32%
			d	d		d		f	i		klm	l		l		n	n
Don't know	138	121	9	7	1	138	118	20	59	79	59	47	18	138	21	31	19
	2%	2%	2%	2%	1%	2%	2%	2%	6%	2%	4%	2%	1%	2%	2%	1%	1%
			d	d		d			i		klm			l			

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Follow an online 'how to' tutorial to create or do something of your own	1919	741	1064	1061	778
	31%	34%	30%	29%	36%
		b			c
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1683	635	962	947	676
	27%	29%	27%	26%	31%
					c
Add filters to or edit photos	1292	507	705	627	598
	21%	23%	20%	17%	28%
		b			c
Create an online scrapbook of ideas, on sites like Pinterest	685	325	322	325	312
	11%	15%	9%	9%	14%
		b			c
Create an online photo book or calendar	675	268	358	309	341
	11%	12%	10%	9%	16%
		b			c
Make a meme or gif	607	273	284	281	290
	10%	12%	8%	8%	13%
		b			c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Create your own videos or reels (ADDED AT WAVE 2)	574 9%	224 10%	315 9%	242 7%	284 13% c
Set up/ manage your own website	490 8%	204 9% b	236 7%	213 6%	233 11% c
Have an online dating profile	482 8%	208 10% b	241 7%	259 7%	190 9%
Make or edit music online (such as editing/ cutting or mixing tracks)	478 8%	223 10% b	219 6%	180 5%	248 11% c
Write blogs or articles	453 7%	175 8%	235 7%	180 5%	236 11% c
Make or modify a website/ app or game	374 6%	167 8% b	168 5%	160 4%	171 8% c
Contribute to collaborative websites such as Wikipedia	320 5%	137 6% b	156 4%	131 4%	154 7% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Make a podcast	274	115	137	115	136
	4%	5%	4%	3%	6%
		b			c
ANY OF THESE	4056	1558	2208	2158	1626
	66%	71%	63%	60%	75%
		b			c
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - CREATE YOUR OWN VIDEOS OR REELS	4001	1541	2178	2136	1603
	65%	71%	62%	59%	74%
		b			c
None of these	1988	592	1252	1406	490
	32%	27%	36%	39%	23%
			a	d	
Don't know	138	34	59	61	38
	2%	2%	2%	2%	2%

Columns Tested: a,b - c,d

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

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	5688	870	979	1114	935	840	950	5688	2722	2912	1569	1484	1211	1391	3053	2602	5688
Effective Weighted Sample	3799	590	685	756	661	567	571	3799	1853	1913	1085	1043	814	872	2123	1672	3799
Total	5633	739	1129	1026	1020	894	826	5633	2715	2857	1612	1713	1194	1070	3325	2264	5633
I spend too much time doing this	1383	345	397	294	179	101	67	1383	583	781	414	435	306	216	849	522	1383
	25%	47%	35%	29%	18%	11%	8%	25%	21%	27%	26%	25%	26%	20%	26%	23%	25%
		bcdefg	cdefg	defg	ef			def		h	m	m	m		m		m
I am comfortable with the amount of time I spend doing this	3939	353	681	678	784	737	706	3939	1976	1923	1123	1198	822	768	2321	1590	3939
	70%	48%	60%	66%	77%	82%	86%	70%	73%	67%	70%	70%	69%	72%	70%	70%	70%
			a	ab	abcg	abcdg	abcdg	abc	i								
I would like to spend more time doing this	202	23	36	36	41	36	29	202	105	93	52	49	47	51	102	98	202
	4%	3%	3%	4%	4%	4%	4%	4%	4%	3%	3%	3%	4%	5%	3%	4%	4%
														kn		n	
Don't know	110	19	15	18	16	20	24	110	50	60	23	30	19	35	53	54	110
	2%	3%	1%	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%
														jklnp			

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

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	NATION				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	5688	3941	587	564	596	5688	5035	653	801	4887	1009	2653	2008	5688	992	2242	1486
Effective Weighted Sample	3799	2943	456	440	493	3799	3385	424	505	3305	638	1780	1395	3799	654	1463	1041
Total	5633	4744	484	255	150	5633	4916	717	852	4781	1108	2578	1921	5633	951	2150	1533
I spend too much time doing this	1383 25%	1157 24%	118 24%	65 25%	43 29%	1383 25%	1259 26%	124 17%	222 26%	1160 24%	236 21%	590 23%	556 29%	1383 25%	298 31%	467 22%	337 22%
I am comfortable with the amount of time I spend doing this	3939 70%	3322 70%	343 71%	175 69%	99 66%	3939 70%	3395 69%	543 76%	573 67%	3365 70%	766 69%	1856 72%	1300 68%	3939 70%	603 63%	1571 73%	1135 74%
I would like to spend more time doing this	202 4%	167 4%	17 3%	11 4%	7 5%	202 4%	170 3%	32 4%	31 4%	170 4%	59 5%	88 3%	54 3%	202 4%	30 3%	85 4%	44 3%
Don't know	110 2%	98 2%	6 1%	4 2%	2 1%	110 2%	92 2%	18 3%	26 3%	85 2%	47 4%	43 2%	11 1%	110 2%	21 2%	26 1%	17 1%

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

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5688	2098	3167	3435	1887
Effective Weighted Sample	3799	1364	2143	2226	1339
Total	5633	1991	3189	3166	2096
I spend too much time doing this	1383 25%	591 30% b	672 21%	690 22%	603 29% c
I am comfortable with the amount of time I spend doing this	3939 70%	1290 65%	2370 74% a	2308 73% d	1389 66%
I would like to spend more time doing this	202 4%	83 4%	96 3%	101 3%	81 4%
Don't know	110 2%	28 1%	50 2%	67 2% d	23 1%

Columns Tested: a,b - c,d

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE						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	5582	862	970	1091	910	812	937	5582	2556	2974	1529	1445	1184	1390	2974	2574	5582
Effective Weighted Sample	3733	586	680	739	642	556	564	3733	1742	1959	1062	1014	794	877	2072	1656	3733
Total	5529	731	1124	1013	1010	858	793	5529	2547	2924	1582	1662	1170	1071	3243	2241	5529
I spend too much time doing this	1522	350	445	328	197	138	64	1522	614	890	462	477	355	218	939	573	1522
	28%	48%	40%	32%	20%	16%	8%	28%	24%	30%	29%	29%	30%	20%	29%	26%	28%
		bcdefg	cdefg	defg	f	f		def		h	mo	m	mo		mo	m	m
I am comfortable with the amount of time I spend doing this	3768	338	624	655	775	679	697	3768	1818	1916	1059	1118	766	796	2177	1562	3768
	68%	46%	56%	65%	77%	79%	88%	68%	71%	66%	67%	67%	65%	74%	67%	70%	68%
		a	ab	ab	ab	ab	ab	ab	i					ijklmnop		l	
I would like to spend more time doing this	166	26	44	23	23	29	21	166	81	82	43	48	37	35	91	73	166
	3%	4%	4%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Don't know	73	16	10	8	15	12	11	73	34	36	17	19	12	21	36	33	73
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		c															

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

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

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				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	5582	3888	567	552	575	5582	4920	662	797	4785	1041	2563	1955	5582	976	2208	1448
Effective Weighted Sample	3733	2904	438	432	476	3733	3306	435	508	3236	657	1722	1363	3733	644	1439	1022
Total	5529	4667	468	249	145	5529	4805	724	851	4678	1132	2501	1867	5529	937	2103	1508
I spend too much time doing this	1522 28%	1269 27%	131 28%	77 31%	46 32%	1522 28%	1342 28%	180 25%	258 30%	1264 27%	257 23%	641 26%	623 33%	1522 28%	308 33%	500 24%	414 27%
					a								jkm	j	op		o
I am comfortable with the amount of time I spend doing this	3768 68%	3196 68%	315 67%	164 66%	92 64%	3768 68%	3251 68%	517 71%	542 64%	3226 69%	784 69%	1758 70%	1206 65%	3768 68%	584 62%	1535 73%	1060 70%
		d								h	l	l		l		n	n
I would like to spend more time doing this	166 3%	138 3%	16 3%	6 3%	6 4%	166 3%	152 3%	14 2%	35 4%	131 3%	56 5%	82 3%	29 2%	166 3%	35 4%	58 3%	21 1%
											lm	l		l	p	p	
Don't know	73 1%	64 1%	6 1%	2 1%	1 *%	73 1%	60 1%	13 2%	16 2%	57 1%	34 3%	21 1%	9 *%	73 1%	10 1%	11 1%	13 1%
											klm			l			

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

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	5582	2069	3102	3358	1863
Effective Weighted Sample	3733	1349	2098	2185	1317
Total	5529	1967	3120	3099	2064
I spend too much time doing this	1522 28%	623 32%	755 24%	734 24%	682 33%
		b			c
I am comfortable with the amount of time I spend doing this	3768 68%	1251 64%	2263 73%	2247 73%	1313 64%
			a	d	
I would like to spend more time doing this	166 3%	78 4%	73 2%	80 3%	61 3%
		b			
Don't know	73 1%	15 1%	29 1%	38 1%	8 *%
				d	

Columns Tested: a,b - c,d

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	4697	815	912	971	761	584	654	4697	2245	2404	1320	1161	1035	1153	2481	2188	4697
Effective Weighted Sample	3139	554	641	657	533	391	396	3139	1521	1588	906	810	709	724	1713	1427	3139
Total	4660	696	1051	895	857	618	544	4660	2256	2352	1374	1336	1014	901	2710	1915	4660
I spend too much time doing this	741	145	189	145	105	86	71	741	365	367	256	206	152	119	462	271	741
	16%	21%	18%	16%	12%	14%	13%	16%	16%	16%	19%	15%	15%	13%	17%	14%	16%
		cdefg	df					d			mo				mo		
I am comfortable with the amount of time I spend doing this	3349	435	710	631	660	490	425	3349	1636	1684	962	989	727	654	1951	1381	3349
	72%	63%	68%	71%	77%	79%	78%	72%	73%	72%	70%	74%	72%	73%	72%	72%	72%
				a	abcg	abcg	abcg	ab									
I would like to spend more time doing this	420	90	124	87	66	24	29	420	204	205	119	105	101	90	224	192	420
	9%	13%	12%	10%	8%	4%	5%	9%	9%	9%	9%	8%	10%	10%	8%	10%	9%
		defg	defg	ef	e			ef									
Don't know	149	26	29	31	26	18	19	149	51	96	36	36	34	38	73	72	149
	3%	4%	3%	4%	3%	3%	3%	3%	2%	4%	3%	3%	3%	4%	3%	4%	3%
										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.

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	4697	3237	497	469	494	4697	4183	514	638	4059	763	2139	1784	4697	864	1835	1186
Effective Weighted Sample	3139	2420	384	363	422	3139	2800	342	396	2755	490	1432	1237	3139	571	1203	825
Total	4660	3906	418	214	122	4660	4100	560	682	3978	855	2086	1700	4660	850	1755	1220
I spend too much time doing this	741 16%	623 16%	63 15%	36 17%	19 16%	741 16%	667 16%	74 13%	112 16%	630 16%	129 15%	336 16%	274 16%	741 16%	166 20%	260 15%	180 15%
I am comfortable with the amount of time I spend doing this	3349 72%	2799 72%	315 75%	151 71%	84 69%	3349 72%	2928 71%	421 75%	474 70%	2875 72%	587 69%	1525 73%	1223 72%	3349 72%	540 64%	1313 75%	920 75%
I would like to spend more time doing this	420 9%	351 9%	31 7%	21 10%	16 13%	420 9%	375 9%	45 8%	60 9%	360 9%	90 11%	172 8%	158 9%	420 9%	108 13%	152 9%	90 7%
Don't know	149 3%	132 3%	9 2%	5 2%	3 3%	149 3%	130 3%	19 3%	36 5%	113 3%	48 6%	54 3%	44 3%	149 3%	36 4%	30 2%	30 2%

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

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	4697	1853	2502	2679	1701
Effective Weighted Sample	3139	1203	1700	1727	1211
Total	4660	1782	2512	2439	1896
I spend too much time doing this	741 16%	383 22% b	293 12%	366 15%	329 17%
I am comfortable with the amount of time I spend doing this	3349 72%	1166 65%	1946 77% a	1804 74% d	1324 70%
I would like to spend more time doing this	420 9%	184 10%	207 8%	202 8%	183 10%
Don't know	149 3%	49 3%	66 3%	67 3%	60 3%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
I spend too much time doing this	893	159	220	141	132	134	105	893	377	506	260	283	173	169	543	341	893
	14%	21%	19%	13%	12%	13%	9%	14%	13%	16%	15%	15%	13%	14%	15%	14%	14%
		cdefg	cdefg	f		f		f		h							
I am comfortable with the amount of time I spend doing this	4699	443	836	796	861	823	939	4699	2269	2386	1333	1419	994	928	2751	1921	4699
	76%	60%	73%	75%	78%	81%	84%	76%	77%	75%	75%	77%	77%	76%	76%	77%	76%
			a	a	ab	abcb	abcdg	a									
I would like to spend more time doing this	407	107	70	90	70	36	33	407	214	187	146	90	90	74	237	163	407
	7%	14%	6%	8%	6%	4%	3%	7%	7%	6%	8%	5%	7%	6%	7%	7%	7%
		bcddefg	ef	ef	ef			ef			kmp		k				k
Don't know	183	31	22	34	36	19	40	183	71	110	36	55	29	54	91	83	183
	3%	4%	2%	3%	3%	2%	4%	3%	2%	3%	2%	3%	2%	4%	3%	3%	3%
		be												jlnp		j	

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
I spend too much time doing this	893 14%	753 14%	72 14%	43 16%	24 16%	893 14%	808 15%	85 10%	144 15%	749 14%	176 12%	408 15%	308 16%	893 14%	192 19%	329 14%	223 13%
I am comfortable with the amount of time I spend doing this	4699 76%	3981 76%	392 76%	207 74%	119 77%	4699 76%	4023 75%	676 80%	699 75%	4000 76%	1072 75%	2111 77%	1476 76%	4699 76%	694 70%	1919 80%	1298 77%
I would like to spend more time doing this	407 7%	343 7%	34 7%	20 7%	10 6%	407 7%	358 7%	49 6%	48 5%	359 7%	99 7%	171 6%	133 7%	407 7%	73 7%	126 5%	128 8%
Don't know	183 3%	153 3%	20 4%	8 3%	2 1%	183 3%	148 3%	36 4%	45 5%	138 3%	78 5%	66 2%	17 1%	183 3%	32 3%	39 2%	27 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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
I spend too much time doing this	893 14%	418 19% b	390 11%	496 14%	326 15%
I am comfortable with the amount of time I spend doing this	4699 76%	1564 72%	2837 81% a	2837 78% d	1609 75%
I would like to spend more time doing this	407 7%	161 7%	204 6%	187 5%	181 8% c
Don't know	183 3%	41 2%	88 3%	105 3% d	37 2%

Columns Tested: a,b - c,d

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

Q5. Have you ever used (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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Look up health symptoms	2336	241	380	390	449	428	448	2336	938	1377	727	717	474	410	1444	884	2336
	38%	32%	33%	37%	41%	42%	40%	38%	32%	43%	41%	39%	37%	33%	40%	35%	38%
					ab	abcg	ab	ab		h	mop	mo			mo		m
Relax	2283	361	518	465	407	294	238	2283	1104	1147	696	682	476	415	1378	891	2283
	37%	49%	45%	44%	37%	29%	21%	37%	38%	36%	39%	37%	37%	34%	38%	36%	37%
		defg	defg	defg	ef	f		ef			mo				m		
Healthy eating/ nutrition	1785	235	418	370	329	234	199	1785	693	1070	568	551	395	258	1119	653	1785
	29%	32%	36%	35%	30%	23%	18%	29%	24%	34%	32%	30%	31%	21%	31%	26%	29%
		ef	defg	defg	ef	f		ef		h	mop	mo	mo		mo	m	mo
Improve your mood/ feel happy	1688	299	467	359	245	194	124	1688	821	837	510	542	336	286	1052	622	1688
	27%	40%	41%	34%	22%	19%	11%	27%	28%	26%	29%	29%	26%	23%	29%	25%	27%
		cdefg	cdefg	defg	f	f		def			mo	mo			mo		mo
Follow a fitness programme/ health tracker	1312	177	346	290	232	167	99	1312	545	752	447	403	289	162	849	451	1312
	21%	24%	30%	27%	21%	16%	9%	21%	19%	24%	25%	22%	22%	13%	23%	18%	21%
		ef	adefg	defg	ef	f		ef		h	mop	mo	mo		mop	m	mo
Sleep	1173	253	297	219	211	118	75	1173	543	615	349	364	242	209	712	451	1173
	19%	34%	26%	21%	19%	12%	7%	19%	19%	19%	20%	20%	19%	17%	20%	18%	19%
		bcdefg	cdefg	ef	ef	f		ef									
Get support when feeling unhappy/ anxious/ worried	1060	205	275	240	197	88	55	1060	430	608	340	334	215	158	674	373	1060
	17%	28%	24%	23%	18%	9%	5%	17%	15%	19%	19%	18%	17%	13%	19%	15%	17%
		cdefg	defg	defg	ef	f		ef		h	mo	mo	m		mo		mo
Meditate	817	148	229	167	138	84	50	817	376	428	271	244	172	121	515	293	817
	13%	20%	20%	16%	13%	8%	4%	13%	13%	13%	15%	13%	13%	10%	14%	12%	13%
		cdefg	cdefg	ef	ef	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.

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Feel energised	785	150	241	184	111	54	46	785	417	356	263	244	172	105	507	277	785
	13%	20%	21%	17%	10%	5%	4%	13%	14%	11%	15%	13%	13%	9%	14%	11%	13%
		defg	defg	defg	ef			ef	i		mo	m	m		mo	m	m
ANY OF THESE	4764	660	1020	880	843	693	668	4764	2202	2507	1450	1416	1011	855	2866	1866	4764
	77%	89%	89%	83%	77%	68%	60%	77%	75%	79%	82%	77%	79%	70%	79%	74%	77%
		cdefg	cdefg	defg	ef	f		ef		h	kmop	m	mo		mo	m	mo
None of these	1284	54	103	158	231	298	439	1284	668	611	290	398	258	327	688	585	1284
	21%	7%	9%	15%	21%	29%	39%	21%	23%	19%	16%	22%	20%	27%	19%	23%	21%
				ab	abc	abcdg	abcdg	abc	i			j	j	jklnop		jnp	j
Don't know	134	27	26	24	25	21	10	134	61	70	35	32	16	42	67	59	134
	2%	4%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%
		fg	f	f	f			f						jklnp			
Base for stats	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mean number of type of app/ site/ online service used (out of 9)	2.1	2.8	2.8	2.5	2.1	1.6	1.2	2.1	2.0	2.3	2.3	2.2	2.2	1.7	2.3	1.9	2.1
		cdefg	cdefg	defg	ef	f		ef		h	klmop	mo	mo		mop	m	mo
Standard deviation	1.96	2.09	2.05	2.05	1.93	1.66	1.37	1.96	1.86	2.02	1.94	2.05	1.91	1.83	2.00	1.88	1.96
Standard error	.02	.07	.07	.06	.06	.05	.04	.02	.03	.04	.05	.05	.05	.05	.03	.04	.02

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Look up health symptoms	2336	1972	195	108	60	2336	2000	336	251	2085	303	1036	994	2336	334	946	709
	38%	38%	38%	39%	39%	38%	37%	40%	27%	40%	21%	38%	51%	38%	34%	39%	42%
										h		j	jkm	j		n	n
Relax	2283	1910	205	103	65	2283	2023	260	276	2006	318	975	981	2283	418	843	652
	37%	37%	40%	37%	42%	37%	38%	31%	29%	38%	22%	35%	51%	37%	42%	35%	39%
					ae		g			h		j	jkm	j	o		o
Healthy eating/ nutrition	1785	1488	171	72	54	1785	1546	239	225	1560	217	725	843	1785	289	688	533
	29%	28%	33%	26%	35%	29%	29%	28%	24%	30%	15%	26%	44%	29%	29%	29%	32%
			ac		ace					h		j	jkm	jk			
Improve your mood/ feel happy	1688	1390	165	82	52	1688	1517	172	195	1494	192	717	777	1688	315	604	477
	27%	27%	32%	29%	33%	27%	28%	20%	21%	28%	14%	26%	40%	27%	32%	25%	28%
			ae		ae		g			h		j	jkm	j	o		o
Follow a fitness programme/ health tracker	1312	1112	107	49	44	1312	1169	142	158	1154	118	532	661	1312	195	491	421
	21%	21%	21%	18%	28%	21%	22%	17%	17%	22%	8%	19%	34%	21%	20%	20%	25%
					abce		g			h		j	jkm	j			no
Sleep	1173	986	98	48	41	1173	1060	113	183	990	152	510	510	1173	244	415	290
	19%	19%	19%	17%	27%	19%	20%	13%	20%	19%	11%	19%	26%	19%	25%	17%	17%
					abce		g					j	jkm	j	op		
Get support when feeling unhappy/ anxious/ worried	1060	895	86	46	32	1060	954	106	117	942	100	441	516	1060	229	370	280
	17%	17%	17%	17%	21%	17%	18%	12%	13%	18%	7%	16%	27%	17%	23%	15%	17%
					ae		g			h		j	jkm	j	op		
Meditate	817	681	76	31	28	817	730	87	80	737	92	328	397	817	150	284	233
	13%	13%	15%	11%	18%	13%	14%	10%	9%	14%	6%	12%	21%	13%	15%	12%	14%
					ace		g			h		j	jkm	j	o		

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Feel energised	785	660	63	39	24	785	721	65	77	708	89	306	390	785	180	238	222
	13%	13%	12%	14%	15%	13%	14%	8%	8%	13%	6%	11%	20%	13%	18%	10%	13%
ANY OF THESE	4764	4003	418	214	129	4764	4170	594	662	4103	841	2175	1737	4764	808	1815	1328
	77%	77%	81%	77%	84%	77%	78%	70%	71%	78%	59%	79%	90%	77%	82%	75%	79%
					ace		g			h		j	jkm	j	o		o
None of these	1284	1114	91	55	23	1284	1054	230	228	1055	505	539	191	1284	152	579	334
	21%	21%	18%	20%	15%	21%	20%	27%	24%	20%	35%	20%	10%	21%	15%	24%	20%
		d		d		d		f	i		klm	l		l		np	n
Don't know	134	113	10	9	2	134	112	22	47	87	78	42	6	134	30	19	14
	2%	2%	2%	3%	1%	2%	2%	3%	5%	2%	5%	2%	*%	2%	3%	1%	1%
									i		klm	l		l	op		
Base for stats	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mean number of type of app/ site/ online service used (out of 9)	2.1	2.1	2.3	2.1	2.6	2.1	2.2	1.8	1.7	2.2	1.1	2.0	3.1	2.1	2.4	2.0	2.3
					abce		g			h		j	jkm	jk	o		o
Standard deviation	1.96	1.96	1.95	1.84	2.10	1.96	1.97	1.83	1.72	1.99	1.35	1.73	2.17	1.96	1.99	1.89	2.03
Standard error	.02	.03	.08	.07	.08	.02	.03	.07	.06	.03	.04	.03	.05	.02	.06	.04	.05

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

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

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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Look up health symptoms	2336 38%	940 43% b	1287 37%	1442 40%	809 38%
Relax	2283 37%	856 39% b	1259 36%	1217 34%	943 44% c
Healthy eating/ nutrition	1785 29%	667 31%	1007 29%	940 26%	756 35% c
Improve your mood/ feel happy	1688 27%	690 32% b	884 25%	864 24%	742 34% c
Follow a fitness programme/ health tracker	1312 21%	467 21%	776 22%	645 18%	612 28% c
Sleep	1173 19%	571 26% b	509 14%	585 16%	502 23% c
Get support when feeling unhappy/ anxious/ worried	1060 17%	537 25% b	450 13%	511 14%	493 23% c
Meditate	817 13%	358 16% b	395 11%	405 11%	354 16% c

Columns Tested: a,b - c,d

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

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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Feel energised	785 13%	292 13%	433 12%	341 9%	384 18%
					c
ANY OF THESE	4764 77%	1808 83%	2613 74%	2636 73%	1823 85%
		b			c
None of these	1284 21%	342 16%	867 25%	919 25%	305 14%
			a	d	
Don't know	134 2%	34 2%	39 1%	69 2%	26 1%
Base for stats	6182	2184	3519	3625	2154
Mean number of type of app/ site/ online service used (out of 9)	2.1	2.5 b	2.0	1.9	2.6 c
Standard deviation	1.96	2.02	1.91	1.89	2.03
Standard error	.02	.04	.03	.03	.05

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Set aside time for yourself when you are not online	1646	208	328	274	273	273	290	1646	727	896	499	518	324	295	1018	619	1646
	27%	28%	29%	26%	25%	27%	26%	27%	25%	28%	28%	28%	25%	24%	28%	25%	27%
										h	mo	mo			mo		
Disabel notifications on devices or use 'Do not Disturb' settings	1601	297	400	293	287	191	133	1601	722	863	494	536	334	224	1030	558	1601
	26%	40%	35%	28%	26%	19%	12%	26%	25%	27%	28%	29%	26%	18%	28%	22%	26%
		cdefg	cdefg	ef	ef	f		ef			mo	mop	mo		mop	m	mo
Taken a deliberate break from any social media apps	1342	230	339	281	217	173	102	1342	631	690	421	428	284	206	848	490	1342
	22%	31%	30%	26%	20%	17%	9%	22%	22%	22%	24%	23%	22%	17%	23%	20%	22%
		defg	defg	defg	f	f		ef			mo	mo	m		mo		m
Chosen not to take devices such as phones or tablets to bed with you	1276	148	222	194	200	236	276	1276	635	636	396	411	247	216	806	463	1276
	21%	20%	19%	18%	18%	23%	25%	21%	22%	20%	22%	22%	19%	18%	22%	18%	21%
						cd	abcdg				mo	mo			mo		mo
Deleted apps because you spend too much time on them	1264	231	318	250	214	149	102	1264	594	654	400	377	286	190	777	476	1264
	20%	31%	28%	24%	19%	15%	9%	20%	20%	21%	23%	20%	22%	16%	21%	19%	20%
		cdefg	defg	ef	ef	f		ef			mo	m	mo		m	m	m
Deleted apps because they are bad for your mental health/ self-esteem	834	163	250	185	124	71	41	834	434	386	268	250	179	131	518	310	834
	13%	22%	22%	17%	11%	7%	4%	13%	15%	12%	15%	14%	14%	11%	14%	12%	13%
		cdefg	cdefg	defg	ef	f		ef	i		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.

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Taken a deliberate break from any other apps	778	141	214	153	131	86	52	778	420	347	241	254	163	113	496	276	778
	13%	19%	19%	14%	12%	9%	5%	13%	14%	11%	14%	14%	13%	9%	14%	11%	13%
		cdefg	cdefg	ef	ef	f		ef	i		mo	mo	m		mo		m
Used an app to help reduce your 'screen time' / time spent using devices	606	132	207	134	76	27	31	606	314	280	237	170	107	90	407	197	606
	10%	18%	18%	13%	7%	3%	3%	10%	11%	9%	13%	9%	8%	7%	11%	8%	10%
		cdefg	cdefg	defg	ef			def	i		klmop				lmo		mo
ANY OF THESE	4207	635	915	755	730	606	565	4207	1996	2163	1279	1299	874	725	2578	1599	4207
	68%	86%	80%	71%	66%	60%	51%	68%	68%	68%	72%	70%	68%	59%	71%	64%	68%
		bcdefg	cdefg	ef	ef	f		ef			lmop	mo	mo		mop	m	mo
None of these	1818	67	207	281	340	390	534	1818	866	946	473	514	377	444	987	822	1818
	29%	9%	18%	26%	31%	39%	48%	29%	30%	30%	27%	28%	29%	36%	27%	33%	29%
			a	ab	ab	abcdg	abcdeg	ab						jklnp		jknp	
Don't know	157	39	27	27	29	17	19	157	69	79	23	33	34	55	56	89	157
	3%	5%	2%	2%	3%	2%	2%	3%	2%	2%	1%	2%	3%	4%	2%	4%	3%
		bcdefg											jn	jklnp		jknp	jn
SUMMARY																	
TAKING A BREAK FROM ANY APP	1728	295	442	360	284	215	132	1728	855	848	540	556	361	263	1096	624	1728
	28%	40%	38%	34%	26%	21%	12%	28%	29%	27%	30%	30%	28%	22%	30%	25%	28%
		cdefg	defg	defg	ef	f		ef			mo	mo	m		mop	m	mo
DELETING ANY APPS	1697	307	451	346	281	190	122	1697	832	841	546	496	379	261	1042	640	1697
	27%	41%	39%	33%	26%	19%	11%	27%	28%	26%	31%	27%	30%	21%	29%	26%	27%
		cdefg	cdefg	defg	ef	f		ef			kmop	m	mo		mo	m	m

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

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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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Set aside time for yourself when you are not online	1646 27%	1398 27%	134 26%	70 25%	44 29%	1646 27%	1423 27%	224 26%	210 22%	1437 27% h	242 17%	730 26% j	674 35% jkm	1646 27% j	277 28%	657 27%	467 28%
Disable notifications on devices or use 'Do not Disturb' settings	1601 26%	1319 25%	153 29% a	79 29%	50 32% ae	1601 26%	1429 27% g	173 20%	194 21%	1407 27% h	164 11%	703 26% j	734 38% jkm	1601 26% j	294 30% o	576 24%	458 27% o
Taken a deliberate break from any social media apps	1342 22%	1103 21%	119 23%	77 28% ae	43 28% ae	1342 22%	1181 22%	162 19%	168 18%	1175 22% h	175 12%	542 20% j	620 32% jkm	1342 22% j	268 27% op	477 20%	361 22%
Chosen not to take devices such as phones or tablets to bed with you	1276 21%	1060 20%	126 24% a	55 20%	35 23%	1276 21%	1119 21%	157 19%	157 17%	1119 21% h	229 16%	577 21% j	470 24% jkm	1276 21% j	209 21%	520 22%	349 21%
Deleted apps because you spend too much time on them	1264 20%	1043 20%	114 22%	62 22%	45 29% abce	1264 20%	1130 21% g	135 16%	194 21%	1071 20%	144 10%	556 20% j	565 29% jkm	1264 20% j	244 25% o	428 18%	350 21% o
Deleted apps because they are bad for your mental health/ self-esteem	834 13%	695 13%	71 14%	41 15%	26 17% ae	834 13%	757 14% g	77 9%	88 9%	745 14% h	81 6%	367 13% j	386 20% jkm	834 13% j	167 17% op	297 12%	215 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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Taken a deliberate break from any other apps	778	650	67	41	20	778	695	82	77	701	91	319	365	778	147	253	232
	13%	12%	13%	15%	13%	13%	13%	10%	8%	13%	6%	12%	19%	13%	15%	10%	14%
							g			h		j	klm	j	o		o
Used an app to help reduce your 'screen time' / time spent using devices	606	520	44	20	21	606	563	43	73	533	72	246	288	606	141	184	162
	10%	10%	9%	7%	14%	10%	11%	5%	8%	10%	5%	9%	15%	10%	14%	8%	10%
					abce		g					j	klm	j	op		
ANY OF THESE	4207	3517	376	196	117	4207	3708	499	600	3606	761	1914	1522	4207	756	1581	1135
	68%	67%	72%	71%	76%	68%	69%	59%	64%	69%	53%	69%	79%	68%	76%	66%	68%
			ae		ae		g			h		j	klm	j	op		
None of these	1818	1577	133	74	34	1818	1502	316	289	1529	578	800	393	1818	213	798	531
	29%	30%	26%	27%	22%	29%	28%	37%	31%	29%	41%	29%	20%	29%	21%	33%	32%
		bd			d		f				klm	l		l		n	n
Don't know	157	137	10	8	3	157	126	31	47	110	85	42	20	157	23	33	10
	3%	3%	2%	3%	2%	3%	2%	4%	5%	2%	6%	2%	1%	3%	2%	1%	1%
									i		klm			kl	p	p	
SUMMARY																	
TAKING A BREAK FROM ANY APP	1728	1430	153	95	51	1728	1530	198	213	1515	241	723	757	1728	344	599	480
	28%	27%	29%	34%	33%	28%	29%	23%	23%	29%	17%	26%	39%	28%	35%	25%	29%
			ae		ae		g			h		j	klm	j	op		o
DELETING ANY APPS	1697	1406	153	81	56	1697	1528	169	240	1457	199	775	723	1697	329	593	451
	27%	27%	30%	29%	36%	27%	29%	20%	26%	28%	14%	28%	37%	27%	33%	25%	27%
					abce		g					j	klm	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.

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Set aside time for yourself when you are not online	1646 27%	631 29%	923 26%	954 26%	623 29%
Disable notifications on devices or use 'Do not Disturb' settings	1601 26%	667 31% b	842 24%	864 24%	660 31% c
Taken a deliberate break from any social media apps	1342 22%	576 26% b	671 19%	643 18%	611 28% c
Chosen not to take devices such as phones or tablets to bed with you	1276 21%	489 22%	710 20%	788 22%	426 20%
Deleted apps because you spend too much time on them	1264 20%	563 26% b	607 17%	635 18%	538 25% c
Deleted apps because they are bad for your mental health/ self-esteem	834 13%	427 20% b	360 10%	376 10%	386 18% c

Columns Tested: a,b - c,d

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Taken a deliberate break from any other apps	778	333	396	408	313
	13%	15%	11%	11%	15%
		b			c
Used an app to help reduce your 'screen time'/ time spent using devices	606	268	292	246	311
	10%	12%	8%	7%	14%
		b			c
ANY OF THESE	4207	1667	2239	2277	1657
	68%	76%	64%	63%	77%
		b			c
None of these	1818	476	1229	1276	465
	29%	22%	35%	35%	22%
			a	d	
Don't know	157	41	50	72	31
	3%	2%	1%	2%	1%
SUMMARY					
TAKING A BREAK FROM ANY APP	1728	733	868	832	772
	28%	34%	25%	23%	36%
		b			c
DELETING ANY APPS	1697	774	799	806	750
	27%	35%	23%	22%	35%
		b			c

Columns Tested: a,b - c,d

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

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				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
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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3099	1161	1693	1896	998
Effective Weighted Sample	2320	856	1277	1384	778
Total	3099	1113	1715	1801	1079
Buy things/ Online shopping (purchasing products or services etc.)	2588	901	1516	1538	926
	84%	81%	88%	85%	86%
			a		

Columns Tested: a,b - c,d

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

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%
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%
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%
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%
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%
SUMMARY CODES																	
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%
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%
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%

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

All interviewing conducted using an online panel. Any break column with 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	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	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%
SUMMARY CODES																	
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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2616	940	1511	1629	868
Effective Weighted Sample	1952	689	1141	1181	678
Total	2588	901	1516	1538	926
Very important	377 15%	131 15%	226 15%	176 11%	176 19% c
Fairly important	947 37%	322 36%	567 37%	565 37%	346 37%
Neither important nor unimportant	701 27%	229 25%	413 27%	445 29% d	222 24%
Not very important	321 12%	137 15% b	170 11%	199 13%	111 12%
Not at all important	201 8%	68 8%	123 8%	130 8%	60 6%
Don't know	41 2%	14 2%	17 1%	22 1%	10 1%
SUMMARY CODES					
TOTAL IMPORTANT	1324 51%	453 50%	793 52%	742 48%	522 56% c
TOTAL NOT IMPORTANT	522 20%	205 23%	293 19%	329 21%	171 18%
TOTAL NEITHER/ DON'T KNOW	742 29%	242 27%	430 28%	467 30% d	232 25%

Columns Tested: a,b - c,d

All interviewing conducted using an online panel. Any break column with 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												
SUMMARY CODES																	
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	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	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 *
SUMMARY CODES																	
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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	2616	940	1511	1629	868
Effective Weighted Sample	1952	689	1141	1181	678
Total	2588	901	1516	1538	926
Very important	569 22%	215 24%	318 21%	288 19%	255 28% c
Fairly important	1053 41%	369 41%	622 41%	577 38%	427 46% c
Neither important nor unimportant	627 24%	192 21%	384 25%	436 28% d	160 17%
Not very important	177 7%	64 7%	101 7%	112 7%	57 6%
Not at all important	133 5%	51 6%	79 5%	102 7% d	25 3%
Don't know	30 1%	9 1%	11 1%	23 1% d	2 *%
SUMMARY CODES					
TOTAL IMPORTANT	1621 63%	584 65%	940 62%	865 56%	682 74% c
TOTAL NOT IMPORTANT	310 12%	115 13%	181 12%	214 14% d	83 9%

Columns Tested: a,b - c,d

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

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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	2616	940	1511	1629	868
Effective Weighted Sample	1952	689	1141	1181	678
Total	2588	901	1516	1538	926
TOTAL NEITHER/ DON'T KNOW	657	201	396	459	161
	25%	22%	26%	30%	17%

Columns Tested: a,b - c,d

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

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					
SUMMARY CODES																	
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				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	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 *% i	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%
SUMMARY CODES																	
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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	2616	940	1511	1629	868
Effective Weighted Sample	1952	689	1141	1181	678
Total	2588	901	1516	1538	926
Very important	192 7%	80 9%	104 7%	54 3%	120 13% c
Fairly important	390 15%	151 17% b	195 13%	171 11%	192 21% c
Neither important nor unimportant	633 24%	207 23%	371 24%	354 23%	237 26%
Not very important	471 18%	157 17%	286 19%	278 18%	181 19%
Not at all important	867 33%	298 33%	547 36%	660 43% d	191 21%
Don't know	35 1%	7 1%	14 1%	21 1%	6 1%
SUMMARY CODES					
TOTAL IMPORTANT	582 22%	232 26% b	299 20%	225 15%	311 34% c
TOTAL NOT IMPORTANT	1338 52%	456 51%	833 55%	938 61% d	371 40%
TOTAL NEITHER/ DON'T KNOW	668 26%	213 24%	384 25%	375 24%	243 26%

Columns Tested: a,b - c,d

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

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					
SUMMARY CODES																	
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				
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						
SUMMARY CODES																	
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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d
Significance Level: 95%					
Unweighted total	2616	940	1511	1629	868
Effective Weighted Sample	1952	689	1141	1181	678
Total	2588	901	1516	1538	926
Very important	751 29%	287 32%	437 29%	387 25%	323 35% c
Fairly important	1169 45%	382 42%	717 47% a	718 47%	411 44%
Neither important nor unimportant	422 16%	148 16%	226 15%	273 18% d	123 13%
Not very important	139 5%	51 6%	78 5%	83 5%	48 5%
Not at all important	77 3%	28 3%	47 3%	60 4% d	16 2%
Don't know	30 1%	5 1%	12 1%	16 1%	4 *%
SUMMARY CODES					
TOTAL IMPORTANT	1920 74%	669 74%	1154 76%	1106 72%	735 79% c
TOTAL NOT IMPORTANT	216 8%	80 9%	125 8%	143 9%	64 7%
TOTAL NEITHER/ DON'T KNOW	452 17%	152 17%	238 16%	289 19% d	127 14%

Columns Tested: a,b - c,d

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182	
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124	
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182	
1	742	45	78	75	116	179	250	742	384	356	144	250	95	244	393	339	742	
	12%	6%	7%	7%	11%	18%	22%	12%	13%	11%	8%	14%	7%	20%	11%	14%	12%	
					abc	abcdg	abcdeg	abc				jln		jklmnop	jl	jln	jl	
2	1801	95	234	176	248	423	626	1801	833	962	517	551	347	383	1068	730	1801	
	29%	13%	20%	17%	23%	42%	56%	29%	28%	30%	29%	30%	27%	31%	29%	29%	29%	
			a		ac	abcdg	abcdeg	abcd						l				
3	1480	178	357	265	322	240	118	1480	677	790	446	454	336	237	899	573	1480	
	24%	24%	31%	25%	29%	24%	11%	24%	23%	25%	25%	25%	26%	19%	25%	23%	24%	
		f	acefg	f	aefg	f		f			m	m	m		m	m	m	
4	1132	149	254	306	254	113	56	1132	582	541	364	299	297	162	663	459	1132	
	18%	20%	22%	29%	23%	11%	5%	18%	20%	17%	21%	16%	23%	13%	18%	18%	18%	
		ef	efg	abdefg	efg	f		ef	i		km		kmnop		m	m	m	
5-6	616	159	115	170	113	34	25	616	265	341	187	177	153	96	364	248	616	
	10%	21%	10%	16%	10%	3%	2%	10%	9%	11%	11%	10%	12%	8%	10%	10%	10%	
		bcdefg	ef	bdefg	ef			ef			m		m		m		m	
7-9	69	32	13	16	1	3	4	69	24	40	18	19	16	12	37	28	69	
	1%	4%	1%	1%	*	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
		bcdefg	d	def				df										
10 or more	8	2	5	1	1	-	*	8	3	5	4	4	-	1	7	1	8	
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	
Prefer not to say	336	81	94	55	46	21	40	336	164	156	96	93	42	90	189	132	336	
	5%	11%	8%	5%	4%	2%	4%	5%	6%	5%	5%	5%	3%	7%	5%	5%	5%	
		cdefg	cdefg	e	e			ef			l			klmnop	l	l	l	

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

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
1	742 12%	608 12%	78 15% a	39 14%	17 11%	742 12%	631 12%	111 13%	99 11%	642 12%	191 13% l	367 13% l	174 9%	742 12%	124 12%	348 14%	202 12%
2	1801 29%	1519 29%	162 31%	80 29%	40 26%	1801 29%	1450 27%	351 41% f	213 23%	1587 30% h	473 33% lm	842 31% l	459 24%	1801 29% l	106 11%	827 34% n	634 38% n
3	1480 24%	1255 24%	122 24%	71 25%	31 20%	1480 24%	1289 24%	191 23%	229 24%	1250 24%	258 18%	653 24% j	554 29% jkm	1480 24% j	165 17%	795 33% np	343 20% n
4	1132 18%	965 18%	85 16%	44 16%	38 24% abce	1132 18%	1030 19% g	102 12%	179 19%	953 18%	203 14%	477 17% j	446 23% jkm	1132 18% j	249 25% op	384 16% o	334 20% o
5-6	616 10%	534 10% b	37 7%	26 9%	19 12% b	616 10%	561 11% g	55 6%	102 11%	514 10%	112 8%	266 10%	236 12% jkm	616 10%	304 31% op	59 2% o	153 9% o
7-9	69 1%	57 1%	7 1%	2 1%	4 2% ace	69 1%	61 1%	7 1%	20 2% i	49 1%	16 1%	31 1%	22 1%	69 1%	40 4% op	- -%	7 *% o
10 or more	8 *%	7 *%	- -%	* *%	* *%	8 *%	8 *%	- -%	1 *%	7 *%	4 *%	2 *%	1 *%	8 *%	4 *% o	- -%	4 *% o
Prefer not to say	336 5%	286 5%	28 5%	16 6%	6 4%	336 5%	305 6%	30 4%	93 10% i	243 5%	167 12% klm	117 4% l	43 2%	336 5% l	- -%	- -%	- -%

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

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
1	742 12%	284 13%	419 12%	742 20% d	- -%
2	1801 29%	599 27%	1116 32% a	1646 45% d	136 6%
3	1480 24%	536 25%	862 24%	689 19%	781 36% c
4	1132 18%	343 16%	690 20% a	327 9%	785 36% c
5-6	616 10%	252 12% b	307 9%	181 5%	420 19% c
7-9	69 1%	35 2% b	26 1%	38 1%	27 1%
10 or more	8 *%	6 *%	2 *%	2 *%	6 *%
Prefer not to say	336 5%	130 6% b	97 3%	- -%	- -%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Yes	2192	165	586	724	513	153	51	2192	1015	1166	754	556	516	349	1311	865	2192
	35%	22%	51%	68%	47%	15%	5%	35%	35%	37%	42%	30%	40%	28%	36%	34%	35%
		ef	aefg	abdefg	aefg	f		aef			kmnop		kmnop		km	km	km
No	3625	480	464	280	539	835	1026	3625	1742	1854	918	1186	721	781	2105	1502	3625
	59%	65%	40%	26%	49%	82%	92%	59%	59%	58%	52%	64%	56%	64%	58%	60%	59%
		bcdg	c		bc	abcdg	abcdg	bcd				jlno		jlno	j	j	j
Prefer not to say	365	96	98	59	47	24	40	365	175	170	102	104	48	95	206	143	365
	6%	13%	9%	6%	4%	2%	4%	6%	6%	5%	6%	6%	4%	8%	6%	6%	6%
		bcdefg	cdefg	e				ef			l			lnop	l	l	l

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

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

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

Base : All respondents

	Total	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Yes	2192	1877	168	91	56	2192	1962	230	334	1858	342	888	945	2192	470	911	590
	35%	36%	32%	33%	37%	35%	37%	27%	36%	35%	24%	32%	49%	35%	47%	38%	35%
							g					j	jkm	jk	op		
No	3625	3045	320	170	90	3625	3040	585	501	3124	908	1736	940	3625	521	1502	1086
	59%	58%	62%	61%	58%	59%	57%	69%	53%	60%	64%	63%	49%	59%	53%	62%	65%
							f			h	lm	lm		l		n	n
Prefer not to say	365	309	31	17	8	365	334	31	103	263	174	132	50	365	-	-	-
	6%	6%	6%	6%	5%	6%	6%	4%	11%	5%	12%	5%	3%	6%	-%	-%	-%
							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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Yes	2192 35%	712 33%	1348 38%	- -%	2154 100%
			a		c
No	3625 59%	1329 61%	2066 59%	3625 100%	- -%
				d	
Prefer not to say	365 6%	143 7%	105 3%	- -%	- -%
		b			

Columns Tested: a,b - c,d

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
None/ no children aged under 18 living at home	3625	480	464	280	539	835	1026	3625	1742	1854	918	1186	721	781	2105	1502	3625
	59%	65%	40%	26%	49%	82%	92%	59%	59%	58%	52%	64%	56%	64%	58%	60%	59%
		bcdg	c		bc	abcdg	abcdeg	bcd				ijnop		ijnop	j	j	j
1	1102	97	287	280	298	102	38	1102	480	613	352	277	280	192	629	473	1102
	18%	13%	25%	26%	27%	10%	3%	18%	16%	19%	20%	15%	22%	16%	17%	19%	18%
		f	aefg	aefg	aefg	f	aef			h	km		kmnp			km	k
2	779	45	242	284	165	37	6	779	402	375	313	209	161	92	522	253	779
	13%	6%	21%	27%	15%	4%	1%	13%	14%	12%	18%	11%	13%	8%	14%	10%	13%
		ef	adefg	abdefg	aef	f	aef				klmnop	m	m		kmop	m	mo
3	223	12	34	122	40	8	6	223	98	124	69	53	57	39	123	96	223
	4%	2%	3%	12%	4%	1%	1%	4%	3%	4%	4%	3%	4%	3%	3%	4%	4%
		f	ef	abdefg	aef		aef										
4	47	1	15	26	4	1	*	47	16	31	12	11	5	18	23	23	47
	1%	*%	1%	2%	*%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
			adef	adefg			f						klnp				
5 or more	12	3	1	6	1	-	*	12	3	9	3	2	3	4	4	6	12
	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
				efg													
Prefer not to say	394	102	105	63	52	30	41	394	190	182	108	109	58	99	216	157	394
	6%	14%	9%	6%	5%	3%	4%	6%	6%	6%	6%	6%	5%	8%	6%	6%	6%
		bcddefg	cdefg	ef			ef							ln			l

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

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
None/ no children aged under 18 living at home	3625 59%	3045 58%	320 62%	170 61%	90 58%	3625 59%	3040 57%	585 69% f	501 53%	3124 60% h	908 64% lm	1736 63% lm	940 49% l	3625 59% l	521 53%	1502 62% n	1086 65% n
1	1102 18%	951 18%	80 15%	46 16%	26 17%	1102 18%	967 18%	136 16% f	159 17%	944 18% h	171 12% lm	478 17% lm	439 23% jkm	1102 18% j	129 13%	590 24% np	267 16%
2	779 13%	663 13%	62 12%	33 12%	22 14%	779 13%	714 13% g	65 8%	115 12%	664 13%	117 8%	283 10%	378 20% jkm	779 13% jk	204 21% op	280 12%	238 14% o
3	223 4%	188 4%	19 4%	9 3%	6 4%	223 4%	203 4%	20 2%	40 4%	183 3%	36 2%	82 3%	106 5% jkm	223 4% op	100 10%	41 2%	70 4% o
4	47 1%	41 1%	3 1%	2 1%	1 1%	47 1%	40 1%	8 1%	11 1%	36 1%	9 1%	24 1%	14 1%	47 1% op	28 3% op	- -%	13 1% o
5 or more	12 *0%	8 *0%	2 *0%	1 *0%	1 *0%	12 *0%	11 *0%	1 *0%	4 *0%	8 *0%	4 *0%	3 *0%	4 *0%	12 *0% op	10 1% op	- -%	1 *0%
Prefer not to say	394 6%	335 6%	33 6%	17 6%	8 5%	394 6%	362 7% g	32 4%	107 11% i	286 5%	179 13% klm	151 5% l	55 3%	394 6% l	- -%	- -%	- -%

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

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
None/ no children aged under 18 living at home	3625	1329	2066	3625	-
	59%	61%	59%	100%	-%
1	1102	366	681	-	1097
	18%	17%	19%	-%	51%
			a		c
2	779	225	497	-	775
	13%	10%	14%	-%	36%
			a		c
3	223	77	135	-	223
	4%	4%	4%	-%	10%
					c
4	47	21	21	-	47
	1%	1%	1%	-%	2%
					c
5 or more	12	5	4	-	12
	*%	*%	*%	-%	1%
					c
Prefer not to say	394	162	114	-	-
	6%	7%	3%	-%	-%
		b			

Columns Tested: a,b - c,d

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
None/ no children aged under 18 living at home	3625	480	464	280	539	835	1026	3625	1742	1854	918	1186	721	781	2105	1502	3625
	59%	65%	40%	26%	49%	82%	92%	59%	59%	58%	52%	64%	56%	64%	58%	60%	59%
		bcdg	c		bc	abcdg	abcdeg	bcd				jlno		jlno	j	j	j
0-2 years old	428	51	251	105	13	1	8	428	164	262	149	112	92	75	261	167	428
	7%	7%	22%	10%	1%	*	1%	7%	6%	8%	8%	6%	7%	6%	7%	7%	7%
		def	acdefg	adefg	e			def		h	km						
3-4 years old	387	30	166	142	35	9	6	387	185	201	147	97	86	52	244	139	387
	6%	4%	14%	13%	3%	1%	1%	6%	6%	6%	8%	5%	7%	4%	7%	6%	6%
		ef	adefg	adefg	ef			adef			kmop		m		m		m
5-7 years old	549	17	198	247	56	21	9	549	283	264	190	148	122	85	338	208	549
	9%	2%	17%	23%	5%	2%	1%	9%	10%	8%	11%	8%	10%	7%	9%	8%	9%
		f	adefg	abdefg	aef	f		adef			kmo		m		m		
8-11 years old	687	32	141	317	154	35	8	687	339	344	246	175	161	98	421	259	687
	11%	4%	12%	30%	14%	3%	1%	11%	12%	11%	14%	9%	13%	8%	12%	10%	11%
		f	aef	abdefg	aefg	f		aef			kmop		km		m	m	m
12-15 years old	759	48	78	306	232	77	18	759	358	401	266	191	165	132	457	297	759
	12%	7%	7%	29%	21%	8%	2%	12%	12%	13%	15%	10%	13%	11%	13%	12%	12%
		f	f	abdefg	abefg	f		abef			kmop						
16-17 years old	402	25	21	103	200	42	11	402	163	235	135	88	99	73	223	172	402
	7%	3%	2%	10%	18%	4%	1%	7%	6%	7%	8%	5%	8%	6%	6%	7%	7%
		f		abefg	abcefg	bf		abef		h	k		k		k	k	k
Prefer not to say	403	104	108	64	54	30	44	403	196	187	109	113	62	99	222	161	403
	7%	14%	9%	6%	5%	3%	4%	7%	7%	6%	6%	6%	5%	8%	6%	6%	7%
		bcdefg	cdefg	e				ef						ln			

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

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

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 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
None/ no children aged under 18 living at home	3625	3045	320	170	90	3625	3040	585	501	3124	908	1736	940	3625	521	1502	1086
	59%	58%	62%	61%	58%	59%	57%	69%	53%	60%	64%	63%	49%	59%	53%	62%	65%
								f		h	lm	lm		l		n	n
0-2 years old	428	363	34	18	13	428	376	52	78	350	71	177	180	428	105	177	108
	7%	7%	7%	7%	9%	7%	7%	6%	8%	7%	5%	6%	9%	7%	11%	7%	6%
													jkm	j	op		
3-4 years old	387	332	35	12	7	387	343	44	55	332	58	150	177	387	91	161	109
	6%	6%	7%	4%	5%	6%	6%	5%	6%	6%	4%	5%	9%	6%	9%	7%	7%
													jkm	j	op		
5-7 years old	549	465	42	24	17	549	489	59	91	458	70	203	272	549	147	216	165
	9%	9%	8%	9%	11%	9%	9%	7%	10%	9%	5%	7%	14%	9%	15%	9%	10%
												j	jkm	j	op		
8-11 years old	687	594	47	27	19	687	634	54	103	584	121	260	306	687	191	236	208
	11%	11%	9%	10%	12%	11%	12%	6%	11%	11%	9%	9%	16%	11%	19%	10%	12%
							g						jkm	jk	op		o
12-15 years old	759	638	64	37	20	759	690	70	108	652	119	300	333	759	220	256	214
	12%	12%	12%	13%	13%	12%	13%	8%	12%	12%	8%	11%	17%	12%	22%	11%	13%
							g					j	jkm	j	op		
16-17 years old	402	350	28	13	10	402	363	40	74	328	60	169	170	402	107	133	110
	7%	7%	5%	5%	7%	7%	7%	5%	8%	6%	4%	6%	9%	7%	11%	6%	7%
												j	jkm	j	op		
Prefer not to say	403	343	34	18	9	403	368	35	109	295	180	155	59	403	2	5	2
	7%	7%	7%	7%	6%	7%	7%	4%	12%	6%	13%	6%	3%	7%	***	***	***
							g		i		klm	l	l	l			

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

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
None/ no children aged under 18 living at home	3625	1329	2066	3625	-
	59%	61%	59%	100%	-%
				d	
0-2 years old	428	121	277	-	428
	7%	6%	8%	-%	20%
			a		c
3-4 years old	387	120	248	-	387
	6%	5%	7%	-%	18%
					c
5-7 years old	549	165	346	-	549
	9%	8%	10%	-%	25%
			a		c
8-11 years old	687	220	433	-	687
	11%	10%	12%	-%	32%
			a		c
12-15 years old	759	261	450	-	759
	12%	12%	13%	-%	35%
					c
16-17 years old	402	139	240	-	402
	7%	6%	7%	-%	19%
					c
Prefer not to say	403	165	121	-	-
	7%	8%	3%	-%	-%
		b			

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	5358	573	916	920	977	931	1041	5358	2559	2762	1545	1612	1133	1044	3158	2177	5358
	87%	77%	80%	87%	89%	92%	93%	87%	87%	87%	87%	87%	88%	85%	87%	87%	87%
				ab	ab	abcg	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	2054	307	484	369	349	289	257	2054	1015	1025	690	614	391	346	1304	737	2054
	33%	41%	42%	35%	32%	29%	23%	33%	35%	32%	39%	33%	30%	28%	36%	29%	33%
		cdefg	cdefg	ef	f	f	ef	ef			klmop	mo			lmop		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%	*%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%
						b											
ACCESS TO THE INTERNET AT HOME	5961	696	1095	1020	1059	996	1096	5961	2856	3056	1739	1781	1248	1160	3520	2408	5961
	96%	94%	95%	96%	96%	98%	98%	96%	97%	96%	98%	96%	97%	95%	97%	96%	96%
				a	abcdg	abcdg	a	i			kmop		m		mo		m
None of these – Do not connect to the internet at home	58	8	17	8	9	9	7	58	28	29	10	15	11	20	25	31	58
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
														jn			
Don't know	163	37	36	34	32	7	15	163	47	104	26	51	26	44	77	70	163
	3%	5%	3%	3%	3%	1%	1%	3%	2%	3%	1%	3%	2%	4%	2%	3%	3%
		defg	ef	ef	ef			ef		h		j		jn		j	j

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023 WAVE 1 - 3RD MAY - 29TH MAY 2023 & WAVE 2 - 25TH OCTOBER - 28TH NOVEMBER 2023. Table 102

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

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

Base : All respondents

	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	5358 87%	4537 87%	442 85%	244 88%	134 87%	5358 87%	4598 86%	760 90% f	710 76%	4648 89% h	1088 76%	2424 88% j	1800 93% jkm	5358 87% j	837 84%	2184 91% n	1568 94% no
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	2054 33%	1742 33%	175 34%	83 30%	55 35%	2054 33%	1822 34% g	232 27%	302 32%	1752 33%	374 26%	878 32% j	799 41% jkm	2054 33% j	365 37% o	740 31%	591 35% o
Some other way of going online at home - (ADDED AT WAVE 2)	31 1%	29 1%	2 *% *	- -% -	1 1%	31 1%	21 *% *	10 1% f	2 *% *	29 1%	5 *% *	20 1%	6 *% *	31 1%	4 *% *	8 *% *	6 *% *
ACCESS TO THE INTERNET AT HOME	5961 96%	5039 96%	506 98%	265 95%	151 98% ac	5961 96%	5145 96%	817 97%	857 92%	5104 97% h	1306 92%	2692 98% jm	1915 99% jkm	5961 96% j	968 98%	2382 99%	1659 99% n
None of these – Do not connect to the internet at home	58 1%	46 1%	6 1%	4 2%	1 1%	58 1%	51 1%	7 1%	20 2% i	38 1%	33 2% klm	16 1% l	1 *% *	58 1% l	5 *% *	13 1%	5 *% *
Don't know	163 3%	146 3%	7 1%	8 3%	2 1%	163 3%	140 3%	23 3%	59 6% i	103 2%	86 6% klm	48 2% l	18 1%	163 3% kl	19 2% op	18 1%	12 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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	5358 87%	1808 83%	3205 91% a	3288 91% d	1887 88%
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	2054 33%	813 37% b	1080 31%	1084 30%	812 38% c
Some other way of going online at home - (ADDED AT WAVE 2)	31 1%	17 1% b	11 *%	15 *%	8 *%
ACCESS TO THE INTERNET AT HOME	5961 96%	2100 96%	3443 98% a	3542 98%	2110 98%
None of these – Do not connect to the internet at home	58 1%	28 1% b	21 1%	23 1%	8 *%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Don't know	163	56	55	59	35
	3%	3%	2%	2%	2%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
I have no formal qualifications (and I am not still studying)	245	28	24	32	32	27	102	245	107	133	24	42	51	122	66	172	245
	4%	4%	2%	3%	3%	3%	9%	4%	4%	4%	1%	2%	4%	10%	2%	7%	4%
							abcdeg	b					jkn	jklnop		jklnp	jkn
Entry level qualification such as ESOL, ELC or Skills for Life	77	20	12	15	10	6	14	77	31	40	19	6	21	30	25	52	77
	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	2%	2%	1%	2%	1%
		bdeg									k		kn	jknp		jknp	kn
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	620	64	86	98	142	137	93	620	255	363	89	129	166	229	218	395	620
	10%	9%	7%	9%	13%	14%	8%	10%	9%	11%	5%	7%	13%	19%	6%	16%	10%
					abcfg	abcfg		b		h		j	jknp	jklnop		jknp	jkn
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	1013	138	117	126	182	232	217	1013	472	537	163	281	246	312	445	558	1013
	16%	19%	10%	12%	17%	23%	19%	16%	16%	17%	9%	15%	19%	25%	12%	22%	16%
		bc			bc	bcdg	bcg	bc				jn	jknp	jklnp	j	jknp	jn
Level 1-2 vocational qualification or intermediate apprenticeship	273	24	53	37	58	59	42	273	129	141	24	63	103	82	87	185	273
	4%	3%	5%	3%	5%	6%	4%	4%	4%	4%	1%	3%	8%	7%	2%	7%	4%
						ac						j	jknp	jknp	j	jknp	jn

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

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182	
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124	
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	717	159	100	106	126	115	111	717	315	392	170	284	134	125	454	259	717	
	12%	21%	9%	10%	11%	11%	10%	12%	11%	12%	10%	15%	10%	10%	13%	10%	12%	
		bcdefg							b		jlmnop			jo				
Level 3 vocational qualification or advanced apprenticeship	366	31	59	81	71	61	63	366	160	203	73	115	123	55	188	178	366	
	6%	4%	5%	8%	6%	6%	6%	6%	5%	6%	4%	6%	10%	4%	5%	7%	6%	
				ab								j		jkmnop		jmn		
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	422	38	76	69	97	72	70	422	214	208	115	142	106	58	257	164	422	
	7%	5%	7%	6%	9%	7%	6%	7%	7%	7%	6%	8%	8%	5%	7%	7%	7%	
				a								m		m		m		
Level 4-5 vocational qualification or higher apprenticeship	207	13	35	19	33	42	65	207	88	117	57	84	49	16	141	65	207	
	3%	2%	3%	2%	3%	4%	6%	3%	3%	4%	3%	5%	4%	1%	4%	3%	3%	
						ac		abcdg		ac		m		mo		m		
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	1305	100	342	273	223	169	199	1305	661	635	552	472	171	100	1025	271	1305	
	21%	13%	30%	26%	20%	17%	18%	21%	23%	20%	31%	26%	13%	8%	28%	11%	21%	
			adefg		adefg		a		a		aef		i		klmop		lmop	
Level 6 vocational qualification or degree apprenticeship	83	12	20	7	14	9	21	83	44	37	28	21	24	10	49	34	83	
	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	
							c						m					

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

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

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

Base : All respondents

	Total	AGE						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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
University higher degree (e.g. Masters, PhD or equivalent)	675	38	192	178	97	75	95	675	373	299	427	153	62	33	579	96	675
	11%	5%	17%	17%	9%	7%	9%	11%	13%	9%	24%	8%	5%	3%	16%	4%	11%
			adefg	adefg	a		a	aef	i		klmnop	lmo	m		klmop		klmo
Still studying/ still at school	47	38	5	1	2	1	-	47	25	15	11	23	6	3	34	9	47
	1%	5%	*%	*%	*%	*%	-%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
		bcdefg						cf				mo			mo		
Don't know	45	10	10	7	1	6	12	45	19	26	5	10	16	12	15	28	45
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%
		d	d				d	d					jn	jn		jn	
Prefer not to say	88	27	18	13	11	4	14	88	36	42	19	19	8	35	39	43	88
	1%	4%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%
		bcdefg	e				e							jklnop		l	

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

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

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

Base : All respondents

	Total	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
I have no formal qualifications (and I am not still studying)	245 4%	209 4%	24 5%	8 3%	4 2%	245 4%	197 4%	48 6% f	66 7% i	179 3%	123 9% klm	90 3% l	27 1%	245 4% l	62 6% p	106 4% p	17 1%
Entry level qualification such as ESOL, ELC or Skills for Life	77 1%	64 1%	9 2%	3 1%	1 1%	77 1%	73 1%	3 *% f	18 2%	59 1%	31 2% lm	32 1%	13 1%	77 1%	26 3% op	25 1% p	4 *%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	620 10%	527 10%	56 11%	26 9%	12 8%	620 10%	507 9%	114 13% f	159 17% i	461 9%	212 15% klm	282 10% l	111 6%	620 10% l	151 15% op	248 10% p	84 5%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	1013 16% b	886 17% b	61 12%	45 16%	21 14%	1013 16% b	865 16%	147 17% f	178 19%	834 16%	267 19% l	512 19% lm	217 11%	1013 16% l	186 19% p	463 19% p	177 11%
Level 1-2 vocational qualification or intermediate apprenticeship	273 4%	240 5%	15 3%	11 4%	6 4%	273 4%	240 5%	32 4%	47 5%	226 4%	80 6%	114 4%	75 4%	273 4%	55 6% p	115 5% p	45 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	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	717 12%	604 12%	67 13%	26 9%	19 13%	717 12%	635 12%	81 10%	73 8%	644 12% h	131 9%	316 11%	270 14% jkm	717 12% j	114 12%	288 12%	217 13%
Level 3 vocational qualification or advanced apprenticeship	366 6%	328 6% b	19 4%	11 4%	8 5%	366 6% b	303 6%	63 7%	52 6%	314 6%	78 5%	169 6%	114 6%	366 6%	50 5%	172 7%	92 5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	422 7%	338 6%	54 10% ae	19 7%	11 7%	422 7%	350 7%	72 8%	60 6%	362 7%	69 5%	219 8% j	134 7% j	422 7% j	61 6%	176 7%	120 7%
Level 4-5 vocational qualification or higher apprenticeship	207 3%	181 3% b	8 2%	14 5% bd	3 2%	207 3% b	165 3%	42 5% f	33 4%	174 3%	54 4%	99 4%	51 3%	207 3%	25 3%	86 4%	72 4% n
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	1305 21%	1083 21%	118 23%	68 24%	36 23%	1305 21%	1166 22% g	139 16%	120 13%	1185 23% h	173 12%	548 20% j	578 30% jkm	1305 21% j	148 15%	484 20% n	503 30% no

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Level 6 vocational qualification or degree apprenticeship	83 1%	64 1%	11 2%	6 2% a	1 1%	83 1%	64 1%	19 2%	23 2% i	60 1%	25 2%	36 1%	19 1%	83 1%	13 1%	31 1%	19 1%
University higher degree (e.g. Masters, PhD or equivalent)	675 11%	566 11%	56 11%	27 10%	27 17% abce	675 11%	610 11% g	65 8%	57 6%	618 12% h	94 7%	269 10% j	312 16% jkm	675 11% j	70 7%	204 8%	312 19% no
Still studying/ still at school	47 1%	34 1%	6 1%	5 2% ae	2 1%	47 1%	40 1%	8 1%	13 1%	34 1%	22 2% klm	19 1%	6 *% o	47 1%	8 1%	4 *% o	7 *% o
Don't know	45 1%	35 1%	7 1% d	3 1% d	* *% d	45 1%	41 1%	5 1%	15 2% i	31 1%	17 1% l	23 1% l	3 *% l	45 1% l	12 1% op	9 *% op	5 *% op
Prefer not to say	88 1%	71 1%	9 2%	5 2%	2 2%	88 1%	79 1%	9 1%	24 3% i	64 1%	50 4% klm	27 1% l	3 *% l	88 1% l	10 1% op	2 *% op	4 *% 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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
I have no formal qualifications (and I am not still studying)	245 4%	120 5% b	105 3%	169 5% d	59 3%
Entry level qualification such as ESOL, ELC or Skills for Life	77 1%	44 2% b	26 1%	36 1%	27 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	620 10%	244 11% b	306 9%	354 10%	213 10%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	1013 16%	388 18%	565 16%	689 19% d	269 12%
Level 1-2 vocational qualification or intermediate apprenticeship	273 4%	118 5% b	141 4%	147 4%	99 5%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
A' level, Scottish Higher, Welsh Baccaulaureate, International Baccaulaureate or equivalent	717 12%	220 10%	444 13% a	438 12%	247 11%
Level 3 vocational qualification or advanced apprenticeship	366 6%	122 6%	218 6%	220 6%	134 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	422 7%	158 7%	236 7%	252 7%	147 7%
Level 4-5 vocational qualification or higher apprenticeship	207 3%	88 4%	109 3%	148 4% d	55 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	1305 21%	374 17%	852 24% a	700 19%	545 25% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Level 6 vocational qualification or degree apprenticeship	83 1%	33 1%	43 1%	60 2% d	14 1%
University higher degree (e.g. Masters, PhD or equivalent)	675 11%	206 9%	425 12% a	321 9%	318 15% c
Still studying/ still at school	47 1%	24 1% b	15 *% b	30 1%	7 *% b
Don't know	45 1%	24 1% b	9 *% b	24 1%	9 *% b
Prefer not to say	88 1%	23 1%	24 1%	38 1%	10 *% b

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Very confident	4358	442	750	693	771	782	920	4358	2034	2279	1349	1340	868	782	2689	1650	4358
	70%	60%	65%	65%	70%	77%	82%	70%	69%	71%	76%	73%	68%	64%	74%	66%	70%
			a	a	ac	abcdg	abcdeg	abc			lmop	lmo			lmop		mo
Fairly confident	1365	209	286	289	237	189	155	1365	680	679	326	400	329	291	725	621	1365
	22%	28%	25%	27%	22%	19%	14%	22%	23%	21%	18%	22%	26%	24%	20%	25%	22%
		defg	ef	defg	f	f		ef				j	jknp	jn		jnp	j
Neither confident nor not confident	288	52	73	53	55	27	27	288	139	144	53	71	49	108	124	157	288
	5%	7%	6%	5%	5%	3%	2%	5%	5%	5%	3%	4%	4%	9%	3%	6%	5%
		efg	efg	ef	ef			ef						jklnop		jklnp	jn
Not very confident	99	19	28	15	19	13	5	99	44	53	31	17	30	21	48	51	99
	2%	3%	2%	1%	2%	1%	*%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%
		f	f		f			f					kn			k	
Not at all confident	31	8	7	7	6	-	3	31	15	16	9	12	5	2	21	7	31
	*%	1%	1%	1%	1%	-%	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%	*%
		e	e	e													
Don't know	12	2	*	2	6	1	1	12	2	9	2	1	2	6	3	7	12
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
														n			
Prefer not to say	29	9	5	3	5	1	7	29	17	9	6	5	2	15	11	16	29
	*%	1%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	1%	*%	1%	*%
		ceg												jklnp			

SUMMARY CODES

TOTAL CONFIDENT	5723	651	1035	983	1009	971	1075	5723	2714	2958	1675	1740	1198	1073	3415	2270	5723
	93%	88%	90%	93%	92%	96%	96%	93%	93%	93%	94%	94%	93%	88%	94%	90%	93%
			a	a	abcdg	abcdg	ab				mop	mo	mo		mop	m	mo
TOTAL NOT CONFIDENT	130	27	34	22	25	13	8	130	59	68	39	30	35	23	69	58	130
	2%	4%	3%	2%	2%	1%	1%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
		efg	ef	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.

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
TOTAL NEITHER/ DON'T KNOW	299	54	74	55	61	28	28	299	141	154	55	72	51	114	127	165	299
	5%	7%	6%	5%	6%	3%	3%	5%	5%	5%	3%	4%	4%	9%	4%	7%	5%
		efg	ef	ef	ef			ef						jklmnop		jklnp	jn

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

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

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Very confident	4358	3665	379	208	106	4358	3736	622	550	3808	879	1931	1514	4358	648	1777	1311
	70%	70%	73%	75%	69%	70%	70%	74%	59%	73%	62%	70%	78%	70%	65%	74%	78%
			ade							h		j	jkm	j		n	no
Fairly confident	1365	1181	100	46	38	1365	1191	175	249	1117	319	672	360	1365	243	521	312
	22%	23%	19%	17%	24%	22%	22%	21%	27%	21%	22%	24%	19%	22%	24%	22%	19%
		c			c	c			i		l	lm		l	p		
Neither confident nor not confident	288	244	22	14	7	288	258	30	82	206	131	106	42	288	57	83	39
	5%	5%	4%	5%	5%	5%	5%	4%	9%	4%	9%	4%	2%	5%	6%	3%	2%
									i		klm	l		l	op		
Not very confident	99	80	10	6	3	99	90	9	28	71	55	31	14	99	25	25	8
	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%	4%	1%	1%	2%	3%	1%	*%
									i		klm			l	op		
Not at all confident	31	23	6	1	*	31	27	4	8	22	18	8	1	31	11	7	2
	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%
											klm			l	op		
Don't know	12	10	1	*	1	12	8	4	8	4	10	*	-	12	5	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	-%	*%	*%	-%	*%
									i		klm			o			
Prefer not to say	29	27	1	1	-	29	27	3	12	17	11	8	2	29	3	-	3
	*%	1%	*%	1%	-%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	-%	*%
									i		l			o			
SUMMARY CODES																	
TOTAL CONFIDENT	5723	4846	479	255	144	5723	4927	797	798	4925	1198	2603	1874	5723	891	2298	1623
	93%	93%	92%	92%	93%	93%	92%	94%	85%	94%	84%	94%	97%	93%	90%	95%	97%
									h			jm	jkm	j		n	no
TOTAL NOT CONFIDENT	130	103	16	8	3	130	117	13	37	93	73	38	15	130	36	32	10
	2%	2%	3%	3%	2%	2%	2%	2%	4%	2%	5%	1%	1%	2%	4%	1%	1%
									i		klm			l	op		

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
TOTAL NEITHER/ DON'T KNOW	299	255	23	14	8	299	265	34	89	210	141	106	42	299	61	83	40
	5%	5%	4%	5%	5%	5%	5%	4%	10%	4%	10%	4%	2%	5%	6%	3%	2%
									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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Very confident	4358 70%	1418 65%	2705 77% a	2691 74% d	1507 70%
Fairly confident	1365 22%	549 25% b	679 19%	722 20%	523 24% c
Neither confident nor not confident	288 5%	123 6% b	100 3%	139 4%	86 4%
Not very confident	99 2%	65 3% b	20 1%	40 1%	31 1%
Not at all confident	31 *%	19 1% b	8 *%	16 *%	8 *%
Don't know	12 *%	5 *%	3 *%	6 *%	* *%
Prefer not to say	29 *%	4 *%	3 *%	10 *%	- -%
SUMMARY CODES					
TOTAL CONFIDENT	5723 93%	1967 90%	3384 96% a	3413 94%	2029 94%
TOTAL NOT CONFIDENT	130 2%	84 4% b	28 1%	56 2%	38 2%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
TOTAL NEITHER/ DON'T KNOW	299	128	103	145	86
	5%	6%	3%	4%	4%

Columns Tested: a,b - c,d

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Yes – (English is first/ main language)	5763 93%	663 89%	1031 90%	961 90%	1034 94%	988 98%	1087 97%	5763 93%	2744 94%	2969 93%	1666 94%	1720 93%	1206 94%	1126 92%	3386 94%	2332 93%	5763 93%
No	380 6%	73 10%	108 9%	92 9%	55 5%	23 2%	29 3%	380 6%	175 6%	199 6%	104 6%	115 6%	71 6%	86 7%	218 6%	157 6%	380 6%
Prefer not to say	38 1%	5 1%	10 1%	9 1%	10 1%	2 *%	2 *%	38 1%	13 *%	21 1%	6 *%	11 1%	9 1%	12 1%	17 *%	20 1%	38 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	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Yes – (English is first/ main language)	5763	4877	483	258	145	5763	4953	811	854	4910	1309	2593	1797	5763	907	2304	1600
	93%	93%	93%	93%	94%	93%	93%	96% f	91%	94% h	92%	94% j	93%	93%	92%	95% n	95% n
No	380	320	34	19	8	380	355	26	73	307	93	154	132	380	81	109	74
	6%	6%	7%	7%	5%	6%	7% g	3%	8%	6%	7%	6%	7%	6%	8% op	5%	4%
Prefer not to say	38	34	2	1	1	38	29	10	10	29	23	9	5	38	3	1	3
	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	2% klm	*%	*%	1%	*%	*%	*%

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

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Yes – (English is first/ main language)	5763	2056	3292	3435	2006
	93%	94%	94%	95%	93%
				d	
No	380	122	219	182	143
	6%	6%	6%	5%	7%
					c
Prefer not to say	38	6	7	8	5
	1%	*%	*%	*%	*%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Being bought on mortgage	1686	151	363	451	405	222	93	1686	779	901	618	547	349	168	1165	517	1686
	27%	20%	32%	42%	37%	22%	8%	27%	27%	28%	35%	30%	27%	14%	32%	21%	27%
		f	aefg	abdefg	abefg	f		aef			klmop	mo	mo		lmop	m	mo
Owned outright by the household	2004	152	160	161	258	510	763	2004	1030	965	683	573	411	322	1255	733	2004
	32%	21%	14%	15%	23%	50%	68%	32%	35%	30%	38%	31%	32%	26%	35%	29%	32%
		bc			bc	abcdg	abcdeg	abcd	i		klmnop	m	m		kmo		mo
Rented from Local Authority/ Housing Association/ Trust	988	131	213	165	203	154	122	988	421	559	131	209	232	404	340	636	988
	16%	18%	19%	16%	18%	15%	11%	16%	14%	18%	7%	11%	18%	33%	9%	25%	16%
		f	f	f	f	f		f		h		j	jkn	jkinop	j	jklnp	jkn
Rented from private landlord	1227	184	353	253	212	112	113	1227	586	624	294	433	243	254	727	497	1227
	20%	25%	31%	24%	19%	11%	10%	20%	20%	20%	17%	23%	19%	21%	20%	20%	20%
		defg	acdefg	defg	ef			ef				jlnop		j	j	j	j
Something else	72	23	18	11	11	5	5	72	37	35	15	22	17	19	37	36	72
	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		cdefg	ef														
Don't know	90	51	18	5	3	3	9	90	47	36	14	28	14	26	42	41	90
	1%	7%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%
		bcdefg	cde					cde						jn		j	
Prefer not to say	114	48	23	16	7	7	13	114	31	69	20	35	19	31	56	50	114
	2%	7%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	3%	2%	2%	2%
		bcdefg	de					de		h				j			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Being bought on mortgage	1686	1403	150	80	54	1686	1463	223	247	1439	294	691	691	1686	206	570	685
	27%	27%	29%	29%	35%	27%	27%	26%	26%	27%	21%	25%	36%	27%	21%	24%	41%
					abce							j	jkm	j			no
Owned outright by the household	2004	1707	159	89	49	2004	1634	370	181	1823	563	971	447	2004	209	860	631
	32%	33%	31%	32%	32%	32%	31%	44%	19%	35%	40%	35%	23%	32%	21%	36%	38%
								f		h	klm	lm		l		n	n
Rented from Local Authority/ Housing Association/ Trust	988	805	119	47	17	988	885	103	219	770	249	437	275	988	290	424	83
	16%	15%	23%	17%	11%	16%	17%	12%	23%	15%	17%	16%	14%	16%	29%	18%	5%
		d	acde	d		d	g		i		l			op	p		
Rented from private landlord	1227	1075	75	49	28	1227	1119	108	208	1019	202	550	474	1227	253	512	261
	20%	21%	15%	18%	18%	20%	21%	13%	22%	19%	14%	20%	24%	20%	25%	21%	16%
		b				b	g					j	jkm	j	op	p	
Something else	72	66	2	3	1	72	64	9	16	56	10	35	27	72	14	29	8
	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*%
															p		
Don't know	90	78	8	2	2	90	75	15	33	57	47	30	10	90	11	15	5
	1%	1%	1%	1%	1%	1%	1%	2%	3%	1%	3%	1%	1%	1%	1%	1%	*%
									i		klm			l	p		
Prefer not to say	114	97	6	7	4	114	95	19	33	80	59	41	11	114	9	3	3
	2%	2%	1%	3%	3%	2%	2%	2%	4%	2%	4%	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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Being bought on mortgage	1686	455	1113	710	903
	27%	21%	32%	20%	42%
			a		c
Owned outright by the household	2004	713	1187	1552	359
	32%	33%	34%	43%	17%
				d	
Rented from Local Authority/ Housing Association/ Trust	988	498	405	560	363
	16%	23%	12%	15%	17%
		b			
Rented from private landlord	1227	397	735	672	474
	20%	18%	21%	19%	22%
			a		c
Something else	72	35	35	54	18
	1%	2%	1%	1%	1%
Don't know	90	39	21	45	15
	1%	2%	1%	1%	1%
		b			
Prefer not to say	114	45	23	33	22
	2%	2%	1%	1%	1%
		b			

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Your mental health? Anxiety, depression, or trauma-related conditions, for example	891	181	183	150	180	139	57	891	319	545	204	221	183	275	424	458	891
	14%	24%	16%	14%	16%	14%	5%	14%	11%	17%	11%	12%	14%	22%	12%	18%	14%
		bcdefg	f	f	f	f		f		h				jklmnop		jklnp	jkn
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	519	34	67	57	90	111	160	519	260	256	159	117	86	153	276	240	519
	8%	5%	6%	5%	8%	11%	14%	8%	9%	8%	9%	6%	7%	13%	8%	10%	8%
					ac	abcb	abcdg	abc			k			jklmnop		klm	k
Breathing? Breathlessness or chest pains	437	54	49	50	84	95	105	437	208	224	101	102	106	122	203	228	437
	7%	7%	4%	5%	8%	9%	9%	7%	7%	7%	6%	6%	8%	10%	6%	9%	7%
		bc			bc	bcg	bcg	bc					jkn	jknp		jknp	n
Eyesight? Poor vision, colour blindness, partial sight, or are blind	423	67	80	61	61	65	88	423	233	183	136	105	88	87	241	175	423
	7%	9%	7%	6%	6%	6%	8%	7%	8%	6%	8%	6%	7%	7%	7%	7%	7%
		cdg							i								
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	415	33	31	46	98	112	94	415	165	246	90	103	87	128	194	214	415
	7%	4%	3%	4%	9%	11%	8%	7%	6%	8%	5%	6%	7%	10%	5%	9%	7%
					abcg	abcg	abc	abc		h				jklnp		jknp	jn

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

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	348	91	82	60	62	29	23	348	162	169	104	83	76	85	187	161	348
	6%	12%	7%	6%	6%	3%	2%	6%	6%	5%	6%	4%	6%	7%	5%	6%	6%
		bcdefg	ef	ef	ef			ef						kn		k	
Hearing? Poor hearing, partial hearing, or are deaf	344	30	39	35	38	63	139	344	185	156	104	84	70	86	187	155	344
	6%	4%	3%	3%	3%	6%	12%	6%	6%	5%	6%	5%	5%	7%	5%	6%	6%
						bcd	abcdeg	bcd	i					kn			
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	270	88	70	52	30	22	8	270	124	127	90	75	54	50	164	105	270
	4%	12%	6%	5%	3%	2%	1%	4%	4%	4%	5%	4%	4%	4%	5%	4%	4%
		bcdefg	defg	def	f	f		def									
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	268	44	39	41	51	47	45	268	133	133	82	70	54	54	151	108	268
	4%	6%	3%	4%	5%	5%	4%	4%	5%	4%	5%	4%	4%	4%	4%	4%	4%
		b															

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

All interviewing conducted using an online panel. Any break column with 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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Difficulty with speech? e.g. due to stroke, stutter or stammer	104	26	18	23	18	13	5	104	63	38	40	26	20	16	67	37	104
	2%	3%	2%	2%	2%	1%	*%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%
		bdefg	f	f	f			f	i								
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	2184	343	379	314	379	362	406	2184	980	1166	580	551	472	558	1132	1030	2184
	35%	46%	33%	30%	34%	36%	36%	35%	33%	37%	33%	30%	37%	46%	31%	41%	35%
		bcdefg			c	c	c	c		h			kn	jklmnop		jklnp	kn
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	3519	287	657	660	648	607	659	3519	1716	1789	1080	1164	728	533	2244	1261	3519
	57%	39%	57%	62%	59%	60%	59%	57%	59%	56%	61%	63%	57%	44%	62%	50%	57%
			a	ag	a	a	a	a			mop	lmop	mo		lmop	m	mo
Don't know	234	67	54	44	32	23	14	234	118	113	56	61	46	64	117	110	234
	4%	9%	5%	4%	3%	2%	1%	4%	4%	4%	3%	3%	4%	5%	3%	4%	4%
		bcdefg	ef	f	f			f					jklp				
Prefer not to say	245	44	59	44	40	20	39	245	117	122	59	70	39	69	129	108	245
	4%	6%	5%	4%	4%	2%	3%	4%	4%	4%	3%	4%	3%	6%	4%	4%	4%
		efg	e	e				e					jklp				

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

All interviewing conducted using an online panel. Any break column with 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Your mental health? Anxiety, depression, or trauma-related conditions, for example	891 14%	736 14%	74 14%	52 19% ae	29 19% ae	891 14%	787 15%	104 12%	152 16%	739 14%	158 11%	380 14%	347 18% jkm	891 14% j	244 25% op	307 13% p	150 9%
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	519 8%	423 8%	46 9%	31 11% ae	20 13% abe	519 8%	439 8%	80 9%	65 7%	454 9%	145 10% l	241 9% l	122 6%	519 8% l	93 9%	242 10% p	119 7%
Breathing? Breathlessness or chest pains	437 7%	376 7%	32 6%	21 7%	8 5%	437 7%	378 7%	59 7%	81 9%	355 7%	128 9% l	201 7% l	102 5%	437 7% l	92 9% op	155 6%	103 6%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	423 7%	351 7%	35 7%	24 9%	13 8%	423 7%	373 7%	49 6%	74 8%	348 7%	111 8%	170 6%	141 7%	423 7%	97 10% op	141 6%	90 5%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	415 7%	347 7%	36 7%	21 8%	10 7%	415 7%	340 6%	75 9% f	73 8%	341 7%	84 6%	189 7%	136 7%	415 7%	72 7% p	209 9% p	70 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	348 6%	286 5%	31 6%	23 8% ae	9 6%	348 6%	304 6%	44 5%	57 6%	291 6%	55 4%	157 6% j	135 7% j	348 6% j	95 10% op	107 4%	69 4%
Hearing? Poor hearing, partial hearing, or are deaf	344 6%	285 5%	32 6%	18 6%	9 6%	344 6%	294 6%	50 6%	52 6%	292 6%	101 7% l	157 6%	83 4%	344 6%	67 7%	131 5%	83 5%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	270 4%	226 4%	19 4%	16 6%	9 6%	270 4%	248 5% g	22 3%	37 4%	234 4%	57 4%	105 4%	106 6% k	270 4%	76 8% op	65 3%	61 4%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	268 4%	231 4%	16 3%	13 5%	7 5%	268 4%	238 4%	30 4%	38 4%	229 4%	63 4%	126 5%	77 4%	268 4%	64 6% op	96 4%	51 3%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Difficulty with speech? e.g. due to stroke, stutter or stammer	104	94	6	1	2	104	95	8	8	96	15	48	40	104	15	41	24
	2%	2%	1%	*%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	1%
		c				c											
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	2184	1825	188	108	64	2184	1885	299	351	1833	551	993	623	2184	469	853	438
	35%	35%	36%	39%	42%	35%	35%	35%	37%	35%	39%	36%	32%	35%	47%	35%	26%
					ae						l	l		l	op	p	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	3519	2993	296	149	82	3519	3033	485	459	3060	714	1561	1204	3519	446	1462	1164
	57%	57%	57%	53%	53%	57%	57%	57%	49%	58%	50%	57%	62%	57%	45%	61%	69%
										h		j	jkm	j		n	no
Don't know	234	201	18	10	4	234	203	31	69	165	89	93	48	234	52	49	44
	4%	4%	4%	4%	3%	4%	4%	4%	7%	3%	6%	3%	2%	4%	5%	2%	3%
									i		klm			l	op		
Prefer not to say	245	212	17	11	4	245	214	31	58	187	70	108	60	245	24	49	30
	4%	4%	3%	4%	3%	4%	4%	4%	6%	4%	5%	4%	3%	4%	2%	2%	2%
									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.

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Your mental health? Anxiety, depression, or trauma-related conditions, for example	891	891	-	529	313
	14%	41% b	-%	15%	15%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	519	519	-	347	142
	8%	24% b	-%	10% d	7%
Breathing? Breathlessness or chest pains	437	437	-	289	109
	7%	20% b	-%	8% d	5%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	423	423	-	234	143
	7%	19% b	-%	6%	7%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	415 7%	415 19% b	- -%	307 8% d	99 5%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	348 6%	348 16% b	- -%	193 5%	129 6%
Hearing? Poor hearing, partial hearing, or are deaf	344 6%	344 16% b	- -%	249 7% d	75 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	270 4%	270 12% b	- -%	153 4%	90 4%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	268 4%	268 12% b	- -%	137 4%	94 4%
Difficulty with speech? e.g. due to stroke, stutter or stammer	104 2%	104 5% b	- -%	45 1%	46 2% c
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	2184 35%	2184 100% b	- -%	1329 37% d	690 32%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	3519 57%	- -%	3519 100% a	2066 57%	1332 62% c
Don't know	234 4%	- -%	- -%	111 3%	78 4%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Prefer not to say	245	-	-	118	54
	4%	-%	-%	3%	3%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	4871 79%	444 60%	771 67%	785 74%	915 83%	918 91%	1039 93%	4871 79%	2266 77%	2569 81%	1355 76%	1416 77%	1055 82%	1008 82%	2771 77%	2063 82%	4871 79%
			a	ab	abcg	abcdg	abcdg	abc		h			jknp	jknp		jknp	n
WHITE - Irish	79 1%	12 2%	21 2%	13 1%	13 1%	14 1%	6 1%	79 1%	40 1%	38 1%	27 1%	24 1%	18 1%	10 1%	50 1%	28 1%	79 1%
		f	f														
WHITE - Gypsy, Traveller or Irish Traveller	6 *%	2 *%	2 *%	* *%	- -%	- -%	2 *%	6 *%	4 *%	2 *%	3 *%	* *%	- -%	* *%	3 *%	* *%	6 *%
WHITE - Any other White background	208 3%	23 3%	41 4%	72 7%	36 3%	19 2%	16 1%	208 3%	86 3%	118 4%	74 4%	59 3%	40 3%	35 3%	133 4%	75 3%	208 3%
		f	f	abdefg	f		ef										
MIXED - White and Asian	66 1%	17 2%	21 2%	10 1%	6 1%	8 1%	4 *%	66 1%	40 1%	23 1%	24 1%	16 1%	15 1%	10 1%	41 1%	25 1%	66 1%
		cdefg	df						i								
MIXED - White and Black Caribbean	52 1%	10 1%	17 1%	8 1%	5 *%	4 *%	6 1%	52 1%	21 1%	30 1%	21 1%	14 1%	4 *%	13 1%	35 1%	17 1%	52 1%
			e								l						
MIXED - White and Black African	23 *%	7 1%	9 1%	1 *%	2 *%	4 *%	1 *%	23 *%	16 1%	7 *%	10 1%	4 *%	5 *%	3 *%	13 *%	8 *%	23 *%
		cf	f														
MIXED - Any other mixed/ multiple ethnic background	38 1%	8 1%	17 1%	7 1%	3 *%	1 *%	3 *%	38 1%	19 1%	18 1%	15 1%	13 1%	2 *%	8 1%	28 1%	10 *%	38 1%
		e	defg								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.

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
ASIAN AND BRITISH ASIAN - Indian	140 2%	35 5%	40 3%	30 3%	15 1%	13 1%	7 1%	140 2%	83 3%	56 2%	50 3%	50 3%	18 1%	22 2%	100 3%	40 2%	140 2%
		defg	def	def			f		i		lo	lo			lo		
ASIAN AND BRITISH ASIAN - Pakistani	114 2%	46 6%	29 3%	18 2%	15 1%	2 *%	3 *%	114 2%	44 2%	70 2%	28 2%	34 2%	23 2%	28 2%	62 2%	51 2%	114 2%
		bcdefg	ef	ef	ef		ef										
ASIAN AND BRITISH ASIAN - Chinese	39 1%	7 1%	6 1%	10 1%	6 1%	7 1%	2 *%	39 1%	20 1%	20 1%	15 1%	16 1%	3 *%	5 *%	30 1%	8 *%	39 1%
				f											o		
ASIAN AND BRITISH ASIAN - Bangladeshi	35 1%	13 2%	9 1%	6 1%	3 *%	- -%	4 *%	35 1%	18 1%	15 *%	12 1%	10 1%	4 *%	10 1%	21 1%	13 1%	35 1%
		cdefg	e														
ASIAN AND BRITISH ASIAN - Any other Asian background	66 1%	19 3%	20 2%	15 1%	4 *%	- -%	8 1%	66 1%	31 1%	35 1%	13 1%	27 1%	12 1%	14 1%	40 1%	26 1%	66 1%
		defg	de	e			e	e									
BLACK AND BLACK BRITISH - African	245 4%	62 8%	97 8%	48 5%	19 2%	7 1%	13 1%	245 4%	147 5%	92 3%	71 4%	104 6%	47 4%	19 2%	175 5%	67 3%	245 4%
		cdefg	cdefg	def			def		i		mo	lmop	m		mo		mo
BLACK AND BLACK BRITISH - Caribbean	57 1%	12 2%	12 1%	10 1%	12 1%	11 1%	- -%	57 1%	30 1%	26 1%	16 1%	18 1%	9 1%	13 1%	34 1%	22 1%	57 1%
		f	f	f	f	f		f									

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

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	30 *%	7 1%	6 1%	5 *%	9 1%	3 *%	- -%	30 *%	14 *%	14 *%	5 *%	9 1%	7 1%	8 1%	15 *%	15 1%	30 *%
		f	f		f												
OTHER ETHNIC GROUP - Arab	30 *%	6 1%	8 1%	3 *%	11 1%	- -%	2 *%	30 *%	14 *%	14 *%	8 *%	7 *%	8 1%	6 *%	16 *%	14 1%	30 *%
		ef	e		ef												
OTHER ETHNIC GROUP - Any other ethnic background	23 *%	4 *%	6 1%	7 1%	5 *%	1 *%	- -%	23 *%	11 *%	12 *%	9 1%	3 *%	8 1%	2 *%	13 *%	10 *%	23 *%
			f	f													
Prefer not to say	63 1%	8 1%	17 2%	13 1%	20 2%	* *%	3 *%	63 1%	28 1%	31 1%	20 1%	23 1%	7 1%	10 1%	42 1%	17 1%	63 1%
		e	ef	ef	ef			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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	4871	4074	444	241	112	4871	4086	785	709	4162	1162	2194	1456	4871	699	2045	1367
	79%	78%	86%	87%	72%	79%	77%	93%	76%	79%	82%	80%	75%	79%	71%	85%	82%
		d	ade	ade		d	f		h		l	l		l		np	n
WHITE - Irish	79	48	3	4	23	79	71	8	8	70	14	33	31	79	25	18	15
	1%	1%	1%	1%	15%	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%
					abce										op		
WHITE - Gypsy, Traveller or Irish Traveller	6	5	-	*	-	6	6	-	-	6	4	2	-	6	*	2	-
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%
WHITE - Any other White background	208	177	19	7	5	208	194	14	24	184	26	76	106	208	26	71	78
	3%	3%	4%	2%	3%	3%	4%	2%	3%	4%	2%	3%	5%	3%	3%	3%	5%
							g						jkm	j		no	
MIXED - White and Asian	66	56	5	3	2	66	63	3	10	55	11	33	20	66	15	16	17
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
MIXED - White and Black Caribbean	52	47	2	3	1	52	48	4	5	47	10	24	18	52	11	18	16
	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
MIXED - White and Black African	23	17	4	1	1	23	22	1	3	20	6	12	5	23	8	6	3
	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
MIXED - Any other mixed/ multiple ethnic background	38	31	4	2	*	38	36	2	2	36	3	12	23	38	7	16	7
	1%	1%	1%	1%	*%	1%	1%	*%	*%	1%	*%	*%	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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
ASIAN AND BRITISH ASIAN - Indian	140 2%	137 3% bcd	1 *% b	1 *% c	1 *% d	140 2% bcd	138 3% g	2 *% g	27 3% h	113 2% i	27 2% j	65 2% k	48 2% l	140 2% m	39 4% n	39 2% o	35 2% p
ASIAN AND BRITISH ASIAN - Pakistani	114 2%	103 2%	6 1%	3 1%	2 1%	114 2%	108 2% g	6 1% g	30 3% i	84 2% i	32 2% j	46 2% k	33 2% l	114 2% m	36 4% n	23 1% o	10 1% p
ASIAN AND BRITISH ASIAN - Chinese	39 1%	37 1%	* *% b	* *% c	1 1% d	39 1% bcd	38 1% g	1 *% g	1 *% h	38 1% i	7 *% j	10 *% k	22 1% l	39 1% m	4 *% n	16 1% o	12 1% p
ASIAN AND BRITISH ASIAN- Bangladeshi	35 1%	33 1%	1 *% b	1 *% c	* *% d	35 1% bcd	33 1% g	2 *% g	8 1% h	27 1% i	11 1% j	9 *% k	14 1% l	35 1% m	9 1% n	7 *% o	7 *% p
ASIAN AND BRITISH ASIAN - Any other Asian background	66 1%	61 1%	4 1% b	1 *% c	1 *% d	66 1% bcd	58 1% g	8 1% g	13 1% h	53 1% i	16 1% j	30 1% k	21 1% l	66 1% m	16 2% n	19 1% o	11 1% p
BLACK AND BLACK BRITISH - African	245 4%	216 4%	17 3% b	7 3% c	5 3% d	245 4% bcd	243 5% g	2 *% g	50 5% h	196 4% i	42 3% j	125 5% k	79 4% l	245 4% m	59 6% n	68 3% o	59 4% p
BLACK AND BLACK BRITISH - Caribbean	57 1%	55 1% cd	2 *% b	- -% c	- -% d	57 1% cd	52 1% g	4 1% g	12 1% h	44 1% i	15 1% j	24 1% k	18 1% l	57 1% m	8 1% n	20 1% o	14 1% 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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	30 *%	30 1%	- -%	- -%	- -%	30 *%	28 1%	2 *%	2 *%	28 1%	10 1%	13 *%	7 *%	30 *%	9 1%	4 *%	6 *%
OTHER ETHNIC GROUP - Arab	30 *%	26 *%	2 *%	2 1%	* *%	30 *%	30 1%	- -%	12 1%	18 *%	6 *%	16 1%	8 *%	30 *%	3 *%	12 *%	8 *%
OTHER ETHNIC GROUP - Any other ethnic background	23 *%	21 *%	1 *%	1 *%	* *%	23 *%	22 *%	1 *%	* *%	22 *%	2 *%	12 *%	8 *%	23 *%	6 1%	7 *%	3 *%
Prefer not to say	63 1%	58 1%	3 1%	1 *%	1 1%	63 1%	62 1%	* *%	19 2%	44 1%	22 2%	22 1%	16 1%	63 1%	11 1%	6 *%	8 *%

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	4871 79%	1760 81%	2790 79%	3004 83% d	1617 75%
WHITE - Irish	79 1%	36 2%	38 1%	33 1%	34 2%
WHITE - Gypsy, Traveller or Irish Traveller	6 *%	2 *%	2 *%	1 *%	3 *%
WHITE - Any other White background	208 3%	57 3%	140 4% a	120 3%	82 4%
MIXED - White and Asian	66 1%	28 1%	34 1%	39 1%	21 1%
MIXED - White and Black Caribbean	52 1%	21 1%	26 1%	23 1%	26 1%
MIXED - White and Black African	23 *%	8 *%	15 *%	14 *%	7 *%
MIXED - Any other mixed/ multiple ethnic background	38 1%	10 *%	22 1%	15 *%	18 1%

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
ASIAN AND BRITISH ASIAN - Indian	140 2%	34 2%	82 2%	66 2%	62 3% c
ASIAN AND BRITISH ASIAN - Pakistani	114 2%	53 2% b	37 1%	46 1%	47 2% c
ASIAN AND BRITISH ASIAN - Chinese	39 1%	13 1%	24 1%	26 1%	9 *% c
ASIAN AND BRITISH ASIAN- Bangladeshi	35 1%	14 1%	16 *%	15 *%	14 1% c
ASIAN AND BRITISH ASIAN - Any other Asian background	66 1%	16 1%	43 1%	40 1%	20 1% c
BLACK AND BLACK BRITISH - African	245 4%	64 3%	154 4% a	94 3%	124 6% c
BLACK AND BLACK BRITISH - Caribbean	57 1%	20 1%	29 1%	32 1%	18 1% c
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	30 *%	11 *%	10 *%	15 *%	11 *% c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
OTHER ETHNIC GROUP - Arab	30	10	18	6	18
	*%	*%	*%	*%	1% c
OTHER ETHNIC GROUP - Any other ethnic background	23	13	9	11	9
	*%	1%	*%	*%	*%
Prefer not to say	63	14	31	25	14
	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Universal Credit (and household has other earnings).	570	87	148	136	110	69	21	570	251	313	100	137	141	185	238	326	570
	9%	12%	13%	13%	10%	7%	2%	9%	9%	10%	6%	7%	11%	15%	7%	13%	9%
		ef	efg	efg	ef	f		ef					jkn	jklnp		jknp	jn
Personal Independence Payment (PIP)	479	43	47	70	110	120	88	479	204	269	107	111	96	162	218	258	479
	8%	6%	4%	7%	10%	12%	8%	8%	7%	8%	6%	6%	7%	13%	6%	10%	8%
				b	abcg	abcfg	b	b						jklnop		jklnp	jkln
Employment and Support Allowance (ESA)	314	34	59	55	69	66	31	314	159	148	82	67	52	111	149	163	314
	5%	5%	5%	5%	6%	7%	3%	5%	5%	5%	5%	4%	4%	9%	4%	7%	5%
			f	f	f	f		f						jklnop		jklnp	k
Universal Credit (and household has no other earnings).	283	40	77	52	68	35	11	283	135	140	65	43	36	136	108	172	283
	5%	5%	7%	5%	6%	3%	1%	5%	5%	4%	4%	2%	3%	11%	3%	7%	5%
		f	efg	f	ef	f		f						jklnop		jklnp	kln
Income Support	266	48	78	52	36	21	30	266	189	73	90	52	63	61	142	124	266
	4%	7%	7%	5%	3%	2%	3%	4%	6%	2%	5%	3%	5%	5%	4%	5%	4%
		defg	defg	ef				ef	i		k		k	k		k	k
Carer's allowance	245	33	40	38	50	53	32	245	118	124	74	46	48	78	120	125	245
	4%	4%	3%	4%	5%	5%	3%	4%	4%	4%	4%	3%	4%	6%	3%	5%	4%
					f						k			jklnp		kn	k
Pensions Credit (Guaranteed Credit)	189	20	39	23	14	14	78	189	101	86	55	29	42	63	84	104	189
	3%	3%	3%	2%	1%	1%	7%	3%	3%	3%	3%	2%	3%	5%	2%	4%	3%
			de				abcdeg	de			k		k	jknp		knp	k
Pensions Credit (no Guaranteed Credit)	115	16	36	14	9	11	30	115	67	45	36	30	33	15	66	49	115
	2%	2%	3%	1%	1%	1%	3%	2%	2%	1%	2%	2%	3%	1%	2%	2%	2%
		d	cdeg				de	d	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.

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Income-based Jobseeker's Allowance	104	21	38	19	15	8	4	104	74	29	26	40	15	24	65	39	104
	2%	3%	3%	2%	1%	1%	*%	2%	3%	1%	1%	2%	1%	2%	2%	2%	2%
		ef	defg	f	f			f	i								
Other	79	3	4	12	12	10	38	79	35	44	21	11	11	35	32	47	79
	1%	*%	*%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%
							abcdeg	b						jklnp		kn	
RECEIVES ANY OF THESE BENEFITS	1785	237	365	316	325	266	276	1785	844	918	398	389	379	607	787	986	1785
	29%	32%	32%	30%	30%	26%	25%	29%	29%	29%	22%	21%	29%	50%	22%	39%	29%
		ef	ef	f	f			f					jkn	jklnop		jklnp	jkn
None of these - Do not receive any of these benefits	3909	327	695	679	706	711	791	3909	1860	2034	1267	1314	819	495	2581	1314	3909
	63%	44%	61%	64%	64%	70%	71%	63%	63%	64%	71%	71%	64%	40%	71%	52%	63%
			a	a	a	abcdg	abcdg	a			lmop	lmop	mo		lmop	m	mo
Don't know	210	109	45	24	6	10	16	210	92	110	48	74	46	35	122	81	210
	3%	15%	4%	2%	1%	1%	1%	3%	3%	3%	3%	4%	4%	3%	3%	3%	3%
		bcdefg	def	d				def									
Prefer not to say	278	68	44	44	62	26	35	278	135	127	62	69	42	88	130	129	278
	5%	9%	4%	4%	6%	3%	3%	5%	5%	4%	3%	4%	3%	7%	4%	5%	5%
		bcdefg			ef			e						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.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Universal Credit (and household has other earnings).	570 9%	501 10%	37 7%	19 7%	12 8%	570 9%	513 10%	57 7%	120 13%	450 9%	117 8%	255 9%	193 10%	570 9%	184 19%	246 10%	44 3%
Personal Independence Payment (PIP)	479 8%	380 7%	45 9%	34 12%	20 13%	479 8%	396 7%	84 10%	79 8%	400 8%	118 8%	218 8%	133 7%	479 8%	88 9%	228 9%	77 5%
Employment and Support Allowance (ESA)	314 5%	258 5%	23 4%	21 7%	13 8%	314 5%	279 5%	35 4%	60 6%	254 5%	75 5%	151 5%	86 4%	314 5%	94 9%	124 5%	50 3%
Universal Credit (and household has no other earnings).	283 5%	238 5%	25 5%	14 5%	6 4%	283 5%	252 5%	31 4%	51 5%	232 4%	67 5%	135 5%	79 4%	283 5%	106 11%	81 3%	40 2%
Income Support	266 4%	226 4%	24 5%	7 2%	9 6%	266 4%	248 5%	18 2%	29 3%	236 5%	68 5%	126 5%	69 4%	266 4%	72 7%	73 3%	69 4%
Carer's allowance	245 4%	197 4%	25 5%	15 5%	9 6%	245 4%	205 4%	41 5%	38 4%	207 4%	61 4%	113 4%	71 4%	245 4%	57 6%	122 5%	26 2%
Pensions Credit (Guaranteed Credit)	189 3%	160 3%	11 2%	8 3%	9 6%	189 3%	168 3%	21 2%	17 2%	172 3%	45 3%	99 4%	44 2%	189 3%	44 4%	79 3%	34 2%
Pensions Credit (no Guaranteed Credit)	115 2%	100 2%	5 1%	5 2%	4 3%	115 2%	108 2%	7 1%	11 1%	104 2%	37 3%	49 2%	29 2%	115 2%	29 3%	28 1%	36 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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Income-based Jobseeker's Allowance	104	89	11	1	4	104	92	13	9	95	25	47	31	104	31	30	15
	2%	2%	2%	*%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	3%	1%	1%
		c	c		c	c									op		
Other	79	64	11	3	*	79	61	18	10	69	21	38	20	79	12	47	8
	1%	1%	2%	1%	*%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	*%
			d													p	
RECEIVES ANY OF THESE BENEFITS	1785	1490	151	89	55	1785	1569	216	319	1466	470	802	495	1785	528	715	236
	29%	28%	29%	32%	36%	29%	29%	25%	34%	28%	33%	29%	26%	29%	53%	30%	14%
					abe				i		klm	l		l	op	p	
None of these - Do not receive any of these benefits	3909	3333	330	162	85	3909	3327	582	500	3409	800	1722	1351	3909	396	1626	1394
	63%	64%	64%	58%	55%	63%	62%	69%	53%	65%	56%	62%	70%	63%	40%	67%	83%
		cd	d			cd		f		h		j	jkm	j		n	no
Don't know	210	172	21	12	6	210	189	21	52	158	70	97	40	210	30	35	25
	3%	3%	4%	4%	4%	3%	4%	2%	6%	3%	5%	4%	2%	3%	3%	1%	1%
									i		lm	l		l	op		
Prefer not to say	278	237	17	16	8	278	251	28	66	212	84	134	48	278	37	37	21
	5%	5%	3%	6%	5%	5%	5%	3%	7%	4%	6%	5%	2%	5%	4%	2%	1%
									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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Universal Credit (and household has other earnings).	570	314	221	228	311
	9%	14%	6%	6%	14%
		b			c
Personal Independence Payment (PIP)	479	384	87	318	133
	8%	18%	2%	9%	6%
		b		d	
Employment and Support Allowance (ESA)	314	225	74	176	113
	5%	10%	2%	5%	5%
		b			
Universal Credit (and household has no other earnings).	283	198	69	148	110
	5%	9%	2%	4%	5%
		b			
Income Support	266	184	66	103	120
	4%	8%	2%	3%	6%
		b			c
Carer's allowance	245	142	95	138	88
	4%	6%	3%	4%	4%
		b			
Pensions Credit (Guaranteed Credit)	189	114	67	113	55
	3%	5%	2%	3%	3%
		b			

Columns Tested: a,b - c,d

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

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Pensions Credit (no Guaranteed Credit)	115 2%	77 4%	37 1%	62 2%	33 2%
		b			
Income-based Jobseeker's Allowance	104 2%	70 3%	29 1%	46 1%	43 2%
		b			
Other	79 1%	44 2%	30 1%	54 1%	24 1%
		b			
RECEIVES ANY OF THESE BENEFITS	1785 29%	1112 51%	580 16%	941 26%	703 33%
		b			c
None of these - Do not receive any of these benefits	3909 63%	876 40%	2818 80%	2458 68%	1326 62%
			a	d	
Don't know	210 3%	92 4%	64 2%	118 3%	45 2%
		b		d	
Prefer not to say	278 5%	105 5%	57 2%	109 3%	79 4%
		b			

Columns Tested: a,b - c,d

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

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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
Up to £199 per week / Up to £10,399 per year	474	95	84	63	99	85	49	474	211	249	61	102	80	226	163	306	474
	8%	13%	7%	6%	9%	8%	4%	8%	7%	8%	3%	6%	6%	18%	5%	12%	8%
		bcdefg	f		cf	f		f				j	jn	jklnop		jklnp	jkn
From £200 to £299 per week / From £10,400 to £15,599 per year	567	90	87	80	71	91	149	567	232	331	84	129	117	229	213	347	567
	9%	12%	8%	8%	6%	9%	13%	9%	8%	10%	5%	7%	9%	19%	6%	14%	9%
		bcdg					bcdeg	d		h		j	jn	jklnop		jklnp	jkn
From £300 to £499 per week / From £15,600 to £25,999 per year	969	87	151	147	169	174	240	969	439	526	144	330	241	251	474	492	969
	16%	12%	13%	14%	15%	17%	21%	16%	15%	17%	8%	18%	19%	21%	13%	20%	16%
						ab	abcdeg	a				jn	jnp	jnp	j	jnp	jn
From £500 to £699 per week / From £26,000 to £36,399 per year	1053	91	205	185	171	173	228	1053	538	509	247	381	271	152	627	423	1053
	17%	12%	18%	17%	16%	17%	20%	17%	18%	16%	14%	21%	21%	12%	17%	17%	17%
			a	a		a	adg	a	i			jmnp	jmnp		jm	jm	jm
From £700 to £999 per week / From £36,400 to £51,999 per year	1026	76	239	193	161	168	189	1026	538	487	355	355	241	73	710	314	1026
	17%	10%	21%	18%	15%	17%	17%	17%	18%	15%	20%	19%	19%	6%	20%	13%	17%
			adeg	a	a	a	a	a	i		mop	mop	mo		mop	m	mo
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	724	43	151	164	164	116	85	724	388	335	335	226	131	30	562	161	724
	12%	6%	13%	15%	15%	11%	8%	12%	13%	11%	19%	12%	10%	2%	16%	6%	12%
			af	aefg	afg	af		af	i		klmnop	mo	mo		klmnop	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	6182	871	993	1144	986	952	1236	6182	2913	3214	1703	1591	1288	1563	3294	2851	6182
Effective Weighted Sample	4124	591	696	775	692	649	753	4124	1975	2115	1176	1114	867	980	2285	1834	4124
Total	6182	741	1149	1062	1099	1013	1118	6182	2931	3189	1775	1846	1285	1224	3621	2510	6182
£1,500 and above per week / £78,000 and above per year	495 8%	42 6%	78 7%	126 12%	125 11%	80 8%	43 4%	495 8%	267 9%	227 7%	335 19%	89 5%	60 5%	9 1%	424 12%	69 3%	495 8%
			f	abefg	abefg	f		af	i		klmnop	mo	mo		klmop	m	klmo
Don't know/ Prefer not to say	873 14%	218 29%	153 13%	104 10%	139 13%	125 12%	134 12%	873 14%	318 11%	525 16%	214 12%	233 13%	145 11%	253 21%	447 12%	397 16%	873 14%
		bcdefg	c					c		h				jklnop	ijkln	ln	

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

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

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	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
Up to £199 per week / Up to £10,399 per year	474	387	49	28	10	474	411	63	108	366	163	201	104	474	436	-	-
	8%	7%	9%	10%	7%	8%	8%	7%	12%	7%	11%	7%	5%	8%	44%	-%	-%
			a						i		klm	l		l	op		
From £200 to £299 per week / From £10,400 to £15,599 per year	567	478	53	24	13	567	505	62	123	444	180	252	125	567	193	344	-
	9%	9%	10%	9%	8%	9%	9%	7%	13%	8%	13%	9%	6%	9%	19%	14%	-%
									i		klm	l		l	op	p	
From £300 to £499 per week / From £15,600 to £25,999 per year	969	811	92	45	22	969	811	158	144	826	216	465	272	969	220	718	-
	16%	16%	18%	16%	14%	16%	15%	19%	15%	16%	15%	17%	14%	16%	22%	30%	-%
								f				l			p	np	
From £500 to £699 per week / From £26,000 to £36,399 per year	1053	894	77	54	29	1053	918	135	149	904	241	491	317	1053	99	802	111
	17%	17%	15%	19%	19%	17%	17%	16%	16%	17%	17%	18%	16%	17%	10%	33%	7%
															p	np	
From £700 to £999 per week / From £36,400 to £51,999 per year	1026	873	74	49	30	1026	889	137	90	936	178	463	384	1026	43	550	397
	17%	17%	14%	18%	19%	17%	17%	16%	10%	18%	12%	17%	20%	17%	4%	23%	24%
					b				h			j	jkm	j		n	n
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	724	608	69	26	21	724	623	101	75	649	89	299	332	724	-	-	691
	12%	12%	13%	9%	14%	12%	12%	12%	8%	12%	6%	11%	17%	12%	-%	-%	41%
			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.

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	6182	4335	624	610	613	6182	5429	753	864	5318	1289	2825	2022	6182	1035	2483	1612
Effective Weighted Sample	4124	3220	481	478	506	4124	3639	496	545	3594	827	1895	1404	4124	683	1616	1127
Total	6182	5231	519	278	154	6182	5336	846	937	5245	1424	2756	1934	6182	991	2413	1676
£1,500 and above per week / £78,000 and above per year	495	425	47	12	12	495	414	81	48	448	69	200	225	495	-	-	477
	8%	8%	9%	4%	8%	8%	8%	10%	5%	9%	5%	7%	12%	8%	-%	-%	28%
		c	c		c	c				h		j	jkm	j			no
Don't know/ Prefer not to say	873	755	59	41	18	873	764	109	200	673	289	384	175	873	-	-	-
	14%	14%	11%	15%	12%	14%	14%	13%	21%	13%	20%	14%	9%	14%	-%	-%	-%
									i		klm	l		l			

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

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
Up to £199 per week / Up to £10,399 per year	474 8%	241 11%	192 5%	314 9%	121 6%
		b		d	
From £200 to £299 per week / From £10,400 to £15,599 per year	567 9%	282 13%	242 7%	376 10%	160 7%
		b		d	
From £300 to £499 per week / From £15,600 to £25,999 per year	969 16%	362 17%	567 16%	635 18%	300 14%
			a	d	
From £500 to £699 per week / From £26,000 to £36,399 per year	1053 17%	335 15%	657 19%	631 17%	379 18%
			a		
From £700 to £999 per week / From £36,400 to £51,999 per year	1026 17%	325 15%	656 19%	562 16%	428 20%
			a		c
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	724 12%	203 9%	484 14%	362 10%	329 15%
			a		c

Columns Tested: a,b - c,d

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

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

Base : All respondents

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	6182	2265	3473	3864	1928
Effective Weighted Sample	4124	1473	2343	2511	1363
Total	6182	2184	3519	3625	2154
£1,500 and above per week / £78,000 and above per year	495	115	350	230	245
	8%	5%	10%	6%	11%
			a		c
Don't know/ Prefer not to say	873	321	370	515	192
	14%	15%	11%	14%	9%
		b		d	

Columns Tested: a,b - c,d

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

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							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	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%
		bcd	deg	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	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	3099	1161	1693	1896	998
Effective Weighted Sample	2320	856	1277	1384	778
Total	3099	1113	1715	1801	1079
Doing well	662 21%	237 21%	373 22%	390 22%	211 20%
Getting by	1577 51%	489 44%	970 57%	964 54%	524 49%
Struggling	791 26%	373 33%	354 21%	420 23%	337 31%
Don't know	17 1%	5 *%	2 *%	7 *%	2 *%
Prefer not to say	52 2%	10 1%	16 1%	20 1%	6 1%

Columns Tested: a,b - c,d

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

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	5130	574	808	992	855	822	1079	5130	2484	2623	1430	1337	1107	1241	2767	2348	5130
Effective Weighted Sample	3427	390	574	673	596	555	665	3427	1693	1718	991	936	743	793	1922	1515	3427
Total	5080	473	932	911	932	868	965	5080	2489	2565	1486	1550	1098	929	3036	2027	5080
Most Financially Vulnerable	991	197	212	189	186	126	82	991	435	545	151	258	235	341	408	577	991
	20%	42%	23%	21%	20%	14%	8%	20%	17%	21%	10%	17%	21%	37%	13%	28%	20%
		bcdefg	ef	ef	ef	f		ef		h		jn	jkn	jklmnop	j	jklnp	jkn
Potentially Financially Vulnerable	2413	173	432	387	406	435	581	2413	1169	1233	500	778	607	517	1278	1125	2413
	47%	37%	46%	42%	44%	50%	60%	47%	47%	48%	34%	50%	55%	56%	42%	55%	47%
			a		a	acd	abcdeg	ac				jn	jknp	jknp	j	jknp	jn
Least Financially Vulnerable	1676	103	288	335	340	307	303	1676	886	787	835	514	256	70	1349	326	1676
	33%	22%	31%	37%	37%	35%	31%	33%	36%	31%	56%	33%	23%	8%	44%	16%	33%
			a	abf	ab	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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	5130	3586	533	502	509	5130	4476	654	643	4487	963	2341	1800	5130	1035	2483	1612
Effective Weighted Sample	3427	2663	409	393	418	3427	3010	427	393	3047	610	1576	1251	3427	683	1616	1127
Total	5080	4283	440	228	130	5080	4354	726	681	4399	1046	2268	1725	5080	991	2413	1676
Most Financially Vulnerable	991	836	81	51	24	991	895	96	215	776	246	437	302	991	991	-	-
	20%	20%	18%	22%	18%	20%	21%	13%	32%	18%	23%	19%	18%	20%	100%	-%	-%
							g		i		klm			op			
Potentially Financially Vulnerable	2413	2030	201	118	64	2413	2050	363	319	2095	546	1118	720	2413	-	2413	-
	47%	47%	46%	52%	49%	47%	47%	50%	47%	48%	52%	49%	42%	47%	-%	100%	-%
											lm	l		l		np	
Least Financially Vulnerable	1676	1417	157	60	43	1676	1409	267	148	1528	255	712	703	1676	-	-	1676
	33%	33%	36%	26%	33%	33%	32%	37%	22%	35%	24%	31%	41%	33%	-%	-%	100%
		c	c		c	c			h			j	jkm	j			no

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

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

FINANCIAL VULNERABILITY

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

	Total	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		REPORTS a	DOES NOT REPORT b	NONE c	ANY d
Significance Level: 95%					
Unweighted total	5130	1854	3037	3357	1765
Effective Weighted Sample	3427	1210	2051	2181	1248
Total	5080	1760	3072	3110	1962
Most Financially Vulnerable	991 20%	469 27%	446 15%	521 17%	468 24%
		b			c
Potentially Financially Vulnerable	2413 47%	853 48%	1462 48%	1502 48%	906 46%
Least Financially Vulnerable	1676 33%	438 25%	1164 38%	1086 35%	588 30%
			a	d	

Columns Tested: a,b - c,d