

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

NATION	1
Base : All respondents	
NATION/ REGION	4
Base : All respondents	
URBANITY	10
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP	13
Base : All respondents	
RESPONDENT'S AGE	18
Base : All respondents	
RESPONDENT'S GENDER	21
Base : All respondents	
RESPONDENT'S WORKING STATUS	24
Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS	57
Base : All respondents	
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Base : All respondents	
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Base : All respondents who upload videos online that they have made themselves	
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Base : All respondents	
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Base : All respondents	
SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS	78
Base : All respondents	
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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	
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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	117
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)	120
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)	126
Base : All respondents	
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Base : All respondents who use social media apps or sites	
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Base : All respondents who use social media apps or sites	
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Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media	
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Base : All respondents	
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Base : All respondents	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	159
Base : All respondents	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	162
Base : All respondents	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	165
Base : All respondents	
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Base : All respondents	

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IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	171
Base : All respondents	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	174
Base : All respondents	
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Base : All respondents	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	180
Base : All respondents	
IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	183
Base : All respondents	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	186
Base : All respondents	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	189
Base : All respondents	
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Base : All respondents	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	195
Base : All respondents	
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Base : All respondents	
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Base : All respondents	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO	204
Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	219
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	228
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	235
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IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	238
Base : All respondents who use Dailymotion to watch or upload videos or clips	
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Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media	
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Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	247
Base : All respondents who use LinkedIn for social media	
IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	250
Base : All respondents who use OnlyFans to watch or upload videos or clips	
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Base : All respondents who use Pinterest for social media	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	256
Base : All respondents who use Reddit for social media	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	259
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	262
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	265
Base : All respondents who use Tumblr for social media	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	268
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	271
Base : All respondents who use X/Twitter for social media	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	274
Base : All respondents who use Vimeo to watch or upload videos or clips	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	277
Base : All respondents who use YouNow to watch or share live stream videos	
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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	283
Base : All respondents who use Yubo for social media	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL	286
Base : All respondents who use BeReal for social media	
IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS	289
Base : All respondents who use Goodreads for social media	
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Base : All respondents who use Letterboxd for social media	

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IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS	295
Base : All respondents who use Threads for social media	
IN18. Which of these are reasons why you use more than one profile on the same site or app? (MULTI CODE)	298
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	
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Base : All respondents that say they upload their own content online (whether video or livestreaming content)	
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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	311
Base : All respondents	
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Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
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Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
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Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
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Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, 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)	344
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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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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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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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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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)	363
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	
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Base : All respondents	
Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)	375
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)	378
Base : All respondents who use social media apps or sites	

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Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)	381
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)	384
Base : All respondents	
Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)	387
Base : All respondents	
Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)	393
Base : All respondents	
SUMMARY TO SHOW INCIDENCE OF PURCHASING THINGS ONLINE	399
Base : All respondents	
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? (SINGLE CODE)	402
Base : All respondents that say they purchase things online	
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? (SINGLE CODE)	407
Base : All respondents 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? (SINGLE CODE)	411
Base : All respondents 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? (SINGLE CODE)	416
Base : All respondents that say they purchase things online	
C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)	421
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)	424
Base : All respondents	
C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)	427
Base : All respondents	
C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD	430
Base : All respondents	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)	433
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)	436
Base : All respondents	
C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)	445
Base : All respondents	
C7. Do you consider English to be your first or main language? (SINGLE CODE)	451
Base : All respondents	
C8. Which one of these options applies to your home? (SINGLE CODE)	454
Base : All respondents	
C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)	457
Base : All respondents	

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C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	467
Base : All respondents	
C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)	476
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)	482
Base : All respondents	
C13. How well would you say your household is managing financially at the moment? Would you say you are..? (SINGLE CODE)	488
Base : All respondents	
FINANCIAL VULNERABILITY	491
Base : Those where it is possible to calculate the Financial Vulnerability Index	

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Table 1

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

NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%																	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
England	2931	345	553	504	525	475	528	2931	1397	1520	852	881	609	571	1733	1180	2931
	84%	83%	85%	84%	85%	83%	84%	84%	84%	84%	85%	84%	84%	83%	85%	83%	84%
Scotland	292	39	50	49	48	52	55	292	145	144	76	88	68	60	164	128	292
	8%	9%	8%	8%	8%	9%	9%	8%	9%	8%	8%	8%	9%	9%	8%	9%	8%
Wales	164	21	25	30	29	27	32	164	78	85	48	52	25	39	100	63	164
	5%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	3%	6%	5%	4%	5%
Northern Ireland	97	12	19	16	17	17	16	97	45	53	25	29	23	20	54	43	97
	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

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Table 1

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

NATION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
England	2931	2931	-	-	-	2931	2590	341	429	2502	629	1277	1014	2931	457	1170	919
	84%	100%	-%	-%	-%	84%	85%	77%	84%	84%	86%	84%	83%	84%	84%	84%	85%
		bcde				bcd	b										
Scotland	292	-	292	-	-	292	247	45	50	242	56	124	111	292	37	118	94
	8%	-%	100%	-%	-%	8%	8%	10%	10%	8%	8%	8%	9%	8%	7%	8%	9%
			acde			acd											
Wales	164	-	-	164	-	164	129	35	17	147	30	76	56	164	25	70	47
	5%	-%	-%	100%	-%	5%	4%	8%	3%	5%	4%	5%	5%	5%	5%	5%	4%
				abde		abd	a										
Northern Ireland	97	-	-	-	97	97	73	24	18	80	18	45	34	97	22	38	24
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	2%	3%	3%	3%	4%	3%	2%
					abce	abc	a										

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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Table 1

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

NATION

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
England	2931	662	1543	674	2931	958	1770	1776	1042
	84%	85%	84%	84%	84%	83%	84%	83%	86%
Scotland	292	64	157	61	292	98	175	188	90
	8%	8%	9%	8%	8%	8%	8%	9%	7%
Wales	164	37	84	42	164	57	96	105	49
	5%	5%	5%	5%	5%	5%	5%	5%	4%
Northern Ireland	97	18	52	26	97	38	54	60	34
	3%	2%	3%	3%	3%	3%	3%	3%	3%

Columns Tested: a,b,c,d - a,b - a,b

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Table 2

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

NATION/ REGION

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
North West	412	51	76	71	68	70	77	412	184	227	101	133	87	85	235	172	412	
	12%	12%	12%	12%	11%	12%	12%	12%	11%	13%	10%	13%	12%	12%	11%	12%	12%	
Yorkshire and Humberside	281	34	61	41	42	39	64	281	138	142	70	83	70	58	153	128	281	
	8%	8%	9%	7%	7%	7%	10%	8%	8%	8%	7%	8%	10%	8%	7%	9%	8%	
North East	174	22	37	27	32	28	28	174	82	92	49	48	34	43	97	77	174	
	5%	5%	6%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	6%	5%	5%	5%	
West Midlands	336	41	65	60	54	59	58	336	158	175	84	106	76	68	190	144	336	
	10%	10%	10%	10%	9%	10%	9%	10%	9%	10%	8%	10%	10%	10%	9%	10%	10%	
East of England	271	30	56	30	40	40	75	271	130	139	82	83	51	52	165	103	271	
	8%	7%	9%	5%	6%	7%	12%	8%	8%	8%	8%	8%	7%	8%	8%	7%	8%	
			c				acdeg	c										
East Midlands	263	41	44	34	43	55	47	263	146	116	77	96	48	41	172	89	263	
	8%	10%	7%	6%	7%	10%	7%	8%	9%	6%	8%	9%	7%	6%	8%	6%	8%	
		c			c				b			df			df			
South East	475	43	54	95	108	94	81	475	204	268	113	156	96	109	269	205	475	
	14%	10%	8%	16%	17%	16%	13%	14%	12%	15%	11%	15%	13%	16%	13%	15%	14%	
				ab	abfg	ab	b	b		a		a		a		a		
London	441	59	123	104	85	36	34	441	233	206	190	114	78	53	304	132	441	
	13%	14%	19%	17%	14%	6%	5%	13%	14%	11%	19%	11%	11%	8%	15%	9%	13%	
		ef	adefg	efg	ef			ef	b		bcdefg	d			bcdefg		df	
South West	278	26	37	43	54	55	64	278	123	155	84	63	68	61	147	129	278	
	8%	6%	6%	7%	9%	10%	10%	8%	7%	9%	8%	6%	9%	9%	7%	9%	8%	
					b		ab						b	b		b		
Scotland	292	39	50	49	48	52	55	292	145	144	76	88	68	60	164	128	292	
	8%	9%	8%	8%	8%	9%	9%	8%	9%	8%	8%	8%	9%	9%	8%	9%	8%	
Wales	164	21	25	30	29	27	32	164	78	85	48	52	25	39	100	63	164	
	5%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	3%	6%	5%	4%	5%	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 2

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

NATION/ REGION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Northern Ireland	97	12	19	16	17	17	16	97	45	53	25	29	23	20	54	43	97
	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 2

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
North West	412	412	-	-	-	412	384	28	54	358	71	195	142	412	68	177	114
	12%	14%	-%	-%	-%	12%	13%	6%	11%	12%	10%	13%	12%	12%	13%	13%	11%
		bcde				bcd	b										
Yorkshire and Humberside	281	281	-	-	-	281	253	28	32	249	68	132	80	281	51	116	74
	8%	10%	-%	-%	-%	8%	8%	6%	6%	8%	9%	9%	7%	8%	9%	8%	7%
		bcd				bcd					c						
North East	174	174	-	-	-	174	157	17	38	136	46	81	48	174	29	87	42
	5%	6%	-%	-%	-%	5%	5%	4%	7%	5%	6%	5%	4%	5%	5%	6%	4%
		bcd				bcd			b		c				c		
West Midlands	336	336	-	-	-	336	291	46	59	277	90	139	108	336	65	136	90
	10%	11%	-%	-%	-%	10%	10%	10%	11%	9%	12%	9%	9%	10%	12%	10%	8%
		bcde				bcd					bc			c			
East of England	271	271	-	-	-	271	225	46	39	232	65	105	99	271	43	111	79
	8%	9%	-%	-%	-%	8%	7%	10%	8%	8%	9%	7%	8%	8%	8%	8%	7%
		bcd				bcd											
East Midlands	263	263	-	-	-	263	210	54	42	222	46	132	83	263	37	117	75
	8%	9%	-%	-%	-%	8%	7%	12%	8%	7%	6%	9%	7%	8%	7%	8%	7%
		bcd				bcd		a									
South East	475	475	-	-	-	475	403	71	77	398	111	210	152	475	70	188	154
	14%	16%	-%	-%	-%	14%	13%	16%	15%	13%	15%	14%	13%	14%	13%	13%	14%
		bcde				bcd											
London	441	441	-	-	-	441	436	5	49	392	70	163	208	441	62	130	193
	13%	15%	-%	-%	-%	13%	14%	1%	10%	13%	10%	11%	17%	13%	11%	9%	18%
		bcde				bcd	b		a			abd	a			ab	
South West	278	278	-	-	-	278	231	47	40	239	62	121	94	278	33	108	98
	8%	9%	-%	-%	-%	8%	8%	11%	8%	8%	8%	8%	8%	8%	6%	8%	9%
		bcd				bcd		a									

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 2

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Scotland	292	-	292	-	-	292	247	45	50	242	56	124	111	292	37	118	94
	8%	-%	100%	-%	-%	8%	8%	10%	10%	8%	8%	8%	9%	8%	7%	8%	9%
			acde			acd											
Wales	164	-	-	164	-	164	129	35	17	147	30	76	56	164	25	70	47
	5%	-%	-%	100%	-%	5%	4%	8%	3%	5%	4%	5%	5%	5%	5%	5%	4%
			abde			abd		a									
Northern Ireland	97	-	-	-	97	97	73	24	18	80	18	45	34	97	22	38	24
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	2%	3%	3%	3%	4%	3%	2%
					abce	abc		a									

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 2

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

NATION/ REGION

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
North West	412	78	210	113	412	148	229	246	141
	12%	10%	11%	14%	12%	13%	11%	12%	12%
				a					
Yorkshire and Humberside	281	58	165	52	281	97	166	180	90
	8%	7%	9%	6%	8%	8%	8%	8%	7%
			c						
North East	174	45	89	37	174	69	96	106	62
	5%	6%	5%	5%	5%	6%	5%	5%	5%
West Midlands	336	65	169	100	336	117	191	190	128
	10%	8%	9%	12%	10%	10%	9%	9%	10%
				abd					
East of England	271	68	147	50	271	76	179	179	84
	8%	9%	8%	6%	8%	7%	9%	8%	7%
East Midlands	263	59	140	62	263	77	166	184	78
	8%	8%	8%	8%	8%	7%	8%	9%	6%
								b	
South East	475	96	256	118	475	155	291	296	163
	14%	12%	14%	15%	14%	14%	14%	14%	13%
London	441	133	223	74	441	118	291	216	205
	13%	17%	12%	9%	13%	10%	14%	10%	17%
		bcd	c		c		a		a
South West	278	62	145	68	278	100	161	179	93
	8%	8%	8%	8%	8%	9%	8%	8%	8%
Scotland	292	64	157	61	292	98	175	188	90
	8%	8%	9%	8%	8%	8%	8%	9%	7%

Columns Tested: a,b,c,d - a,b - a,b

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

NATION/ REGION

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Wales	164	37	84	42	164	57	96	105	49
	5%	5%	5%	5%	5%	5%	5%	5%	4%
Northern Ireland	97	18	52	26	97	38	54	60	34
	3%	2%	3%	3%	3%	3%	3%	3%	3%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Urban	3039	389	598	544	537	482	489	3039	1464	1560	854	921	643	604	1774	1247	3039
	87%	93%	92%	91%	87%	84%	78%	87%	88%	87%	85%	88%	89%	88%	87%	88%	87%
		defg	defg	defg	f	f		f									
Rural	446	29	50	54	82	89	141	446	201	242	147	129	81	86	276	168	446
	13%	7%	8%	9%	13%	16%	22%	13%	12%	13%	15%	12%	11%	12%	13%	12%	13%
					abc	abc	abcdeg	abc									

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 3

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

URBANITY

Base : All respondents

	Total	NATION					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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Urban	3039	2590	247	129	73	3039	3039	-	458	2582	633	1313	1080	3039	494	1199	937
	87%	88%	85%	79%	75%	87%	100%	-%	89%	87%	86%	86%	89%	87%	91%	86%	86%
		cd	d			cd	b								bc		
Rural	446	341	45	35	24	446	-	446	56	390	99	210	135	446	48	197	147
	13%	12%	15%	21%	25%	13%	-%	100%	11%	13%	14%	14%	11%	13%	9%	14%	14%
				ae	abe			a							a		a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 3

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

URBANITY

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Urban	3039	679	1610	689	3039	985	1832	1806	1102
	87%	87%	88%	86%	87%	86%	87%	85%	91%
									a
Rural	446	102	226	114	446	165	263	324	113
	13%	13%	12%	14%	13%	14%	13%	15%	9%
								b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 4

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
A	259	39	82	53	22	21	41	259	156	103	259	-	-	-	259	-	259
	7%	9%	13%	9%	4%	4%	7%	7%	9%	6%	26%	-%	-%	-%	13%	-%	7%
		de	cdefg	de			de	de	b		bcdefg				bcdfg		bcdf
B	742	69	117	129	129	125	173	742	378	359	742	-	-	-	742	-	742
	21%	16%	18%	22%	21%	22%	27%	21%	23%	20%	74%	-%	-%	-%	36%	-%	21%
					a	abcdeg	a				bcdefg				bcdfg		bcdf
C1	1050	163	206	171	168	162	179	1050	464	576	-	1050	-	-	1050	-	1050
	30%	39%	32%	29%	27%	28%	28%	30%	28%	32%	-%	100%	-%	-%	51%	-%	30%
		bcdefg							a			acdefg			acdfg		acdf
C2	725	77	134	144	158	116	95	725	384	341	-	-	725	-	-	725	725
	21%	18%	21%	24%	26%	20%	15%	21%	23%	19%	-%	-%	100%	-%	-%	51%	21%
			f	af	afg	f		f	b				abdefg			abdeg	abde
D	352	40	61	61	78	83	30	352	153	198	-	-	-	352	-	352	352
	10%	10%	9%	10%	13%	14%	5%	10%	9%	11%	-%	-%	-%	51%	-%	25%	10%
		f	f	f	f	abcfg		f						abcfg		abceg	abce
E	338	21	39	38	64	64	112	338	124	211	-	-	-	338	-	338	338
	10%	5%	6%	6%	10%	11%	18%	10%	7%	12%	-%	-%	-%	49%	-%	24%	10%
					abc	abc	abcdeg	abc		a				abcfg		abceg	abce
Don't know	20	8	7	3	1	1	-	20	6	14	-	-	-	-	-	-	20
	1%	2%	1%	*%	*%	*%	-%	1%	*%	1%	-%	-%	-%	-%	-%	-%	1%
		cdefg	f														abdef
SUMMARY CODES																	
AB	1001	108	200	182	151	146	214	1001	534	462	1001	-	-	-	1001	-	1001
	29%	26%	31%	30%	24%	26%	34%	29%	32%	26%	100%	-%	-%	-%	49%	-%	29%
			d	d			adeg	d	b		bcdefg				bcdfg		bcdf
C1C2	1774	240	340	316	326	278	275	1774	848	917	-	1050	725	-	1050	725	1774
	51%	57%	53%	53%	53%	49%	44%	51%	51%	51%	-%	100%	100%	-%	51%	51%	51%
		efg	f	f	f			f				adefg	adefg		ad	ad	ad
DE	690	61	100	98	142	147	142	690	277	409	-	-	-	690	-	690	690
	20%	15%	16%	16%	23%	26%	22%	20%	17%	23%	-%	-%	-%	100%	-%	49%	20%
					abc	abcg	abc	ab		a				abcfg		abceg	abce

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 4

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
A	259 7%	223 8%	17 6%	13 8%	6 7%	259 7%	233 8%	26 6%	23 4%	236 8%	31 4%	103 7%	125 10%	259 7%	29 5%	52 4%	149 14%
B	742 21%	629 21%	59 20%	35 21%	19 20%	742 21%	621 20%	121 27%	71 14%	671 23%	124 17%	289 19%	326 27%	742 21%	44 8%	227 16%	398 37%
C1	1050 30%	881 30%	88 30%	52 32%	29 30%	1050 30%	921 30%	129 29%	128 25%	922 31%	189 26%	492 32%	367 30%	1050 30%	130 24%	463 33%	320 29%
C2	725 21%	609 21%	68 23%	25 15%	23 23%	725 21%	643 21%	81 18%	135 26%	590 20%	170 23%	316 21%	236 19%	725 21%	127 23%	339 24%	169 16%
D	352 10%	296 10%	29 10%	20 12%	8 8%	352 10%	319 10%	34 8%	79 15%	274 9%	82 11%	163 11%	107 9%	352 10%	97 18%	172 12%	33 3%
E	338 10%	276 9%	31 11%	19 11%	13 13%	338 10%	285 9%	53 12%	70 14%	268 9%	131 18%	148 10%	52 4%	338 10%	113 21%	143 10%	14 1%
Don't know	20 1%	18 1%	1 *%	1 *%	- -%	20 1%	18 1%	2 *%	9 2%	11 *%	6 1%	12 1%	2 *%	20 1%	1 *%	1 *%	1 *%

SUMMARY CODES

AB	1001 29%	852 29%	76 26%	48 29%	25 26%	1001 29%	854 28%	147 33%	94 18%	907 31%	155 21%	392 26%	451 37%	1001 29%	74 14%	279 20%	547 50%
C1C2	1774 51%	1490 51%	156 53%	76 47%	52 53%	1774 51%	1564 51%	210 47%	263 51%	1511 51%	358 49%	808 53%	603 50%	1774 51%	257 47%	802 57%	488 45%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
DE	690	571	60	39	20	690	604	86	148	542	213	311	159	690	210	314	48
	20%	19%	20%	24%	21%	20%	20%	19%	29%	18%	29%	20%	13%	20%	39%	23%	4%
									b		bcd	c		c	bc	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 4

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
A	259 7%	131 17% bcd	107 6% c	17 2%	259 7% bc	94 8%	153 7%	108 5%	139 11% a
B	742 21%	234 30% bcd	402 22% c	99 12%	742 21% c	205 18%	502 24% a	438 21%	285 23%
C1	1050 30%	200 26%	572 31% a	258 32% a	1050 30% a	310 27%	673 32% a	668 31% b	333 27%
C2	725 21%	145 19%	411 22% a	155 19%	725 21%	216 19%	451 22%	421 20%	285 23% a
D	352 10%	34 4%	191 10% a	118 15% abd	352 10% a	122 11%	199 9%	226 11%	109 9%
E	338 10%	32 4%	149 8% a	149 19% abd	338 10% a	194 17% b	112 5%	258 12% b	62 5%
Don't know	20 1%	5 1%	5 *% *	7 1%	20 1%	8 1%	5 *% *	10 *% *	2 *% *
SUMMARY CODES									
AB	1001 29%	365 47% bcd	509 28% c	116 14%	1001 29% c	299 26%	655 31% a	546 26%	425 35% a
C1C2	1774 51%	345 44%	983 54% a	413 51% a	1774 51% a	527 46%	1124 54% a	1090 51%	618 51%

Columns Tested: a,b,c,d - a,b - a,b

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
DE	690	66	340	267	690	316	311	484	171
	20%	8%	19%	33%	20%	27%	15%	23%	14%
			a	abd	a	b		b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 5

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

RESPONDENT'S AGE

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
16-24 years	418	418	-	-	-	-	-	418	185	225	108	163	77	61	271	138	418
	12%	100%	-%	-%	-%	-%	-%	12%	11%	12%	11%	16%	11%	9%	13%	10%	12%
		bcdefg						bcdef				acdfg			df		df
25-34 years	648	-	648	-	-	-	-	648	299	346	200	206	134	100	406	235	648
	19%	-%	100%	-%	-%	-%	-%	19%	18%	19%	20%	20%	19%	15%	20%	17%	19%
			acdefg					acdef			d	d			df		d
35-44 years	599	-	-	599	-	-	-	599	291	303	182	171	144	98	353	243	599
	17%	-%	-%	100%	-%	-%	-%	17%	17%	17%	18%	16%	20%	14%	17%	17%	17%
				abdefg				abdef			d	d					
45-54 years	620	-	-	-	620	-	-	620	288	330	151	168	158	142	318	300	620
	18%	-%	-%	-%	100%	-%	-%	18%	17%	18%	15%	16%	22%	21%	16%	21%	18%
					abcefg			abcef					abeg	abe		abeg	
55-64 years	571	-	-	-	-	571	-	571	277	294	146	162	116	147	308	262	571
	16%	-%	-%	-%	-%	100%	-%	16%	17%	16%	15%	15%	16%	21%	15%	19%	16%
						abcdfg		abcdf					abceg			ae	
65+	630	-	-	-	-	-	630	630	326	303	214	179	95	142	393	237	630
	18%	-%	-%	-%	-%	-%	100%	18%	20%	17%	21%	17%	13%	21%	19%	17%	18%
							abcddeg	abcde			bcfg	c		cf	c	c	c

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 5

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

RESPONDENT'S AGE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
16-24 years	418	345	39	21	12	418	389	29	76	341	88	197	131	418	105	104	81
	12%	12%	13%	13%	12%	12%	13%	7%	15%	11%	12%	13%	11%	12%	19%	7%	7%
							b		b						bc		
25-34 years	648	553	50	25	19	648	598	50	116	531	92	266	289	648	120	226	204
	19%	19%	17%	15%	20%	19%	20%	11%	23%	18%	13%	17%	24%	19%	22%	16%	19%
							b		b			a	abd	a	b		
35-44 years	599	504	49	30	16	599	544	54	103	496	81	225	292	599	117	196	205
	17%	17%	17%	18%	17%	17%	18%	12%	20%	17%	11%	15%	24%	17%	22%	14%	19%
							b					a	abd	a	b		b
45-54 years	620	525	48	29	17	620	537	82	112	507	104	263	251	620	103	274	186
	18%	18%	17%	18%	17%	18%	18%	18%	22%	17%	14%	17%	21%	18%	19%	20%	17%
									b				abd	a			
55-64 years	571	475	52	27	17	571	482	89	71	499	131	261	177	571	74	248	205
	16%	16%	18%	16%	18%	16%	16%	20%	14%	17%	18%	17%	15%	16%	14%	18%	19%
								a								a	a
65+	630	528	55	32	16	630	489	141	34	596	236	310	75	630	23	347	203
	18%	18%	19%	19%	16%	18%	16%	32%	7%	20%	32%	20%	6%	18%	4%	25%	19%
								a		a	bcd	c		c		ac	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 5

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

RESPONDENT'S AGE

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
16-24 years	418	130	195	74	418	203	157	267	102
	12%	17%	11%	9%	12%	18%	7%	13%	8%
		bcd			c	b		b	
25-34 years	648	164	312	156	648	211	376	284	333
	19%	21%	17%	19%	19%	18%	18%	13%	27%
		b							a
35-44 years	599	112	323	158	599	166	384	158	411
	17%	14%	18%	20%	17%	14%	18%	7%	34%
			a	abd	a		a		a
45-54 years	620	93	323	187	620	186	396	324	279
	18%	12%	18%	23%	18%	16%	19%	15%	23%
			a	abd	a				a
55-64 years	571	98	315	155	571	166	378	483	79
	16%	13%	17%	19%	16%	14%	18%	23%	6%
			a	a	a		a	b	
65+	630	184	368	73	630	217	404	614	12
	18%	24%	20%	9%	18%	19%	19%	29%	1%
		cd	c		c			b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 6

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

RESPONDENT'S GENDER

Base : All respondents

	Total	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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Man	1665	185	299	291	288	277	326	1665	1665	-	534	464	384	277	998	661	1665
	48%	44%	46%	49%	46%	48%	52%	48%	100%	-%	53%	44%	53%	40%	49%	47%	48%
							a		b		bdefg		bdfg		bd	d	d
Woman	1802	225	346	303	330	294	303	1802	-	1802	462	576	341	409	1039	749	1802
	52%	54%	53%	51%	53%	52%	48%	52%	-%	100%	46%	55%	47%	59%	51%	53%	52%
										a		ace		acefg	a	ac	ac
Non-binary	15	6	3	5	1	-	-	15	-	-	4	7	-	3	12	3	15
	*%	1%	*%	1%	*%	-%	-%	*%	-%	-%	*%	1%	-%	*%	1%	*%	*%
		defg		f								c					
Prefer to use another term	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	1
	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%
Prefer not to say	3	2	-	-	-	-	1	3	-	-	-	2	-	1	2	1	3
	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%
		g															

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 6

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

RESPONDENT'S GENDER

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Man	1665	1397	145	78	45	1665	1464	201	180	1486	327	725	609	1665	240	689	575
	48%	48%	50%	48%	46%	48%	48%	45%	35%	50%	45%	48%	50%	48%	44%	49%	53%
									a	b	a	b	c	d	a	b	c
Woman	1802	1520	144	85	53	1802	1560	242	334	1468	399	797	594	1802	301	702	507
	52%	52%	49%	52%	54%	52%	51%	54%	65%	49%	55%	52%	49%	52%	56%	50%	47%
									b	a	c	b	a	d	c	b	a
Non-binary	15	11	3	*	-	15	13	2	*	14	4	-	11	15	1	5	2
	*%	*%	1%	*%	-%	*%	*%	*%	*%	*%	1%	-%	1%	*%	*%	*%	*%
											b	-%	b	b	-%	-%	-%
Prefer to use another term	1	1	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%
Prefer not to say	3	3	-	-	-	3	3	-	-	3	2	-	1	3	-	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	-%	-%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

RESPONDENT'S GENDER

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL	GETTING BY	STRUGGLING	ALL	DOES NOT REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Man	1665	427	889	329	1665	527	1018	1050	555
	48%	55%	48%	41%	48%	46%	49%	49%	46%
		bcd	c		c				
Woman	1802	353	938	470	1802	612	1074	1068	658
	52%	45%	51%	59%	52%	53%	51%	50%	54%
			a	abd	a				a
Non-binary	15	1	10	4	15	10	3	12	2
	*%	*%	1%	*%	*%	1%	*%	1%	*%
						b			
Prefer to use another term	1	-	-	-	1	-	-	-	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%
Prefer not to say	3	-	-	-	3	-	-	-	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 7

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
In full time employment	1608	148	433	392	346	238	50	1608	930	673	580	531	355	133	1110	488	1608
	46%	35%	67%	65%	56%	42%	8%	46%	56%	37%	58%	51%	49%	19%	54%	35%	46%
		f	adefg	adefg	aefg	f		af	b		bcdfg	dfg	df		cdfg	d	df
In part time employment	623	92	116	110	132	116	58	623	193	425	134	185	168	135	319	303	623
	18%	22%	18%	18%	21%	20%	9%	18%	12%	24%	13%	18%	23%	20%	16%	21%	18%
		fg	f	f	f	f		f		a		a	abeg	ae		abeg	ae
Retired	624	-	-	-	6	107	510	624	328	294	201	184	97	142	385	238	624
	18%	-%	-%	-%	1%	19%	81%	18%	20%	16%	20%	18%	13%	21%	19%	17%	18%
					abc	abcd	abcdeg	abcd	b		c	c		cf	c		c
Unemployed	208	23	44	43	50	44	5	208	96	111	17	18	27	144	35	171	208
	6%	6%	7%	7%	8%	8%	1%	6%	6%	6%	2%	2%	4%	21%	2%	12%	6%
		f	f	f	f	f		f					abe	abcefg		abceg	abce
Full-time responsibility for home/family	177	4	28	38	67	39	2	177	28	149	26	22	49	81	48	129	177
	5%	1%	4%	6%	11%	7%	0%	5%	2%	8%	3%	2%	7%	12%	2%	9%	5%
			af	af	abcefg	af		af		a			abe	abceg		abeg	abe
A student	171	145	16	7	2	1	-	171	63	101	31	102	19	16	133	35	171
	5%	35%	3%	1%	0%	0%	0%	5%	4%	6%	3%	10%	3%	2%	6%	2%	5%
		bcdefg	def	f				bcdef		a		acdefg			acdfg		acdf
Other	66	3	7	9	15	25	5	66	22	44	11	6	11	36	17	48	66
	2%	1%	1%	2%	2%	4%	1%	2%	1%	2%	1%	1%	2%	5%	1%	3%	2%
					af	abcfg				a			abcefg		abceg		be
Prefer not to say	10	3	3	-	2	2	-	10	5	4	2	1	*	3	2	3	10
	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		cf															

SUMMARY CODES

WORKING	2230	240	549	502	478	353	108	2230	1123	1098	714	716	523	269	1430	791	2230
	64%	57%	85%	84%	77%	62%	17%	64%	67%	61%	71%	68%	72%	39%	70%	56%	64%
		f	adefg	adefg	aefg	f		af	b		dfg	dfg	dfg		dfg	d	df

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
NOT WORKING	1245	175	96	97	140	216	522	1245	538	699	285	333	202	419	618	620	1245
	36%	42%	15%	16%	23%	38%	83%	36%	32%	39%	29%	32%	28%	61%	30%	44%	36%
		bcdg			bc	bcd	abcdeg	bcd		a			abcefg		abceg	abce	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 7

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
In full time employment	1608	1362	120	79	47	1608	1438	169	214	1394	211	637	757	1608	168	584	703
	46%	46%	41%	48%	48%	46%	47%	38%	42%	47%	29%	42%	62%	46%	31%	42%	65%
							b			a		a	abd	ab		a	ab
In part time employment	623	526	49	29	19	623	553	69	109	514	118	266	238	623	145	260	134
	18%	18%	17%	18%	20%	18%	18%	16%	21%	17%	16%	17%	20%	18%	27%	19%	12%
									b						bc	c	
Retired	624	520	59	32	13	624	490	133	35	588	231	313	71	624	36	346	183
	18%	18%	20%	20%	13%	18%	16%	30%	7%	20%	32%	21%	6%	18%	7%	25%	17%
		d	d	d		d		a		a	bcd	cd		c		ac	a
Unemployed	208	177	20	5	6	208	188	20	56	152	64	103	41	208	81	75	7
	6%	6%	7%	3%	6%	6%	6%	4%	11%	5%	9%	7%	3%	6%	15%	5%	1%
									b		cd	c		c	bc	c	
Full-time responsibility for home/ family	177	145	16	10	5	177	150	26	42	135	44	80	52	177	55	74	28
	5%	5%	6%	6%	6%	5%	5%	6%	8%	5%	6%	5%	4%	5%	10%	5%	3%
									b						bc	c	
A student	171	142	18	5	5	171	156	15	40	131	44	84	41	171	40	31	20
	5%	5%	6%	3%	5%	5%	5%	3%	8%	4%	6%	6%	3%	5%	7%	2%	2%
									b		c	c			bc		
Other	66	51	10	3	2	66	54	11	16	49	17	33	14	66	17	27	7
	2%	2%	4%	2%	2%	2%	2%	3%	3%	2%	2%	2%	1%	2%	3%	2%	1%
			a						b						c	c	
Prefer not to say	10	9	-	*	*	10	9	1	1	8	3	6	1	10	1	-	2
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 7

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
SUMMARY CODES																	
WORKING	2230	1888	169	108	66	2230	1992	239	323	1908	329	904	995	2230	313	844	837
	64%	64%	58%	66%	68%	64%	66%	54%	63%	64%	45%	59%	82%	64%	58%	60%	77%
		b	b	b	b	b	b	b				a	abd	ab			ab
NOT WORKING	1245	1035	124	55	31	1245	1039	206	189	1056	401	613	219	1245	228	552	245
	36%	35%	42%	34%	32%	36%	34%	46%	37%	36%	55%	40%	18%	36%	42%	40%	23%
			acde					a			bcd	cd		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 7

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
In full time employment	1608	410	881	303	1608	417	1091	787	763
	46%	53%	48%	38%	46%	36%	52%	37%	63%
		cd	c		c		a		a
In part time employment	623	105	317	184	623	194	382	350	255
	18%	13%	17%	23%	18%	17%	18%	16%	21%
			a	abd	a				a
Retired	624	183	363	73	624	225	385	607	12
	18%	23%	20%	9%	18%	20%	18%	29%	1%
		cd	c		c			b	
Unemployed	208	16	87	99	208	111	68	147	47
	6%	2%	5%	12%	6%	10%	3%	7%	4%
			a	abd	a	b		b	
Full-time responsibility for home/ family	177	13	88	71	177	72	90	76	94
	5%	2%	5%	9%	5%	6%	4%	4%	8%
			a	abd	a	b			a
A student	171	46	71	42	171	82	64	114	31
	5%	6%	4%	5%	5%	7%	3%	5%	3%
		b				b		b	
Other	66	7	28	27	66	45	13	46	14
	2%	1%	2%	3%	2%	4%	1%	2%	1%
				abd		b			
Prefer not to say	10	1	2	5	10	4	2	4	-
	*%	*%	*%	1%	*%	*%	*%	*%	-%
				b					

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 7

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
SUMMARY CODES									
WORKING	2230	515	1198	486	2230	611	1473	1137	1017
	64%	66%	65%	61%	64%	53%	70%	53%	84%
		c	c				a		a
NOT WORKING	1245	265	636	312	1245	535	620	989	198
	36%	34%	35%	39%	36%	47%	30%	46%	16%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 8

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
None	12	2	2	2	*	1	4	12	5	8	4	2	-	5	7	5	12
	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
														c			
Up to 2 hours	52	5	11	7	12	7	10	52	19	33	12	17	6	15	29	22	52
	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%
3 to 5 hours	205	29	53	43	34	19	26	205	86	117	59	45	50	51	103	101	205
	6%	7%	8%	7%	6%	3%	4%	6%	5%	6%	6%	4%	7%	7%	5%	7%	6%
		ef	ef	ef				e					b	be	be		
6 to 8 hours	214	33	46	46	23	26	39	214	100	113	49	64	46	55	113	102	214
	6%	8%	7%	8%	4%	5%	6%	6%	6%	6%	5%	6%	6%	8%	5%	7%	6%
		de	d	de				d						ae	a		
9 to 11 hours	276	45	50	49	50	41	41	276	123	152	78	86	58	54	165	111	276
	8%	11%	8%	8%	8%	7%	7%	8%	7%	8%	8%	8%	8%	8%	8%	8%	8%
		f															
12 to 15 hours	360	36	67	48	55	53	100	360	179	180	111	119	74	56	230	130	360
	10%	9%	10%	8%	9%	9%	16%	10%	11%	10%	11%	11%	10%	8%	11%	9%	10%
							abcdeg				d	d			d		
16 to 22 hours	606	49	90	94	124	113	136	606	299	306	181	174	141	106	355	247	606
	17%	12%	14%	16%	20%	20%	22%	17%	18%	17%	18%	17%	19%	15%	17%	17%	17%
					ab	ab	abcg	a									
23 to 30 hours	699	77	128	122	109	128	135	699	309	387	212	202	143	137	414	281	699
	20%	18%	20%	20%	18%	22%	21%	20%	19%	21%	21%	19%	20%	20%	20%	20%	20%
Over 30 hours	1027	137	196	184	205	175	129	1027	534	486	292	334	202	190	626	393	1027
	29%	33%	30%	31%	33%	31%	20%	29%	32%	27%	29%	32%	28%	28%	31%	28%	29%
		f	f	f	f	f		f	b			f					
Don't know/ unsure	35	4	5	3	6	6	10	35	12	21	3	6	4	19	9	23	35
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	3%	*%	2%	1%
														abceg	abe	ae	

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
SUMMARY CODES																	
0 to 8 hours	483	70	112	99	69	54	79	483	209	270	124	127	103	127	252	230	483
	14%	17%	17%	16%	11%	9%	13%	14%	13%	15%	12%	12%	14%	18%	12%	16%	14%
		de	defg	de			e						abceg		abeg		
9 to 22 hours	1242	130	207	191	229	207	277	1242	601	638	370	379	272	216	749	488	1242
	36%	31%	32%	32%	37%	36%	44%	36%	36%	35%	37%	36%	38%	31%	37%	34%	36%
							abcdeg				d	d	d		d		d
23+ hours	1725	214	323	306	314	304	264	1725	843	873	503	536	345	328	1040	673	1725
	50%	51%	50%	51%	51%	53%	42%	50%	51%	48%	50%	51%	48%	47%	51%	48%	50%
		f	f	f	f	f		f									

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 8

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
None	12	11	1	-	1	12	9	4	2	10	7	4	1	12	5	5	2
	*%	*%	*%	-%	1%	*%	*%	1%	*%	*%	1%	*%	*%	*%	1%	*%	*%
											bcd						
Up to 2 hours	52	43	5	2	1	52	48	4	22	30	31	10	10	52	16	18	10
	1%	1%	2%	1%	1%	1%	2%	1%	4%	1%	4%	1%	1%	1%	3%	1%	1%
									b		bcd			b	bc		
3 to 5 hours	205	176	16	9	4	205	178	27	63	142	69	98	33	205	46	75	36
	6%	6%	5%	6%	4%	6%	6%	6%	12%	5%	9%	6%	3%	6%	9%	5%	3%
									b		bcd	c		c	bc	c	
6 to 8 hours	214	181	15	13	5	214	194	20	35	179	69	99	46	214	55	67	50
	6%	6%	5%	8%	5%	6%	6%	5%	7%	6%	9%	6%	4%	6%	10%	5%	5%
											bcd	c		c	bc		
9 to 11 hours	276	238	22	9	7	276	236	40	61	215	62	132	80	276	46	107	81
	8%	8%	7%	6%	7%	8%	8%	9%	12%	7%	8%	9%	7%	8%	9%	8%	8%
									b								
12 to 15 hours	360	305	26	20	9	360	310	51	47	313	61	187	112	360	37	165	121
	10%	10%	9%	12%	9%	10%	10%	11%	9%	11%	8%	12%	9%	10%	7%	12%	11%
												ac				a	a
16 to 22 hours	606	507	53	29	17	606	510	96	74	531	118	285	199	606	69	269	208
	17%	17%	18%	18%	18%	17%	17%	21%	14%	18%	16%	19%	16%	17%	13%	19%	19%
								a								a	a
23 to 30 hours	699	581	69	28	21	699	607	92	75	624	139	294	264	699	101	289	221
	20%	20%	24%	17%	21%	20%	20%	21%	15%	21%	19%	19%	22%	20%	19%	21%	20%
										a							
Over 30 hours	1027	861	84	50	32	1027	917	109	122	904	159	403	465	1027	158	389	354
	29%	29%	29%	30%	33%	29%	30%	25%	24%	30%	22%	26%	38%	29%	29%	28%	33%
							b			a		a	abd	ab		b	
Don't know/ unsure	35	28	3	3	1	35	30	4	12	22	17	11	3	35	7	12	1
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	*%	1%	1%	1%	*%
									b		bcd			c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
SUMMARY CODES																	
0 to 8 hours	483	411	37	24	11	483	428	55	121	362	175	211	91	483	122	165	98
	14%	14%	13%	15%	11%	14%	14%	12%	24%	12%	24%	14%	7%	14%	23%	12%	9%
									b		bcd	c		c	bc	c	
9 to 22 hours	1242	1051	100	58	33	1242	1056	186	182	1060	241	604	392	1242	153	541	411
	36%	36%	34%	36%	34%	36%	35%	42%	35%	36%	33%	40%	32%	36%	28%	39%	38%
								a				acd			a	a	
23+ hours	1725	1442	152	78	53	1725	1524	201	197	1528	298	697	729	1725	259	678	575
	50%	49%	52%	48%	54%	50%	50%	45%	38%	51%	41%	46%	60%	50%	48%	49%	53%
									a			a	abd	ab			b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 8

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
None	12 *%	3 *%	4 *%	5 1%	12 *%	6 1%	5 *%	7 *%	4 *%
Up to 2 hours	52 1%	15 2%	18 1%	14 2%	52 1%	20 2%	24 1%	33 2%	15 1%
3 to 5 hours	205 6%	45 6%	107 6%	45 6%	205 6%	69 6%	109 5%	108 5%	80 7%
6 to 8 hours	214 6%	44 6%	124 7%	44 5%	214 6%	63 5%	128 6%	128 6%	73 6%
9 to 11 hours	276 8%	64 8%	140 8%	66 8%	276 8%	82 7%	175 8%	171 8%	95 8%
12 to 15 hours	360 10%	84 11%	199 11%	73 9%	360 10%	103 9%	241 11%	231 11%	115 9%
16 to 22 hours	606 17%	137 18%	331 18%	130 16%	606 17%	178 15%	390 19%	391 18%	199 16%
23 to 30 hours	699 20%	152 19%	383 21%	158 20%	699 20%	229 20%	431 21%	426 20%	253 21%
Over 30 hours	1027 29%	233 30%	517 28%	257 32%	1027 29%	387 34%	579 28%	611 29%	378 31%
Don't know/ unsure	35 1%	6 1%	13 1%	10 1%	35 1%	12 1%	14 1%	24 1%	4 *%

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
SUMMARY CODES									
0 to 8 hours	483	106	253	108	483	159	266	276	172
	14%	14%	14%	13%	14%	14%	13%	13%	14%
9 to 22 hours	1242	284	670	270	1242	363	806	793	408
	36%	36%	36%	34%	36%	32%	38%	37%	34%
							a		
23+ hours	1725	385	900	415	1725	615	1010	1037	631
	50%	49%	49%	52%	50%	54%	48%	49%	52%
						b			

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 9

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

IN4. In the last month, when you have gone online, have 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Only used websites or apps that you've used before	1005	110	149	147	189	187	223	1005	477	525	238	284	224	256	522	480	1005
	29%	26%	23%	25%	30%	33%	35%	29%	29%	29%	24%	27%	31%	37%	25%	34%	29%
					bc	abc	abcg	bc					ae	abceg		abeg	ae
Used maybe one or two websites or apps that you haven't used before	1615	171	286	277	289	264	328	1615	758	849	491	479	349	283	970	632	1615
	46%	41%	44%	46%	47%	46%	52%	46%	46%	47%	49%	46%	48%	41%	47%	45%	46%
							abg	a			df		d		d		d
Used lots of websites or apps that you haven't used before	812	131	203	169	130	107	72	812	407	398	258	276	144	130	534	274	812
	23%	31%	31%	28%	21%	19%	11%	23%	24%	22%	26%	26%	20%	19%	26%	19%	23%
		defg	defg	defg	f	f		ef			cdf	cdf			cdfg		df
Have not gone online in the last month	12	1	2	3	2	3	-	12	2	9	2	1	3	6	2	9	12
	*%	*%	*%	1%	*%	*%	-%	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%
													abeg		be		
Don't know	42	5	6	3	10	11	7	42	20	19	11	10	5	15	21	19	42
	1%	1%	1%	*%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
						c							ceg				

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 9

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

IN4. In the last month, when you have gone online, have you... (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Only used websites or apps that you've used before	1005	843	86	46	30	1005	893	112	192	813	369	463	162	1005	186	428	240
	29%	29%	30%	28%	30%	29%	29%	25%	37%	27%	50%	30%	13%	29%	34%	31%	22%
									b		bcd	c		c	c	c	
Used maybe one or two websites or apps that you haven't used before	1615	1362	134	73	45	1615	1392	222	212	1402	253	751	610	1615	208	655	548
	46%	46%	46%	45%	46%	46%	46%	50%	41%	47%	35%	49%	50%	46%	38%	47%	51%
									a			a	ad	a		a	a
Used lots of websites or apps that you haven't used before	812	683	65	43	21	812	704	107	96	716	80	293	439	812	140	303	283
	23%	23%	22%	26%	22%	23%	23%	24%	19%	24%	11%	19%	36%	23%	26%	22%	26%
									a			a	abd	ab			b
Have not gone online in the last month	12	10	1	-	1	12	11	1	3	8	6	2	2	12	4	1	3
	*%	*%	*%	-%	1%	*%	*%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%
											b			b			
Don't know	42	33	6	2	1	42	39	4	11	31	25	14	2	42	4	9	9
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	3%	1%	*%	1%	1%	1%	1%
											bcd	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

IN4. In the last month, when you have gone online, have you... (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Only used websites or apps that you've used before	1005	247	509	232	1005	330	598	655	307
	29%	32%	28%	29%	29%	29%	29%	31%	25%
								b	
Used maybe one or two websites or apps that you haven't used before	1615	338	918	336	1615	539	987	1017	542
	46%	43%	50%	42%	46%	47%	47%	48%	45%
			acd		c				
Used lots of websites or apps that you haven't used before	812	186	389	220	812	265	493	425	357
	23%	24%	21%	27%	23%	23%	24%	20%	29%
				bd					a
Have not gone online in the last month	12	2	3	5	12	4	4	4	5
	*%	*%	*%	1%	*%	*%	*%	*%	*%
Don't know	42	8	16	9	42	12	14	30	4
	1%	1%	1%	1%	1%	1%	1%	1%	*%
								b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 10

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
WhatsApp	2871	347	576	550	528	454	417	2871	1303	1553	841	908	592	512	1749	1104	2871
	82%	83%	89%	92%	85%	80%	66%	82%	78%	86%	84%	87%	82%	74%	85%	78%	82%
		f	aefg	adefg	ef	f		f		a	df	cdfg	d		cdfg	d	df
(Facebook) Messenger	2067	196	450	402	376	341	302	2067	888	1171	537	613	469	438	1151	906	2067
	59%	47%	69%	67%	61%	60%	48%	59%	53%	65%	54%	58%	65%	63%	56%	64%	59%
			adefg	adefg	af	af		af		a			abeg	abeg		abeg	ae
Instagram (Direct)/DM	1437	327	438	313	187	112	60	1437	620	808	442	469	302	212	910	514	1437
	41%	78%	68%	52%	30%	20%	10%	41%	37%	45%	44%	45%	42%	31%	44%	36%	41%
		bcdefg	cdefg	defg	ef	f		def		a	df	df	df		dfg	d	df
FaceTime	989	216	252	172	146	107	95	989	371	614	305	311	225	140	616	365	989
	28%	52%	39%	29%	24%	19%	15%	28%	22%	34%	30%	30%	31%	20%	30%	26%	28%
		bcdefg	cdefg	ef	f			def		a	df	d	df		df	d	d
Snapchat	950	335	320	160	81	42	11	950	406	534	294	291	196	156	585	352	950
	27%	80%	49%	27%	13%	7%	2%	27%	24%	30%	29%	28%	27%	23%	29%	25%	27%
		bcdefg	cdefg	def	ef	f		def		a	df	d			df		d
Microsoft Teams	894	150	218	211	161	107	46	894	398	486	336	366	115	76	702	191	894
	26%	36%	34%	35%	26%	19%	7%	26%	24%	27%	34%	35%	16%	11%	34%	14%	26%
		defg	defg	defg	ef	f		ef			cdfg	cdfg	d		cdfg		cdf
Zoom	741	76	167	187	119	105	88	741	365	368	314	233	110	81	547	192	741
	21%	18%	26%	31%	19%	18%	14%	21%	22%	20%	31%	22%	15%	12%	27%	14%	21%
			adefg	adefg	f			f			bcdefg	cdf			bcdefg		cdf
iMessage (by Apple)	688	145	198	122	87	81	54	688	250	434	209	238	125	107	447	232	688
	20%	35%	31%	20%	14%	14%	9%	20%	15%	24%	21%	23%	17%	15%	22%	16%	20%
		cdefg	cdefg	def	f	f		def		a	df	cdf			cdf		df
Telegram	480	61	175	137	61	31	16	480	315	163	201	132	75	69	334	144	480
	14%	14%	27%	23%	10%	5%	3%	14%	19%	9%	20%	13%	10%	10%	16%	10%	14%
		def	adefg	adefg	ef	f		def		b	bcdefg				bcdefg		cdf
Skype	407	31	101	100	57	64	54	407	217	189	182	102	78	45	284	123	407
	12%	7%	16%	17%	9%	11%	8%	12%	13%	10%	18%	10%	11%	7%	14%	9%	12%
			adfg	adefg				af		b	bcdefg	d	d		bdfg		df

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

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

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
Google Chat/ Google Meet	337	47	107	89	47	34	13	337	197	140	144	105	50	39	248	89	337	
	10%	11%	17%	15%	8%	6%	2%	10%	12%	8%	14%	10%	7%	6%	12%	6%	10%	
		ef	adefg	defg	f	f		ef	b		bcdefg	df			cdg		cdf	
Discord	304	107	91	63	35	7	1	304	186	115	109	83	65	41	192	105	304	
	9%	26%	14%	11%	6%	1%	1%	9%	11%	6%	11%	8%	9%	6%	9%	7%	9%	
		bcdefg	defg	def	ef	f		def	b		bdf		d		d		d	
WeChat	135	16	48	38	20	7	6	135	74	61	75	26	20	15	100	35	135	
	4%	4%	7%	6%	3%	1%	1%	4%	4%	3%	7%	2%	3%	2%	5%	2%	4%	
		ef	adefg	defg	ef			ef			bcdefg				bcdf		df	
Viber	114	11	31	40	17	9	5	114	64	50	57	22	22	13	79	35	114	
	3%	3%	5%	7%	3%	2%	1%	3%	4%	3%	6%	2%	3%	2%	4%	2%	3%	
		f	ef	adefg	f			ef			bcdefg				bdf		d	
Signal	101	10	34	22	19	11	5	101	56	45	43	28	12	18	71	31	101	
	3%	2%	5%	4%	3%	2%	1%	3%	3%	2%	4%	3%	2%	3%	3%	2%	3%	
			aefg	f	f			f			cf				cf			
Slack	100	7	41	33	13	5	1	100	55	44	54	38	6	2	92	8	100	
	3%	2%	6%	6%	2%	1%	1%	3%	3%	2%	5%	4%	1%	1%	4%	1%	3%	
		f	adefg	adefg	f			ef			cdg	cdf		*	cdg	1%	cdf	
Kik	69	9	33	11	13	2	2	69	41	29	36	8	14	11	44	26	69	
	2%	2%	5%	2%	2%	1%	1%	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	
		ef	acdefg	ef	ef			ef			bdefg				b	b	b	
Clubhouse	38	7	16	9	5	-	-	38	18	20	20	9	7	3	28	10	38	
	1%	2%	3%	2%	1%	0%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	
		ef	defg	ef	ef			ef			df				d			
I send messages, chat or make video/ voice calls on other apps/ sites	170	30	37	31	35	20	18	170	88	79	46	60	26	37	106	64	170	
	5%	7%	6%	5%	6%	3%	3%	5%	5%	4%	5%	6%	4%	5%	5%	4%	5%	
		efg	f	f	f			f										

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

OFKOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 10

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

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

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	3318	412	640	585	608	535	538	3318	1561	1739	957	1012	691	638	1969	1329	3318	
	95%	99%	99%	98%	98%	94%	85%	95%	94%	97%	96%	96%	95%	92%	96%	94%	95%	
		efg	efg	efg	efg	f		f		a	d	df	d		df		d	
I do not send messages, chat or make video or voice calls on ANY apps/ sites	154	4	6	14	9	33	88	154	98	56	42	36	32	44	79	76	154	
	4%	1%	1%	2%	1%	6%	14%	4%	6%	3%	4%	3%	4%	6%	4%	5%	4%	
						abcd	abcdeg	abcd	b					beg		b		
Don't know	13	2	2	-	3	3	4	13	6	7	1	1	2	8	2	11	13	
	*%	*%	*%	-%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	
														abeg		ae		
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
Mean score	3.7	5.1	5.1	4.5	3.2	2.7	1.9	3.7	3.6	3.8	4.2	3.9	3.5	2.9	4.0	3.2	3.7	
		cdefg	cdefg	defg	ef	f		def		a	bcdfg	cdf	df		cdg	d	cdf	
Standard deviation	2.71	2.62	2.97	2.78	2.33	1.99	1.53	2.71	2.80	2.62	3.19	2.61	2.38	2.20	2.92	2.30	2.71	
Standard error	.05	.12	.12	.11	.10	.08	.06	.05	.07	.06	.11	.08	.09	.07	.07	.06	.05	
Columns Tested:		a,b,c,d,e,f,g	a,b	a,b,c,d,e,f,g														

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 10

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
WhatsApp	2871 82%	2407 82%	245 84%	135 83%	85 87% ae	2871 82%	2521 83% b	351 79%	446 87% b	2426 82%	509 70%	1245 82% a	1112 92% abd	2871 82% a	447 82%	1103 79%	936 86% b
(Facebook) Messenger	2067 59%	1728 59%	175 60%	102 62%	61 63%	2067 59%	1803 59%	264 59%	320 62%	1747 59%	348 48%	871 57% a	843 69% abd	2067 59% a	346 64%	830 59%	662 61%
Instagram (Direct)/DM	1437 41%	1226 42%	106 36%	63 39%	43 44%	1437 41%	1303 43% b	135 30%	240 47% b	1197 40%	169 23%	561 37% a	707 58% abd	1437 41% ab	255 47% b	483 35%	475 44% b
FaceTime	989 28% c	827 28% c	96 33% c	37 22%	29 30% c	989 28% c	892 29% b	97 22%	154 30%	835 28%	111 15%	394 26% a	482 40% abd	989 28% a	157 29%	356 26%	330 30% b
Snapchat	950 27%	800 27%	77 26%	41 25%	32 32%	950 27%	872 29% b	78 18%	180 35% b	770 26%	134 18%	371 24% a	443 37% abd	950 27% ab	217 40% bc	306 22%	250 23%
Microsoft Teams	894 26%	755 26%	76 26%	37 23%	26 26%	894 26%	802 26% b	91 20%	77 15%	816 27% a	70 10%	317 21% a	506 42% abd	894 26% ab	143 26% b	292 21%	367 34% ab
Zoom	741 21%	634 22%	55 19%	28 17%	24 25% c	741 21%	676 22% b	65 15%	54 11%	687 23% a	58 8%	241 16% a	441 36% abd	741 21% ab	113 21%	240 17%	311 29% ab
iMessage (by Apple)	688 20%	576 20%	58 20%	34 21%	20 20%	688 20%	614 20%	73 16%	94 18%	593 20%	63 9%	262 17% a	362 30% abd	688 20% a	90 17%	257 18%	244 22% ab
Telegram	480 14% b	421 14% b	28 9%	19 11%	13 14%	480 14% b	456 15% b	24 5%	68 13%	413 14%	32 4%	175 12% a	273 22% abd	480 14% ab	101 19% b	159 11%	168 16% b
Skype	407 12%	355 12%	25 9%	17 11%	10 10%	407 12%	362 12%	45 10%	23 5%	384 13% a	35 5%	128 8% a	243 20% abd	407 12% ab	59 11%	133 10%	175 16% ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 10

All interviewing conducted using an online panel. Any break column with 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	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Google Chat/ Google Meet	337	292	23	13	9	337	314	24	37	300	24	94	219	337	70	107	129
	10%	10%	8%	8%	9%	10%	10%	5%	7%	10%	3%	6%	18%	10%	13%	8%	12%
							b					a	abd	ab	b		b
Discord	304	259	22	12	11	304	289	15	28	276	28	108	168	304	64	87	98
	9%	9%	7%	7%	11%	9%	9%	3%	5%	9%	4%	7%	14%	9%	12%	6%	9%
							b			a		a	abd	a	b		b
WeChat	135	124	4	4	2	135	125	11	12	123	11	37	87	135	27	39	60
	4%	4%	2%	3%	2%	4%	4%	2%	2%	4%	2%	2%	7%	4%	5%	3%	6%
		b				b							abd	ab	b		b
Viber	114	103	4	3	4	114	103	10	13	101	11	39	64	114	24	40	39
	3%	4%	1%	2%	4%	3%	3%	2%	2%	3%	1%	3%	5%	3%	4%	3%	4%
		b			b								abd	a			
Signal	101	92	5	2	2	101	90	11	8	93	9	36	56	101	13	37	41
	3%	3%	2%	1%	3%	3%	3%	2%	2%	3%	1%	2%	5%	3%	2%	3%	4%
													abd	a			
Slack	100	86	7	6	2	100	93	7	4	96	2	21	77	100	13	20	60
	3%	3%	2%	3%	2%	3%	3%	2%	1%	3%	*%	1%	6%	3%	2%	1%	6%
										a		a	abd	ab			ab
Kik	69	63	1	4	2	69	64	5	5	65	3	21	46	69	16	15	29
	2%	2%	*%	2%	2%	2%	2%	1%	1%	2%	*%	1%	4%	2%	3%	1%	3%
		b		b	b	b							abd	a	b		b
Clubhouse	38	34	2	1	1	38	37	1	5	34	1	9	29	38	13	5	13
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	2%	1%	2%	*%	1%
													abd	a	b		b
I send messages, chat or make video/ voice calls on other apps/ sites	170	146	13	7	4	170	150	20	26	144	23	58	89	170	33	63	50
	5%	5%	4%	4%	4%	5%	5%	5%	5%	5%	3%	4%	7%	5%	6%	5%	5%
													abd				

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 10

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	3318 95%	2788 95%	281 96%	154 94%	94 97%	3318 95%	2902 95%	416 93%	502 98% b	2816 95%	646 88%	1464 96% a	1201 99% abd	3318 95% a	528 97% b	1300 93%	1048 97% b
I do not send messages, chat or make video or voice calls on ANY apps/ sites	154 4%	134 5%	10 3%	7 4%	3 3%	154 4%	126 4%	28 6%	6 1%	148 5% a	80 11% bcd	57 4% c	14 1%	154 4% c	13 2%	89 6% ac	34 3%
Don't know	13 *%	9 *%	2 1%	2 1% ae	- -%	13 *%	12 *%	1 *%	5 1% b	8 *%	6 1% bc	2 *%	- -%	13 *%	1 *%	7 *%	1 *%
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean score	3.7	3.7	3.5	3.5	3.9 bc	3.7	3.8 b	3.0	3.5	3.7	2.2	3.3 a	5.1 abd	3.7 ab	4.1 b	3.3	4.1 b
Standard deviation	2.71	2.76	2.25	2.50	2.74	2.71	2.76	2.27	2.30	2.78	1.84	2.15	3.10	2.71	2.78	2.49	2.92
Standard error	.05	.05	.13	.14	.16	.05	.05	.10	.10	.05	.07	.05	.09	.05	.11	.07	.09

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
WhatsApp	2871	623	1533	666	2871	912	1767	1664	1103
	82%	80%	83%	83%	82%	79%	84%	78%	91%
			a				a		a
(Facebook) Messenger	2067	451	1061	524	2067	703	1233	1158	850
	59%	58%	58%	65%	59%	61%	59%	54%	70%
				abd					a
Instagram (Direct)/DM	1437	355	739	319	1437	479	840	720	649
	41%	45%	40%	40%	41%	42%	40%	34%	53%
		bc							a
FaceTime	989	233	526	208	989	336	578	526	423
	28%	30%	29%	26%	28%	29%	28%	25%	35%
									a
Snapchat	950	245	475	206	950	375	484	428	461
	27%	31%	26%	26%	27%	33%	23%	20%	38%
		bcd				b			a
Microsoft Teams	894	214	478	193	894	279	570	448	420
	26%	27%	26%	24%	26%	24%	27%	21%	35%
									a
Zoom	741	204	380	147	741	230	471	374	347
	21%	26%	21%	18%	21%	20%	22%	18%	29%
		bcd							a
iMessage (by Apple)	688	150	371	154	688	237	404	384	279
	20%	19%	20%	19%	20%	21%	19%	18%	23%
									a
Telegram	480	127	263	83	480	145	293	163	302
	14%	16%	14%	10%	14%	13%	14%	8%	25%
		c	c		c				a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Skype	407	125	204	75	407	141	239	195	203
	12%	16%	11%	9%	12%	12%	11%	9%	17%
		bcd							a
Google Chat/ Google Meet	337	86	181	67	337	100	217	127	199
	10%	11%	10%	8%	10%	9%	10%	6%	16%
									a
Discord	304	88	144	66	304	127	143	139	142
	9%	11%	8%	8%	9%	11%	7%	7%	12%
		bd				b			a
WeChat	135	38	83	14	135	48	76	36	93
	4%	5%	5%	2%	4%	4%	4%	2%	8%
		c	c		c				a
Viber	114	36	54	23	114	33	72	36	68
	3%	5%	3%	3%	3%	3%	3%	2%	6%
									a
Signal	101	22	53	25	101	38	56	49	45
	3%	3%	3%	3%	3%	3%	3%	2%	4%
									a
Slack	100	25	50	23	100	30	67	35	62
	3%	3%	3%	3%	3%	3%	3%	2%	5%
									a
Kik	69	24	27	17	69	27	34	19	45
	2%	3%	1%	2%	2%	2%	2%	1%	4%
		b							a
Clubhouse	38	12	17	9	38	18	14	9	26
	1%	1%	1%	1%	1%	2%	1%	1%	2%
						b			a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
I send messages, chat or make video/ voice calls on other apps/ sites	170	51	76	35	170	59	91	85	67
	5%	7%	4%	4%	5%	5%	4%	4%	6%
		b							
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	3318	740	1746	769	3318	1097	1994	1982	1204
	95%	95%	95%	96%	95%	95%	95%	93%	99%
									a
I do not send messages, chat or make video or voice calls on ANY apps/ sites	154	40	83	31	154	51	94	138	11
	4%	5%	5%	4%	4%	4%	5%	6%	1%
								b	
Don't know	13	1	7	3	13	1	7	10	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%
								b	
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean score	3.7	4.0	3.7	3.6	3.7	3.8	3.6	3.1	4.8
		bcd							a
Standard deviation	2.71	3.04	2.65	2.53	2.71	2.67	2.70	2.36	2.94
Standard error	.05	.11	.06	.09	.05	.08	.06	.05	.09

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
None used	167	5	7	14	12	36	92	167	104	63	43	38	34	52	81	86	167
	5%	1%	1%	2%	2%	6%	15%	5%	6%	3%	4%	4%	5%	8%	4%	6%	5%
						abcd	abcdeg	abcd	b				abceg		be		
Only one site or app used	553	22	41	40	112	143	195	553	313	237	143	160	109	137	303	247	553
	16%	5%	6%	7%	18%	25%	31%	16%	19%	13%	14%	15%	15%	20%	15%	17%	16%
					abc	abcdg	abcdeg	abc	b				abceg				
More than one site or app used	2765	391	599	545	496	392	343	2765	1249	1502	814	852	581	501	1666	1082	2765
	79%	93%	93%	91%	80%	69%	54%	79%	75%	83%	81%	81%	80%	73%	81%	76%	79%
		defg	defg	defg	ef	f		ef	a		df	df	d		df	d	df
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean score	3.7	5.1	5.1	4.5	3.2	2.7	1.9	3.7	3.6	3.8	4.2	3.9	3.5	2.9	4.0	3.2	3.7
		cdefg	cdefg	defg	ef	f		def	a		bcdfg	cdf	df		cdg	d	cdf
Standard deviation	2.71	2.62	2.97	2.78	2.33	1.99	1.53	2.71	2.80	2.62	3.19	2.61	2.38	2.20	2.92	2.30	2.71
Standard error	.05	.12	.12	.11	.10	.08	.06	.05	.07	.06	.11	.08	.09	.07	.07	.06	.05

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
None used	167	143	11	9	3	167	138	29	11	156	86	59	14	167	14	96	36
	5%	5%	4%	6%	3%	5%	5%	7%	2%	5%	12%	4%	1%	5%	3%	7%	3%
										a	bcd	c		c		ac	
Only one site or app used	553	471	45	24	13	553	463	90	80	473	215	257	77	553	70	250	154
	16%	16%	15%	14%	14%	16%	15%	20%	16%	16%	29%	17%	6%	16%	13%	18%	14%
								a			bcd	c		c		ac	
More than one site or app used	2765	2317	236	131	81	2765	2439	326	422	2343	431	1206	1124	2765	458	1050	894
	79%	79%	81%	80%	83%	79%	80%	73%	82%	79%	59%	79%	93%	79%	85%	75%	82%
							b					a	abd	a	b		b
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean score	3.7	3.7	3.5	3.5	3.9	3.7	3.8	3.0	3.5	3.7	2.2	3.3	5.1	3.7	4.1	3.3	4.1
					bc		b					a	abd	ab	b		b
Standard deviation	2.71	2.76	2.25	2.50	2.74	2.71	2.76	2.27	2.30	2.78	1.84	2.15	3.10	2.71	2.78	2.49	2.92
Standard error	.05	.05	.13	.14	.16	.05	.05	.10	.10	.05	.07	.05	.09	.05	.11	.07	.09

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a b	NONE a	ANY b	
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
None used	167 5%	41 5%	90 5%	33 4%	167 5%	53 5%	102 5%	148 7% b	11 1%
Only one site or app used	553 16%	126 16%	289 16%	124 15%	553 16%	164 14%	343 16%	441 21% b	86 7%
More than one site or app used	2765 79%	614 79%	1457 79%	646 80%	2765 79%	934 81%	1651 79%	1542 72%	1118 92% a
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean score	3.7	4.0 bcd	3.7	3.6	3.7	3.8	3.6	3.1	4.8 a
Standard deviation	2.71	3.04	2.65	2.53	2.71	2.67	2.70	2.36	2.94
Standard error	.05	.11	.06	.09	.05	.08	.06	.05	.09
Columns Tested: a,b,c,d - a,b - a,b									

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 12

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
YouTube	2728	366	557	516	510	413	366	2728	1361	1351	778	840	571	525	1618	1096	2728
	78%	88%	86%	86%	82%	72%	58%	78%	82%	75%	78%	80%	79%	76%	79%	77%	78%
		defg	efg	efg	efg	f		ef	b								
Facebook (inc Facebook Gaming)	1707	152	365	375	340	266	209	1707	736	967	462	498	375	362	960	737	1707
	49%	36%	56%	63%	55%	47%	33%	49%	44%	54%	46%	47%	52%	53%	47%	52%	49%
			aefg	abdefg	aefg	af		af	a				ae	abe	abe		
Instagram	1638	337	474	355	242	145	87	1638	685	942	514	521	323	265	1035	587	1638
	47%	81%	73%	59%	39%	25%	14%	47%	41%	52%	51%	50%	45%	38%	51%	42%	47%
		bcdefg	cdefg	defg	ef	f		def	a		cdfg	df	d		cdfg		df
TikTok	1419	337	434	301	203	103	40	1419	597	811	416	427	310	254	843	564	1419
	41%	81%	67%	50%	33%	18%	6%	41%	36%	45%	42%	41%	43%	37%	41%	40%	41%
		bcdefg	cdefg	defg	ef	f		def	a				d		d		
Snapchat	740	246	261	139	64	26	4	740	337	395	247	219	141	125	466	266	740
	21%	59%	40%	23%	10%	5%	1%	21%	20%	22%	25%	21%	19%	18%	23%	19%	21%
		bcdefg	cdefg	def	ef	f		def			cdfg				df		
Twitch	270	86	106	47	22	9	1	270	188	78	92	81	59	37	173	96	270
	8%	21%	16%	8%	4%	1%	*%	8%	11%	4%	9%	8%	8%	5%	8%	7%	8%
		cdefg	cdefg	def	ef	f		def	b		df		d		d		d
Vimeo	135	15	31	44	31	10	4	135	87	47	64	40	22	9	104	31	135
	4%	4%	5%	7%	5%	2%	1%	4%	5%	3%	6%	4%	3%	1%	5%	2%	4%
		f	ef	aefg	ef			ef	b		bcdfg	df	d		cdf		df
Dailymotion	112	20	37	22	23	8	1	112	67	44	50	29	16	17	79	33	112
	3%	5%	6%	4%	4%	1%	*%	3%	4%	2%	5%	3%	2%	2%	4%	2%	3%
		ef	efg	ef	ef	f		ef	b		bcdfg				f		
OnlyFans	78	12	28	28	6	1	1	78	60	17	40	19	11	8	59	19	78
	2%	3%	4%	5%	1%	*%	*%	2%	4%	1%	4%	2%	2%	1%	3%	1%	2%
		def	defg	defg				ef	b		bcdfg				df		df
BitChute	40	2	11	11	13	3	-	40	29	11	22	7	5	6	29	11	40
	1%	*%	2%	2%	2%	1%	-%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
			f	f	aef			f	b		bcdfg						

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 12

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

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

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
I watch videos/ clips on other apps/ sites	73 2%	6 2%	10 2%	17 3%	19 3%	7 1%	13 2%	73 2%	38 2%	34 2%	22 2%	23 2%	14 2%	14 2%	45 2%	28 2%	73 2%	
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	3162 91%	415 99%	640 99%	582 97%	582 94%	493 86%	450 71%	3162 91%	1519 91%	1626 90%	892 89%	967 92%	676 93%	610 88%	1859 91%	1286 91%	3162 91%	
		cdefg	cdefg	defg	efg	f	ef					ad	ad				d	
I do not watch videos/ clips on any apps/ sites	299 9%	1 *	7 1%	16 3%	31 5%	72 13%	171 27%	299 9%	138 8%	161 9%	102 10%	80 8%	45 6%	70 10%	181 9%	115 8%	299 9%	
				a	ab	abcdg	abcdeg	abcd			c			c	c			
Don't know	24 1%	1 *	- -%	* *%	7 1%	6 1%	9 1%	24 1%	9 1%	14 1%	7 1%	3 *%	4 1%	10 1%	10 *%	14 1%	24 1%	
					bc	bc	bc							beg				
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
Mean number of apps/ sites used (out of 11)	2.6	3.8	3.6	3.1	2.4	1.7	1.2	2.6	2.5	2.6	2.7	2.6	2.5	2.3	2.6	2.5	2.6	
		bcdefg	cdefg	defg	ef	f		def			dfg	d	d		df		df	
Standard deviation	1.76	1.54	1.65	1.72	1.56	1.28	1.02	1.76	1.80	1.71	1.95	1.70	1.65	1.64	1.82	1.65	1.76	
Standard error	.03	.07	.07	.07	.07	.05	.04	.03	.05	.04	.06	.05	.06	.05	.04	.04	.03	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 12

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
YouTube	2728	2285	241	122	80	2728	2389	339	372	2357	411	1206	1105	2728	432	1070	862
	78%	78%	82%	75%	82%	78%	79%	76%	72%	79%	56%	79%	91%	78%	80%	77%	80%
			c		c					a		a	abd	a			
Facebook (inc Facebook Gaming)	1707	1429	140	85	53	1707	1501	206	251	1456	242	687	776	1707	296	684	546
	49%	49%	48%	52%	54%	49%	49%	46%	49%	49%	33%	45%	64%	49%	55%	49%	50%
												a	abd	ab	b		
Instagram	1638	1382	136	71	49	1638	1489	149	268	1370	187	651	800	1638	283	573	532
	47%	47%	46%	43%	50%	47%	49%	33%	52%	46%	26%	43%	66%	47%	52%	41%	49%
							b		b			a	abd	ab	b		b
TikTok	1419	1202	111	64	42	1419	1295	124	247	1172	180	575	664	1419	288	478	411
	41%	41%	38%	39%	44%	41%	43%	28%	48%	39%	25%	38%	55%	41%	53%	34%	38%
							b		b			a	abd	a	bc		
Snapchat	740	622	60	35	22	740	684	56	136	604	96	265	379	740	177	233	203
	21%	21%	21%	22%	22%	21%	23%	13%	26%	20%	13%	17%	31%	21%	33%	17%	19%
							b		b			a	abd	ab	bc		
Twitch	270	227	23	11	10	270	253	17	26	244	20	87	163	270	55	84	93
	8%	8%	8%	7%	10%	8%	8%	4%	5%	8%	3%	6%	13%	8%	10%	6%	9%
							b		a			a	abd	ab	b		b
Vimeo	135	121	7	3	4	135	118	17	8	127	6	31	98	135	25	44	52
	4%	4%	2%	2%	4%	4%	4%	4%	2%	4%	1%	2%	8%	4%	5%	3%	5%
			c							a		a	abd	ab			
Dailymotion	112	101	5	2	5	112	106	6	11	101	6	31	76	112	28	35	38
	3%	3%	2%	1%	5%	3%	3%	1%	2%	3%	1%	2%	6%	3%	5%	3%	4%
			c		bc	c	b					a	abd	ab	b		
OnlyFans	78	69	3	3	3	78	75	3	6	72	9	19	50	78	16	24	28
	2%	2%	1%	2%	3%	2%	2%	1%	1%	2%	1%	1%	4%	2%	3%	2%	3%
							b						abd	b			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 12

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
BitChute	40 1%	38 1%	- -%	2 1%	1 1%	40 1%	36 1%	3 1%	2 *%	38 1%	1 *%	13 1%	26 2% abd	40 1% a	7 1%	18 1%	12 1%
I watch videos/ clips on other apps/ sites	73 2%	62 2%	7 2%	3 2%	1 1%	73 2%	65 2%	8 2%	6 1%	67 2%	6 1%	20 1%	47 4% abd	73 2% a	12 2%	28 2%	25 2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	3162 91%	2648 90%	275 94% ac	146 89% bd	93 96% ace	3162 91%	2768 91%	394 88%	473 92%	2689 90%	546 75%	1416 93% ad	1194 98% abd	3162 91% a	511 94% bc	1240 89%	983 91%
I do not watch videos/ clips on any apps/ sites	299 9%	263 9% d	16 6% bd	16 10% bd	4 4% d	299 9% d	253 8%	46 10%	33 6%	266 9%	175 24% bcd	101 7% c	17 1%	299 9% bc	28 5%	148 11% a	95 9% a
Don't know	24 1%	21 1%	1 *% b	1 1%	* *% b	24 1%	18 1%	5 1%	7 1% b	17 1%	12 2% bcd	6 *% b	3 *% b	24 1%	3 *% b	8 1%	6 1%
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of apps/ sites used (out of 11)	2.6	2.6	2.5	2.4	2.8 c	2.6	2.6 b	2.1	2.6	2.6	1.6	2.4 a	3.4 abd	2.6 ab	3.0 bc	2.3	2.6 b
Standard deviation	1.76	1.78	1.58	1.67	1.69	1.76	1.77	1.56	1.64	1.77	1.48	1.48	1.82	1.76	1.85	1.68	1.79
Standard error	.03	.04	.09	.10	.10	.03	.03	.07	.07	.03	.05	.04	.05	.03	.08	.04	.06

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
YouTube	2728	600	1429	653	2728	895	1647	1579	1039
	78%	77%	78%	81%	78%	78%	79%	74%	86%
				a					a
Facebook (inc Facebook Gaming)	1707	369	893	426	1707	573	1038	891	759
	49%	47%	49%	53%	49%	50%	50%	42%	62%
				abd					a
Instagram	1638	380	854	375	1638	546	964	835	727
	47%	49%	46%	47%	47%	48%	46%	39%	60%
									a
TikTok	1419	344	716	323	1419	509	793	656	687
	41%	44%	39%	40%	41%	44%	38%	31%	57%
		b				b			a
Snapchat	740	206	363	151	740	292	370	314	378
	21%	26%	20%	19%	21%	25%	18%	15%	31%
		bcd				b			a
Twitch	270	75	133	58	270	101	142	132	121
	8%	10%	7%	7%	8%	9%	7%	6%	10%
									a
Vimeo	135	29	74	29	135	44	75	51	77
	4%	4%	4%	4%	4%	4%	4%	2%	6%
									a
Dailymotion	112	30	46	35	112	44	59	56	50
	3%	4%	3%	4%	3%	4%	3%	3%	4%
				b					a
OnlyFans	78	24	41	10	78	36	27	29	43
	2%	3%	2%	1%	2%	3%	1%	1%	4%
		c				b			a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
BitChute	40 1%	8 1%	21 1%	11 1%	40 1%	22 2% b	15 1%	14 1%	24 2% a
I watch videos/ clips on other apps/ sites	73 2%	20 3%	34 2%	18 2%	73 2%	24 2%	42 2%	40 2%	27 2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	3162 91%	697 89%	1657 90%	750 93% abd	3162 91%	1039 90%	1902 91%	1839 86%	1188 98% a
I do not watch videos/ clips on any apps/ sites	299 9%	80 10% c	169 9% c	45 6%	299 9% c	101 9%	184 9%	271 13% b	26 2%
Don't know	24 1%	4 1%	10 1%	8 1%	24 1%	10 1%	9 *% b	20 1% b	1 *% b
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of apps/ sites used (out of 11)	2.6	2.7 b	2.5	2.6	2.6	2.7 b	2.5	2.2	3.2 a
Standard deviation	1.76	1.91	1.74	1.64	1.76	1.81	1.71	1.63	1.74
Standard error	.03	.07	.04	.06	.03	.05	.04	.03	.05

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
None used	323	2	7	17	38	78	180	323	147	175	109	82	49	80	191	129	323
	9%	1%	1%	3%	6%	14%	29%	9%	9%	10%	11%	8%	7%	12%	9%	9%	9%
				ab	abc	abcdg	abcdeg	abcd			bc			bcg			
Only one site or app used	825	34	70	86	163	213	259	825	447	374	225	254	177	168	479	345	825
	24%	8%	11%	14%	26%	37%	41%	24%	27%	21%	23%	24%	24%	24%	23%	24%	24%
				a	abc	abcdg	abcdg	abc	b								
More than one site or app used	2337	382	570	496	418	280	191	2337	1072	1252	666	713	499	442	1379	941	2337
	67%	91%	88%	83%	68%	49%	30%	67%	64%	70%	67%	68%	69%	64%	67%	66%	67%
		cdefg	cdefg	defg	ef	f		ef		a							
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean number of apps/ sites used (out of 11)	2.6	3.8	3.6	3.1	2.4	1.7	1.2	2.6	2.5	2.6	2.7	2.6	2.5	2.3	2.6	2.5	2.6
		bcdefg	cdefg	defg	ef	f		def			dfg	d	d		df		df
Standard deviation	1.76	1.54	1.65	1.72	1.56	1.28	1.02	1.76	1.80	1.71	1.95	1.70	1.65	1.64	1.82	1.65	1.76
Standard error	.03	.07	.07	.07	.07	.05	.04	.03	.05	.04	.06	.05	.06	.05	.04	.04	.03

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
None used	323	284	17	18	4	323	271	52	41	282	186	107	21	323	31	156	100
	9%	10%	6%	11%	4%	9%	9%	12%	8%	10%	25%	7%	2%	9%	6%	11%	9%
		bd		bd		d					bcd	c		bc		a	a
Only one site or app used	825	689	82	35	20	825	682	143	115	711	246	414	161	825	105	366	261
	24%	23%	28%	21%	20%	24%	22%	32%	22%	24%	34%	27%	13%	24%	19%	26%	24%
			d					a			bcd	cd		c		a	a
More than one site or app used	2337	1959	193	111	74	2337	2086	251	358	1978	300	1002	1033	2337	406	874	722
	67%	67%	66%	68%	76%	67%	69%	56%	70%	67%	41%	66%	85%	67%	75%	63%	67%
					abce		b					a	abd	a	bc		
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of apps/ sites used (out of 11)	2.6	2.6	2.5	2.4	2.8	2.6	2.6	2.1	2.6	2.6	1.6	2.4	3.4	2.6	3.0	2.3	2.6
					c		b					a	abd	ab	bc		b
Standard deviation	1.76	1.78	1.58	1.67	1.69	1.76	1.77	1.56	1.64	1.77	1.48	1.48	1.82	1.76	1.85	1.68	1.79
Standard error	.03	.04	.09	.10	.10	.03	.03	.07	.07	.03	.05	.04	.05	.03	.08	.04	.06

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
None used	323	84	179	53	323	111	193	291	27
	9%	11%	10%	7%	9%	10%	9%	14%	2%
		c	c	c				b	
Only one site or app used	825	182	447	179	825	228	544	604	188
	24%	23%	24%	22%	24%	20%	26%	28%	15%
							a	b	
More than one site or app used	2337	515	1210	570	2337	811	1358	1235	1000
	67%	66%	66%	71%	67%	71%	65%	58%	82%
				abd		b			a
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of apps/ sites used (out of 11)	2.6	2.7	2.5	2.6	2.6	2.7	2.5	2.2	3.2
		b				b			a
Standard deviation	1.76	1.91	1.74	1.64	1.76	1.81	1.71	1.63	1.74
Standard error	.03	.07	.04	.06	.03	.05	.04	.03	.05
Columns Tested: a,b,c,d - a,b - a,b									

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Yes	1208	230	389	281	173	99	36	1208	609	589	405	360	247	188	765	434	1208
	35%	55%	60%	47%	28%	17%	6%	35%	37%	33%	40%	34%	34%	27%	37%	31%	35%
		cdefg	cdefg	defg	ef	f		def	b		bcdg	d	d		df		df
No	2255	183	255	309	444	471	593	2255	1047	1199	592	686	473	493	1278	966	2255
	65%	44%	39%	52%	72%	83%	94%	65%	63%	67%	59%	65%	65%	71%	62%	68%	65%
				ab	abcg	abcdg	abcdg	abc		a		a	a	abceg		aeg	a
Don't know	22	5	4	9	3	1	1	22	8	14	4	3	5	9	7	14	22
	1%	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
		ef		efg									be		e		

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Yes	1208	1034	92	52	30	1208	1111	97	200	1009	148	453	607	1208	260	436	360
	35%	35%	31%	32%	31%	35%	37%	22%	39%	34%	20%	30%	50%	35%	48%	31%	33%
							b		b			a	abd	ab	bc		
No	2255	1877	200	111	66	2255	1908	347	305	1950	575	1061	604	2255	276	955	720
	65%	64%	68%	68%	68%	65%	63%	78%	59%	66%	79%	70%	50%	65%	51%	68%	66%
							a		a		bcd	cd		c		a	a
Don't know	22	20	1	*	1	22	21	2	9	13	9	9	3	22	5	5	3
	1%	1%	*%	*%	1%	1%	1%	*%	2%	*%	1%	1%	*%	1%	1%	*%	*%
									b		c						

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Yes	1208	310	606	272	1208	420	671	516	629
	35%	40%	33%	34%	35%	36%	32%	24%	52%
		bcd				b			a
No	2255	467	1221	525	2255	723	1419	1607	578
	65%	60%	66%	65%	65%	63%	68%	75%	48%
			a	a	a		a	b	
Don't know	22	4	10	6	22	7	6	7	8
	1%	*%	1%	1%	1%	1%	*%	*%	1%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 15

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

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

Base : All respondents 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	a	b	a	b	c	d	e	f	g	
Unweighted total	1153	245	332	296	150	90	40	1153	563	580	352	316	231	246	668	477	1153	
Effective Weighted Sample	978	216	282	255	128	77	33	978	479	492	308	273	198	212	581	398	978	
Total	1208	230	389	281	173	99	36	1208	609	589	405	360	247	188	765	434	1208	
Instagram	690	129	272	170	80	**	**	690	324	361	262	222	122	83	484	205	690	
	57%	56%	70%	61%	46%	**	**	57%	53%	61%	65%	62%	50%	44%	63%	47%	57%	
			acd	d				d		a	cd	cd			cd		cd	
TikTok	644	176	242	149	57	**	**	644	311	324	227	186	133	93	413	226	644	
	53%	77%	62%	53%	33%	**	**	53%	51%	55%	56%	51%	54%	49%	54%	52%	53%	
		bc	cd	d				d										
Facebook (inc Facebook Gaming)	607	53	190	177	107	**	**	607	288	316	207	166	128	103	373	231	607	
	50%	23%	49%	63%	62%	**	**	50%	47%	54%	51%	46%	52%	55%	49%	53%	50%	
			a	ab	ab			a		a								
YouTube	524	87	172	126	82	**	**	524	341	179	196	144	101	79	340	180	524	
	43%	38%	44%	45%	47%	**	**	43%	56%	30%	48%	40%	41%	42%	44%	41%	43%	
									b		b							
Snapchat	398	117	163	81	29	**	**	398	183	212	165	107	79	43	271	123	398	
	33%	51%	42%	29%	17%	**	**	33%	30%	36%	41%	30%	32%	23%	35%	28%	33%	
		bc	cd	d				d		a	bd	d			d		d	
Twitch	79	27	24	19	8	**	**	79	59	19	43	18	13	5	61	18	79	
	7%	12%	6%	7%	5%	**	**	7%	10%	3%	11%	5%	5%	3%	8%	4%	7%	
		bd							b		bc				d		d	
Vimeo	45	3	16	10	11	**	**	45	27	18	30	6	3	6	36	9	45	
	4%	1%	4%	4%	6%	**	**	4%	4%	3%	7%	2%	1%	3%	5%	2%	4%	
					a						bc				bc			
OnlyFans	33	5	10	10	7	**	**	33	18	15	17	7	4	4	24	9	33	
	3%	2%	3%	3%	4%	**	**	3%	3%	3%	4%	2%	2%	2%	3%	2%	3%	
Dailymotion	31	4	11	11	4	**	**	31	15	16	24	4	3	*	27	4	31	
	3%	2%	3%	4%	2%	**	**	3%	3%	3%	6%	1%	1%	*	4%	1%	3%	
											bc				bd		d	
BitChute	25	4	12	2	5	**	**	25	16	9	18	2	4	2	20	6	25	
	2%	2%	3%	1%	3%	**	**	2%	3%	2%	4%	*	2%	1%	3%	1%	2%	
											bd				b			

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	1153	245	332	296	150	90	40	1153	563	580	352	316	231	246	668	477	1153
Effective Weighted Sample	978	216	282	255	128	77	33	978	479	492	308	273	198	212	581	398	978
Total	1208	230	389	281	173	99	36	1208	609	589	405	360	247	188	765	434	1208
I upload videos I have made myself to other apps/ sites	21	2	2	3	5	**	**	21	10	12	6	4	5	7	10	12	21
	2%	1%	1%	1%	3%	**	**	2%	2%	2%	2%	1%	2%	3%	1%	3%	2%
													e				
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1204	228	388	280	173	**	**	1204	607	587	404	358	246	187	762	433	1204
	100%	99%	100%	100%	100%	**	**	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%
Don't know	4	2	1	*	-	**	**	4	3	1	1	2	*	1	3	2	4
	*%	1%	*%	*%	-%	**	**	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%

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

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

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

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	a	b	c	d	a	b	c
Unweighted total	1153	862	95	98	98	1153	1055	98	198	955	144	453	556	1153	255	422	321
Effective Weighted Sample	978	789	86	94	92	978	898	81	167	812	122	383	475	978	215	354	279
Total	1208	1034	92	52	30	1208	1111	97	200	1009	148	453	607	1208	260	436	360
Instagram	690	608	**	**	**	690	651	**	109	581	60	240	391	690	144	252	227
	57%	59%	**	**	**	57%	59%	**	55%	58%	40%	53%	64%	57%	55%	58%	63%
												a	abd	a			
TikTok	644	558	**	**	**	644	612	**	122	522	92	232	321	644	159	216	175
	53%	54%	**	**	**	53%	55%	**	61%	52%	62%	51%	53%	53%	61%	49%	48%
									b		b				bc		
Facebook (inc Facebook Gaming)	607	521	**	**	**	607	551	**	108	499	59	192	356	607	147	220	186
	50%	50%	**	**	**	50%	50%	**	54%	49%	40%	42%	59%	50%	56%	50%	52%
													abd	ab			
YouTube	524	445	**	**	**	524	481	**	65	459	56	187	282	524	113	201	147
	43%	43%	**	**	**	43%	43%	**	32%	46%	38%	41%	46%	43%	43%	46%	41%
										a							
Snapchat	398	345	**	**	**	398	371	**	73	325	45	132	221	398	102	134	109
	33%	33%	**	**	**	33%	33%	**	36%	32%	30%	29%	36%	33%	39%	31%	30%
													b		bc		
Twitch	79	69	**	**	**	79	77	**	5	74	3	35	41	79	18	27	24
	7%	7%	**	**	**	7%	7%	**	3%	7%	2%	8%	7%	7%	7%	6%	7%
										a		a	a				
Vimeo	45	42	**	**	**	45	40	**	2	44	2	11	32	45	8	13	20
	4%	4%	**	**	**	4%	4%	**	1%	4%	2%	2%	5%	4%	3%	3%	6%
										a			b				
OnlyFans	33	28	**	**	**	33	29	**	2	31	5	7	20	33	11	14	8
	3%	3%	**	**	**	3%	3%	**	1%	3%	3%	2%	3%	3%	4%	3%	2%
Dailymotion	31	28	**	**	**	31	30	**	2	29	-	7	24	31	10	8	11
	3%	3%	**	**	**	3%	3%	**	1%	3%	-	2%	4%	3%	4%	2%	3%
													ab				
BitChute	25	22	**	**	**	25	25	**	1	25	2	8	15	25	5	8	9
	2%	2%	**	**	**	2%	2%	**	1%	2%	1%	2%	3%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	~b	a	b	a	b	c	d	a	b	c	
Unweighted total	1153	862	95	98	98	1153	1055	98	198	955	144	453	556	1153	255	422	321	
Effective Weighted Sample	978	789	86	94	92	978	898	81	167	812	122	383	475	978	215	354	279	
Total	1208	1034	92	52	30	1208	1111	97	200	1009	148	453	607	1208	260	436	360	
I upload videos I have made myself to other apps/ sites	21	21	**	**	**	21	19	**	-	21	1	7	13	21	8	6	6	
	2%	2%	**	**	**	2%	2%	**	-%	2%	1%	2%	2%	2%	3%	1%	2%	
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1204	1031	**	**	**	1204	1107	**	198	1006	147	451	606	1204	260	434	360	
	100%	100%	**	**	**	100%	100%	**	99%	100%	100%	99%	100%	100%	100%	100%	100%	
Don't know	4	3	**	**	**	4	4	**	2	2	1	3	1	4	*	2	-	
	*%	*%	**	**	**	*%	*%	**	1%	*%	*%	1%	*%	*%	*%	*%	-%	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1153	283	568	280	1153	423	617	546	532
Effective Weighted Sample	978	243	486	231	978	352	529	454	469
Total	1208	310	606	272	1208	420	671	516	629
Instagram	690	201	352	128	690	203	422	273	389
	57%	65%	58%	47%	57%	48%	63%	53%	62%
		cd	c		c		a		a
TikTok	644	187	309	136	644	249	331	256	352
	53%	60%	51%	50%	53%	59%	49%	50%	56%
		bcd				b			
Facebook (inc Facebook Gaming)	607	154	313	133	607	198	355	209	376
	50%	50%	52%	49%	50%	47%	53%	41%	60%
									a
YouTube	524	151	246	117	524	186	283	207	289
	43%	49%	41%	43%	43%	44%	42%	40%	46%
		b							
Snapchat	398	126	193	70	398	150	199	139	238
	33%	41%	32%	26%	33%	36%	30%	27%	38%
		bcd			c				a
Twitch	79	28	35	15	79	33	33	26	46
	7%	9%	6%	6%	7%	8%	5%	5%	7%
Vimeo	45	13	24	9	45	17	22	15	27
	4%	4%	4%	3%	4%	4%	3%	3%	4%
OnlyFans	33	10	20	3	33	20	9	10	20
	3%	3%	3%	1%	3%	5%	1%	2%	3%
						b			
Dailymotion	31	13	14	5	31	16	12	6	22
	3%	4%	2%	2%	3%	4%	2%	1%	3%
									a
BitChute	25	9	13	3	25	12	8	6	17
	2%	3%	2%	1%	2%	3%	1%	1%	3%

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	1153	283	568	280	1153	423	617	546	532
Effective Weighted Sample	978	243	486	231	978	352	529	454	469
Total	1208	310	606	272	1208	420	671	516	629
I upload videos I have made myself to other apps/ sites	21	6	7	9	21	9	11	12	8
	2%	2%	1%	3%	2%	2%	2%	2%	1%
				b					
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1204	309	604	271	1204	419	670	513	629
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	4	1	2	1	4	1	2	2	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 16

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Instagram	690	129	272	170	80	29	9	690	324	361	262	222	122	83	484	205	690
	20%	31%	42%	28%	13%	5%	1%	20%	19%	20%	26%	21%	17%	12%	24%	15%	20%
		defg	acdefg	defg	ef	f		def			bcdg	cdf	d		cdg		df
TikTok	644	176	242	149	57	16	5	644	311	324	227	186	133	93	413	226	644
	18%	42%	37%	25%	9%	3%	1%	18%	19%	18%	23%	18%	18%	13%	20%	16%	18%
		cdefg	cdefg	defg	ef	f		def			bdfg	d	d		df		df
Facebook (inc. Facebook Gaming)	607	53	190	177	107	60	20	607	288	316	207	166	128	103	373	231	607
	17%	13%	29%	30%	17%	11%	3%	17%	17%	18%	21%	16%	18%	15%	18%	16%	17%
		f	adefg	adefg	ef	f		aef			bdfg				d		
YouTube	524	87	172	126	82	43	15	524	341	179	196	144	101	79	340	180	524
	15%	21%	26%	21%	13%	8%	2%	15%	20%	10%	20%	14%	14%	11%	17%	13%	15%
		defg	acdefg	defg	ef	f		ef	b		bcdg				df		df
Snapchat	398	117	163	81	29	8	-	398	183	212	165	107	79	43	271	123	398
	11%	28%	25%	13%	5%	1%	-%	11%	11%	12%	16%	10%	11%	6%	13%	9%	11%
		cdefg	cdefg	def	ef	f		def			bcdg	d	d		bdf	d	df
Twitch	79	27	24	19	8	1	-	79	59	19	43	18	13	5	61	18	79
	2%	6%	4%	3%	1%	*%	-%	2%	4%	1%	4%	2%	2%	1%	3%	1%	2%
		cdefg	def	def	ef			ef	b		bcdg				df		df
Vimeo	45	3	16	10	11	3	3	45	27	18	30	6	3	6	36	9	45
	1%	1%	2%	2%	2%	1%	*%	1%	2%	1%	3%	1%	*%	1%	2%	1%	1%
			aef	f	f						bcdg				bcf		
OnlyFans	33	5	10	10	7	1	1	33	18	15	17	7	4	4	24	9	33
	1%	1%	2%	2%	1%	*%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		ef	ef	ef							bdf						
Dailymotion	31	4	11	11	4	1	-	31	15	16	24	4	3	*	27	4	31
	1%	1%	2%	2%	1%	*%	-%	1%	1%	1%	2%	*%	*%	*%	1%	*%	1%
		f	ef	efg				f			bcdg				bdf		df
BitChute	25	4	12	2	5	2	-	25	16	9	18	2	4	2	20	6	25
	1%	1%	2%	*%	1%	*%	-%	1%	1%	1%	2%	*%	1%	*%	1%	*%	1%
		f	cefg		f			f			bcdg				b		

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 16

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

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

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
I upload videos I have made myself to other apps/ sites	21	2	2	3	5	8	2	21	10	12	6	4	5	7	10	12	21	
	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1204	228	388	280	173	99	35	1204	607	587	404	358	246	187	762	433	1204	
	35%	55%	60%	47%	28%	17%	6%	35%	36%	33%	40%	34%	34%	27%	37%	31%	35%	
		cdefg	cdefg	defg	ef	f		def	b	33%	bcdg	d	d		df		df	
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2255	183	255	309	444	471	593	2255	1047	1199	592	686	473	493	1278	966	2255	
	65%	44%	39%	52%	72%	83%	94%	65%	63%	67%	59%	65%	65%	71%	62%	68%	65%	
				ab	abcg	abcdg	abcdeg	abc		a		a	a	abceg		aeg	a	
Don't know	26	7	5	9	3	1	2	26	11	15	5	5	6	10	10	16	26	
	1%	2%	1%	2%	*%	*%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	
		ef		ef									be					
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
Mean number of apps/ sites used (out of 11)	.9	1.5	1.7	1.3	.6	.3	.1	.9	1.0	.8	1.2	.8	.8	.6	1.0	.7	.9	
		defg	acdefg	defg	ef	f		def	b		bcdg	d	d		bcdg	d	df	
Standard deviation	1.53	1.75	1.86	1.75	1.33	.76	.42	1.53	1.58	1.48	1.85	1.42	1.41	1.21	1.66	1.32	1.53	
Standard error	.03	.08	.08	.07	.06	.03	.02	.03	.04	.03	.06	.05	.05	.04	.04	.03	.03	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 16

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Instagram	690	608	39	28	15	690	651	40	109	581	60	240	391	690	144	252	227
	20%	21%	13%	17%	16%	20%	21%	9%	21%	20%	8%	16%	32%	20%	27%	18%	21%
		b				b	b					a	abd	ab	bc		
TikTok	644	558	45	25	16	644	612	32	122	522	92	232	321	644	159	216	175
	18%	19%	15%	15%	16%	18%	20%	7%	24%	18%	13%	15%	26%	18%	29%	15%	16%
							b		b				abd	ab	bc		
Facebook (inc. Facebook Gaming)	607	521	42	29	15	607	551	56	108	499	59	192	356	607	147	220	186
	17%	18%	14%	18%	15%	17%	18%	13%	21%	17%	8%	13%	29%	17%	27%	16%	17%
							b		b			a	abd	ab	bc		
YouTube	524	445	41	23	16	524	481	43	65	459	56	187	282	524	113	201	147
	15%	15%	14%	14%	17%	15%	16%	10%	13%	15%	8%	12%	23%	15%	21%	14%	14%
							b					a	abd	ab	bc		
Snapchat	398	345	28	17	8	398	371	27	73	325	45	132	221	398	102	134	109
	11%	12%	10%	11%	8%	11%	12%	6%	14%	11%	6%	9%	18%	11%	19%	10%	10%
							b						abd	ab	bc		
Twitch	79	69	3	5	2	79	77	2	5	74	3	35	41	79	18	27	24
	2%	2%	1%	3%	2%	2%	3%	*%	1%	2%	*%	2%	3%	2%	3%	2%	2%
							b					a	a	a			
Vimeo	45	42	-	2	2	45	40	5	2	44	2	11	32	45	8	13	20
	1%	1%	-%	1%	2%	1%	1%	1%	*%	1%	*%	1%	3%	1%	1%	1%	2%
		b			b								abd	a			
OnlyFans	33	28	2	1	2	33	29	3	2	31	5	7	20	33	11	14	8
	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	*%	2%	1%	2%	1%	1%
													b	c			
Dailymotion	31	28	1	1	1	31	30	1	2	29	-	7	24	31	10	8	11
	1%	1%	*%	1%	1%	1%	1%	*%	*%	1%	-%	*%	2%	1%	2%	1%	1%
													abd	a	b		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 16

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
BitChute	25 1%	22 1%	- -%	2 1%	1 1%	25 1%	25 1%	1 *%	1 *%	25 1%	2 *%	8 1%	15 1%	25 1%	5 1%	8 1%	9 1%
I upload videos I have made myself to other apps/ sites	21 1%	21 1%	- -%	1 *%	* *%	21 1%	19 1%	2 1%	- -%	21 1%	1 *%	7 *%	13 1%	21 1%	8 2%	6 *%	6 1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1204 35%	1031 35%	91 31%	51 31%	30 31%	1204 35%	1107 36% b	97 22%	198 38%	1006 34%	147 20%	451 30% a	606 50% abd	1204 35% ab	260 48% bc	434 31%	360 33%
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2255 65%	1877 64%	200 68%	111 68%	66 68%	2255 65%	1908 63%	347 78% a	305 59%	1950 66% a	575 79% bcd	1061 70% cd	604 50%	2255 65% c	276 51%	955 68% a	720 66% a
Don't know	26 1%	23 1%	1 *%	1 *%	1 1%	26 1%	25 1%	2 *%	11 2% b	15 1%	10 1% c	12 1%	5 *%	26 1%	5 1%	7 1%	3 *%
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of apps/ sites used (out of 11)	.9	.9	.7	.8	.8	.9	.9	.5	1.0	.9	.4	.7	1.4	.9	1.3	.8	.9
Standard deviation	1.53	1.56	1.25	1.55	1.58	1.53	1.57	1.16	1.45	1.55	1.05	1.29	1.89	1.53	1.84	1.44	1.52
Standard error	.03	.03	.07	.09	.09	.03	.03	.05	.06	.03	.04	.03	.06	.03	.08	.04	.05

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Instagram	690	201	352	128	690	203	422	273	389
	20%	26%	19%	16%	20%	18%	20%	13%	32%
		bcd			c				a
TikTok	644	187	309	136	644	249	331	256	352
	18%	24%	17%	17%	18%	22%	16%	12%	29%
		bcd				b			a
Facebook (inc. Facebook Gaming)	607	154	313	133	607	198	355	209	376
	17%	20%	17%	17%	17%	17%	17%	10%	31%
									a
YouTube	524	151	246	117	524	186	283	207	289
	15%	19%	13%	15%	15%	16%	13%	10%	24%
		bcd							a
Snapchat	398	126	193	70	398	150	199	139	238
	11%	16%	11%	9%	11%	13%	10%	7%	20%
		bcd			c	b			a
Twitch	79	28	35	15	79	33	33	26	46
	2%	4%	2%	2%	2%	3%	2%	1%	4%
		bc				b			a
Vimeo	45	13	24	9	45	17	22	15	27
	1%	2%	1%	1%	1%	1%	1%	1%	2%
									a
OnlyFans	33	10	20	3	33	20	9	10	20
	1%	1%	1%	*%	1%	2%	*%	*%	2%
						b			a
Dailymotion	31	13	14	5	31	16	12	6	22
	1%	2%	1%	1%	1%	1%	1%	*%	2%
						b			a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
BitChute	25	9	13	3	25	12	8	6	17
	1%	1%	1%	0%	1%	1%	0%	0%	1%
									a
I upload videos I have made myself to other apps/ sites	21	6	7	9	21	9	11	12	8
	1%	1%	0%	1%	1%	1%	1%	1%	1%
				b					
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	1204	309	604	271	1204	419	670	513	629
	35%	40%	33%	34%	35%	36%	32%	24%	52%
		bcd				b			a
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	2255	467	1221	525	2255	723	1419	1607	578
	65%	60%	66%	65%	65%	63%	68%	75%	48%
			a	a	a		a	b	
Don't know	26	5	12	7	26	8	7	10	9
	1%	1%	1%	1%	1%	1%	0%	0%	1%
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of apps/ sites used (out of 11)	.9	1.1	.8	.8	.9	1.0	.8	.5	1.5
		bcd				b			a
Standard deviation	1.53	1.77	1.47	1.41	1.53	1.60	1.44	1.17	1.87
Standard error	.03	.07	.03	.05	.03	.05	.03	.02	.06

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
None used	2281	190	260	318	446	472	595	2281	1059	1214	597	691	478	504	1288	982	2281
	65%	45%	40%	53%	72%	83%	94%	65%	64%	67%	60%	66%	66%	73%	63%	69%	65%
			ab	abcg	abcdg	abcdg	abcdg	abc		a		a	a	abceg		aeg	a
Only one site or app used	361	67	88	73	59	53	21	361	178	181	98	118	76	64	217	140	361
	10%	16%	14%	12%	10%	9%	3%	10%	11%	10%	10%	11%	10%	9%	11%	10%	10%
		defg	efg	f	f	f		f									
More than one site or app used	843	161	300	207	114	46	14	843	429	406	306	240	170	122	546	293	843
	24%	39%	46%	35%	18%	8%	2%	24%	26%	23%	31%	23%	23%	18%	27%	21%	24%
		defg	acdefg	defg	ef	f		def	b		bcdefg	d	d		bdf		df
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean number of apps/ sites used (out of 11)	.9	1.5	1.7	1.3	.6	.3	.1	.9	1.0	.8	1.2	.8	.8	.6	1.0	.7	.9
		defg	acdefg	defg	ef	f		def	b		bcdefg	d	d		bcdfg	d	df
Standard deviation	1.53	1.75	1.86	1.75	1.33	.76	.42	1.53	1.58	1.48	1.85	1.42	1.41	1.21	1.66	1.32	1.53
Standard error	.03	.08	.08	.07	.06	.03	.02	.03	.04	.03	.06	.05	.05	.04	.04	.03	.03

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
None used	2281	1900	201	112	67	2281	1933	348	316	1965	585	1072	608	2281	281	962	724
	65%	65%	69%	69%	69%	65%	64%	78%	62%	66%	80%	70%	50%	65%	52%	69%	67%
								a			bcd	cd		c	a	a	
Only one site or app used	361	301	33	17	10	361	314	47	54	306	59	152	150	361	70	128	110
	10%	10%	11%	10%	10%	10%	10%	11%	11%	10%	8%	10%	12%	10%	13%	9%	10%
													a		b		
More than one site or app used	843	730	58	35	20	843	793	50	143	700	88	299	456	843	189	306	251
	24%	25%	20%	21%	21%	24%	26%	11%	28%	24%	12%	20%	38%	24%	35%	22%	23%
							b		b			a	abd	ab	bc		
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of apps/ sites used (out of 11)	.9	.9	.7	.8	.8	.9	.9	.5	1.0	.9	.4	.7	1.4	.9	1.3	.8	.9
		b				b	b					a	abd	ab	bc		
Standard deviation	1.53	1.56	1.25	1.55	1.58	1.53	1.57	1.16	1.45	1.55	1.05	1.29	1.89	1.53	1.84	1.44	1.52
Standard error	.03	.03	.07	.09	.09	.03	.03	.05	.06	.03	.04	.03	.06	.03	.08	.04	.05

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL	GETTING BY	STRUGGLING	ALL	DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
None used	2281	472	1232	532	2281	731	1426	1617	586
	65%	60%	67%	66%	65%	64%	68%	76%	48%
			a	a	a		a	b	
Only one site or app used	361	75	184	95	361	132	195	185	155
	10%	10%	10%	12%	10%	11%	9%	9%	13%
									a
More than one site or app used	843	234	420	176	843	287	475	328	474
	24%	30%	23%	22%	24%	25%	23%	15%	39%
		bcd							a
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of apps/ sites used (out of 11)	.9	1.1	.8	.8	.9	1.0	.8	.5	1.5
		bcd				b			a
Standard deviation	1.53	1.77	1.47	1.41	1.53	1.60	1.44	1.17	1.87
Standard error	.03	.07	.03	.05	.03	.05	.03	.02	.06
Columns Tested: a,b,c,d - a,b - a,b									

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 18

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	3162	415	640	582	582	493	450	3162	1519	1626	892	967	676	610	1859	1286	3162
	91%	99%	99%	97%	94%	86%	71%	91%	91%	90%	89%	92%	93%	88%	91%	91%	91%
		cdefg	cdefg	defg	efg	f	ef					ad	ad				d
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1204	228	388	280	173	99	35	1204	607	587	404	358	246	187	762	433	1204
	35%	55%	60%	47%	28%	17%	6%	35%	36%	33%	40%	34%	34%	27%	37%	31%	35%
		cdefg	cdefg	defg	ef	f		def	b		bcdfg	d	d		df		df
TOTAL - EITHER OF THESE ACTIVITIES	3176	416	645	584	584	496	451	3176	1525	1634	897	971	679	612	1868	1291	3176
	91%	100%	100%	98%	94%	87%	72%	91%	92%	91%	90%	92%	94%	89%	91%	91%	91%
		cdefg	cdefg	defg	efg	f	ef					ad	adeg				d
TOTAL - BOTH OF THESE ACTIVITIES	1189	228	383	278	171	95	34	1189	600	580	399	355	243	184	754	427	1189
	34%	54%	59%	46%	28%	17%	5%	34%	36%	32%	40%	34%	34%	27%	37%	30%	34%
		cdefg	cdefg	defg	ef	f		def	b		bcdfg	d	d		df		df
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	309	2	3	15	36	75	179	309	140	168	104	79	45	78	183	123	309
	9%	0%	0%	2%	6%	13%	28%	9%	8%	9%	10%	8%	6%	11%	9%	9%	9%
				ab	abc	abcdg	abcdg	abcd			bc			bcg	c		c

Columns Tested: a,b,c,d,e,f,g - a,b - 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 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	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	3162	2648	275	146	93	3162	2768	394	473	2689	546	1416	1194	3162	511	1240	983
	91%	90%	94%	89%	96%	91%	91%	88%	92%	90%	75%	93%	98%	91%	94%	89%	91%
			ac		ace							ad	abd	a	bc		
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1204	1031	91	51	30	1204	1107	97	198	1006	147	451	606	1204	260	434	360
	35%	35%	31%	31%	31%	35%	36%	22%	38%	34%	20%	30%	50%	35%	48%	31%	33%
							b					a	abd	ab	bc		
TOTAL - EITHER OF THESE ACTIVITIES	3176	2660	275	148	93	3176	2781	395	479	2698	549	1421	1201	3176	513	1245	989
	91%	91%	94%	91%	96%	91%	92%	89%	93%	91%	75%	93%	99%	91%	95%	89%	91%
					ace							ad	abd	a	bc		
TOTAL - BOTH OF THESE ACTIVITIES	1189	1019	91	49	30	1189	1094	96	192	998	143	446	600	1189	258	429	354
	34%	35%	31%	30%	31%	34%	36%	22%	37%	34%	20%	29%	49%	34%	48%	31%	33%
							b					a	abd	ab	bc		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	309	272	17	15	4	309	258	50	35	274	183	102	14	309	28	151	94
	9%	9%	6%	9%	4%	9%	8%	11%	7%	9%	25%	7%	1%	9%	5%	11%	9%
		d		d		d					bcd	c		bc		a	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	3162	697	1657	750	3162	1039	1902	1839	1188
	91%	89%	90%	93%	91%	90%	91%	86%	98%
				abd					a
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	1204	309	604	271	1204	419	670	513	629
	35%	40%	33%	34%	35%	36%	32%	24%	52%
		bcd				b			a
TOTAL - EITHER OF THESE ACTIVITIES	3176	703	1663	752	3176	1042	1911	1847	1194
	91%	90%	91%	94%	91%	91%	91%	87%	98%
				abd					a
TOTAL - BOTH OF THESE ACTIVITIES	1189	303	598	268	1189	416	662	506	623
	34%	39%	33%	33%	34%	36%	32%	24%	51%
		bcd				b			a
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	309	78	173	50	309	108	185	283	21
	9%	10%	9%	6%	9%	9%	9%	13%	2%
		c	c		c			b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 19

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
YouTube (Live)	1425	221	364	324	253	176	88	1425	827	587	430	401	324	263	832	587	1425
	41%	53%	56%	54%	41%	31%	14%	41%	50%	33%	43%	38%	45%	38%	41%	41%	41%
		defg	defg	defg	ef	f		ef	b		d		bd				
Facebook (Live)	1062	87	256	284	215	147	73	1062	501	557	319	281	248	210	600	458	1062
	30%	21%	39%	47%	35%	26%	12%	30%	30%	31%	32%	27%	34%	30%	29%	32%	30%
		f	aefg	abdefg	aef	f		aef			b		be		b		b
Instagram (Live)	1039	217	338	257	137	65	26	1039	475	555	359	329	197	149	688	345	1039
	30%	52%	52%	43%	22%	11%	4%	30%	29%	31%	36%	31%	27%	22%	34%	24%	30%
		cdefg	cdefg	defg	ef	f		def			cdefg	df	d		cdefg		df
TikTok (LIVE)	992	249	323	216	132	61	11	992	419	565	313	288	211	170	601	380	992
	28%	60%	50%	36%	21%	11%	2%	28%	25%	31%	31%	27%	29%	25%	29%	27%	28%
		bcdefg	cdefg	defg	ef	f		def		a	df				d		d
Twitch	315	113	121	55	21	3	1	315	213	96	112	94	68	37	206	105	315
	9%	27%	19%	9%	3%	1%	*%	9%	13%	5%	11%	9%	9%	5%	10%	7%	9%
		bcdefg	cdefg	def	ef			def	b		df	d	d		df		d
YouNow	43	6	19	11	6	1	2	43	24	19	30	5	5	2	36	8	43
	1%	1%	3%	2%	1%	*%	*%	1%	1%	1%	3%	1%	1%	*%	2%	1%	1%
		ef	defg	ef				ef			bcdefg				bdf		df
I watch live streamed videos on other apps/sites	76	7	13	11	16	15	14	76	40	37	29	17	15	16	45	31	76
	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	2228	364	567	471	409	267	150	2228	1103	1112	644	655	503	413	1298	915	2228
	64%	87%	88%	79%	66%	47%	24%	64%	66%	62%	64%	62%	69%	60%	63%	65%	64%
		cdefg	cdefg	defg	ef	f		ef	b				bdefg		d		d
I do not watch live streamed videos on ANY apps/ sites	1152	48	75	116	188	271	453	1152	522	627	338	361	198	249	699	447	1152
	33%	11%	12%	19%	30%	47%	72%	33%	31%	35%	34%	34%	27%	36%	34%	32%	33%
				ab	abc	abcdg	abcdeg	abc		a	c	c		cf	c		c

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Don't know	105	6	5	11	22	32	27	105	41	63	19	34	23	29	53	52	105
	3%	2%	1%	2%	4%	6%	4%	3%	2%	3%	2%	3%	3%	4%	3%	4%	3%
				b	ab	bc	abc	b					ae		a		
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean number of apps/ sites used (out of 7)	1.4	2.2	2.2	1.9	1.3	.8	.3	1.4	1.5	1.3	1.6	1.3	1.5	1.2	1.5	1.4	1.4
		cdefg	cdefg	defg	ef	f		def	b		bdefg	d	d		bdf	d	d
Standard deviation	1.43	1.38	1.44	1.47	1.26	1.08	.71	1.43	1.45	1.40	1.59	1.37	1.35	1.33	1.49	1.34	1.43
Standard error	.02	.06	.06	.06	.05	.05	.03	.02	.04	.03	.05	.04	.05	.04	.03	.03	.02

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 19

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
YouTube (Live)	1425	1219	109	59	38	1425	1278	147	190	1235	156	567	702	1425	280	523	430
	41%	42%	37%	36%	39%	41%	42%	33%	37%	42%	21%	37%	58%	41%	52%	37%	40%
							b					a	abd	ab	bc		
Facebook (Live)	1062	901	75	53	32	1062	932	130	171	891	121	393	548	1062	222	382	341
	30%	31%	26%	32%	32%	30%	31%	29%	33%	30%	16%	26%	45%	30%	41%	27%	31%
												a	abd	ab	bc		b
Instagram (Live)	1039	904	58	46	30	1039	959	80	156	883	110	373	556	1039	201	344	350
	30%	31%	20%	28%	31%	30%	32%	18%	30%	30%	15%	24%	46%	30%	37%	25%	32%
		b		b	b	b	b					a	abd	ab	b		b
TikTok (LIVE)	992	863	65	35	29	992	915	77	199	794	131	384	478	992	221	304	296
	28%	29%	22%	21%	30%	28%	30%	17%	39%	27%	18%	25%	39%	28%	41%	22%	27%
		bc			bc	bc	b		b			a	abd	ab	bc		b
Twitch	315	269	24	13	9	315	298	17	23	292	29	109	177	315	59	91	106
	9%	9%	8%	8%	9%	9%	10%	4%	4%	10%	4%	7%	15%	9%	11%	7%	10%
							b			a		a	abd	ab	b		b
YouNow	43	39	2	1	1	43	40	3	2	41	-	12	32	43	10	15	16
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	3%	1%	2%	1%	2%
												a	abd	a			
I watch live streamed videos on other apps/sites	76	67	4	3	2	76	72	4	3	73	4	30	42	76	16	28	25
	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	3%	2%	3%	2%	2%
										a		a	abd	a			
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	2228	1892	171	102	64	2228	1997	231	366	1862	295	905	1028	2228	429	790	690
	64%	65%	58%	62%	66%	64%	66%	52%	71%	63%	40%	59%	85%	64%	79%	57%	64%
		b					b		b			a	abd	ab	bc		b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
I do not watch live streamed videos on ANY apps/ sites	1152 33%	959 33%	109 37%	54 33%	30 30%	1152 33%	962 32%	189 42% a	128 25%	1023 34% a	394 54% bcd	575 38% cd	173 14% c	1152 33% c	103 19%	559 40% ac	367 34% a
Don't know	105 3%	81 3%	12 4%	8 5% a	4 4%	105 3%	80 3%	25 6% a	19 4%	86 3%	43 6% bcd	43 3% c	13 1% c	105 3% c	9 2%	47 3%	27 3%
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of apps/ sites used (out of 7)	1.4	1.5 bc	1.2	1.3	1.5 b	1.4 b	1.5 b	1.0	1.4	1.4	.8	1.2 a	2.1 abd	1.4 ab	1.9 bc	1.2	1.4 b
Standard deviation	1.43	1.45	1.29	1.34	1.39	1.43	1.45	1.26	1.31	1.45	1.13	1.31	1.48	1.43	1.43	1.37	1.47
Standard error	.02	.03	.07	.08	.08	.02	.03	.06	.06	.03	.04	.03	.04	.02	.06	.04	.05

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
YouTube (Live)	1425 41%	342 44%	735 40%	323 40%	1425 41%	492 43%	834 40%	701 33%	653 54% a
Facebook (Live)	1062 30%	238 30%	549 30%	264 33%	1062 30%	346 30%	641 31%	475 22%	552 45% a
Instagram (Live)	1039 30%	258 33% c	544 30%	222 28%	1039 30%	341 30%	615 29%	468 22%	523 43% a
TikTok (LIVE)	992 28%	248 32% b	492 27%	228 28%	992 28%	366 32% b	536 26%	434 20%	496 41% a
Twitch	315 9%	93 12% bcd	161 9%	56 7%	315 9%	115 10%	165 8%	155 7%	132 11% a
YouNow	43 1%	12 2%	25 1%	4 1%	43 1%	23 2% b	17 1%	10 *%	31 3% a
I watch live streamed videos on other apps/sites	76 2%	16 2%	38 2%	22 3%	76 2%	29 2%	43 2%	43 2%	30 2%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	2228 64%	508 65%	1146 62%	531 66%	2228 64%	749 65%	1305 62%	1131 53%	985 81% a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
I do not watch live streamed videos on ANY apps/ sites	1152 33%	256 33%	637 35% c	242 30%	1152 33%	377 33%	723 34%	922 43% b	209 17%
Don't know	105 3%	16 2%	52 3%	30 4%	105 3%	23 2%	68 3%	76 4% b	22 2%
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of apps/ sites used (out of 7)	1.4	1.5 bcd	1.4	1.4	1.4	1.5 b	1.4	1.1	2.0 a
Standard deviation	1.43	1.52	1.43	1.35	1.43	1.47	1.41	1.29	1.47
Standard error	.02	.06	.03	.05	.02	.04	.03	.03	.05

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
None used	1257	54	80	128	211	304	480	1257	563	690	357	395	222	277	752	499	1257
	36%	13%	12%	21%	34%	53%	76%	36%	34%	38%	36%	38%	31%	40%	37%	35%	36%
				ab	abc	abcdg	abcdeg	abc		a		c		cfg	c	c	c
Only one site or app used	785	88	140	129	184	138	106	785	371	410	190	235	187	169	425	355	785
	23%	21%	22%	22%	30%	24%	17%	23%	22%	23%	19%	22%	26%	24%	21%	25%	23%
			f	f	abcfg	f		f					ae	ae		ae	a
More than one site or app used	1443	276	427	342	224	129	45	1443	732	702	453	419	316	244	873	560	1443
	41%	66%	66%	57%	36%	23%	7%	41%	44%	39%	45%	40%	44%	35%	43%	40%	41%
		cdefg	cdefg	defg	ef	f		def	b		bdfg		d		d		d
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean number of apps/ sites used (out of 7)	1.4	2.2	2.2	1.9	1.3	.8	.3	1.4	1.5	1.3	1.6	1.3	1.5	1.2	1.5	1.4	1.4
		cdefg	cdefg	defg	ef	f		def	b		bdefg	d	d		bdf	d	d
Standard deviation	1.43	1.38	1.44	1.47	1.26	1.08	.71	1.43	1.45	1.40	1.59	1.37	1.35	1.33	1.49	1.34	1.43
Standard error	.02	.06	.06	.06	.05	.05	.03	.02	.04	.03	.05	.04	.05	.04	.03	.03	.02

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
None used	1257	1040	122	62	34	1257	1042	215	147	1110	437	618	187	1257	112	606	394
	36%	35%	42%	38%	34%	36%	34%	48%	29%	37%	60%	41%	15%	36%	21%	43%	36%
			a					a		a	bcd	cd		c		ac	a
Only one site or app used	785	650	74	41	19	785	685	100	150	635	146	346	293	785	128	307	232
	23%	22%	25%	25%	19%	23%	23%	22%	29%	21%	20%	23%	24%	23%	24%	22%	21%
									b								
More than one site or app used	1443	1241	96	60	45	1443	1312	132	216	1227	149	558	736	1443	302	483	458
	41%	42%	33%	37%	46%	41%	43%	30%	42%	41%	20%	37%	61%	41%	56%	35%	42%
		b			bc	b	b					a	abd	ab	bc		b
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of apps/ sites used (out of 7)	1.4	1.5	1.2	1.3	1.5	1.4	1.5	1.0	1.4	1.4	.8	1.2	2.1	1.4	1.9	1.2	1.4
		bc			b	b	b					a	abd	ab	bc		b
Standard deviation	1.43	1.45	1.29	1.34	1.39	1.43	1.45	1.26	1.31	1.45	1.13	1.31	1.48	1.43	1.43	1.37	1.47
Standard error	.02	.03	.07	.08	.08	.02	.03	.06	.06	.03	.04	.03	.04	.02	.06	.04	.05

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
None used	1257	273	690	272	1257	401	791	999	230
	36%	35%	38%	34%	36%	35%	38%	47%	19%
Only one site or app used	785	158	408	196	785	249	472	470	268
	23%	20%	22%	24%	23%	22%	23%	22%	22%
More than one site or app used	1443	350	738	334	1443	500	833	662	717
	41%	45%	40%	42%	41%	44%	40%	31%	59%
		b						b	a
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of apps/ sites used (out of 7)	1.4	1.5	1.4	1.4	1.4	1.5	1.4	1.1	2.0
		bcd				b			a
Standard deviation	1.43	1.52	1.43	1.35	1.43	1.47	1.41	1.29	1.47
Standard error	.02	.06	.03	.05	.02	.04	.03	.03	.05

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Yes	586	104	203	153	80	41	5	586	343	242	224	151	128	80	375	208	586
	17%	25%	31%	26%	13%	7%	1%	17%	21%	13%	22%	14%	18%	12%	18%	15%	17%
		defg	acdefg	defg	ef	f		def	b		bcdefg		d		bdf	d	d
No	2877	308	444	443	534	526	623	2877	1318	1542	771	894	593	603	1665	1195	2877
	83%	74%	69%	74%	86%	92%	99%	83%	79%	86%	77%	85%	82%	87%	81%	84%	83%
					abc	abcdg	abcdeg	abc		a		ae	a	aceg	a	ae	a
Don't know	22	6	1	3	6	4	2	22	4	18	6	5	4	8	10	11	22
	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%
		bf								a							

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Yes	586	513	42	21	11	586	554	32	101	484	77	210	298	586	149	202	167
	17%	17%	14%	13%	11%	17%	18%	7%	20%	16%	11%	14%	25%	17%	28%	14%	15%
		cd				d	b					a	abd	ab	bc		
No	2877	2398	251	143	85	2877	2464	413	402	2475	643	1304	914	2877	387	1190	913
	83%	82%	86%	87%	88%	83%	81%	93%	78%	83%	88%	86%	75%	83%	72%	85%	84%
				ae	ae			a		a	cd	cd		c		a	a
Don't know	22	21	-	*	1	22	21	1	11	12	11	9	2	22	4	4	4
	1%	1%	-%	*%	1%	1%	1%	*%	2%	*%	2%	1%	*%	1%	1%	*%	*%
									b		bcd						

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Yes	586	179	288	112	586	215	314	201	356
	17%	23%	16%	14%	17%	19%	15%	9%	29%
		bcd				b			a
No	2877	596	1542	685	2877	928	1774	1921	854
	83%	76%	84%	85%	83%	81%	85%	90%	70%
			a	a	a		a	b	
Don't know	22	6	6	6	22	6	7	8	6
	1%	1%	*%	1%	1%	1%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 22

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

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

Base : All respondents 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	a	b	a	b	c	d	e	f	g	
Unweighted total	537	113	164	154	63	37	6	537	310	226	188	124	116	107	312	223	537	
Effective Weighted Sample	460	99	143	134	55	31	5	460	264	195	165	110	101	93	275	187	460	
Total	586	104	203	153	80	41	5	586	343	242	224	151	128	80	375	208	586	
Facebook (Live)	336	22	121	107	**	**	**	336	186	150	134	73	79	49	208	128	336	
	57%	21%	60%	70%	**	**	**	57%	54%	62%	60%	49%	62%	61%	55%	61%	57%	
			a	ag				a							b			
YouTube (Live)	329	57	115	92	**	**	**	329	209	119	136	78	73	41	214	114	329	
	56%	54%	57%	60%	**	**	**	56%	61%	49%	61%	51%	57%	51%	57%	55%	56%	
									b									
Instagram (Live)	312	54	126	88	**	**	**	312	176	136	135	87	62	28	222	90	312	
	53%	52%	62%	57%	**	**	**	53%	51%	56%	60%	57%	49%	35%	59%	43%	53%	
											df	df		df		df		
TikTok (LIVE)	293	61	117	80	**	**	**	293	163	130	130	65	65	32	195	97	293	
	50%	59%	58%	52%	**	**	**	50%	47%	54%	58%	43%	51%	40%	52%	46%	50%	
											bdf			d				
Twitch	101	31	36	23	**	**	**	101	71	29	49	29	17	5	78	22	101	
	17%	30%	18%	15%	**	**	**	17%	21%	12%	22%	19%	13%	6%	21%	10%	17%	
		bcg							b		df	df		df		df		
YouNow	37	3	9	18	**	**	**	37	23	14	23	5	7	1	29	8	37	
	6%	3%	4%	12%	**	**	**	6%	7%	6%	10%	4%	6%	2%	8%	4%	6%	
				abg							bdf				d			
I post or share my own live streamed videos to other apps/ sites	12	1	3	2	**	**	**	12	4	8	6	2	1	3	8	4	12	
	2%	1%	2%	1%	**	**	**	2%	1%	3%	3%	1%	1%	3%	2%	2%	2%	
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	583	102	203	152	**	**	**	583	342	240	223	150	128	80	373	208	583	
	100%	99%	100%	99%	**	**	**	100%	100%	99%	99%	99%	100%	100%	99%	100%	100%	
Don't know	3	1	-	1	**	**	**	3	1	1	1	1	*	-	3	*	3	
	*%	1%	-%	1%	**	**	**	*%	*%	1%	1%	1%	*%	-%	1%	*%	*%	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 22

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

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

Base : All respondents who live stream their own videos

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	537	419	42	40	36	537	505	32	95	442	76	196	265	537	143	187	143
Effective Weighted Sample	460	383	37	39	34	460	433	26	79	380	65	169	227	460	121	158	125
Total	586	513	42	21	11	586	554	32	101	484	77	210	298	586	149	202	167
Facebook (Live)	336	293	**	**	**	336	317	**	**	276	**	110	191	336	89	114	107
	57%	57%	**	**	**	57%	57%	**	**	57%	**	52%	64%	57%	59%	56%	64%
												b					
YouTube (Live)	329	288	**	**	**	329	306	**	**	286	**	119	173	329	89	111	98
	56%	56%	**	**	**	56%	55%	**	**	59%	**	57%	58%	56%	59%	55%	58%
Instagram (Live)	312	282	**	**	**	312	300	**	**	264	**	100	186	312	74	109	100
	53%	55%	**	**	**	53%	54%	**	**	54%	**	48%	62%	53%	50%	54%	60%
												bd					
TikTok (LIVE)	293	262	**	**	**	293	282	**	**	240	**	99	154	293	86	87	86
	50%	51%	**	**	**	50%	51%	**	**	49%	**	47%	52%	50%	58%	43%	52%
												b					
Twitch	101	86	**	**	**	101	96	**	**	95	**	35	58	101	24	38	28
	17%	17%	**	**	**	17%	17%	**	**	20%	**	17%	19%	17%	16%	19%	16%
YouNow	37	35	**	**	**	37	36	**	**	37	**	12	24	37	10	11	13
	6%	7%	**	**	**	6%	7%	**	**	8%	**	6%	8%	6%	7%	5%	8%
I post or share my own live streamed videos to other apps/ sites	12	12	**	**	**	12	12	**	**	10	**	4	8	12	1	5	2
	2%	2%	**	**	**	2%	2%	**	**	2%	**	2%	3%	2%	1%	3%	1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	583	510	**	**	**	583	551	**	**	482	**	210	297	583	149	202	166
	100%	99%	**	**	**	100%	99%	**	**	99%	**	100%	100%	100%	100%	100%	99%
Don't know	3	3	**	**	**	3	3	**	**	3	**	*	1	3	-	*	1
	*%	1%	**	**	**	*%	1%	**	**	1%	**	*%	*%	*%	-%	*%	1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents who live stream their own videos

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	537	164	257	109	537	207	277	215	289
Effective Weighted Sample	460	140	222	91	460	175	239	178	258
Total	586	179	288	112	586	215	314	201	356
Facebook (Live)	336	103	164	66	336	111	193	104	224
	57%	57%	57%	59%	57%	52%	61%	52%	63%
							a		a
YouTube (Live)	329	121	149	55	329	129	170	99	217
	56%	68%	52%	50%	56%	60%	54%	49%	61%
		bcd							a
Instagram (Live)	312	106	152	53	312	109	171	103	199
	53%	60%	53%	48%	53%	51%	54%	51%	56%
TikTok (LIVE)	293	105	135	48	293	109	154	91	187
	50%	59%	47%	43%	50%	50%	49%	45%	52%
		bc							
Twitch	101	40	49	11	101	50	42	31	64
	17%	22%	17%	10%	17%	23%	13%	16%	18%
		c				b			
YouNow	37	10	24	3	37	23	10	8	26
	6%	6%	8%	3%	6%	10%	3%	4%	7%
						b			
I post or share my own live streamed videos to other apps/ sites	12	2	9	1	12	4	5	3	6
	2%	1%	3%	1%	2%	2%	2%	1%	2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	583	179	285	112	583	214	313	201	353
	100%	100%	99%	100%	100%	99%	100%	100%	99%
Don't know	3	-	3	-	3	1	1	*	3
	*%	-%	1%	-%	*%	1%	*%	*%	1%

Columns Tested: a,b,c,d - a,b - a,b

OFCEM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 23

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Facebook (Live)	336	22	121	107	46	34	5	336	186	150	134	73	79	49	208	128	336
	10%	5%	19%	18%	7%	6%	1%	10%	11%	8%	13%	7%	11%	7%	10%	9%	10%
		f	adefg	adefg	f	f		aef	b		bdefg		bd		bd		bd
YouTube (Live)	329	57	115	92	45	17	3	329	209	119	136	78	73	41	214	114	329
	9%	14%	18%	15%	7%	3%	*%	9%	13%	7%	14%	7%	10%	6%	10%	8%	9%
		defg	defg	defg	ef	f		ef	b		bdefg		d		bdf		d
Instagram (Live)	312	54	126	88	32	10	2	312	176	136	135	87	62	28	222	90	312
	9%	13%	19%	15%	5%	2%	*%	9%	11%	8%	14%	8%	9%	4%	11%	6%	9%
		defg	acdefg	defg	ef	f		def	b		bcdefg	d	d		bdfg	d	df
TikTok (LIVE)	293	61	117	80	27	7	2	293	163	130	130	65	65	32	195	97	293
	8%	15%	18%	13%	4%	1%	*%	8%	10%	7%	13%	6%	9%	5%	10%	7%	8%
		defg	cdefg	defg	ef			def	b		bcdefg		d		bdf	d	bd
Twitch	101	31	36	23	9	1	-	101	71	29	49	29	17	5	78	22	101
	3%	8%	6%	4%	2%	*%	-%	3%	4%	2%	5%	3%	2%	1%	4%	2%	3%
		cdefg	defg	def	ef			ef	b		bcdefg	df	d		df		df
YouNow	37	3	9	18	6	1	-	37	23	14	23	5	7	1	29	8	37
	1%	1%	1%	3%	1%	*%	-%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%
		f	f	adefg	f			f			bdfg		d		bdf		d
I post or share my own live streamed videos to other apps/ sites	12	1	3	2	4	2	-	12	4	8	6	2	1	3	8	4	12
	*%	*%	1%	*%	1%	*%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
				f													
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	583	102	203	152	80	41	5	583	342	240	223	150	128	80	373	208	583
	17%	24%	31%	25%	13%	7%	1%	17%	21%	13%	22%	14%	18%	12%	18%	15%	17%
		defg	acdefg	defg	ef	f		def	b		bcdefg		d		bdf	d	d
DO NOT LIVE STREAM THEIR OWN VIDEOS	2877	308	444	443	534	526	623	2877	1318	1542	771	894	593	603	1665	1195	2877
	83%	74%	69%	74%	86%	92%	99%	83%	79%	86%	77%	85%	82%	87%	81%	84%	83%
				abc	abcdg	abcdeg		abc		a		ae	a	aceg	a	ae	a

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Don't know	25	8	1	4	6	4	2	25	5	20	7	6	4	8	13	12	25
	1%	2%	*%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
		bfg							a								
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean number of apps/ sites used (out of 7)	.4	.5	.8	.7	.3	.1	*	.4	.5	.3	.6	.3	.4	.2	.5	.3	.4
		defg	adefg	defg	ef	f		def	b		bcdefg	d	bdf		bdf	d	bdf
Standard deviation	1.06	1.14	1.42	1.35	.88	.54	.23	1.06	1.14	.98	1.34	.91	1.05	.74	1.15	.92	1.06
Standard error	.02	.05	.06	.05	.04	.02	.01	.02	.03	.02	.04	.03	.04	.02	.03	.02	.02

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 23

All interviewing conducted using an online panel. Any break column with 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	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Facebook (Live)	336	293	23	14	6	336	317	19	60	276	35	110	191	336	89	114	107
	10%	10%	8%	9%	6%	10%	10%	4%	12%	9%	5%	7%	16%	10%	16%	8%	10%
		d				d	b					a	abd	ab	bc		
YouTube (Live)	329	288	26	9	7	329	306	23	43	286	37	119	173	329	89	111	98
	9%	10%	9%	5%	7%	9%	10%	5%	8%	10%	5%	8%	14%	9%	16%	8%	9%
		c				c	b					a	abd	a	bc		
Instagram (Live)	312	282	15	9	6	312	300	13	48	264	26	100	186	312	74	109	100
	9%	10%	5%	6%	6%	9%	10%	3%	9%	9%	4%	7%	15%	9%	14%	8%	9%
		bc				bc	b					a	abd	ab	bc		
TikTok (LIVE)	293	262	16	10	5	293	282	11	54	240	41	99	154	293	86	87	86
	8%	9%	5%	6%	5%	8%	9%	3%	10%	8%	6%	6%	13%	8%	16%	6%	8%
		bd					b						abd	ab	bc		
Twitch	101	86	7	4	3	101	96	5	6	95	8	35	58	101	24	38	28
	3%	3%	2%	3%	3%	3%	3%	1%	1%	3%	1%	2%	5%	3%	5%	3%	3%
							b			a			abd	a			
YouNow	37	35	-	1	1	37	36	1	-	37	1	12	24	37	10	11	13
	1%	1%	-%	1%	1%	1%	1%	*%	-%	1%	*%	1%	2%	1%	2%	1%	1%
										a		a	abd	a	b		
I post or share my own live streamed videos to other apps/ sites	12	12	-	-	*	12	12	-	2	10	1	4	8	12	1	5	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	583	510	42	21	11	583	551	32	101	482	76	210	297	583	149	202	166
	17%	17%	14%	13%	11%	17%	18%	7%	20%	16%	10%	14%	24%	17%	28%	14%	15%
		cd				d	b					a	abd	ab	bc		
DO NOT LIVE STREAM THEIR OWN VIDEOS	2877	2398	251	143	85	2877	2464	413	402	2475	643	1304	914	2877	387	1190	913
	83%	82%	86%	87%	88%	83%	81%	93%	78%	83%	88%	86%	75%	83%	72%	85%	84%
				ae	ae			a		a	cd	cd		c		a	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Don't know	25	23	-	*	2	25	24	1	11	14	12	9	4	25	4	4	5
	1%	1%	-%	*%	2%	1%	1%	*%	2%	*%	2%	1%	*%	1%	1%	*%	*%
					b				b		bcd						
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of apps/ sites used (out of 7)	.4	.4	.3	.3	.3	.4	.4	.2	.4	.4	.2	.3	.7	.4	.7	.3	.4
		bcd					b					a	abd	ab	bc		
Standard deviation	1.06	1.09	.82	.91	.98	1.06	1.10	.68	.97	1.08	.67	.89	1.37	1.06	1.31	.96	1.10
Standard error	.02	.02	.05	.05	.06	.02	.02	.03	.04	.02	.02	.02	.04	.02	.05	.03	.03

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Facebook (Live)	336	103	164	66	336	111	193	104	224
	10%	13%	9%	8%	10%	10%	9%	5%	18%
		bcd							a
YouTube (Live)	329	121	149	55	329	129	170	99	217
	9%	15%	8%	7%	9%	11%	8%	5%	18%
		bcd			c	b			a
Instagram (Live)	312	106	152	53	312	109	171	103	199
	9%	14%	8%	7%	9%	9%	8%	5%	16%
		bcd			c				a
TikTok (LIVE)	293	105	135	48	293	109	154	91	187
	8%	13%	7%	6%	8%	9%	7%	4%	15%
		bcd			c				a
Twitch	101	40	49	11	101	50	42	31	64
	3%	5%	3%	1%	3%	4%	2%	1%	5%
		bcd			c	b			a
YouNow	37	10	24	3	37	23	10	8	26
	1%	1%	1%	*%	1%	2%	*%	*%	2%
			c			b			a
I post or share my own live streamed videos to other apps/ sites	12	2	9	1	12	4	5	3	6
	*%	*%	1%	*%	*%	*%	*%	*%	1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	583	179	285	112	583	214	313	201	353
	17%	23%	16%	14%	17%	19%	15%	9%	29%
		bcd				b			a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
DO NOT LIVE STREAM THEIR OWN VIDEOS	2877	596	1542	685	2877	928	1774	1921	854
	83%	76%	84%	85%	83%	81%	85%	90%	70%
			a	a	a		a	b	
Don't know	25	6	9	6	25	7	9	9	8
	1%	1%	*%	1%	1%	1%	*%	*%	1%
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of apps/ sites used (out of 7)	.4	.6	.4	.3	.4	.5	.4	.2	.8
		bcd		c		b			a
Standard deviation	1.06	1.31	1.02	.87	1.06	1.14	.99	.74	1.40
Standard error	.02	.05	.02	.03	.02	.03	.02	.02	.04

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
None used	2902	315	445	447	540	530	625	2902	1324	1561	778	899	597	610	1678	1207	2902
	83%	76%	69%	75%	87%	93%	99%	83%	79%	87%	78%	86%	82%	88%	82%	85%	83%
		b		b	abcg	abcdg	abcdeg	abc		a		ae	a	acefg	a	ae	a
Only one site or app used	183	35	52	35	35	23	3	183	101	81	58	45	40	38	103	78	183
	5%	8%	8%	6%	6%	4%	*%	5%	6%	4%	6%	4%	6%	5%	5%	6%	5%
		efg	efg	f	f	f		f									
More than one site or app used	400	67	151	117	45	18	3	400	241	159	165	105	87	42	270	129	400
	11%	16%	23%	20%	7%	3%	*%	11%	14%	9%	16%	10%	12%	6%	13%	9%	11%
		defg	adefg	defg	ef	f		def	b		bcdefg	d	d		bdf	d	df
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean number of apps/ sites used (out of 7)	.4	.5	.8	.7	.3	.1	*	.4	.5	.3	.6	.3	.4	.2	.5	.3	.4
		defg	adefg	defg	ef	f		def	b		bcdefg	d	bdf		bdf	d	bdf
Standard deviation	1.06	1.14	1.42	1.35	.88	.54	.23	1.06	1.14	.98	1.34	.91	1.05	.74	1.15	.92	1.06
Standard error	.02	.05	.06	.05	.04	.02	.01	.02	.03	.02	.04	.03	.04	.02	.03	.02	.02

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
None used	2902	2421	251	143	87	2902	2488	414	412	2490	656	1313	918	2902	392	1194	918
	83%	83%	86%	87%	89%	83%	82%	93%	80%	84%	90%	86%	76%	83%	72%	86%	85%
				a	ae			a			bcd	cd		c	a	a	
Only one site or app used	183	158	15	7	2	183	169	14	39	143	31	64	87	183	43	62	52
	5%	5%	5%	4%	2%	5%	6%	3%	8%	5%	4%	4%	7%	5%	8%	4%	5%
		d				d	b		b				abd		bc		
More than one site or app used	400	352	27	14	8	400	382	18	62	339	46	145	209	400	106	140	114
	11%	12%	9%	8%	8%	11%	13%	4%	12%	11%	6%	10%	17%	11%	20%	10%	11%
							b					a	abd	a	bc		
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of apps/ sites used (out of 7)	.4	.4	.3	.3	.3	.4	.4	.2	.4	.4	.2	.3	.7	.4	.7	.3	.4
		bcd					b					a	abd	ab	bc		
Standard deviation	1.06	1.09	.82	.91	.98	1.06	1.10	.68	.97	1.08	.67	.89	1.37	1.06	1.31	.96	1.10
Standard error	.02	.02	.05	.05	.06	.02	.02	.03	.04	.02	.02	.02	.04	.02	.05	.03	.03

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a b	NONE a	ANY b	
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
None used	2902	602	1551	691	2902	936	1783	1929	862
	83%	77%	84%	86%	83%	81%	85%	91%	71%
			a	a	a		a	b	
Only one site or app used	183	40	96	44	183	60	105	78	91
	5%	5%	5%	5%	5%	5%	5%	4%	7%
									a
More than one site or app used	400	139	189	68	400	154	208	122	262
	11%	18%	10%	8%	11%	13%	10%	6%	22%
		bcd			c	b			a
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of apps/ sites used (out of 7)	.4	.6	.4	.3	.4	.5	.4	.2	.8
		bcd			c	b			a
Standard deviation	1.06	1.31	1.02	.87	1.06	1.14	.99	.74	1.40
Standard error	.02	.05	.02	.03	.02	.03	.02	.02	.04
Columns Tested: a,b,c,d - a,b - a,b									

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	2228	364	567	471	409	267	150	2228	1103	1112	644	655	503	413	1298	915	2228
	64%	87%	88%	79%	66%	47%	24%	64%	66%	62%	64%	62%	69%	60%	63%	65%	64%
		cdefg	cdefg	defg	ef	f		ef	b				bdefg			d	d
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	583	102	203	152	80	41	5	583	342	240	223	150	128	80	373	208	583
	17%	24%	31%	25%	13%	7%	1%	17%	21%	13%	22%	14%	18%	12%	18%	15%	17%
		defg	acdefg	defg	ef	f		def	b		bcdefg		d		bdf	d	d
TOTAL - EITHER OF THESE ACTIVITIES	2240	366	573	472	410	269	150	2240	1110	1116	648	659	503	415	1307	918	2240
	64%	88%	88%	79%	66%	47%	24%	64%	67%	62%	65%	63%	69%	60%	64%	65%	64%
		cdefg	cdefg	defg	ef	f		ef	b				bdeg			d	d
TOTAL - BOTH OF THESE ACTIVITIES	572	101	197	150	78	39	5	572	334	236	219	145	128	77	364	205	572
	16%	24%	30%	25%	13%	7%	1%	16%	20%	13%	22%	14%	18%	11%	18%	14%	16%
		defg	adefg	defg	ef	f		def	b		bdefg		d		bdf	d	d
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1245	52	75	127	210	302	480	1245	555	685	353	390	222	275	743	497	1245
	36%	12%	12%	21%	34%	53%	76%	36%	33%	38%	35%	37%	31%	40%	36%	35%	36%
				ab	abc	abcdg	abcdeg	abc		a		c		cfg	c		c

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 25

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	2228	1892	171	102	64	2228	1997	231	366	1862	295	905	1028	2228	429	790	690
	64%	65%	58%	62%	66%	64%	66%	52%	71%	63%	40%	59%	85%	64%	79%	57%	64%
		b					b		b			a	abd	ab	bc		b
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	583	510	42	21	11	583	551	32	101	482	76	210	297	583	149	202	166
	17%	17%	14%	13%	11%	17%	18%	7%	20%	16%	10%	14%	24%	17%	28%	14%	15%
		cd				d	b					a	abd	ab	bc		
TOTAL - EITHER OF THESE ACTIVITIES	2240	1902	171	102	64	2240	2007	232	371	1868	299	912	1029	2240	432	795	690
	64%	65%	59%	63%	66%	64%	66%	52%	72%	63%	41%	60%	85%	64%	80%	57%	64%
		b					b		b			a	abd	ab	bc		b
TOTAL - BOTH OF THESE ACTIVITIES	572	500	41	20	11	572	541	31	96	475	73	203	296	572	147	197	165
	16%	17%	14%	12%	11%	16%	18%	7%	19%	16%	10%	13%	24%	16%	27%	14%	15%
		cd				d	b					a	abd	ab	bc		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1245	1029	121	61	34	1245	1032	213	142	1103	433	611	186	1245	109	601	393
	36%	35%	41%	37%	34%	36%	34%	48%	28%	37%	59%	40%	15%	36%	20%	43%	36%
			a					a		a	bcd	cd		c		ac	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	2228	508	1146	531	2228	749	1305	1131	985
	64%	65%	62%	66%	64%	65%	62%	53%	81%
									a
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	583	179	285	112	583	214	313	201	353
	17%	23%	16%	14%	17%	19%	15%	9%	29%
		bcd				b			a
TOTAL - EITHER OF THESE ACTIVITIES	2240	510	1155	531	2240	753	1310	1139	989
	64%	65%	63%	66%	64%	65%	63%	53%	81%
									a
TOTAL - BOTH OF THESE ACTIVITIES	572	177	276	111	572	211	307	193	349
	16%	23%	15%	14%	16%	18%	15%	9%	29%
		bcd				b			a
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1245	271	681	271	1245	397	785	991	226
	36%	35%	37%	34%	36%	35%	37%	47%	19%
								b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 26

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Facebook	2486	217	479	476	470	428	416	2486	1107	1373	693	741	532	508	1434	1040	2486
	71%	52%	74%	80%	76%	75%	66%	71%	66%	76%	69%	71%	73%	74%	70%	74%	71%
			af	abfg	afg	af	a	af		a					ae		
Instagram	1916	360	524	406	312	186	128	1916	793	1110	564	612	403	323	1176	726	1916
	55%	86%	81%	68%	50%	32%	20%	55%	48%	62%	56%	58%	56%	47%	57%	51%	55%
		bcdefg	cdefg	defg	ef	f		ef		a	df	df	d		df	d	df
TikTok	1347	326	427	277	189	95	33	1347	567	767	393	407	297	239	800	535	1347
	39%	78%	66%	46%	31%	17%	5%	39%	34%	43%	39%	39%	41%	35%	39%	38%	39%
		bcdefg	cdefg	defg	ef	f		def		a			d		d		d
X/Twitter	1037	175	268	217	176	123	78	1037	563	469	347	355	181	144	701	325	1037
	30%	42%	41%	36%	28%	22%	12%	30%	34%	26%	35%	34%	25%	21%	34%	23%	30%
		defg	defg	defg	ef	f		ef	b		cdfg	cdfg			cdfg		cdf
Snapchat	942	326	321	161	80	45	9	942	404	532	293	290	189	160	582	349	942
	27%	78%	50%	27%	13%	8%	1%	27%	24%	30%	29%	28%	26%	23%	28%	25%	27%
		bcdefg	cdefg	def	ef	f		def		a	df	d			df		d
LinkedIn	758	79	171	187	125	123	74	758	424	331	345	262	92	57	607	149	758
	22%	19%	26%	31%	20%	22%	12%	22%	25%	18%	34%	25%	13%	8%	30%	11%	22%
		f	adfg	adefg	f	f		f	b		bcdefg	cdf	d		bcdefg		cdf
Pinterest	753	177	168	135	113	95	65	753	222	522	249	249	138	108	498	246	753
	22%	42%	26%	23%	18%	17%	10%	22%	13%	29%	25%	24%	19%	16%	24%	17%	22%
		bcdefg	defg	ef	f	f		ef		a	cdf	cdf			cdfg		df
Reddit	451	104	134	98	62	40	14	451	258	189	162	158	74	52	320	126	451
	13%	25%	21%	16%	10%	7%	2%	13%	15%	10%	16%	15%	10%	8%	16%	9%	13%
		cdefg	defg	defg	f	f		ef	b		cdfg	cdf			cdfg		df
Threads	231	38	78	56	30	18	11	231	101	130	89	78	35	28	167	64	231
	7%	9%	12%	9%	5%	3%	2%	7%	6%	7%	9%	7%	5%	4%	8%	5%	7%
		def	defg	defg	f			ef			cdfg	df			cdf		df
BeReal	147	81	34	20	8	2	2	147	52	92	54	62	19	12	115	31	147
	4%	19%	5%	3%	1%	1%	1%	4%	3%	5%	5%	6%	3%	2%	6%	2%	4%
		bcdefg	def	def				def		a	cdf	cdfg			cdfg		df

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Tumblr	140 4%	26 6%	57 9%	30 5%	14 2%	7 1%	6 1%	140 4%	63 4%	72 4%	68 7%	34 3%	17 2%	20 3%	102 5%	37 3%	140 4%
		defg	cdefg	def				ef			bcdg				bcd		f
Goodreads	113 3%	23 5%	45 7%	18 3%	14 2%	6 1%	6 1%	113 3%	36 2%	73 4%	43 4%	43 4%	13 2%	14 2%	86 4%	27 2%	113 3%
		defg	cdefg	ef				ef		a	cd	cd			cd		f
Yubo	58 2%	20 5%	21 3%	10 2%	6 1%	- -%	1 *%	58 2%	28 2%	30 2%	34 3%	9 1%	9 1%	7 1%	42 2%	16 1%	58 2%
		cdefg	defg	ef	e			ef			bcdg				bdf		
Letterboxd	55 2%	23 5%	19 3%	7 1%	6 1%	- -%	- -%	55 2%	25 1%	27 1%	25 2%	20 2%	6 1%	5 1%	44 2%	11 1%	55 2%
		cdefg	cdefg	ef	ef			ef			cd	f			cd		f
I use other social media apps or sites	77 2%	7 2%	4 1%	9 1%	16 3%	15 3%	26 4%	77 2%	48 3%	27 2%	25 3%	29 3%	9 1%	14 2%	54 3%	23 2%	77 2%
					b	b	abcg	b	b								
USES ANY APPS OR SITES FOR SOCIAL MEDIA	3150 90%	412 99%	633 98%	570 95%	554 89%	502 88%	479 76%	3150 90%	1470 88%	1662 92%	912 91%	961 92%	660 91%	601 87%	1873 91%	1261 89%	3150 90%
		cdefg	cdefg	defg	f	f		f		a	d	d	d		df		d
None/ I do not use any social media apps or sites	308 9%	3 1%	11 2%	24 4%	57 9%	66 12%	147 23%	308 9%	178 11%	130 7%	85 9%	81 8%	59 8%	80 12%	167 8%	139 10%	308 9%
				ab	abc	abc	abcdg	abc	b					abceg			
Don't know	27 1%	3 1%	3 *%	5 1%	8 1%	3 *%	5 1%	27 1%	17 1%	10 1%	4 *%	7 1%	6 1%	9 1%	11 1%	15 1%	27 1%
													e				
ONLY USES FACEBOOK	508 15%	1 *%	15 2%	39 7%	85 14%	151 26%	218 35%	508 15%	239 14%	269 15%	126 13%	127 12%	111 15%	144 21%	253 12%	255 18%	508 15%
			a	ab	abc	abcdg	abcdg	abc						abceg		abeg	e
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean number of apps/ sites used (out of 15)	3.0	4.7	4.2	3.5	2.6	2.1	1.4	3.0	2.8	3.2	3.4	3.2	2.8	2.5	3.3	2.6	3.0
		bcdefg	cdefg	defg	ef	f		def		a	cdfg	cdfg	d		cdfg	d	cdf
Standard deviation	2.30	2.27	2.34	2.23	1.99	1.62	1.35	2.30	2.23	2.34	2.58	2.32	1.95	2.01	2.45	1.98	2.30
Standard error	.04	.10	.10	.09	.08	.07	.05	.04	.06	.05	.08	.07	.08	.07	.06	.05	.04

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 26

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Facebook	2486	2089	203	123	72	2486	2161	325	372	2115	450	1067	964	2486	392	1001	806
	71%	71%	69%	75%	74%	71%	71%	73%	72%	71%	61%	70%	79%	71%	72%	72%	74%
												a	abd	a			
Instagram	1916	1614	160	85	57	1916	1720	196	308	1608	262	760	892	1916	336	669	619
	55%	55%	55%	52%	58%	55%	57%	44%	60%	54%	36%	50%	73%	55%	62%	48%	57%
							b		b			a	abd	ab	b		b
TikTok	1347	1141	110	56	40	1347	1232	115	248	1100	169	542	636	1347	284	449	387
	39%	39%	38%	34%	41%	39%	41%	26%	48%	37%	23%	36%	52%	39%	52%	32%	36%
							b		b			a	abd	a	bc		
X/Twitter	1037	862	100	47	29	1037	946	91	96	941	79	385	572	1037	146	381	382
	30%	29%	34%	29%	29%	30%	31%	20%	19%	32%	11%	25%	47%	30%	27%	27%	35%
							b		a			a	abd	ab			ab
Snapchat	942	795	74	41	32	942	863	79	179	764	133	360	448	942	221	290	263
	27%	27%	25%	25%	33%	27%	28%	18%	35%	26%	18%	24%	37%	27%	41%	21%	24%
					ace		b		b			a	abd	ab	bc		
LinkedIn	758	655	52	33	19	758	671	87	58	700	55	237	465	758	92	247	344
	22%	22%	18%	20%	19%	22%	22%	20%	11%	24%	8%	16%	38%	22%	17%	18%	32%
									a			a	abd	ab			ab
Pinterest	753	636	65	30	21	753	663	91	89	664	82	269	403	753	132	235	257
	22%	22%	22%	19%	22%	22%	22%	20%	17%	22%	11%	18%	33%	22%	24%	17%	24%
									a			a	abd	ab	b		b
Reddit	451	370	45	20	16	451	413	39	26	426	28	125	298	451	79	154	156
	13%	13%	16%	12%	16%	13%	14%	9%	5%	14%	4%	8%	25%	13%	15%	11%	14%
							b		a			a	abd	ab			b
Threads	231	203	13	10	6	231	215	16	21	210	21	70	140	231	42	89	71
	7%	7%	4%	6%	6%	7%	7%	4%	4%	7%	3%	5%	12%	7%	8%	6%	7%
							b		a				abd	ab			
BeReal	147	125	12	4	6	147	135	11	19	128	15	65	67	147	28	35	43
	4%	4%	4%	2%	6%	4%	4%	3%	4%	4%	2%	4%	6%	4%	5%	3%	4%
					c							a	a	a	b		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 26

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Tumblr	140 4%	129 4%	4 1%	3 2%	4 4%	140 4%	134 4%	6 1%	6 1%	133 4%	8 1%	28 2%	104 9%	140 4%	35 7%	52 4%	41 4%
Goodreads	113 3%	88 3%	12 4%	9 6%	5 5%	113 3%	101 3%	12 3%	12 2%	101 3%	5 1%	33 2%	75 6%	113 3%	16 3%	32 2%	46 4%
Yubo	58 2%	55 2%	1 *%	1 *%	2 2%	58 2%	57 2%	1 *%	10 2%	48 2%	10 1%	22 1%	26 2%	58 2%	17 3%	21 2%	11 1%
Letterboxd	55 2%	47 2%	2 1%	4 2%	3 3%	55 2%	52 2%	3 1%	4 1%	51 2%	2 *%	14 1%	39 3%	55 2%	12 2%	12 1%	19 2%
I use other social media apps or sites	77 2%	65 2%	5 2%	4 2%	3 3%	77 2%	69 2%	8 2%	6 1%	72 2%	9 1%	38 2%	31 3%	77 2%	11 2%	33 2%	24 2%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	3150 90%	2654 91%	264 90%	142 87%	90 92%	3150 90%	2766 91%	384 86%	481 94%	2669 90%	585 80%	1364 90%	1194 98%	3150 90%	506 93%	1221 88%	993 92%
None/ I do not use any social media apps or sites	308 9%	256 9%	25 9%	20 12%	7 7%	308 9%	251 8%	57 13%	26 5%	282 9%	129 18%	152 10%	20 2%	308 9%	32 6%	160 11%	88 8%
Don't know	27 1%	21 1%	3 1%	1 1%	1 1%	27 1%	23 1%	4 1%	7 1%	20 1%	18 2%	7 *%	1 *%	27 1%	3 1%	15 1%	4 *%
ONLY USES FACEBOOK	508 15%	436 15%	42 14%	20 12%	11 12%	508 15%	420 14%	88 20%	75 15%	434 15%	193 26%	251 16%	62 5%	508 15%	69 13%	257 18%	136 13%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of apps/ sites used (out of 15)	3.0	3.0	2.9	2.9	3.2	3.0	3.1 b	2.4	2.8	3.0 a	1.8	2.6 a	4.2 abd	3.0 ab	3.4 b	2.7	3.2 b
Standard deviation	2.30	2.32	2.09	2.18	2.36	2.30	2.33	2.01	1.89	2.36	1.71	1.95	2.44	2.30	2.42	2.15	2.37
Standard error	.04	.05	.12	.12	.13	.04	.04	.09	.08	.04	.06	.05	.07	.04	.10	.06	.07

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 26

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Facebook	2486	533	1312	603	2486	837	1507	1440	968
	71%	68%	71%	75% ad	71%	73%	72%	68%	80% a
Instagram	1916	436	989	453	1916	637	1131	1002	827
	55%	56%	54%	56%	55%	55%	54%	47%	68% a
TikTok	1347	322	676	313	1347	476	753	631	641
	39%	41%	37%	39%	39%	41% b	36%	30%	53% a
X/Twitter	1037	245	560	218	1037	319	644	577	419
	30%	31%	30%	27%	30%	28%	31%	27%	34% a
Snapchat	942	242	465	207	942	374	475	431	456
	27%	31% bcd	25%	26%	27%	33% b	23%	20%	38% a
LinkedIn	758	183	401	166	758	209	502	392	348
	22%	23%	22%	21%	22%	18%	24% a	18%	29% a
Pinterest	753	181	374	181	753	277	420	397	311
	22%	23%	20%	23%	22%	24% b	20%	19%	26% a
Reddit	451	120	215	104	451	178	241	227	207
	13%	15% b	12%	13%	13%	15% b	12%	11%	17% a
Threads	231	58	118	50	231	90	126	87	134
	7%	7%	6%	6%	7%	8%	6%	4%	11% a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
BeReal	147 4%	38 5%	72 4%	32 4%	147 4%	63 5% b	66 3%	81 4%	52 4%
Tumblr	140 4%	38 5%	69 4%	32 4%	140 4%	61 5% b	68 3%	62 3%	71 6% a
Goodreads	113 3%	32 4%	54 3%	22 3%	113 3%	48 4% b	56 3%	58 3%	49 4%
Yubo	58 2%	19 2%	27 1%	11 1%	58 2%	31 3% b	19 1%	12 1%	38 3% a
Letterboxd	55 2%	18 2%	29 2%	8 1%	55 2%	26 2% b	27 1%	29 1%	21 2%
I use other social media apps or sites	77 2%	27 3% bc	32 2%	14 2%	77 2%	26 2%	45 2%	53 3%	19 2%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	3150 90%	699 90%	1646 90%	746 93% abd	3150 90%	1061 92% b	1870 89%	1851 87%	1167 96% a
None/ I do not use any social media apps or sites	308 9%	80 10% c	172 9% c	52 6%	308 9% c	85 7%	207 10% a	264 12% b	40 3%

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Don't know	27	2	17	5	27	4	18	15	8
	1%	*%	1%	1%	1%	*%	1%	1%	1%
ONLY USES FACEBOOK	508	97	285	116	508	177	309	405	98
	15%	12%	16%	15%	15%	15%	15%	19%	8%
								b	
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of apps/ sites used (out of 15)	3.0	3.2	2.9	3.0	3.0	3.2	2.9	2.6	3.8
		b				b			a
Standard deviation	2.30	2.44	2.27	2.20	2.30	2.35	2.26	2.13	2.39
Standard error	.04	.09	.05	.07	.04	.07	.05	.04	.07

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
None used	335	6	14	29	65	69	152	335	195	139	89	88	65	89	177	154	335
	10%	1%	2%	5%	11%	12%	24%	10%	12%	8%	9%	8%	9%	13%	9%	11%	10%
				ab	abc	abc	abcdeg	abc	b				abceg		e		
Only one site or app used	745	31	50	76	127	194	267	745	382	360	196	208	151	189	404	340	745
	21%	7%	8%	13%	21%	34%	42%	21%	23%	20%	20%	20%	21%	27%	20%	24%	21%
				ab	abc	abcdg	abcdeg	abc					abceg		abe		
More than one site or app used	2405	381	584	493	427	308	212	2405	1088	1302	716	753	509	411	1469	920	2405
	69%	91%	90%	82%	69%	54%	34%	69%	65%	72%	72%	72%	70%	60%	72%	65%	69%
		cdefg	cdefg	defg	ef	f		ef	a	df	df	df		df	d	df	
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean number of apps/ sites used (out of 15)	3.0	4.7	4.2	3.5	2.6	2.1	1.4	3.0	2.8	3.2	3.4	3.2	2.8	2.5	3.3	2.6	3.0
		bcdefg	cdefg	defg	ef	f		def	a	cdg	cdg	d		cdg	d	cd	
Standard deviation	2.30	2.27	2.34	2.23	1.99	1.62	1.35	2.30	2.23	2.34	2.58	2.32	1.95	2.01	2.45	1.98	2.30
Standard error	.04	.10	.10	.09	.08	.07	.05	.04	.06	.05	.08	.07	.08	.07	.06	.05	.04

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
None used	335	277	28	21	8	335	274	61	32	302	147	159	21	335	36	174	91
	10%	9%	10%	13%	8%	10%	9%	14%	6%	10%	20%	10%	2%	10%	7%	12%	8%
								a		a	bcd	c		c		ac	
Only one site or app used	745	637	64	27	16	745	630	115	114	630	263	359	118	745	110	334	212
	21%	22%	22%	17%	16%	21%	21%	26%	22%	21%	36%	24%	10%	21%	20%	24%	20%
		cd				d		a			bcd	c		c		c	
More than one site or app used	2405	2017	200	115	74	2405	2136	270	367	2039	322	1005	1075	2405	396	888	780
	69%	69%	68%	70%	76%	69%	70%	60%	71%	69%	44%	66%	89%	69%	73%	64%	72%
					ae		b					a	abd	a	b		b
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of apps/ sites used (out of 15)	3.0	3.0	2.9	2.9	3.2	3.0	3.1	2.4	2.8	3.0	1.8	2.6	4.2	3.0	3.4	2.7	3.2
							b			a		a	abd	ab	b		b
Standard deviation	2.30	2.32	2.09	2.18	2.36	2.30	2.33	2.01	1.89	2.36	1.71	1.95	2.44	2.30	2.42	2.15	2.37
Standard error	.04	.05	.12	.12	.13	.04	.04	.09	.08	.04	.06	.05	.07	.04	.10	.06	.07

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a b	NONE a	ANY b	
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
None used	335	82	190	57	335	89	225	279	48
	10%	10%	10%	7%	10%	8%	11%	13%	4%
		c	c	c			a	b	
Only one site or app used	745	157	405	167	745	244	456	570	151
	21%	20%	22%	21%	21%	21%	22%	27%	12%
				b				b	
More than one site or app used	2405	542	1242	578	2405	817	1414	1281	1016
	69%	69%	68%	72%	69%	71%	67%	60%	84%
				b					a
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of apps/ sites used (out of 15)	3.0	3.2	2.9	3.0	3.0	3.2	2.9	2.6	3.8
		b				b			a
Standard deviation	2.30	2.44	2.27	2.20	2.30	2.35	2.26	2.13	2.39
Standard error	.04	.09	.05	.07	.04	.07	.05	.04	.07
Columns Tested: a,b,c,d - a,b - a,b									

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

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

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3123	460	559	613	509	491	491	3123	1394	1712	833	886	596	794	1719	1390	3123
Effective Weighted Sample	2615	398	470	525	427	410	406	2615	1170	1435	710	751	519	679	1461	1159	2615
Total	3150	412	633	570	554	502	479	3150	1470	1662	912	961	660	601	1873	1261	3150
Facebook	1480	24	154	264	331	345	361	1480	666	812	386	405	329	358	791	687	1480
	47%	6%	24%	46%	60%	69%	76%	47%	45%	49%	42%	42%	50%	60%	42%	55%	47%
			a	ab	abcg	abcdg	abcdeg	ab					abe	abcefg	abeg	abe	
Instagram	613	114	212	132	77	47	31	613	263	344	195	224	120	71	419	191	613
	19%	28%	33%	23%	14%	9%	7%	19%	18%	21%	21%	23%	18%	12%	22%	15%	19%
		defg	cdefg	def	ef			def			df	cdfg	d		cdfg	d	df
TikTok	420	135	134	70	58	16	6	420	153	262	109	121	106	76	230	182	420
	13%	33%	21%	12%	10%	3%	1%	13%	10%	16%	12%	13%	16%	13%	12%	14%	13%
		bcdefg	cdefg	ef	ef			ef		a			ae				
X/Twitter	228	16	59	43	44	39	27	228	156	70	71	81	39	35	152	74	228
	7%	4%	9%	8%	8%	8%	6%	7%	11%	4%	8%	8%	6%	6%	8%	6%	7%
			af	a	a	a		a	b			f			f		
Snapchat	158	99	36	13	6	2	3	158	73	85	55	39	33	31	94	64	158
	5%	24%	6%	2%	1%	*	1%	5%	5%	5%	6%	4%	5%	5%	5%	5%	5%
		bcdefg	cdef	ef				cdef									
LinkedIn	68	2	6	20	12	19	8	68	53	14	39	19	6	3	58	10	68
	2%	1%	1%	3%	2%	4%	2%	2%	4%	1%	4%	2%	1%	1%	3%	1%	2%
				ab	a	abg		a	b		bcdfg	df			cdf		df
Reddit	51	7	12	13	9	8	3	51	38	12	11	21	11	8	32	19	51
	2%	2%	2%	2%	2%	2%	1%	2%	3%	1%	1%	2%	2%	1%	2%	1%	2%
				f					b								
Pinterest	45	8	*	3	8	12	15	45	14	30	18	14	7	7	32	13	45
	1%	2%	*%	1%	1%	2%	3%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%
		b			b	bc	bcg	b									
Tumblr	9	-	7	2	-	-	-	9	5	4	6	3	-	1	8	1	9
	*%	-%	1%	*%	-%	-%	-%	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%
			adefg								f						
Threads	7	1	4	1	-	-	-	7	5	2	3	2	-	2	5	2	7
	*%	*%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%

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

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

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3123	460	559	613	509	491	491	3123	1394	1712	833	886	596	794	1719	1390	3123
Effective Weighted Sample	2615	398	470	525	427	410	406	2615	1170	1435	710	751	519	679	1461	1159	2615
Total	3150	412	633	570	554	502	479	3150	1470	1662	912	961	660	601	1873	1261	3150
Goodreads	5	1	1	1	-	-	2	5	2	3	2	3	1	-	4	1	5
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Yubo	2	1	1	-	-	-	-	2	2	-	-	1	1	-	1	1	2
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
Letterboxd	2	-	2	-	-	-	-	2	2	-	-	1	-	1	1	1	2
	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%
BeReal	1	1	-	1	-	-	-	1	1	1	1	1	-	-	1	-	1
	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
Other social media app or site	43	2	1	6	5	10	19	43	30	13	14	19	4	6	33	10	43
	1%	1%	*%	1%	1%	2%	4%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
						b	abcdg	b	b			f			f		
Don't know	18	1	3	2	4	4	3	18	7	10	4	7	2	4	11	5	18
	1%	*%	*%	*%	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%

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

OF COM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 28

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

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

Base : All respondents 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3123	2293	280	264	286	3123	2715	408	501	2622	598	1393	1122	3123	549	1217	908
Effective Weighted Sample	2615	2070	249	253	268	2615	2279	337	415	2201	499	1161	950	2615	444	1011	785
Total	3150	2654	264	142	90	3150	2766	384	481	2669	585	1364	1194	3150	506	1221	993
Facebook	1480	1255	118	69	38	1480	1255	225	214	1266	328	658	489	1480	225	653	461
	47%	47%	45%	49%	43%	47%	45%	58%	44%	47%	56%	48%	41%	47%	44%	53%	46%
								a			bcd	c		c		ac	
Instagram	613	518	45	29	21	613	546	67	92	520	83	250	279	613	92	217	213
	19%	20%	17%	20%	24%	19%	20%	17%	19%	19%	14%	18%	23%	19%	18%	18%	21%
												a	abd	a			b
TikTok	420	359	33	14	13	420	387	32	89	331	68	185	167	420	91	131	108
	13%	14%	13%	10%	14%	13%	14%	8%	18%	12%	12%	14%	14%	13%	18%	11%	11%
							b		b						bc		
X/Twitter	228	183	28	10	6	228	209	19	29	199	19	95	114	228	25	102	77
	7%	7%	11%	7%	7%	7%	8%	5%	6%	7%	3%	7%	10%	7%	5%	8%	8%
			a									a	abd	a		a	
Snapchat	158	131	14	8	5	158	148	10	43	115	41	69	49	158	39	43	39
	5%	5%	5%	6%	6%	5%	5%	3%	9%	4%	7%	5%	4%	5%	8%	4%	4%
							b		b		c				bc		
LinkedIn	68	58	5	3	1	68	58	10	1	67	8	25	35	68	7	17	33
	2%	2%	2%	2%	1%	2%	2%	3%	*%	3%	1%	2%	3%	2%	1%	1%	3%
										a							ab
Reddit	51	36	11	3	2	51	47	4	1	49	6	13	32	51	10	16	18
	2%	1%	4%	2%	2%	2%	2%	1%	*%	2%	1%	1%	3%	2%	2%	1%	2%
			ae							a			bd				
Pinterest	45	36	4	3	2	45	38	7	3	43	12	23	9	45	7	11	17
	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	2%
											c						
Tumblr	9	8	1	-	-	9	9	-	-	9	-	6	3	9	2	2	4
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
Threads	7	7	-	-	-	7	7	-	-	7	1	3	3	7	4	2	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	1%	*%	-%
															c		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3123	2293	280	264	286	3123	2715	408	501	2622	598	1393	1122	3123	549	1217	908
Effective Weighted Sample	2615	2070	249	253	268	2615	2279	337	415	2201	499	1161	950	2615	444	1011	785
Total	3150	2654	264	142	90	3150	2766	384	481	2669	585	1364	1194	3150	506	1221	993
Goodreads	5	4	-	1	-	5	3	2	-	5	1	2	1	5	-	2	2
	*%	*%	-%	*%	-%	*%	*%	1%	-%	*%	*%	*%	*%	*%	-%	*%	*%
Yubo	2	2	-	-	-	2	2	-	1	1	2	-	-	2	2	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	-%
Letterboxd	2	2	-	-	-	2	2	-	-	2	-	1	1	2	-	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	-%	-%
BeReal	1	-	1	1	-	1	1	-	-	1	1	1	-	1	-	-	1
	*%	-%	*%	*%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	-%	*%
Other social media app or site	43	38	3	1	1	43	38	5	5	39	8	26	10	43	3	19	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%
Don't know	18	17	1	-	-	18	13	4	3	15	7	9	2	18	-	7	2
	1%	1%	*%	-%	-%	1%	*%	1%	1%	1%	1%	1%	*%	1%	-%	1%	*%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3123	654	1606	803	3123	1114	1785	1960	1010
Effective Weighted Sample	2615	561	1349	656	2615	919	1508	1625	876
Total	3150	699	1646	746	3150	1061	1870	1851	1167
Facebook	1480	305	773	386	1480	488	926	924	526
	47%	44%	47%	52%	47%	46%	50%	50%	45%
				abd				b	
Instagram	613	149	328	126	613	179	384	331	257
	19%	21%	20%	17%	19%	17%	21%	18%	22%
		c					a		a
TikTok	420	99	196	107	420	177	204	207	178
	13%	14%	12%	14%	13%	17%	11%	11%	15%
						b			a
X/Twitter	228	37	142	49	228	51	156	143	80
	7%	5%	9%	7%	7%	5%	8%	8%	7%
			a				a		
Snapchat	158	43	79	29	158	79	55	85	57
	5%	6%	5%	4%	5%	7%	3%	5%	5%
						b			
LinkedIn	68	13	47	9	68	22	43	34	28
	2%	2%	3%	1%	2%	2%	2%	2%	2%
			c						
Reddit	51	9	27	12	51	22	26	39	10
	2%	1%	2%	2%	2%	2%	1%	2%	1%
								b	
Pinterest	45	13	18	14	45	14	26	35	10
	1%	2%	1%	2%	1%	1%	1%	2%	1%
								b	
Tumblr	9	4	5	-	9	6	4	2	7
	*%	1%	*%	-%	*%	1%	*%	*%	1%
		c							a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3123	654	1606	803	3123	1114	1785	1960	1010
Effective Weighted Sample	2615	561	1349	656	2615	919	1508	1625	876
Total	3150	699	1646	746	3150	1061	1870	1851	1167
Threads	7 *%	- -%	6 *%	- -%	7 *%	1 *%	5 *%	2 *%	4 *%
Goodreads	5 *%	3 *%	2 *%	- -%	5 *%	4 *%	1 *%	4 *%	- -%
Yubo	2 *%	1 *%	1 *%	- -%	2 *%	2 *%	- -%	- -%	- -%
Letterboxd	2 *%	1 *%	1 *%	- -%	2 *%	- -%	1 *%	- -%	- -%
BeReal	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
Other social media app or site	43 1%	16 2%	16 1%	9 1%	43 1%	8 1%	31 2%	31 2%	9 1%
Don't know	18 1%	5 1%	6 *%	6 1%	18 1%	8 1%	8 *%	13 1%	1 *%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Facebook	1480	24	154	264	331	345	361	1480	666	812	386	405	329	358	791	687	1480
	42%	6%	24%	44%	53%	60%	57%	42%	40%	45%	39%	39%	45%	52%	39%	49%	42%
			a	ab	abcg	abcdg	abcg	ab		a			abe	abceg		abeg	abe
Instagram	613	114	212	132	77	47	31	613	263	344	195	224	120	71	419	191	613
	18%	27%	33%	22%	12%	8%	5%	18%	16%	19%	19%	21%	17%	10%	20%	14%	18%
		defg	cdefg	defg	ef	f		def		a	df	cdfg	d		cdfg	d	df
TikTok	420	135	134	70	58	16	6	420	153	262	109	121	106	76	230	182	420
	12%	32%	21%	12%	9%	3%	1%	12%	9%	15%	11%	12%	15%	11%	11%	13%	12%
		bcdefg	cdefg	ef	ef	f		ef		a			ade				
X/Twitter	228	16	59	43	44	39	27	228	156	70	71	81	39	35	152	74	228
	7%	4%	9%	7%	7%	7%	4%	7%	9%	4%	7%	8%	5%	5%	7%	5%	7%
			afg	af	a			af	b			df			df		
Snapchat	158	99	36	13	6	2	3	158	73	85	55	39	33	31	94	64	158
	5%	24%	6%	2%	1%	*	*	5%	4%	5%	5%	4%	5%	4%	5%	5%	5%
		bcdefg	cdef	ef				cdef									
LinkedIn	68	2	6	20	12	19	8	68	53	14	39	19	6	3	58	10	68
	2%	1%	1%	3%	2%	3%	1%	2%	3%	1%	4%	2%	1%	*	3%	1%	2%
				abfg		abf		a	b		bcdg	df		*	cdf		df
Reddit	51	7	12	13	9	8	3	51	38	12	11	21	11	8	32	19	51
	1%	2%	2%	2%	1%	1%	*	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
			f	f					b								
Pinterest	45	8	*	3	8	12	15	45	14	30	18	14	7	7	32	13	45
	1%	2%	*	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%
		b			b	bc	bc	b									
Tumblr	9	-	7	2	-	-	-	9	5	4	6	3	-	1	8	1	9
	*%	-%	1%	*%	-%	-%	-%	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%
			adefg								f				f		
Threads	7	1	4	1	-	-	-	7	5	2	3	2	-	2	5	2	7
	*%	*%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
			g														

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Goodreads	5 *%	1 *%	1 *%	1 *%	- -%	- -%	2 *%	5 *%	2 *%	3 *%	2 *%	3 *%	1 *%	- -%	4 *%	1 *%	5 *%
Yubo	2 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	1 *%	2 *%
Letterboxd	2 *%	- -%	2 *%	- -%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	2 *%
BeReal	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%
Other social media app or site	43 1%	2 1%	1 *%	6 1%	5 1%	10 2%	19 3%	43 1%	30 2%	13 1%	14 1%	19 2%	4 1%	6 1%	33 2%	10 1%	43 1%
Don't know	45 1%	5 1%	6 1%	7 1%	12 2%	7 1%	8 1%	45 1%	24 1%	20 1%	7 1%	14 1%	8 1%	12 2%	22 1%	21 1%	45 1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	3132 90%	410 98%	631 97%	568 95%	550 89%	498 87%	475 75%	3132 90%	1463 88%	1652 92%	908 91%	954 91%	658 91%	597 87%	1862 91%	1255 89%	3132 90%
		cdefg	cdefg	defg	f	f		f		a	d	d	d		d		d
DO NOT USE SOCIAL MEDIA SITES OR APPS	308 9%	3 1%	11 2%	24 4%	57 9%	66 12%	147 23%	308 9%	178 11%	130 7%	85 9%	81 8%	59 8%	80 12%	167 8%	139 10%	308 9%
				ab	abc	abc	abcdeg	abc	b					abceg			

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 29

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Facebook	1480	1255	118	69	38	1480	1255	225	214	1266	328	658	489	1480	225	653	461
	42%	43%	40%	42%	39%	42%	41%	50%	42%	43%	45%	43%	40%	42%	41%	47%	43%
								a								a	
Instagram	613	518	45	29	21	613	546	67	92	520	83	250	279	613	92	217	213
	18%	18%	15%	18%	22%	18%	18%	15%	18%	18%	11%	16%	23%	18%	17%	16%	20%
												a	abd	a			b
TikTok	420	359	33	14	13	420	387	32	89	331	68	185	167	420	91	131	108
	12%	12%	11%	9%	13%	12%	13%	7%	17%	11%	9%	12%	14%	12%	17%	9%	10%
							b		b				a	a	bc		
X/Twitter	228	183	28	10	6	228	209	19	29	199	19	95	114	228	25	102	77
	7%	6%	10%	6%	7%	7%	7%	4%	6%	7%	3%	6%	9%	7%	5%	7%	7%
			a				b					a	abd	a		a	
Snapchat	158	131	14	8	5	158	148	10	43	115	41	69	49	158	39	43	39
	5%	4%	5%	5%	5%	5%	5%	2%	8%	4%	6%	5%	4%	5%	7%	3%	4%
							b		b						bc		
LinkedIn	68	58	5	3	1	68	58	10	1	67	8	25	35	68	7	17	33
	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	3%	2%	1%	1%	3%
									*	2%			a				b
Reddit	51	36	11	3	2	51	47	4	1	49	6	13	32	51	10	16	18
	1%	1%	4%	2%	2%	1%	2%	1%	1%	2%	1%	1%	3%	1%	2%	1%	2%
			ae						*	2%			abd				
Pinterest	45	36	4	3	2	45	38	7	3	43	12	23	9	45	7	11	17
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%
Tumblr	9	8	1	-	-	9	9	-	-	9	-	6	3	9	2	2	4
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Threads	7	7	-	-	-	7	7	-	-	7	1	3	3	7	4	2	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
															c		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 29

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Goodreads	5 *%	4 *%	- -%	1 *%	- -%	5 *%	3 *%	2 *%	- -%	5 *%	1 *%	2 *%	1 *%	5 *%	- -%	2 *%	2 *%
Yubo	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	1 *%	1 *%	2 *%	- -%	- -%	2 *%	2 *%	- -%	- -%
Letterboxd	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	1 *%	1 *%	2 *%	- -%	- -%	- -%
BeReal	1 *%	- -%	1 *%	1 *%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	- -%	1 *%
Other social media app or site	43 1%	38 1%	3 1%	1 1%	1 1%	43 1%	38 1%	5 1%	5 1%	39 1%	8 1%	26 2%	10 1%	43 1%	3 1%	19 1%	17 2%
Don't know	45 1%	38 1%	4 1%	1 1%	1 1%	45 1%	36 1%	9 2%	9 2%	35 1%	24 3%	15 1%	3 *%	45 1%	3 1%	22 2%	5 *%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	3132 90%	2637 90%	263 90%	142 87%	90 92%	3132 90%	2752 91%	380 85%	478 93%	2654 89%	578 79%	1355 89%	1192 98%	3132 90%	506 93%	1215 87%	991 91%
DO NOT USE SOCIAL MEDIA SITES OR APPS	308 9%	256 9%	25 9%	20 12%	7 7%	308 9%	251 8%	57 13%	26 5%	282 9%	129 18%	152 10%	20 2%	308 9%	32 6%	160 11%	88 8%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Facebook	1480	305	773	386	1480	488	926	924	526
	42%	39%	42%	48%	42%	42%	44%	43%	43%
				abd					
Instagram	613	149	328	126	613	179	384	331	257
	18%	19%	18%	16%	18%	16%	18%	16%	21%
									a
TikTok	420	99	196	107	420	177	204	207	178
	12%	13%	11%	13%	12%	15%	10%	10%	15%
						b			a
X/Twitter	228	37	142	49	228	51	156	143	80
	7%	5%	8%	6%	7%	4%	7%	7%	7%
			a				a		
Snapchat	158	43	79	29	158	79	55	85	57
	5%	5%	4%	4%	5%	7%	3%	4%	5%
						b			
LinkedIn	68	13	47	9	68	22	43	34	28
	2%	2%	3%	1%	2%	2%	2%	2%	2%
			c						
Reddit	51	9	27	12	51	22	26	39	10
	1%	1%	1%	2%	1%	2%	1%	2%	1%
								b	
Pinterest	45	13	18	14	45	14	26	35	10
	1%	2%	1%	2%	1%	1%	1%	2%	1%
Tumblr	9	4	5	-	9	6	4	2	7
	*%	1%	*%	-%	*%	*%	*%	*%	1%
		c							a
Threads	7	-	6	-	7	1	5	2	4
	*%	-%	*%	-%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Goodreads	5 *%	3 *%	2 *%	- -%	5 *%	4 *%	1 *%	4 *%	- -%
Yubo	2 *%	1 *%	1 *%	- -%	2 *%	2 *%	- -%	- -%	- -%
Letterboxd	2 *%	1 *%	1 *%	- -%	2 *%	- -%	1 *%	- -%	- -%
BeReal	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
Other social media app or site	43 1%	16 2% b	16 1%	9 1%	43 1%	8 1%	31 1%	31 1%	9 1%
Don't know	45 1%	7 1%	23 1%	11 1%	45 1%	12 1%	25 1%	28 1%	9 1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	3132 90%	694 89%	1641 89%	740 92% ab	3132 90%	1053 92% b	1863 89%	1838 86%	1166 96% a
DO NOT USE SOCIAL MEDIA SITES OR APPS	308 9%	80 10% c	172 9% c	52 6%	308 9% c	85 7%	207 10% a	264 12% b	40 3%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3123	460	559	613	509	491	491	3123	1394	1712	833	886	596	794	1719	1390	3123
Effective Weighted Sample	2615	398	470	525	427	410	406	2615	1170	1435	710	751	519	679	1461	1159	2615
Total	3150	412	633	570	554	502	479	3150	1470	1662	912	961	660	601	1873	1261	3150
I often share, post or comment on social media sites or apps	918 29%	155 38%	265 42%	208 36%	145 26%	88 18%	56 12%	918 29%	437 30%	476 29%	316 35%	231 24%	192 29%	173 29%	547 29%	365 29%	918 29%
		defg	defg	defg	ef	f		ef			bcdefg		b	b	b	b	b
I sometimes share, post or comment on social media sites or apps	1021 32%	120 29%	202 32%	194 34%	187 34%	161 32%	157 33%	1021 32%	465 32%	552 33%	290 32%	322 33%	230 35%	176 29%	612 33%	406 32%	1021 32%
													d				
I usually just 'like' things on social media sites or apps	659 21%	106 26%	114 18%	102 18%	115 21%	121 24%	102 21%	659 21%	266 18%	386 23%	147 16%	208 22%	153 23%	145 24%	356 19%	299 24%	659 21%
		bcg				bc				a		a	ae	ae	ae	ae	a
I tend to only read things on these sites or apps and rarely like or post anything	531 17%	27 6%	48 8%	65 11%	104 19%	127 25%	160 33%	531 17%	291 20%	240 14%	156 17%	196 20%	79 12%	97 16%	352 19%	176 14%	531 17%
				ab	abc	abcdg	abcdg	abc	b		c	cdg		c	cf		cf
Don't know	21 1%	4 1%	4 1%	2 *	3 1%	5 1%	3 1%	21 1%	12 1%	8 1%	2 *	5 *	6 1%	9 2%	7 *	15 1%	21 1%
													abeg			ae	
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1939 62%	275 67%	467 74%	401 70%	332 60%	249 50%	214 45%	1939 62%	902 61%	1028 62%	606 67%	553 57%	422 64%	349 58%	1159 62%	771 61%	1939 62%
		defg	adefg	defg	ef			ef			bdefg		bd		b		b

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 30

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

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	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3123	2293	280	264	286	3123	2715	408	501	2622	598	1393	1122	3123	549	1217	908
Effective Weighted Sample	2615	2070	249	253	268	2615	2279	337	415	2201	499	1161	950	2615	444	1011	785
Total	3150	2654	264	142	90	3150	2766	384	481	2669	585	1364	1194	3150	506	1221	993
I often share, post or comment on social media sites or apps	918 29%	788 30%	70 27%	38 27%	22 24%	918 29%	840 30%	78 20%	175 36%	743 28%	135 23%	358 26%	424 36%	918 29%	212 42%	332 27%	240 24%
I sometimes share, post or comment on social media sites or apps	1021 32%	858 32%	86 32%	47 33%	30 33%	1021 32%	904 33%	117 31%	130 27%	891 33%	157 27%	435 32%	427 36%	1021 32%	146 29%	420 34%	345 35%
I usually just 'like' things on social media sites or apps	659 21%	552 21%	55 21%	30 21%	22 24%	659 21%	561 20%	98 26%	111 23%	548 21%	155 26%	293 21%	212 18%	659 21%	91 18%	258 21%	202 20%
I tend to only read things on these sites or apps and rarely like or post anything	531 17%	439 17%	49 19%	26 18%	16 18%	531 17%	441 16%	89 23%	58 12%	473 18%	125 21%	271 20%	131 11%	531 17%	48 10%	209 17%	201 20%
Don't know	21 1%	17 1%	3 1%	1 1%	- -%	21 1%	20 1%	1 *%	8 2%	14 1%	13 2%	8 1%	* *%	21 1%	8 2%	2 *%	4 *%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1939 62%	1646 62%	156 59%	85 60%	52 58%	1939 62%	1743 63%	196 51%	305 63%	1634 61%	293 50%	793 58%	851 71%	1939 62%	358 71%	752 62%	585 59%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3123	654	1606	803	3123	1114	1785	1960	1010
Effective Weighted Sample	2615	561	1349	656	2615	919	1508	1625	876
Total	3150	699	1646	746	3150	1061	1870	1851	1167
I often share, post or comment on social media sites or apps	918 29%	245 35% bd	433 26%	222 30%	918 29%	346 33% b	493 26%	396 21%	472 40% a
I sometimes share, post or comment on social media sites or apps	1021 32%	203 29%	582 35% ac	222 30%	1021 32%	333 31%	631 34%	600 32%	390 33%
I usually just 'like' things on social media sites or apps	659 21%	130 19%	333 20%	183 25% abd	659 21%	209 20%	402 22%	434 23% b	196 17%
I tend to only read things on these sites or apps and rarely like or post anything	531 17%	115 16%	292 18%	114 15%	531 17%	171 16%	335 18%	409 22% b	107 9%
Don't know	21 1%	6 1%	6 *%	4 *%	21 1%	3 *%	10 1%	13 1%	2 *%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1939 62%	448 64%	1015 62%	445 60%	1939 62%	678 64%	1124 60%	996 54%	862 74% a

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3123	460	559	613	509	491	491	3123	1394	1712	833	886	596	794	1719	1390	3123
Effective Weighted Sample	2615	398	470	525	427	410	406	2615	1170	1435	710	751	519	679	1461	1159	2615
Total	3150	412	633	570	554	502	479	3150	1470	1662	912	961	660	601	1873	1261	3150
Strongly disagree	360 11%	33 8%	38 6%	45 8%	65 12%	82 16%	96 20%	360 11%	178 12%	180 11%	93 10%	130 13%	60 9%	77 13%	222 12%	137 11%	360 11%
					bc	abcg	abcdg	abc				ac	c				
Slightly disagree	412 13%	47 11%	81 13%	50 9%	81 15%	72 14%	81 17%	412 13%	210 14%	201 12%	119 13%	146 15%	72 11%	73 12%	265 14%	145 12%	412 13%
			c		c	c	acg	c				cf			f		
Neither agree nor disagree	1014 32%	99 24%	136 22%	162 28%	202 37%	210 42%	205 43%	1014 32%	416 28%	594 36%	243 27%	308 32%	224 34%	233 39%	551 29%	456 36%	1014 32%
				b	abc	abcg	abcg	ab		a		a	a	abeg	aeg	a	
Slightly agree	781 25%	127 31%	194 31%	161 28%	143 26%	101 20%	56 12%	781 25%	358 24%	416 25%	248 27%	221 23%	183 28%	124 21%	469 25%	307 24%	781 25%
		efg	efg	ef	f	f		ef			d		d		d		d
Strongly agree	535 17%	98 24%	180 28%	143 25%	58 10%	35 7%	22 5%	535 17%	288 20%	244 15%	202 22%	144 15%	106 16%	82 14%	346 18%	189 15%	535 17%
		defg	defg	defg	f			def	b		bcdefg				bdf		d
Don't know	48 2%	8 2%	4 1%	10 2%	6 1%	2 *	19 4%	48 2%	20 1%	28 2%	7 1%	14 1%	15 2%	12 2%	21 1%	27 2%	48 2%
		e		e			bdeg					ae	a		ae		
SUMMARY CODES																	
TOTAL DISAGREE	772 24%	80 20%	119 19%	94 17%	146 26%	155 31%	177 37%	772 24%	388 26%	381 23%	211 23%	275 29%	132 20%	150 25%	487 26%	282 22%	772 24%
					abc	abcg	abcdg	abc	b			acfg		c	cf		c
TOTAL AGREE	1316 42%	224 55%	374 59%	303 53%	200 36%	136 27%	78 16%	1316 42%	646 44%	659 40%	450 49%	364 38%	289 44%	207 34%	815 43%	495 39%	1316 42%
		defg	defg	defg	ef	f		def	b		bdefg		bd		bdf	d	d
TOTAL NEITHER/ DON'T KNOW	1062 34%	107 26%	140 22%	172 30%	208 38%	212 42%	223 47%	1062 34%	437 30%	622 37%	250 27%	322 33%	239 36%	244 41%	572 31%	483 38%	1062 34%
				b	abc	abcg	abcdg	ab		a		a	ae	abeg	abeg	ae	

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

OF COM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 31

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

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

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3123	2293	280	264	286	3123	2715	408	501	2622	598	1393	1122	3123	549	1217	908
Effective Weighted Sample	2615	2070	249	253	268	2615	2279	337	415	2201	499	1161	950	2615	444	1011	785
Total	3150	2654	264	142	90	3150	2766	384	481	2669	585	1364	1194	3150	506	1221	993
Strongly disagree	360 11%	298 11%	30 12%	20 14%	11 13%	360 11%	308 11%	53 14%	56 12%	304 11%	101 17% bcd	166 12% c	91 8%	360 11% c	57 11%	142 12%	115 12%
Slightly disagree	412 13%	339 13%	44 17%	18 13%	10 12%	412 13%	356 13%	55 14%	50 10%	362 14%	74 13%	211 15% cd	126 11%	412 13% c	49 10%	167 14% a	143 14% a
Neither agree nor disagree	1014 32%	841 32%	94 36%	47 33%	32 36%	1014 32%	877 32%	137 36%	166 34%	848 32%	223 38% cd	472 35% c	316 26%	1014 32% c	151 30%	410 34% c	286 29%
Slightly agree	781 25%	664 25%	62 23%	33 24%	22 24%	781 25%	700 25%	81 21%	114 24%	668 25%	101 17%	292 21%	388 33% abd	781 25% ab	132 26%	293 24%	265 27%
Strongly agree	535 17%	468 18% b	31 12%	23 16%	13 15%	535 17% b	480 17%	55 14%	90 19%	445 17%	66 11%	205 15% a	264 22% abd	535 17% a	113 22% bc	190 16%	176 18%
Don't know	48 2%	44 2%	3 1%	1 1%	* 1%	48 2%	45 2%	3 1%	6 1%	42 2%	20 3% bcd	18 1%	9 1%	48 2% c	4 1%	18 2% c	8 1%
SUMMARY CODES																	
TOTAL DISAGREE	772 24%	637 24%	74 28%	38 27%	22 24%	772 24%	664 24%	108 28%	106 22%	666 25%	175 30% cd	377 28% cd	217 18%	772 24% c	106 21%	309 25%	258 26% a
TOTAL AGREE	1316 42%	1132 43% b	93 35%	56 40%	35 39%	1316 42% b	1180 43% b	137 36%	203 42%	1113 42%	167 29%	497 36% a	652 55% abd	1316 42% ab	245 48% b	483 40%	440 44% b
TOTAL NEITHER/ DON'T KNOW	1062 34%	885 33%	97 37%	48 33%	32 36%	1062 34%	922 33%	140 36%	172 36%	890 33%	243 42% bcd	490 36% c	325 27%	1062 34% c	155 31%	429 35% c	294 30%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3123	654	1606	803	3123	1114	1785	1960	1010
Effective Weighted Sample	2615	561	1349	656	2615	919	1508	1625	876
Total	3150	699	1646	746	3150	1061	1870	1851	1167
Strongly disagree	360 11%	99 14%	163 10%	91 12%	360 11%	126 12%	219 12%	257 14%	89 8%
		b						b	
Slightly disagree	412 13%	90 13%	240 15%	75 10%	412 13%	144 14%	246 13%	275 15%	126 11%
			c		c			b	
Neither agree nor disagree	1014 32%	183 26%	513 31%	297 40%	1014 32%	342 32%	601 32%	650 35%	316 27%
			a	abd	a			b	
Slightly agree	781 25%	129 18%	461 28%	181 24%	781 25%	258 24%	465 25%	430 23%	323 28%
			ad	a	a				a
Strongly agree	535 17%	188 27%	249 15%	92 12%	535 17%	179 17%	312 17%	211 11%	299 26%
		bcd			c				a
Don't know	48 2%	11 2%	20 1%	10 1%	48 2%	13 1%	27 1%	29 2%	15 1%
SUMMARY CODES									
TOTAL DISAGREE	772 24%	189 27%	403 24%	166 22%	772 24%	269 25%	465 25%	532 29%	214 18%
								b	
TOTAL AGREE	1316 42%	317 45%	710 43%	273 37%	1316 42%	437 41%	777 42%	641 35%	622 53%
		c	c		c				a
TOTAL NEITHER/ DON'T KNOW	1062 34%	193 28%	533 32%	307 41%	1062 34%	355 33%	628 34%	679 37%	331 28%
			a	abd	a			b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3363	467	574	640	557	541	584	3363	1537	1808	884	940	636	887	1824	1523	3363
Effective Weighted Sample	2809	404	482	548	467	449	482	2809	1284	1512	750	798	553	756	1548	1266	2809
Total	3364	417	648	592	605	544	558	3364	1600	1746	957	1024	701	664	1981	1365	3364
Follow friends	2149	282	433	395	391	332	317	2149	935	1204	604	679	463	394	1283	857	2149
	64%	67%	67%	67%	65%	61%	57%	64%	58%	69%	63%	66%	66%	59%	65%	63%	64%
		ef	f	f	f			f		a		d	d		d		d
Find people that are like me/ that share my interests	1354	225	323	272	250	161	123	1354	659	685	419	406	286	233	824	520	1354
	40%	54%	50%	46%	41%	30%	22%	40%	41%	39%	44%	40%	41%	35%	42%	38%	40%
		cdefg	defg	efg	ef	f		ef			df		d		d		d
Follow companies or brands that I like	1314	204	329	299	230	145	106	1314	565	741	410	421	257	213	831	470	1314
	39%	49%	51%	51%	38%	27%	19%	39%	35%	42%	43%	41%	37%	32%	42%	34%	39%
		defg	defg	defg	ef	f		ef		a	cdf	df			cdf		df
Follow celebrities or influencers	1154	238	358	251	175	85	45	1154	457	689	348	361	237	198	709	435	1154
	34%	57%	55%	42%	29%	16%	8%	34%	29%	39%	36%	35%	34%	30%	36%	32%	34%
		cdefg	cdefg	defg	ef	f		def		a	df	d			df		d
Support causes or organisations by sharing or commenting on posts	773	109	201	164	110	99	90	773	325	443	268	228	149	121	496	270	773
	23%	26%	31%	28%	18%	18%	16%	23%	20%	25%	28%	22%	21%	18%	25%	20%	23%
		def	defg	defg				def		a	bcdfg	d			df		df
Discuss/ debate things with people I know/ I have met in person	701	96	160	148	124	87	86	701	403	293	255	203	136	101	457	237	701
	21%	23%	25%	25%	20%	16%	15%	21%	25%	17%	27%	20%	19%	15%	23%	17%	21%
		ef	ef	efg	f			ef	b		bcdfg	d	d		df		df
Discuss/ debate things with people I don't know/ I have not met in person	636	77	181	130	111	78	60	636	365	267	241	174	116	99	415	215	636
	19%	18%	28%	22%	18%	14%	11%	19%	23%	15%	25%	17%	17%	15%	21%	16%	19%
		f	acdefg	ef	f			ef	b		bcdefg				bcdf		df

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 32

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3363	467	574	640	557	541	584	3363	1537	1808	884	940	636	887	1824	1523	3363
Effective Weighted Sample	2809	404	482	548	467	449	482	2809	1284	1512	750	798	553	756	1548	1266	2809
Total	3364	417	648	592	605	544	558	3364	1600	1746	957	1024	701	664	1981	1365	3364
Sign petitions	603	61	109	117	104	97	115	603	226	369	174	202	121	101	376	222	603
	18%	15%	17%	20%	17%	18%	21%	18%	14%	21%	18%	20%	17%	15%	19%	16%	18%
				a			a			a		df			d		
Follow journalists or particular news outlets	596	79	157	129	100	56	76	596	306	287	220	197	101	79	416	180	596
	18%	19%	24%	22%	16%	10%	14%	18%	19%	16%	23%	19%	14%	12%	21%	13%	18%
		ef	defg	defg	e			ef			cdfg	cdf			cdfg		df
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	503	37	125	134	88	72	47	503	255	246	177	159	93	72	336	165	503
	15%	9%	19%	23%	15%	13%	8%	15%	16%	14%	18%	16%	13%	11%	17%	12%	15%
			adefg	adefg	af	af		af			cdfg	df			cdf		df
ANY OF THESE	2945	399	617	550	517	435	428	2945	1381	1549	855	897	631	548	1751	1179	2945
	88%	95%	95%	93%	85%	80%	77%	88%	86%	89%	89%	88%	90%	83%	88%	86%	88%
		defg	defg	defg	ef			ef			d	d	df		d	d	d
None of these	367	10	24	35	80	103	115	367	194	172	95	111	63	96	206	159	367
	11%	2%	4%	6%	13%	19%	21%	11%	12%	10%	10%	11%	9%	14%	10%	12%	11%
				a	abc	abcdg	abcdg	abc						abceg			
Don't know	53	9	7	7	9	7	14	53	24	26	8	16	7	20	24	26	53
	2%	2%	1%	1%	1%	1%	3%	2%	2%	1%	1%	2%	1%	3%	1%	2%	2%
														aceg			
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2607	355	563	479	450	385	375	2607	1188	1407	752	795	554	492	1547	1046	2607
	77%	85%	87%	81%	74%	71%	67%	77%	74%	81%	79%	78%	79%	74%	78%	77%	77%
		defg	cdefg	def	f			ef		a	d		d		d		

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3363	467	574	640	557	541	584	3363	1537	1808	884	940	636	887	1824	1523	3363
Effective Weighted Sample	2809	404	482	548	467	449	482	2809	1284	1512	750	798	553	756	1548	1266	2809
Total	3364	417	648	592	605	544	558	3364	1600	1746	957	1024	701	664	1981	1365	3364
ANY SUPPORTING CAUSES/ PETITIONS	1047	136	239	222	155	151	145	1047	444	594	342	318	210	169	660	379	1047
	31%	32%	37%	37%	26%	28%	26%	31%	28%	34%	36%	31%	30%	25%	33%	28%	31%
		df	defg	defg				df		a	cdfg	d		df		df	
ANY DISCUSSING/ DEBATING	1008	138	258	210	164	127	112	1008	575	427	371	285	190	155	655	345	1008
	30%	33%	40%	35%	27%	23%	20%	30%	36%	24%	39%	28%	27%	23%	33%	25%	30%
		ef	adefg	defg	f			ef	b		bcdefg	d		bcdfg		df	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 32

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3363	2458	304	293	308	3363	2908	455	537	2826	689	1521	1139	3363	582	1333	964
Effective Weighted Sample	2809	2213	270	281	289	2809	2435	375	444	2365	573	1265	964	2809	470	1109	829
Total	3364	2826	286	157	96	3364	2939	426	509	2855	660	1482	1212	3364	533	1331	1045
Follow friends	2149	1797	193	98	61	2149	1893	256	329	1820	318	901	930	2149	332	856	699
	64%	64%	68%	63%	63%	64%	64%	60%	65%	64%	48%	61%	77%	64%	62%	64%	67%
												a	abd	a			
Find people that are like me/ that share my interests	1354	1138	112	65	38	1354	1213	141	196	1158	145	526	680	1354	226	525	426
	40%	40%	39%	42%	39%	40%	41%	33%	38%	41%	22%	35%	56%	40%	42%	39%	41%
							b					a	abd	ab			
Follow companies or brands that I like	1314	1079	126	69	39	1314	1177	137	194	1120	117	523	674	1314	206	494	457
	39%	38%	44%	44%	41%	39%	40%	32%	38%	39%	18%	35%	56%	39%	39%	37%	44%
							b					a	abd	ab			b
Follow celebrities or influencers	1154	986	85	46	36	1154	1048	105	191	962	123	465	566	1154	206	404	362
	34%	35%	30%	30%	37%	34%	36%	25%	38%	34%	19%	31%	47%	34%	39%	30%	35%
							b					a	abd	a	b		b
Support causes or organisations by sharing or commenting on posts	773	654	56	39	24	773	689	84	99	674	53	260	459	773	121	299	266
	23%	23%	20%	25%	25%	23%	23%	20%	20%	24%	8%	18%	38%	23%	23%	22%	25%
												a	abd	ab			
Discuss/ debate things with people I know/ I have met in person	701	602	53	31	15	701	619	81	64	636	63	233	404	701	102	274	244
	21%	21%	19%	20%	15%	21%	21%	19%	13%	22%	10%	16%	33%	21%	19%	21%	23%
			d			d				a		a	abd	ab			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 32

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3363	2458	304	293	308	3363	2908	455	537	2826	689	1521	1139	3363	582	1333	964
Effective Weighted Sample	2809	2213	270	281	289	2809	2435	375	444	2365	573	1265	964	2809	470	1109	829
Total	3364	2826	286	157	96	3364	2939	426	509	2855	660	1482	1212	3364	533	1331	1045
Discuss/ debate things with people I don't know/ I have not met in person	636	538	54	29	16	636	571	64	73	563	46	220	370	636	121	243	204
	19%	19%	19%	18%	16%	19%	19%	15%	14%	20%	7%	15%	31%	19%	23%	18%	20%
							b		a		a	abd	ab	b			
Sign petitions	603	501	54	31	17	603	530	72	69	534	57	196	350	603	91	249	184
	18%	18%	19%	19%	18%	18%	18%	17%	14%	19%	9%	13%	29%	18%	17%	19%	18%
									a		a	abd	ab				
Follow journalists or particular news outlets	596	507	50	23	16	596	537	59	54	542	34	207	355	596	86	226	225
	18%	18%	18%	15%	17%	18%	18%	14%	11%	19%	5%	14%	29%	18%	16%	17%	22%
							b		a		a	abd	ab				ab
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	503	422	45	24	11	503	454	48	52	451	30	137	336	503	85	185	191
	15%	15%	16%	15%	12%	15%	15%	11%	10%	16%	4%	9%	28%	15%	16%	14%	18%
							b		a		a	abd	ab				b
ANY OF THESE	2945	2483	249	132	81	2945	2599	345	449	2495	501	1279	1161	2945	478	1168	915
	88%	88%	87%	84%	84%	88%	88%	81%	88%	87%	76%	86%	96%	88%	90%	88%	88%
							b				a	abd	a				
None of these	367	301	32	21	13	367	289	77	48	319	130	184	50	367	49	148	121
	11%	11%	11%	13%	13%	11%	10%	18%	9%	11%	20%	12%	4%	11%	9%	11%	12%
							a				bcd	c		c			
Don't know	53	43	4	4	2	53	50	3	12	41	29	20	2	53	7	15	9
	2%	2%	2%	3%	2%	2%	2%	1%	2%	1%	4%	1%	1%	2%	1%	1%	1%
											bcd	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 32

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3363	2458	304	293	308	3363	2908	455	537	2826	689	1521	1139	3363	582	1333	964
Effective Weighted Sample	2809	2213	270	281	289	2809	2435	375	444	2365	573	1265	964	2809	470	1109	829
Total	3364	2826	286	157	96	3364	2939	426	509	2855	660	1482	1212	3364	533	1331	1045
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2607 77%	2193 78%	226 79%	118 75%	70 73%	2607 77%	2303 78%	304 71%	389 76%	2218 78%	412 62%	1120 76%	1074 89%	2607 77%	414 78%	1036 78%	828 79%
ANY SUPPORTING CAUSES/ PETITIONS	1047 31%	884 31%	81 28%	52 33%	29 30%	1047 31%	934 32%	112 26%	127 25%	920 32%	93 14%	364 25%	588 49%	1047 31%	162 30%	416 31%	346 33%
ANY DISCUSSING/ DEBATING	1008 30%	861 30%	81 28%	44 28%	22 23%	1008 30%	899 31%	109 26%	105 21%	903 32%	95 14%	367 25%	546 45%	1008 30%	174 33%	389 29%	334 32%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3363	705	1738	855	3363	1182	1935	2156	1043
Effective Weighted Sample	2809	601	1456	699	2809	974	1630	1783	905
Total	3364	747	1766	789	3364	1116	2013	2017	1208
Follow friends	2149	465	1155	504	2149	710	1327	1276	811
	64%	62%	65%	64%	64%	64%	66%	63%	67%
									a
Find people that are like me/ that share my interests	1354	306	697	338	1354	475	794	729	576
	40%	41%	39%	43%	40%	43%	39%	36%	48%
									a
Follow companies or brands that I like	1314	297	714	289	1314	394	837	700	575
	39%	40%	40%	37%	39%	35%	42%	35%	48%
							a		a
Follow celebrities or influencers	1154	267	614	258	1154	378	688	590	521
	34%	36%	35%	33%	34%	34%	34%	29%	43%
									a
Support causes or organisations by sharing or commenting on posts	773	172	391	204	773	277	457	420	326
	23%	23%	22%	26%	23%	25%	23%	21%	27%
									a
Discuss/ debate things with people I know/ I have met in person	701	179	356	157	701	230	430	351	326
	21%	24%	20%	20%	21%	21%	21%	17%	27%
									a

Columns Tested: a,b,c,d - a,b - a,b

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	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3363	705	1738	855	3363	1182	1935	2156	1043
Effective Weighted Sample	2809	601	1456	699	2809	974	1630	1783	905
Total	3364	747	1766	789	3364	1116	2013	2017	1208
Discuss/ debate things with people I don't know/ I have not met in person	636	138	334	156	636	240	357	330	283
	19%	18%	19%	20%	19%	21%	18%	16%	23%
						b			a
Sign petitions	603	115	312	170	603	244	331	356	226
	18%	15%	18%	22%	18%	22%	16%	18%	19%
				abd		b			
Follow journalists or particular news outlets	596	145	317	129	596	192	366	326	250
	18%	19%	18%	16%	18%	17%	18%	16%	21%
									a
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	503	119	259	119	503	158	319	249	240
	15%	16%	15%	15%	15%	14%	16%	12%	20%
									a
ANY OF THESE	2945	648	1563	696	2945	1003	1754	1715	1122
	88%	87%	89%	88%	88%	90%	87%	85%	93%
						b			a
None of these	367	87	187	83	367	99	244	278	77
	11%	12%	11%	10%	11%	9%	12%	14%	6%
							a	b	
Don't know	53	12	16	11	53	14	15	23	10
	2%	2%	1%	1%	2%	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3363	705	1738	855	3363	1182	1935	2156	1043
Effective Weighted Sample	2809	601	1456	699	2809	974	1630	1783	905
Total	3364	747	1766	789	3364	1116	2013	2017	1208
SUMMARY									
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2607	570	1392	614	2607	859	1588	1531	993
	77%	76%	79%	78%	77%	77%	79%	76%	82%
									a
ANY SUPPORTING CAUSES/ PETITIONS	1047	234	542	261	1047	389	605	569	441
	31%	31%	31%	33%	31%	35%	30%	28%	37%
						b			a
ANY DISCUSSING/ DEBATING	1008	238	521	238	1008	358	588	513	460
	30%	32%	29%	30%	30%	32%	29%	25%	38%
									a

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 33

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
YouTube	2838	386	591	535	524	428	374	2838	1422	1399	815	868	594	545	1684	1139	2838
	81%	92%	91%	89%	85%	75%	59%	81%	85%	78%	81%	83%	82%	79%	82%	81%	81%
		defg	defg	defg	ef	f		ef	b								
Facebook	2600	245	517	506	481	432	419	2600	1174	1420	723	774	561	528	1497	1089	2600
	75%	59%	80%	84%	78%	76%	67%	75%	70%	79%	72%	74%	77%	77%	73%	77%	75%
			afg	adefg	af	af	a	af	a				ae			ae	
Instagram	2055	383	562	442	333	200	135	2055	877	1164	619	650	426	345	1268	771	2055
	59%	92%	87%	74%	54%	35%	21%	59%	53%	65%	62%	62%	59%	50%	62%	54%	59%
		bcdefg	cdefg	defg	ef	f		def	a		df	df	d		df	d	df
TikTok	1605	365	497	343	228	125	46	1605	706	886	475	477	352	286	953	638	1605
	46%	87%	77%	57%	37%	22%	7%	46%	42%	49%	48%	45%	49%	41%	46%	45%	46%
		bcdefg	cdefg	defg	ef	f		def	a		d		d		d		d
Snapchat	1079	351	372	194	101	50	11	1079	481	590	330	331	224	182	661	406	1079
	31%	84%	58%	32%	16%	9%	2%	31%	29%	33%	33%	32%	31%	26%	32%	29%	31%
		bcdefg	cdefg	def	ef	f		def	a		df	d			df		d
X/Twitter	1037	175	268	217	176	123	78	1037	563	469	347	355	181	144	701	325	1037
	30%	42%	41%	36%	28%	22%	12%	30%	34%	26%	35%	34%	25%	21%	34%	23%	30%
		defg	defg	defg	ef	f		ef	b		cdfg	cdfg			cdfg		cdf
LinkedIn	758	79	171	187	125	123	74	758	424	331	345	262	92	57	607	149	758
	22%	19%	26%	31%	20%	22%	12%	22%	25%	18%	34%	25%	13%	8%	30%	11%	22%
		f	adfg	adefg	f	f		f	b		bcdefg	cdf	d		bcdefg		cdf
Pinterest	753	177	168	135	113	95	65	753	222	522	249	249	138	108	498	246	753
	22%	42%	26%	23%	18%	17%	10%	22%	13%	29%	25%	24%	19%	16%	24%	17%	22%
		bcdefg	defg	ef	f	f		ef	a		cdf	cdf			cdfg		df
Reddit	451	104	134	98	62	40	14	451	258	189	162	158	74	52	320	126	451
	13%	25%	21%	16%	10%	7%	2%	13%	15%	10%	16%	15%	10%	8%	16%	9%	13%
		cdefg	defg	defg	f	f		ef	b		cdfg	cdf			cdfg		df
Twitch	418	141	164	73	29	9	2	418	285	126	147	128	92	48	274	140	418
	12%	34%	25%	12%	5%	2%	*	12%	17%	7%	15%	12%	13%	7%	13%	10%	12%
		bcdefg	cdefg	def	ef	f		def	b		dfg	d	d		df	d	df

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Threads	231	38	78	56	30	18	11	231	101	130	89	78	35	28	167	64	231
	7%	9%	12%	9%	5%	3%	2%	7%	6%	7%	9%	7%	5%	4%	8%	5%	7%
		def	defg	defg	f			ef			cdg	df			cdf		df
Vimeo	149	15	36	46	35	12	5	149	95	53	74	40	22	13	114	35	149
	4%	4%	6%	8%	6%	2%	1%	4%	6%	3%	7%	4%	3%	2%	6%	2%	4%
		f	ef	aefg	ef			ef	b		bcdfg	d			cdf		df
BeReal	147	81	34	20	8	2	2	147	52	92	54	62	19	12	115	31	147
	4%	19%	5%	3%	1%	%	%	4%	3%	5%	5%	6%	3%	2%	6%	2%	4%
		bcdefg	def	def				def		a	cdf	cdg			cdg		df
Tumblr	140	26	57	30	14	7	6	140	63	72	68	34	17	20	102	37	140
	4%	6%	9%	5%	2%	1%	1%	4%	4%	4%	7%	3%	2%	3%	5%	3%	4%
		defg	cdefg	def				ef			bcdfg				bcdf		f
Dailymotion	124	21	42	28	23	8	1	124	73	50	61	29	18	17	90	34	124
	4%	5%	7%	5%	4%	1%	%	4%	4%	3%	6%	3%	2%	2%	4%	2%	4%
		ef	efg	ef	ef	f		ef	b		bcdfg				cdf		f
Goodreads	113	23	45	18	14	6	6	113	36	73	43	43	13	14	86	27	113
	3%	5%	7%	3%	2%	1%	1%	3%	2%	4%	4%	4%	2%	2%	4%	2%	3%
		defg	cdefg	ef				ef		a	cdf	cdf			cdf		f
OnlyFans	97	16	35	35	8	1	2	97	70	25	49	23	14	11	72	24	97
	3%	4%	5%	6%	1%	%	%	3%	4%	1%	5%	2%	2%	2%	4%	2%	3%
		def	defg	defg				def	b		bcdfg				df		f
YouNow	58	6	21	21	7	2	2	58	36	23	40	7	9	3	47	12	58
	2%	1%	3%	3%	1%	%	%	2%	2%	1%	4%	1%	1%	%	2%	1%	2%
		f	defg	defg				ef			bcdefg				bdf		bdf
Yubo	58	20	21	10	6	-	1	58	28	30	34	9	9	7	42	16	58
	2%	5%	3%	2%	1%	-%	%	2%	2%	2%	3%	1%	1%	1%	2%	1%	2%
		cdefg	defg	ef	e			ef			bcdfg				bdf		2%
Letterboxd	55	23	19	7	6	-	-	55	25	27	25	20	6	5	44	11	55
	2%	5%	3%	1%	1%	-%	-%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%
		cdefg	cdefg	ef	ef			ef			cdf	f			cdf		f

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
BitChute	51	5	18	11	13	3	-	51	37	14	31	7	7	7	37	14	51
	1%	1%	3%	2%	2%	1%	-%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%
		f	efg	f	ef			f	b		bcdgf			b			
ANY OF THESE	3353	417	648	591	604	544	549	3353	1593	1743	954	1018	701	662	1972	1362	3353
	96%	100%	100%	99%	97%	95%	87%	96%	96%	97%	95%	97%	97%	96%	96%	96%	96%
		defg	cdefg	efg	f	f		f									
NONE OF THESE	132	1	-	8	16	27	81	132	72	59	47	31	24	28	78	52	132
	4%	*%	-%	1%	3%	5%	13%	4%	4%	3%	5%	3%	3%	4%	4%	4%	4%
				b	ab	abc	abcdeg	abc									

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 33

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
YouTube	2838 81%	2385 81%	244 83%	126 77%	84 86% c	2838 81%	2491 82%	348 78%	396 77%	2442 82% a	435 59%	1260 83% a	1138 94% abd	2838 81% a	462 85% b	1111 80%	886 82%
Facebook	2600 75%	2185 75%	211 72%	127 78%	76 78%	2600 75%	2266 75%	334 75%	392 76%	2208 74%	483 66%	1111 73% a	1000 82% abd	2600 75% a	422 78%	1045 75%	826 76%
Instagram	2055 59%	1731 59%	171 59%	94 57%	59 60%	2055 59%	1850 61% b	205 46%	338 66% b	1716 58%	291 40%	828 54% a	933 77% abd	2055 59% ab	369 68% bc	720 52%	656 61% b
TikTok	1605 46%	1360 46%	127 44%	69 42%	48 49%	1605 46%	1468 48% b	136 31%	289 56% b	1315 44%	229 31%	652 43% a	724 60% abd	1605 46% ab	340 63% bc	537 38%	456 42%
Snapchat	1079 31%	913 31%	84 29%	48 29%	35 36%	1079 31%	993 33% b	87 19%	200 39% b	880 30%	155 21%	422 28% a	502 41% abd	1079 31% ab	255 47% bc	345 25%	289 27%
X/Twitter	1037 30%	862 29%	100 34%	47 29%	29 29%	1037 30%	946 31% b	91 20%	96 19%	941 32% a	79 11%	385 25% a	572 47% abd	1037 30% ab	146 27%	381 27%	382 35% ab
LinkedIn	758 22%	655 22%	52 18%	33 20%	19 19%	758 22%	671 22% b	87 20%	58 11%	700 24% a	55 8%	237 16% a	465 38% abd	758 22% ab	92 17%	247 18%	344 32% ab
Pinterest	753 22%	636 22%	65 22%	30 19%	21 22%	753 22%	663 22% b	91 20%	89 17%	664 22% a	82 11%	269 18% a	403 33% abd	753 22% ab	132 24% b	235 17%	257 24% b
Reddit	451 13%	370 13%	45 16%	20 12%	16 16%	451 13%	413 14% b	39 9%	26 5%	426 14% a	28 4%	125 8% a	298 25% abd	451 13% ab	79 15%	154 11%	156 14% b
Twitch	418 12%	355 12%	33 11%	18 11%	12 12%	418 12%	393 13% b	25 6%	37 7%	381 13% a	41 6%	144 9% a	233 19% abd	418 12% ab	81 15% b	129 9%	139 13% b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Threads	231	203	13	10	6	231	215	16	21	210	21	70	140	231	42	89	71
	7%	7%	4%	6%	6%	7%	7%	4%	4%	7%	3%	5%	12%	7%	8%	6%	7%
							b			a			abd	ab			
Vimeo	149	134	7	3	4	149	132	17	8	141	7	37	105	149	28	49	58
	4%	5%	2%	2%	5%	4%	4%	4%	2%	5%	1%	2%	9%	4%	5%	4%	5%
		c								a		a	abd	ab			b
BeReal	147	125	12	4	6	147	135	11	19	128	15	65	67	147	28	35	43
	4%	4%	4%	2%	6%	4%	4%	3%	4%	4%	2%	4%	6%	4%	5%	3%	4%
					c							a	a	a	b		
Tumblr	140	129	4	3	4	140	134	6	6	133	8	28	104	140	35	52	41
	4%	4%	1%	2%	4%	4%	4%	1%	1%	4%	1%	2%	9%	4%	7%	4%	4%
		bc				bc	b			a			abd	ab	bc		
Dailymotion	124	112	5	2	5	124	118	6	11	113	6	35	83	124	29	41	41
	4%	4%	2%	1%	5%	4%	4%	1%	2%	4%	1%	2%	7%	4%	5%	3%	4%
		c			bc	c	b					a	abd	ab	b		
Goodreads	113	88	12	9	5	113	101	12	12	101	5	33	75	113	16	32	46
	3%	3%	4%	6%	5%	3%	3%	3%	2%	3%	1%	2%	6%	3%	3%	2%	4%
				ae								a	abd	a			b
OnlyFans	97	85	6	4	3	97	91	5	7	90	13	25	59	97	22	32	32
	3%	3%	2%	2%	3%	3%	3%	1%	1%	3%	2%	2%	5%	3%	4%	2%	3%
							b			a			abd	b	b		
YouNow	58	53	2	2	2	58	55	3	2	56	1	19	38	58	16	18	21
	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	3%	2%	3%	1%	2%
									*	a	*	a	abd	a	b		
Yubo	58	55	1	1	2	58	57	1	10	48	10	22	26	58	17	21	11
	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	3%	2%	1%
		b	*	*			b								bc		
Letterboxd	55	47	2	4	3	55	52	3	4	51	2	14	39	55	12	12	19
	2%	2%	1%	2%	3%	2%	2%	1%	1%	2%	1%	1%	3%	2%	2%	1%	2%
					b						*		abd	a	b		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
BitChute	51 1%	48 2%	- -%	3 2%	1 1%	51 1%	48 2%	3 1%	2 *%	49 2%	4 *%	18 1%	29 2%	51 1%	11 2%	21 2%	16 1%
		b		b		b			a			ab	a				
ANY OF THESE	3353 96%	2816 96%	286 98%	156 96%	95 97%	3353 96%	2929 96%	424 95%	507 99%	2845 96%	655 89%	1477 97%	1212 100%	3353 96%	533 98%	1328 95%	1039 96%
									b			a	abd	a	bc		
NONE OF THESE	132 4%	116 4%	7 2%	7 4%	2 3%	132 4%	111 4%	21 5%	6 1%	126 4%	77 11%	46 3%	3 *%	132 4%	8 2%	68 5%	45 4%
									a		bcd	c	c	c	a	a	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
YouTube	2838	629	1490	670	2838	940	1704	1631	1087
	81%	81%	81%	83%	81%	82%	81%	77%	89%
									a
Facebook	2600	566	1367	625	2600	884	1560	1480	1029
	75%	72%	74%	78%	75%	77%	74%	70%	85%
				a					a
Instagram	2055	469	1067	480	2055	696	1193	1055	900
	59%	60%	58%	60%	59%	60%	57%	50%	74%
									a
TikTok	1605	383	813	369	1605	588	871	738	771
	46%	49%	44%	46%	46%	51%	42%	35%	63%
		b				b			a
Snapchat	1079	281	535	233	1079	433	537	483	531
	31%	36%	29%	29%	31%	38%	26%	23%	44%
		bcd				b			a
X/Twitter	1037	245	560	218	1037	319	644	577	419
	30%	31%	30%	27%	30%	28%	31%	27%	34%
									a
LinkedIn	758	183	401	166	758	209	502	392	348
	22%	23%	22%	21%	22%	18%	24%	18%	29%
							a		a
Pinterest	753	181	374	181	753	277	420	397	311
	22%	23%	20%	23%	22%	24%	20%	19%	26%
						b			a
Reddit	451	120	215	104	451	178	241	227	207
	13%	15%	12%	13%	13%	15%	12%	11%	17%
		b				b			a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Twitch	418	125	210	76	418	166	205	196	189
	12%	16%	11%	9%	12%	14%	10%	9%	16%
		bcd				b			a
Threads	231	58	118	50	231	90	126	87	134
	7%	7%	6%	6%	7%	8%	6%	4%	11%
									a
Vimeo	149	34	82	31	149	51	82	55	86
	4%	4%	4%	4%	4%	4%	4%	3%	7%
									a
BeReal	147	38	72	32	147	63	66	81	52
	4%	5%	4%	4%	4%	5%	3%	4%	4%
						b			
Tumblr	140	38	69	32	140	61	68	62	71
	4%	5%	4%	4%	4%	5%	3%	3%	6%
						b			a
Dailymotion	124	34	55	35	124	53	62	57	60
	4%	4%	3%	4%	4%	5%	3%	3%	5%
						b			a
Goodreads	113	32	54	22	113	48	56	58	49
	3%	4%	3%	3%	3%	4%	3%	3%	4%
						b			
OnlyFans	97	31	53	10	97	48	32	35	54
	3%	4%	3%	1%	3%	4%	2%	2%	4%
		c	c		c	b			a
YouNow	58	20	33	4	58	31	22	14	41
	2%	2%	2%	1%	2%	3%	1%	1%	3%
		c	c		c	b			a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Yubo	58 2%	19 2%	27 1%	11 1%	58 2%	31 3% b	19 1%	12 1%	38 3% a
Letterboxd	55 2%	18 2%	29 2%	8 1%	55 2%	26 2% b	27 1%	29 1%	21 2%
BitChute	51 1%	14 2%	26 1%	11 1%	51 1%	26 2% b	19 1%	17 1%	31 3% a
ANY OF THESE	3353 96%	742 95%	1762 96%	788 98% abd	3353 96%	1112 97%	2007 96%	2009 94%	1206 99% a
NONE OF THESE	132 4%	39 5% c	74 4% c	15 2%	132 4% c	38 3%	88 4%	121 6% b	9 1%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	16	1	3	4	7	-	-	16	12	4	7	7	1	1	13	3	16
	*%	*%	*%	1%	1%	-%	-%	*%	1%	*%	1%	1%	*%	*%	1%	*%	*%
				ef													
USE MORE THAN ONE PROFILE	4	*	-	-	2	2	-	4	2	2	3	-	2	-	3	2	4
	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	31	4	15	7	4	1	-	31	23	8	21	-	4	6	21	10	31
	1%	1%	2%	1%	1%	*%	-%	1%	1%	*%	2%	-%	1%	1%	1%	1%	1%
		f	defg	f				f	b		bcdefg		b	b	b	b	b
DON'T USE THIS APP/ SITE	3434	412	629	588	607	568	630	3434	1628	1788	970	1043	718	683	2013	1401	3434
	99%	99%	97%	98%	98%	99%	100%	99%	98%	99%	97%	99%	99%	99%	98%	99%	99%
						bd	abcdg	b		a		ae	a	a		a	a

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

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 a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	16 *%	15 1%	- -%	1 *%	- -%	16 *%	13 *%	3 1%	- -%	16 1%	1 *%	4 *%	11 1%	16 *%	5 1%	3 *%	6 1%
USE MORE THAN ONE PROFILE	4 *%	4 *%	- -%	- -%	* *%	4 *%	4 *%	- -%	1 *%	3 *%	- -%	- -%	4 *%	4 *%	- -%	2 *%	2 *%
USE BUT DON'T HAVE A PROFILE	31 1%	29 1%	- -%	2 1%	1 1%	31 1%	30 1%	1 *%	1 *%	30 1%	2 *%	15 1%	14 1%	31 1%	6 1%	16 1%	7 1%
DON'T USE THIS APP/ SITE	3434 99%	2884 98%	292 100%	161 98%	97 99%	3434 99%	2992 98%	442 99%	512 100%	2922 98%	728 100%	1505 99%	1186 98%	3434 99%	531 98%	1374 98%	1068 99%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a b	NONE a	ANY b	
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	16 *%	1 *%	8 *%	6 1%	16 *%	6 1%	7 *%	7 *%	7 1%
USE MORE THAN ONE PROFILE	4 *%	1 *%	3 *%	- -%	4 *%	3 *%	2 *%	2 *%	2 *%
USE BUT DON'T HAVE A PROFILE	31 1%	11 1%	14 1%	5 1%	31 1%	17 b	10 *%	8 *%	22 a
DON'T USE THIS APP/ SITE	3434 99%	767 98%	1810 99%	792 99%	3434 99%	1124 98%	2077 99%	2113 99%	1184 97%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	22	7	10	1	3	2	-	22	11	11	12	8	2	*	20	2	22
	1%	2%	1%	*%	*%	*%	-%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
		cefg	cfg								cdf	df			df		df
USE MORE THAN ONE PROFILE	5	*	2	1	2	-	-	5	1	4	5	-	-	*	5	*	5
	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
											bf						
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	1	-	1	-	-	-	1	-	1
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	96	13	30	26	19	7	1	96	60	35	43	21	16	16	64	32	96
	3%	3%	5%	4%	3%	1%	*%	3%	4%	2%	4%	2%	2%	2%	3%	2%	3%
		ef	efg	efg	ef	f		ef	b		bcdg						
DON'T USE THIS APP/ SITE	3361	396	605	571	596	563	629	3361	1592	1752	940	1020	707	674	1960	1381	3361
	96%	95%	93%	95%	96%	99%	100%	96%	96%	97%	94%	97%	98%	98%	96%	98%	96%
					abcdg	abcdg		b		a		a	ae	ae		aeg	a

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	22 1%	18 1%	2 1%	1 *%	1 1%	22 1%	21 1%	1 *%	- -%	22 1%	- -%	4 *%	18 1%	22 1%	8 2%	5 *%	7 1%
													abd	a	b		
USE MORE THAN ONE PROFILE	5 *%	4 *%	- -%	* *%	1 1%	5 *%	5 *%	- -%	- -%	5 *%	- -%	* *%	5 *%	5 *%	- -%	2 *%	2 *%
																	b
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%
								a									
USE BUT DON'T HAVE A PROFILE	96 3%	89 3%	3 1%	1 1%	3 3%	96 3%	92 3%	4 1%	11 2%	85 3%	5 1%	31 2%	60 5%	96 3%	21 4%	34 2%	32 3%
			c		c	c	b					a	abd	a			
DON'T USE THIS APP/ SITE	3361 96%	2819 96%	287 98%	162 99%	93 95%	3361 96%	2921 96%	439 99%	502 98%	2859 96%	726 99%	1488 98%	1131 93%	3361 96%	512 95%	1354 97%	1043 96%
			d	ade				a			bcd	cd	c			a	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	22 1%	6 1%	12 1%	5 1%	22 1%	8 1%	12 1%	9 *	13 1%
USE MORE THAN ONE PROFILE	5 *%	2 *%	2 *%	* *%	5 *%	2 *%	2 *%	* *%	4 *%
DON'T KNOW HOW MANY PROFILES	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	96 3%	26 3%	39 2%	31 4% b	96 3%	42 4% b	48 2%	47 2%	44 4% a
DON'T USE THIS APP/ SITE	3361 96%	747 96%	1782 97%	767 96%	3361 96%	1097 95%	2033 97% a	2073 97% b	1155 95%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	2078	155	382	411	405	367	358	2078	919	1152	556	619	464	429	1174	892	2078
	60%	37%	59%	69%	65%	64%	57%	60%	55%	64%	56%	59%	64%	62%	57%	63%	60%
			a	abfg	abfg	af	a	a		a			ae	ae		aeg	a
USE MORE THAN ONE PROFILE	228	39	60	52	34	28	15	228	99	129	64	69	45	49	134	93	228
	7%	9%	9%	9%	5%	5%	2%	7%	6%	7%	6%	7%	6%	7%	7%	7%	7%
		defg	defg	def	f	f		f									
DON'T KNOW HOW MANY PROFILES	8	-	1	1	5	2	1	8	3	5	2	2	2	2	4	4	8
	*%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	286	51	74	42	38	35	45	286	152	133	101	84	51	49	185	99	286
	8%	12%	11%	7%	6%	6%	7%	8%	9%	7%	10%	8%	7%	7%	9%	7%	8%
		cdefg	cdefg								cdf						
DON'T USE THIS APP/ SITE	885	173	130	93	138	139	211	885	491	382	277	276	163	162	553	325	885
	25%	41%	20%	16%	22%	24%	33%	25%	30%	21%	28%	26%	23%	23%	27%	23%	25%
		bcdefg			c	c	bcdeg	bc	b		cf				cf		

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	2078	1732	177	110	59	2078	1810	268	309	1769	365	890	819	2078	305	835	713
	60%	59%	60%	67%	61%	60%	60%	60%	60%	60%	50%	58%	67%	60%	56%	60%	66%
				ae								a	abd	a		ab	
USE MORE THAN ONE PROFILE	228	198	16	8	7	228	198	31	36	193	37	88	102	228	65	87	44
	7%	7%	5%	5%	8%	7%	6%	7%	7%	6%	5%	6%	8%	7%	12%	6%	4%
													abd		bc	c	
DON'T KNOW HOW MANY PROFILES	8	7	-	1	*	8	6	2	4	4	1	6	2	8	2	3	1
	*%	*%	-%	1%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%
									b								
USE BUT DON'T HAVE A PROFILE	286	249	19	9	9	286	252	34	44	242	80	127	77	286	49	120	68
	8%	8%	6%	6%	9%	8%	8%	8%	9%	8%	11%	8%	6%	8%	9%	9%	6%
											cd						
DON'T USE THIS APP/ SITE	885	746	81	36	21	885	773	112	121	763	249	412	215	885	120	351	258
	25%	25%	28%	22%	22%	25%	25%	25%	24%	26%	34%	27%	18%	25%	22%	25%	24%
											bcd	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	2078	444	1089	519	2078	670	1301	1217	804
	60%	57%	59%	65%	60%	58%	62%	57%	66%
				abd			a		a
USE MORE THAN ONE PROFILE	228	46	125	52	228	92	115	108	104
	7%	6%	7%	6%	7%	8%	6%	5%	9%
						b			a
DON'T KNOW HOW MANY PROFILES	8	-	4	4	8	6	2	2	6
	*%	-%	*%	*%	*%	*%	*%	*%	1%
									a
USE BUT DON'T HAVE A PROFILE	286	76	148	51	286	116	141	154	115
	8%	10%	8%	6%	8%	10%	7%	7%	9%
		c				b			a
DON'T USE THIS APP/ SITE	885	215	470	177	885	266	536	650	186
	25%	28%	26%	22%	25%	23%	26%	30%	15%
		c						b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	1391	189	374	312	265	152	99	1391	600	786	413	429	291	248	842	539	1391
	40%	45%	58%	52%	43%	27%	16%	40%	36%	44%	41%	41%	40%	36%	41%	38%	40%
		efg	adefg	adefg	ef	f		ef		a	d	d			d		d
USE MORE THAN ONE PROFILE	345	135	116	60	20	12	2	345	110	230	108	126	65	42	234	107	345
	10%	32%	18%	10%	3%	2%	*	10%	7%	13%	11%	12%	9%	6%	11%	8%	10%
		bcdefg	cdefg	def	f	f		def		a	df	df	d		df		df
DON'T KNOW HOW MANY PROFILES	4	1	1	1	-	-	1	4	1	3	-	3	-	1	3	1	4
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	315	58	70	69	48	36	33	315	167	145	98	91	69	55	189	124	315
	9%	14%	11%	12%	8%	6%	5%	9%	10%	8%	10%	9%	10%	8%	9%	9%	9%
		defg	ef	def				f									
DON'T USE THIS APP/ SITE	1430	35	86	157	287	371	495	1430	788	637	382	400	299	345	782	644	1430
	41%	8%	13%	26%	46%	65%	79%	41%	47%	35%	38%	38%	41%	50%	38%	46%	41%
			a	ab	abcbg	abcdg	abcdeg	abc	b					abcefg		abeg	

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	1391	1175	112	64	41	1391	1251	140	245	1146	179	547	664	1391	231	504	468
	40%	40%	38%	39%	42%	40%	41%	32%	48%	39%	24%	36%	55%	40%	43%	36%	43%
							b		b			a	abd	ab	b		b
USE MORE THAN ONE PROFILE	345	294	26	14	11	345	319	27	50	296	39	145	161	345	65	112	100
	10%	10%	9%	9%	11%	10%	10%	6%	10%	10%	5%	10%	13%	10%	12%	8%	9%
							b					a	abd	a	b		
DON'T KNOW HOW MANY PROFILES	4	3	-	1	-	4	3	1	-	4	-	2	2	4	1	1	1
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	315	259	33	15	7	315	277	37	43	271	73	134	105	315	72	102	87
	9%	9%	11%	9%	7%	9%	9%	8%	8%	9%	10%	9%	9%	9%	13%	7%	8%
															bc		
DON'T USE THIS APP/ SITE	1430	1200	121	70	39	1430	1190	240	175	1255	441	695	282	1430	173	676	428
	41%	41%	41%	43%	40%	41%	39%	54%	34%	42%	60%	46%	23%	41%	32%	48%	39%
								a		a	bcd	cd		c		ac	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	1391	322	706	344	1391	437	853	719	618
	40%	41%	38%	43%	40%	38%	41%	34%	51%
				b					a
USE MORE THAN ONE PROFILE	345	79	190	69	345	136	180	186	142
	10%	10%	10%	9%	10%	12%	9%	9%	12%
						b			a
DON'T KNOW HOW MANY PROFILES	4	1	2	1	4	2	2	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	315	68	170	66	315	121	158	148	139
	9%	9%	9%	8%	9%	11%	8%	7%	11%
						b			a
DON'T USE THIS APP/ SITE	1430	312	770	323	1430	454	902	1075	315
	41%	40%	42%	40%	41%	40%	43%	50%	26%
								b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	594	60	129	142	98	104	61	594	339	252	269	220	60	44	489	104	594
	17%	14%	20%	24%	16%	18%	10%	17%	20%	14%	27%	21%	8%	6%	24%	7%	17%
		f	af	adefg	f	f		f	b		bcdfg	cdfg			cdfg		cdf
USE MORE THAN ONE PROFILE	23	4	8	4	5	2	1	23	8	15	11	3	5	2	14	7	23
	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%
											bd						
DON'T KNOW HOW MANY PROFILES	5	-	1	2	-	-	2	5	4	1	4	-	-	1	4	1	5
	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	136	15	33	39	22	17	9	136	74	62	61	38	26	11	99	37	136
	4%	4%	5%	7%	4%	3%	1%	4%	4%	3%	6%	4%	4%	2%	5%	3%	4%
		f	f	adefg	f			f			bcdfg	d	d		df		df
DON'T USE THIS APP/ SITE	2727	339	477	412	495	447	557	2727	1241	1471	656	788	633	633	1444	1266	2727
	78%	81%	74%	69%	80%	78%	88%	78%	75%	82%	66%	75%	87%	92%	70%	89%	78%
		bc			bc	c	abcdeg	bc		a		ae	abeg	abceg	a	abeg	ae

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

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	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	594	510	43	28	13	594	526	68	43	551	45	170	378	594	60	191	286
	17%	17%	15%	17%	13%	17%	17%	15%	8%	19%	6%	11%	31%	17%	11%	14%	26%
										a		a	abd	ab			ab
USE MORE THAN ONE PROFILE	23	20	1	1	1	23	21	2	1	22	1	7	15	23	6	7	8
	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	*%	*%	1%	1%	1%	*%	1%
													ab				
DON'T KNOW HOW MANY PROFILES	5	4	-	-	*	5	2	3	2	3	-	4	1	5	-	4	*
	*%	*%	-%	-%	*%	*%	*%	1%	*%	*%	-%	*%	*%	*%	-%	*%	*%
							a										
USE BUT DON'T HAVE A PROFILE	136	120	8	4	4	136	122	14	12	124	9	56	71	136	25	45	50
	4%	4%	3%	2%	4%	4%	4%	3%	2%	4%	1%	4%	6%	4%	5%	3%	5%
												a	abd	a			
DON'T USE THIS APP/ SITE	2727	2277	240	131	79	2727	2369	358	455	2272	677	1286	750	2727	449	1149	740
	78%	78%	82%	80%	81%	78%	78%	80%	89%	76%	92%	84%	62%	78%	83%	82%	68%
									b		bcd	cd		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	594	147	314	130	594	153	410	324	255
	17%	19%	17%	16%	17%	13%	20%	15%	21%
							a		a
USE MORE THAN ONE PROFILE	23	3	13	5	23	10	9	8	14
	1%	*%	1%	1%	1%	1%	*%	*%	1%
									a
DON'T KNOW HOW MANY PROFILES	5	-	4	1	5	3	2	2	3
	*%	-%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	136	33	70	30	136	43	81	58	76
	4%	4%	4%	4%	4%	4%	4%	3%	6%
									a
DON'T USE THIS APP/ SITE	2727	598	1436	637	2727	941	1593	1738	867
	78%	77%	78%	79%	78%	82%	76%	82%	71%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	33	5	11	10	5	-	2	33	24	9	16	11	2	4	27	6	33
	1%	1%	2%	2%	1%	-%	*%	1%	1%	1%	2%	1%	*%	1%	1%	*%	1%
		e	ef	ef	e			e	b		cdf			cf			
USE MORE THAN ONE PROFILE	2	1	1	-	-	-	-	2	1	1	2	-	-	*	2	*	2
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	1	-	-	1	-	-	1	-	1
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
		g															
USE BUT DON'T HAVE A PROFILE	60	8	23	24	2	1	1	60	44	15	31	11	11	6	42	18	60
	2%	2%	4%	4%	*%	*%	*%	2%	3%	1%	3%	1%	2%	1%	2%	1%	2%
		def	defg	defg				def	b		bdfg			d			
DON'T USE THIS APP/ SITE	3388	402	612	564	612	570	628	3388	1595	1776	952	1026	711	679	1978	1390	3388
	97%	96%	95%	94%	99%	100%	100%	97%	96%	99%	95%	98%	98%	98%	96%	98%	97%
					abcg	abcg	abcg	bc		a		a	a	ae	aeg		a

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	33 1%	28 1%	2 1%	2 1%	1 1%	33 1%	31 1%	2 *%	- -%	33 1%	3 *%	7 *%	23 2%	33 1%	9 2%	13 1%	9 1%
USE MORE THAN ONE PROFILE	2 *%	2 *%	- -%	- -%	* *%	2 *%	2 *%	- -%	- -%	2 *%	- -%	* *%	2 *%	2 *%	* *%	- -%	2 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	60 2%	54 2%	3 1%	2 1%	1 1%	60 2%	57 2%	3 1%	7 1%	53 2%	8 1%	18 1%	34 3%	60 2%	13 2%	20 1%	20 2%
DON'T USE THIS APP/ SITE	3388 97%	2847 97%	287 98%	160 98%	95 97%	3388 97%	2948 97%	440 99%	507 99%	2882 97%	719 98%	1498 98%	1156 95%	3388 97%	519 96%	1363 98%	1052 97%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	33 1%	8 1%	21 1%	5 1%	33 1%	17 1%	9 *%	12 1%	18 2%
						b			a
USE MORE THAN ONE PROFILE	2 *%	* *%	2 *%	- -%	2 *%	1 *%	1 *%	2 *%	* *%
DON'T KNOW HOW MANY PROFILES	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	60 2%	23 3%	31 2%	5 1%	60 2%	30 3%	20 1%	19 1%	35 3%
		cd		c		b			a
DON'T USE THIS APP/ SITE	3388 97%	750 96%	1783 97%	792 99%	3388 97%	1102 96%	2064 98%	2095 98%	1161 96%
				abd			a	b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	457	131	99	72	66	50	39	457	116	334	147	163	86	56	309	143	457
	13%	31%	15%	12%	11%	9%	6%	13%	7%	19%	15%	15%	12%	8%	15%	10%	13%
		bcdefg	def	f	f			ef		a	df	df	d		df		df
USE MORE THAN ONE PROFILE	33	15	8	4	3	4	-	33	14	20	13	11	2	6	24	8	33
	1%	4%	1%	1%	*%	1%	-%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		bcdefg	f					f									
DON'T KNOW HOW MANY PROFILES	11	-	3	2	4	1	1	11	4	7	6	3	-	2	9	2	11
	*%	-%	1%	*%	1%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%
											f						
USE BUT DON'T HAVE A PROFILE	252	31	58	57	40	40	25	252	89	161	83	73	49	44	156	94	252
	7%	7%	9%	10%	6%	7%	4%	7%	5%	9%	8%	7%	7%	6%	8%	7%	7%
		f	f	f		f		f		a							
DON'T USE THIS APP/ SITE	2732	240	480	464	507	476	565	2732	1443	1280	752	800	587	582	1552	1168	2732
	78%	58%	74%	77%	82%	83%	90%	78%	87%	71%	75%	76%	81%	84%	76%	83%	78%
			a	a	ab	abcb	abcdeg	ab	b				abe	abeg		abeg	e

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	457	381	44	21	11	457	404	53	52	405	50	153	254	457	64	140	173
	13%	13%	15%	13%	12%	13%	13%	12%	10%	14%	7%	10%	21%	13%	12%	10%	16%
										a		a	abd	ab			ab
USE MORE THAN ONE PROFILE	33	30	-	2	1	33	27	6	1	33	1	10	23	33	13	10	6
	1%	1%	-%	1%	1%	1%	1%	1%	*%	1%	*%	1%	2%	1%	2%	1%	1%
													abd	a	bc		
DON'T KNOW HOW MANY PROFILES	11	10	-	1	-	11	8	3	-	11	1	5	4	11	-	7	4
	*%	*%	-%	*%	-%	*%	*%	1%	-%	*%	*%	*%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	252	215	21	7	9	252	223	29	36	216	30	100	122	252	55	78	74
	7%	7%	7%	4%	9%	7%	7%	6%	7%	7%	4%	7%	10%	7%	10%	6%	7%
					c							a	abd	a	bc		
DON'T USE THIS APP/ SITE	2732	2295	227	133	76	2732	2377	355	425	2307	650	1254	812	2732	410	1161	827
	78%	78%	78%	81%	78%	78%	78%	80%	83%	78%	89%	82%	67%	78%	76%	83%	76%
									b		bcd	cd		c		ac	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	457	114	227	108	457	176	247	241	192
	13%	15%	12%	14%	13%	15%	12%	11%	16%
						b			a
USE MORE THAN ONE PROFILE	33	6	15	10	33	16	15	17	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%
DON'T KNOW HOW MANY PROFILES	11	-	8	3	11	5	4	2	8
	*%	-%	*%	*%	*%	*%	*%	*%	1%
									a
USE BUT DON'T HAVE A PROFILE	252	62	124	60	252	79	154	138	97
	7%	8%	7%	7%	7%	7%	7%	6%	8%
DON'T USE THIS APP/ SITE	2732	600	1462	621	2732	873	1675	1733	905
	78%	77%	80%	77%	78%	76%	80%	81%	74%
							a	b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	230	63	69	52	31	12	3	230	130	97	81	81	41	24	162	65	230
	7%	15%	11%	9%	5%	2%	*%	7%	8%	5%	8%	8%	6%	3%	8%	5%	7%
		bcdefg	defg	def	ef	f		ef	b		df	df	d		df		df
USE MORE THAN ONE PROFILE	20	10	5	2	2	-	-	20	12	8	10	5	2	3	14	6	20
	1%	2%	1%	*%	*%	-%	-%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%
		cdefg	ef														
DON'T KNOW HOW MANY PROFILES	2	-	-	-	-	2	-	2	-	2	-	2	-	-	2	-	2
	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	199	30	60	43	28	26	12	199	115	83	71	71	31	24	142	55	199
	6%	7%	9%	7%	5%	5%	2%	6%	7%	5%	7%	7%	4%	4%	7%	4%	6%
		f	defg	f	f	f		f	b		cdf	cdf			cdf		df
DON'T USE THIS APP/ SITE	3034	314	513	501	558	531	616	3034	1408	1613	839	892	650	638	1731	1289	3034
	87%	75%	79%	84%	90%	93%	98%	87%	85%	90%	84%	85%	90%	92%	84%	91%	87%
				a	abc	abcg	abcdeg	abc		a			abe	abeg		abeg	ae

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

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	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	230	175	33	14	8	230	210	20	12	218	15	59	156	230	34	78	83
	7%	6%	11%	9%	8%	7%	7%	4%	2%	7%	2%	4%	13%	7%	6%	6%	8%
			ae							a		a	abd	ab			
USE MORE THAN ONE PROFILE	20	16	2	*	1	20	17	3	1	19	2	4	14	20	7	7	3
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	1%	*%	*%
													b		c		
DON'T KNOW HOW MANY PROFILES	2	2	-	-	-	2	2	-	-	2	-	-	2	2	-	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	199	177	11	5	6	199	184	16	12	187	11	62	126	199	38	69	70
	6%	6%	4%	3%	7%	6%	6%	4%	2%	6%	1%	4%	10%	6%	7%	5%	6%
							b			a		a	abd	ab			
DON'T USE THIS APP/ SITE	3034	2561	247	144	82	3034	2627	407	488	2546	704	1398	917	3034	463	1242	928
	87%	87%	84%	88%	84%	87%	86%	91%	95%	86%	96%	92%	75%	87%	85%	89%	86%
							a		b		bcd	cd		c		c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	230	62	111	53	230	97	116	124	96
	7%	8%	6%	7%	7%	8%	6%	6%	8%
						b			a
USE MORE THAN ONE PROFILE	20	5	7	8	20	16	4	10	10
	1%	1%	*%	1%	1%	1%	*%	*%	1%
						b			
DON'T KNOW HOW MANY PROFILES	2	-	2	-	2	-	2	2	-
	*%	-%	*%	-%	*%	-%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	199	54	96	42	199	65	120	91	101
	6%	7%	5%	5%	6%	6%	6%	4%	8%
									a
DON'T USE THIS APP/ SITE	3034	661	1621	699	3034	972	1854	1903	1008
	87%	85%	88%	87%	87%	85%	88%	89%	83%
			a				a	b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	746	256	257	131	67	28	7	746	303	437	221	233	153	128	454	281	746
	21%	61%	40%	22%	11%	5%	1%	21%	18%	24%	22%	22%	21%	19%	22%	20%	21%
		bcdefg	cdefg	def	ef	f		def		a					d		
USE MORE THAN ONE PROFILE	83	40	32	6	2	4	-	83	41	43	37	18	13	15	55	28	83
	2%	10%	5%	1%	*%	1%	-%	2%	2%	2%	4%	2%	2%	2%	3%	2%	2%
		bcdefg	cdefg	f				cdef			bcfg						
DON'T KNOW HOW MANY PROFILES	6	1	2	-	3	1	-	6	2	4	1	1	2	2	2	4	6
	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	244	54	83	56	30	17	4	244	136	106	71	79	56	37	151	93	244
	7%	13%	13%	9%	5%	3%	1%	7%	8%	6%	7%	8%	8%	5%	7%	7%	7%
		defg	defg	defg	f	f		ef	b								
DON'T USE THIS APP/ SITE	2406	67	275	405	518	521	620	2406	1184	1212	670	719	501	508	1389	1009	2406
	69%	16%	42%	68%	84%	91%	98%	69%	71%	67%	67%	68%	69%	74%	68%	71%	69%
			a	ab	abcg	abcdg	abcdeg	ab	b				abeg		ae		

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	746	632	58	32	24	746	682	65	141	605	89	275	381	746	158	253	200
	21%	22%	20%	19%	25%	21%	22%	14%	27%	20%	12%	18%	31%	21%	29%	18%	18%
							b		b			a	abd	ab	bc		
USE MORE THAN ONE PROFILE	83	70	7	4	3	83	79	5	10	73	18	33	32	83	25	25	22
	2%	2%	2%	3%	3%	2%	3%	1%	2%	2%	2%	2%	3%	2%	5%	2%	2%
															bc		
DON'T KNOW HOW MANY PROFILES	6	6	-	-	-	6	6	-	2	4	1	4	1	6	3	1	-
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	1%	*%	-%
															bc		
USE BUT DON'T HAVE A PROFILE	244	205	19	11	8	244	226	18	46	198	46	109	88	244	69	67	66
	7%	7%	7%	7%	8%	7%	7%	4%	9%	7%	6%	7%	7%	7%	13%	5%	6%
							b								bc		
DON'T USE THIS APP/ SITE	2406	2019	208	116	63	2406	2047	359	314	2092	577	1101	713	2406	286	1051	795
	69%	69%	71%	71%	64%	69%	67%	81%	61%	70%	79%	72%	59%	69%	53%	75%	73%
							a		a		bcd	cd		c	a	a	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	746	187	369	171	746	290	387	350	360
	21%	24%	20%	21%	21%	25%	18%	16%	30%
		b				b			a
USE MORE THAN ONE PROFILE	83	27	40	14	83	44	29	28	47
	2%	3%	2%	2%	2%	4%	1%	1%	4%
						b			a
DON'T KNOW HOW MANY PROFILES	6	-	2	2	6	2	2	4	1
	*%	-%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	244	67	125	46	244	97	119	101	122
	7%	9%	7%	6%	7%	8%	6%	5%	10%
		c				b			a
DON'T USE THIS APP/ SITE	2406	500	1301	570	2406	717	1558	1647	684
	69%	64%	71%	71%	69%	62%	74%	77%	56%
			a	a	a		a	b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	969	205	325	221	146	55	17	969	422	539	273	299	218	174	572	391	969
	28%	49%	50%	37%	24%	10%	3%	28%	25%	30%	27%	28%	30%	25%	28%	28%	28%
		cdefg	cdefg	defg	ef	f		ef		a			d				
USE MORE THAN ONE PROFILE	198	98	63	22	10	2	3	198	68	129	70	62	39	20	132	59	198
	6%	23%	10%	4%	2%	*%	*%	6%	4%	7%	7%	6%	5%	3%	6%	4%	6%
		bcdefg	cdefg	def				def		a	df	d	d		df		df
DON'T KNOW HOW MANY PROFILES	7	1	-	-	3	3	-	7	1	5	1	3	-	3	4	3	7
	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	431	61	108	100	69	65	26	431	215	214	131	114	96	90	245	186	431
	12%	15%	17%	17%	11%	11%	4%	12%	13%	12%	13%	11%	13%	13%	12%	13%	12%
		f	defg	defg	f	f		f									
DON'T USE THIS APP/ SITE	1880	52	151	256	392	446	584	1880	959	916	525	572	372	404	1097	776	1880
	54%	13%	23%	43%	63%	78%	93%	54%	58%	51%	52%	55%	51%	59%	54%	55%	54%
			a	ab	abcb	abcdg	abcdeg	abc	b				aceg				

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	969	820	74	43	32	969	877	92	182	787	113	376	480	969	200	332	284
	28%	28%	25%	26%	33%	28%	29%	21%	35%	26%	15%	25%	39%	28%	37%	24%	26%
							b		b			a	abd	ab	bc		
USE MORE THAN ONE PROFILE	198	170	17	6	5	198	190	8	34	165	41	80	77	198	51	54	47
	6%	6%	6%	4%	5%	6%	6%	2%	7%	6%	6%	5%	6%	6%	9%	4%	4%
							b								bc		
DON'T KNOW HOW MANY PROFILES	7	7	-	-	-	7	7	-	1	5	2	-	4	7	-	3	-
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%	-%
											b		b				
USE BUT DON'T HAVE A PROFILE	431	364	36	20	11	431	395	36	73	358	72	195	163	431	89	148	126
	12%	12%	12%	12%	12%	12%	13%	8%	14%	12%	10%	13%	13%	12%	16%	11%	12%
							b						a		bc		
DON'T USE THIS APP/ SITE	1880	1571	165	95	49	1880	1571	309	224	1656	503	871	490	1880	201	859	628
	54%	54%	56%	58%	51%	54%	52%	69%	44%	56%	69%	57%	40%	54%	37%	62%	58%
							a			a	bcd	cd		c		a	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	969	220	501	231	969	339	557	450	474
	28%	28%	27%	29%	28%	29%	27%	21%	39%
									a
USE MORE THAN ONE PROFILE	198	63	92	34	198	88	82	91	87
	6%	8%	5%	4%	6%	8%	4%	4%	7%
		bcd				b			a
DON'T KNOW HOW MANY PROFILES	7	-	2	2	7	2	1	3	2
	*%	-%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	431	100	218	102	431	158	232	193	208
	12%	13%	12%	13%	12%	14%	11%	9%	17%
						b			a
DON'T USE THIS APP/ SITE	1880	398	1023	434	1880	562	1224	1392	445
	54%	51%	56%	54%	54%	49%	58%	65%	37%
			a				a	b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	73	20	29	11	8	3	2	73	27	44	30	24	9	9	54	19	73
	2%	5%	4%	2%	1%	1%	*%	2%	2%	2%	3%	2%	1%	1%	3%	1%	2%
		cdefg	cdefg	f				ef			cdf				df		
USE MORE THAN ONE PROFILE	10	*	6	2	1	-	-	10	6	3	6	2	2	-	8	2	10
	*%	*%	1%	*%	*%	-%	-%	*%	*%	*%	1%	*%	*%	-%	*%	*%	*%
			efg								df						
DON'T KNOW HOW MANY PROFILES	*	-	*	-	-	-	-	*	*	-	*	-	-	-	*	-	*
	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	57	5	22	17	5	3	5	57	30	25	32	7	7	10	39	17	57
	2%	1%	3%	3%	1%	1%	1%	2%	2%	1%	3%	1%	1%	2%	2%	1%	2%
			adefg	def							bcdefg				b		b
DON'T USE THIS APP/ SITE	3345	392	591	569	606	564	624	3345	1602	1730	932	1016	707	670	1948	1377	3345
	96%	94%	91%	95%	98%	99%	99%	96%	96%	96%	93%	97%	98%	97%	95%	97%	96%
				b	abc	abcg	abcg	ab				ae	ae	ae	aeg		a

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	73 2%	68 2%	1 *	2 1%	2 2%	73 2%	68 2%	5 1%	2 *	71 2%	2 *	14 1%	56 5%	73 2%	21 4%	22 2%	21 2%
		b			b	b			a				abd	ab	bc		
USE MORE THAN ONE PROFILE	10 *%	8 *%	1 *%	- -%	* *%	10 *%	10 *%	- -%	2 *%	8 *%	2 *%	1 *%	7 1%	10 *%	3 1%	3 *%	4 *%
													b				
DON'T KNOW HOW MANY PROFILES	* *%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	* *%	- -%
				ae													
USE BUT DON'T HAVE A PROFILE	57 2%	52 2%	2 1%	1 *%	2 2%	57 2%	56 2%	1 *%	3 1%	54 2%	4 1%	12 1%	41 3%	57 2%	12 2%	26 2%	16 1%
							b		a				abd	ab			
DON'T USE THIS APP/ SITE	3345 96%	2803 96%	288 99%	161 98%	94 96%	3345 96%	2906 96%	440 99%	507 99%	2838 96%	724 99%	1495 98%	1111 91%	3345 96%	506 93%	1344 96%	1043 96%
			ae	ae				a	b		cd	cd		c		a	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	73 2%	17 2%	35 2%	20 3%	73 2%	34 3% b	34 2%	42 2%	27 2%
USE MORE THAN ONE PROFILE	10 *% a	3 *%	5 *%	1 *%	10 *%	6 1%	4 *%	2 *%	7 1% a
DON'T KNOW HOW MANY PROFILES	* *% -	* *%	- -%	- -%	* *%	- -%	* *%	* *%	- -%
USE BUT DON'T HAVE A PROFILE	57 2% a	17 2%	29 2%	11 1%	57 2%	22 2%	29 1%	17 1%	37 3% a
DON'T USE THIS APP/ SITE	3345 96%	743 95%	1767 96%	770 96%	3345 96%	1088 95%	2028 97% a	2068 97% b	1144 94%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	190	65	70	35	16	3	-	190	120	66	67	60	38	24	127	62	190
	5%	16%	11%	6%	3%	1%	-%	5%	7%	4%	7%	6%	5%	3%	6%	4%	5%
		bcdefg	cdefg	def	ef			def	b		df	d			df		d
USE MORE THAN ONE PROFILE	19	7	7	4	1	-	-	19	18	*	11	2	5	1	13	6	19
	1%	2%	1%	1%	*%	-%	-%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%
		defg	ef						b		bd						
DON'T KNOW HOW MANY PROFILES	4	3	-	-	-	1	-	4	2	2	1	1	1	1	2	2	4
	*%	1%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		g															
USE BUT DON'T HAVE A PROFILE	205	66	87	34	11	5	2	205	145	59	67	65	48	23	132	71	205
	6%	16%	13%	6%	2%	1%	*%	6%	9%	3%	7%	6%	7%	3%	6%	5%	6%
		cdefg	cdefg	def	f			def	b		d	d	d		d		d
DON'T USE THIS APP/ SITE	3067	276	484	526	591	562	629	3067	1380	1675	854	922	633	642	1776	1275	3067
	88%	66%	75%	88%	95%	98%	100%	88%	83%	93%	85%	88%	87%	93%	87%	90%	88%
			a	ab	abcg	abcdg	abcdeg	ab		a				abcefg		aeg	a

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

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	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	190	159	16	9	7	190	179	11	11	179	19	56	115	190	34	58	67
	5%	5%	5%	5%	7%	5%	6%	3%	2%	6%	3%	4%	9%	5%	6%	4%	6%
							b			a			abd	ab			b
USE MORE THAN ONE PROFILE	19	16	-	2	1	19	18	*	-	19	2	6	11	19	5	5	8
	1%	1%	-%	1%	1%	1%	1%	*%	-%	1%	*%	*%	1%	1%	1%	*%	1%
DON'T KNOW HOW MANY PROFILES	4	4	-	-	-	4	3	1	1	3	1	-	3	4	-	1	-
	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	205	176	17	7	5	205	193	12	24	181	19	83	103	205	42	65	63
	6%	6%	6%	4%	5%	6%	6%	3%	5%	6%	3%	5%	9%	6%	8%	5%	6%
							b					a	abd	a	b		
DON'T USE THIS APP/ SITE	3067	2577	259	146	85	3067	2646	421	477	2590	691	1379	982	3067	460	1266	945
	88%	88%	89%	89%	88%	88%	87%	94%	93%	87%	94%	91%	81%	88%	85%	91%	87%
								a	b		bcd	cd		c		ac	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	190 5%	54 7%	89 5%	43 5%	190 5%	72 6%	97 5%	104 5%	74 6%
USE MORE THAN ONE PROFILE	19 1%	9 1%	8 *%	2 *%	19 1%	8 1%	10 *%	6 *%	11 1%
DON'T KNOW HOW MANY PROFILES	4 *%	1 *%	2 *%	1 *%	4 *%	2 *%	1 *%	2 *%	- -%
USE BUT DON'T HAVE A PROFILE	205 6%	61 8%	111 6%	30 4%	205 6%	83 7%	97 5%	84 4%	104 9%
DON'T USE THIS APP/ SITE	3067 88%	656 84%	1626 89%	726 91%	3067 88%	984 86%	1891 90%	1934 91%	1026 84%

Columns Tested: a,b,c,d - a,b - a,b

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	749	106	190	160	141	96	56	749	404	343	243	252	142	103	495	245	749
	22%	25%	29%	27%	23%	17%	9%	22%	24%	19%	24%	24%	20%	15%	24%	17%	22%
		ef	defg	efg	ef	f		ef	b		cdf	df	d		cdfg		df
USE MORE THAN ONE PROFILE	92	32	30	15	5	7	3	92	46	45	38	34	7	12	72	19	92
	3%	8%	5%	2%	1%	1%	1%	3%	3%	2%	4%	3%	1%	2%	3%	1%	3%
		cdefg	defg	f				df			cdf	cf			cdf		cf
DON'T KNOW HOW MANY PROFILES	1	-	-	-	1	-	-	1	-	1	-	-	-	1	-	1	1
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	195	37	48	42	29	20	18	195	114	80	66	68	32	28	135	60	195
	6%	9%	7%	7%	5%	4%	3%	6%	7%	4%	7%	7%	4%	4%	7%	4%	6%
		defg	ef	ef				f	b		df	df			df		
DON'T USE THIS APP/ SITE	2448	242	380	382	444	448	552	2448	1102	1333	654	695	543	546	1349	1090	2448
	70%	58%	59%	64%	72%	78%	88%	70%	66%	74%	65%	66%	75%	79%	66%	77%	70%
					abc	abcdg	abcdeg	abc		a			abeg	abeg		abeg	abe

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

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	749	616	76	38	19	749	685	64	65	685	51	282	416	749	97	266	296
	22%	21%	26%	23%	20%	22%	23%	14%	13%	23%	7%	19%	34%	22%	18%	19%	27%
							b			a		a	abd	ab			ab
USE MORE THAN ONE PROFILE	92	75	12	2	3	92	81	11	6	86	6	27	59	92	14	33	31
	3%	3%	4%	1%	3%	3%	3%	2%	1%	3%	1%	2%	5%	3%	3%	2%	3%
			c							a			abd	a			
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	1	1	-	1	-	1	-	-	1	-	1	-
	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	195	171	12	6	7	195	180	16	25	170	21	76	97	195	34	82	54
	6%	6%	4%	4%	7%	6%	6%	4%	5%	6%	3%	5%	8%	6%	6%	6%	5%
												a	abd	a			
DON'T USE THIS APP/ SITE	2448	2069	192	117	69	2448	2093	355	418	2030	653	1138	643	2448	396	1015	702
	70%	71%	66%	71%	71%	70%	69%	80%	81%	68%	89%	75%	53%	70%	73%	73%	65%
								a	b		bcd	cd		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	749 22%	177 23%	397 22%	168 21%	749 22%	219 19%	476 23%	423 20%	300 25%
USE MORE THAN ONE PROFILE	92 3%	19 2%	51 3%	18 2%	92 3%	29 3%	57 3%	56 3%	33 3%
DON'T KNOW HOW MANY PROFILES	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	195 6%	48 6%	111 6%	31 4%	195 6%	71 6%	111 5%	98 5%	86 7%
DON'T USE THIS APP/ SITE	2448 70%	536 69%	1277 70%	585 73%	2448 70%	831 72%	1452 69%	1553 73%	797 66%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	38	4	11	11	8	3	2	38	22	16	25	10	2	2	35	4	38
	1%	1%	2%	2%	1%	1%	*%	1%	1%	1%	2%	1%	*%	*%	2%	*%	1%
			f	f							bcdgf	f			cdf		cdf
USE MORE THAN ONE PROFILE	4	-	-	4	-	-	-	4	4	-	2	1	-	-	4	-	4
	*%	-%	-%	1%	-%	-%	-%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%
				g													
DON'T KNOW HOW MANY PROFILES	1	-	-	1	-	-	-	1	1	-	-	1	-	-	1	-	1
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	106	11	25	31	27	9	3	106	68	37	47	27	20	11	74	31	106
	3%	3%	4%	5%	4%	2%	1%	3%	4%	2%	5%	3%	3%	2%	4%	2%	3%
		f	ef	efg	ef			f	b		bdfg				df		d
DON'T USE THIS APP/ SITE	3336	403	612	553	585	559	625	3336	1570	1748	927	1010	703	677	1937	1380	3336
	96%	96%	94%	92%	94%	98%	99%	96%	94%	97%	93%	96%	97%	98%	94%	98%	96%
		c				bcdg	abcdg	c		a		a	ae	abeg	aeg		a

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	38 1%	35 1%	2 1%	* *%	1 1%	38 1%	35 1%	3 1%	3 1%	35 1%	- -%	3 *%	35 3% abd	38 1% ab	10 2% b	9 1%	17 2% b
USE MORE THAN ONE PROFILE	4 *%	3 *%	- -%	1 *%	- -%	4 *%	4 *%	- -%	- -%	4 *%	- -%	3 *%	1 *%	4 *%	- -%	1 *%	2 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	106 3%	95 3%	5 2%	2 2%	3 3%	106 3%	92 3%	14 3%	5 1%	101 3% a	7 1%	31 2%	68 6% abd	106 3% a	18 3%	39 3%	38 4%
DON'T USE THIS APP/ SITE	3336 96%	2798 95%	286 98%	160 98% a	93 95%	3336 96%	2907 96%	429 96%	506 98% b	2831 95%	725 99% bcd	1486 98% cd	1110 91%	3336 96% c	514 95%	1347 96% c	1026 95%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	38 1%	7 1%	24 1%	8 1%	38 1%	16 1%	19 1%	11 1%	26 2%
USE MORE THAN ONE PROFILE	4 *%	1 *%	3 *%	- -%	4 *%	1 *%	1 *%	- -%	4 *%
DON'T KNOW HOW MANY PROFILES	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	106 3%	27 3%	55 3%	21 3%	106 3%	33 3%	61 3%	44 2%	57 5%
DON'T USE THIS APP/ SITE	3336 96%	747 96%	1755 96%	772 96%	3336 96%	1099 96%	2014 96%	2075 97%	1129 93%

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	16	2	6	3	4	-	2	16	7	9	14	2	-	-	16	-	16
	*%	*%	1%	*%	1%	-%	*%	*%	*%	1%	1%	*%	-%	-%	1%	-%	*%
			e								bcd				cd		f
USE MORE THAN ONE PROFILE	5	1	2	2	-	-	-	5	5	-	2	2	1	-	4	1	5
	*%	*%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%
									b								
USE BUT DON'T HAVE A PROFILE	36	3	13	16	3	2	-	36	23	14	23	3	7	3	26	10	36
	1%	1%	2%	3%	*%	*%	-%	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%
			def	defg				f			bdfg				bd		b
DON'T USE THIS APP/ SITE	3427	412	627	578	612	569	628	3427	1630	1779	961	1043	716	687	2004	1403	3427
	98%	99%	97%	97%	99%	100%	100%	98%	98%	99%	96%	99%	99%	100%	98%	99%	98%
					bc	bcg	abcg	bc				aeg	a	aeg	a	aeg	a

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	16	16	-	1	*	16	14	3	-	16	-	1	15	16	3	6	6
	*%	1%	-%	*%	*%	*%	*%	1%	-%	1%	-%	*%	1%	*%	1%	*%	1%
													abd	b			
USE MORE THAN ONE PROFILE	5	5	-	-	1	5	5	-	1	4	-	2	3	5	4	*	1
	*%	*%	-%	-%	1%	*%	*%	-%	*%	*%	-%	*%	*%	*%	1%	*%	*%
															b		
USE BUT DON'T HAVE A PROFILE	36	33	2	1	1	36	36	*	1	35	1	16	20	36	9	12	14
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	2%	1%	2%	1%	1%
							b					a	a	a			
DON'T USE THIS APP/ SITE	3427	2878	291	162	96	3427	2984	443	512	2915	731	1504	1176	3427	526	1378	1062
	98%	98%	99%	99%	98%	98%	98%	99%	100%	98%	100%	99%	97%	98%	97%	99%	98%
									b		bcd	c		c		a	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a b	NONE a	ANY b	
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	16 *%	5 1%	9 1%	2 *%	16 *%	10 1% b	6 *%	3 *%	12 1% a
USE MORE THAN ONE PROFILE	5 *%	1 *%	4 *%	- -%	5 *%	2 *%	4 *%	1 *%	4 *%
USE BUT DON'T HAVE A PROFILE	36 1%	13 2% c	19 1%	3 *%	36 1%	19 2% b	13 1%	9 *%	24 2% a
DON'T USE THIS APP/ SITE	3427 98%	761 98%	1803 98%	798 99% abd	3427 98%	1119 97%	2073 99% a	2116 99% b	1174 97%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	1292	224	354	259	236	134	84	1292	684	596	354	393	287	249	747	536	1292
	37%	54%	55%	43%	38%	24%	13%	37%	41%	33%	35%	37%	40%	36%	36%	38%	37%
		cdefg	cdefg	efg	ef	f		ef	b								
USE MORE THAN ONE PROFILE	155	55	44	29	16	10	2	155	98	55	50	45	37	20	96	57	155
	4%	13%	7%	5%	3%	2%	*%	4%	6%	3%	5%	4%	5%	3%	5%	4%	4%
		bcdefg	defg	ef	f	f		ef	b		d		d		d		
DON'T KNOW HOW MANY PROFILES	11	1	2	3	3	1	-	11	1	9	-	5	1	5	5	6	11
	*%	*%	*%	1%	1%	*%	-%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%
									a				a				
USE BUT DON'T HAVE A PROFILE	1381	106	191	244	269	284	288	1381	638	740	411	426	269	271	836	540	1381
	40%	25%	30%	41%	43%	50%	46%	40%	38%	41%	41%	41%	37%	39%	41%	38%	40%
				ab	ab	abcg	abg	ab									
DON'T USE THIS APP/ SITE	647	32	56	63	96	143	256	647	243	402	185	181	131	145	367	275	647
	19%	8%	9%	11%	15%	25%	41%	19%	15%	22%	19%	17%	18%	21%	18%	19%	19%
				abc	abcdg	abcdeg	abc	abc		a							

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	1292	1088	105	61	39	1292	1163	129	156	1136	165	521	606	1292	229	504	384
	37%	37%	36%	37%	40%	37%	38%	29%	30%	38%	23%	34%	50%	37%	42%	36%	35%
							b			a		a	abd	a	bc		
USE MORE THAN ONE PROFILE	155	133	12	5	5	155	143	13	22	133	27	49	79	155	48	51	29
	4%	5%	4%	3%	5%	4%	5%	3%	4%	4%	4%	3%	6%	4%	9%	4%	3%
													abd		bc		
DON'T KNOW HOW MANY PROFILES	11	10	*	-	1	11	9	1	4	6	3	7	1	11	4	1	-
	*%	*%	*%	-%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	-%
									b						bc		
USE BUT DON'T HAVE A PROFILE	1381	1155	126	60	39	1381	1176	205	213	1168	240	683	453	1381	181	555	472
	40%	39%	43%	37%	40%	40%	39%	46%	41%	39%	33%	45%	37%	40%	33%	40%	44%
							a					acd		a	a	a	a
DON'T USE THIS APP/ SITE	647	546	49	38	14	647	549	98	118	529	297	263	77	647	79	285	198
	19%	19%	17%	23%	14%	19%	18%	22%	23%	18%	41%	17%	6%	19%	15%	20%	18%
				d					b		bcd	c		c		a	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	1292	289	643	343	1292	456	737	685	553
	37%	37%	35%	43%	37%	40%	35%	32%	45%
				abd		b			a
USE MORE THAN ONE PROFILE	155	37	72	38	155	67	73	81	61
	4%	5%	4%	5%	4%	6%	3%	4%	5%
						b			
DON'T KNOW HOW MANY PROFILES	11	2	3	5	11	8	1	3	6
	*%	*%	*%	1%	*%	1%	*%	*%	*%
						b			
USE BUT DON'T HAVE A PROFILE	1381	301	772	284	1381	410	894	862	468
	40%	39%	42%	35%	40%	36%	43%	40%	38%
			c		c		a		
DON'T USE THIS APP/ SITE	647	152	346	132	647	210	391	499	129
	19%	19%	19%	17%	19%	18%	19%	23%	11%
								b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	18	7	5	2	4	-	-	18	9	9	9	4	2	3	13	5	18
	1%	2%	1%	*%	1%	-%	-%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%
		cefg	f														
USE MORE THAN ONE PROFILE	4	2	2	-	-	-	-	4	2	2	3	1	-	-	4	-	4
	*%	1%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
											f						
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	1	-	1	-	-	-	1	-	1
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	35	10	14	8	2	-	1	35	16	19	21	4	7	4	25	11	35
	1%	2%	2%	1%	*%	-%	*%	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%
		defg	defg	ef				e			bdfg				b		
DON'T USE THIS APP/ SITE	3427	398	627	589	614	571	629	3427	1637	1771	967	1041	716	684	2008	1399	3427
	98%	95%	97%	98%	99%	100%	100%	98%	98%	98%	97%	99%	99%	99%	98%	99%	98%
				a	ab	abcdg	abcg	ab				ae	a	ae		ae	a

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

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 a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	18 1%	17 1%	- -%	- -%	1 1%	18 1%	17 1%	1 *%	2 *%	15 1%	2 *%	9 1%	7 1%	18 1%	5 1%	7 1%	2 *%
USE MORE THAN ONE PROFILE	4 *%	4 *%	- -%	- -%	- -%	4 *%	4 *%	- -%	- -%	4 *%	- -%	3 *%	1 *%	4 *%	- -%	2 *%	1 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	35 1%	34 1%	1 *%	1 *%	1 1%	35 1%	35 1%	- -%	8 2%	28 1%	7 1%	10 1%	19 2%	35 1%	10 2%	12 1%	8 1%
DON'T USE THIS APP/ SITE	3427 98%	2876 98%	292 100%	163 100%	96 98%	3427 98%	2982 98%	445 100%	503 98%	2924 98%	722 99%	1501 99%	1188 98%	3427 98%	525 97%	1374 98%	1072 99%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	18 1%	4 *%	8 *%	7 1%	18 1%	13 1% b	3 *%	5 *%	11 1% a
USE MORE THAN ONE PROFILE	4 *%	1 *%	2 *%	- -%	4 *%	- -%	1 *%	1 *%	2 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	35 1%	13 2% c	18 1%	4 1%	35 1%	17 2% b	15 1%	6 *%	25 2% a
DON'T USE THIS APP/ SITE	3427 98%	762 98%	1809 99%	792 99%	3427 98%	1118 97%	2076 99% a	2118 99% b	1177 97%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	100	61	25	7	6	1	2	100	26	72	30	52	10	7	82	17	100
	3%	15%	4%	1%	1%	*%	*%	3%	2%	4%	3%	5%	1%	1%	4%	1%	3%
		bcdefg	cdef	e			cdef		a	df	acdfg			cdfg		cdf	
USE MORE THAN ONE PROFILE	4	1	2	1	-	1	-	4	4	-	3	-	-	1	3	1	4
	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%
									b								
DON'T KNOW HOW MANY PROFILES	2	-	-	-	2	-	-	2	-	2	2	-	-	-	2	-	2
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	41	19	8	12	-	1	-	41	22	19	19	9	9	3	28	12	41
	1%	5%	1%	2%	-%	*%	-%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%
		bcdefg	df	def			df				df			d			
DON'T USE THIS APP/ SITE	3338	337	613	579	612	569	628	3338	1613	1709	947	988	706	678	1935	1384	3338
	96%	81%	95%	97%	99%	100%	100%	96%	97%	95%	95%	94%	97%	98%	94%	98%	96%
		a	a	abcg	abcg	abcg	a		b			abe	abeg	abeg	abeg	be	

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	100	86	8	1	5	100	93	7	11	89	10	44	46	100	16	18	34
	3%	3%	3%	1%	5%	3%	3%	2%	2%	3%	1%	3%	4%	3%	3%	1%	3%
		c			c	c						a	a	a	b		b
USE MORE THAN ONE PROFILE	4	3	-	1	*	4	4	-	1	4	-	3	2	4	-	1	3
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	2	-	-	-	2	2	-	-	2	-	-	2	2	-	2	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	41	34	4	2	1	41	36	5	7	34	5	18	19	41	12	15	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
															c		
DON'T USE THIS APP/ SITE	3338	2806	281	160	91	3338	2904	434	494	2844	717	1458	1147	3338	513	1360	1041
	96%	96%	96%	98%	94%	96%	96%	97%	96%	96%	98%	96%	94%	96%	95%	97%	96%
				d							bcd					a	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	100	25	47	25	100	43	45	62	29
	3%	3%	3%	3%	3%	4%	2%	3%	2%
USE MORE THAN ONE PROFILE	4	3	2	-	4	4	1	2	3
	*%	*%	*%	-%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	-	2	-	2	2	-	-	2
	*%	-%	*%	-%	*%	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	41	11	22	6	41	14	21	17	19
	1%	1%	1%	1%	1%	1%	1%	1%	2%
DON'T USE THIS APP/ SITE	3338	743	1764	771	3338	1087	2030	2049	1163
	96%	95%	96%	96%	96%	95%	97%	96%	96%

Columns Tested: a,b,c,d - a,b - a,b

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	71	18	24	13	8	5	2	71	17	51	20	34	5	12	54	17	71
	2%	4%	4%	2%	1%	1%	0%	2%	1%	3%	2%	3%	1%	2%	3%	1%	2%
		cdefg	defg	f				f		a	c	cfg			cf		c
USE MORE THAN ONE PROFILE	5	1	2	-	2	-	-	5	*	5	5	-	*	-	5	*	5
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
											f						
USE BUT DON'T HAVE A PROFILE	37	3	19	6	4	1	4	37	19	18	18	9	8	2	27	10	37
	1%	1%	3%	1%	1%	0%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%
			acdefg								df		d		d		d
DON'T USE THIS APP/ SITE	3372	395	603	580	606	565	624	3372	1630	1729	958	1007	711	676	1964	1388	3372
	97%	95%	93%	97%	98%	99%	99%	97%	98%	96%	96%	96%	98%	98%	96%	98%	97%
				b	ab	abcg	abcg	ab	b				abe	abe		abeg	

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	71 2%	51 2%	10 4% a	7 4% ae	3 3%	71 2%	61 2%	10 2%	6 1%	65 2%	3 *%	18 1%	50 4% abd	71 2% ab	9 2%	20 1%	27 3%
USE MORE THAN ONE PROFILE	5 *%	4 *%	- -%	- -%	1 1%	5 *%	5 *%	- -%	- -%	5 *%	1 *%	- -%	4 *% b	5 *%	2 *%	2 *%	* *%
USE BUT DON'T HAVE A PROFILE	37 1%	33 1%	1 *%	2 1%	1 1%	37 1%	35 1%	2 *%	6 1%	31 1%	1 *%	15 1% a	21 2% a	37 1% a	6 1%	11 1%	18 2%
DON'T USE THIS APP/ SITE	3372 97%	2844 97%	281 96% c	155 94%	93 95%	3372 97% c	2939 97%	434 97%	502 98%	2870 97%	727 99% bcd	1490 98% c	1140 94%	3372 97% c	525 97%	1364 98% c	1038 96%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	71 2%	15 2%	33 2%	18 2%	71 2%	28 2%	35 2%	41 2%	24 2%
USE MORE THAN ONE PROFILE	5 *%	* *%	5 *%	- -%	5 *%	5 *%	* *%	- -%	4 *%
USE BUT DON'T HAVE A PROFILE	37 1%	16 2%	16 1%	3 *%	37 1%	16 1%	21 1%	17 1%	21 2%
DON'T USE THIS APP/ SITE	3372 97%	749 96%	1782 97%	781 97%	3372 97%	1102 96%	2040 97%	2072 97%	1166 96%

Columns Tested: a,b,c,d - a,b - a,b

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	34	18	8	3	4	-	-	34	12	20	10	18	2	4	28	5	34
	1%	4%	1%	*%	1%	-%	-%	1%	1%	1%	1%	2%	*%	1%	1%	*%	1%
		bcdefg	ef					ef				cdf			cf		f
USE MORE THAN ONE PROFILE	2	*	2	-	-	-	-	2	2	-	2	-	-	-	2	-	2
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	20	4	9	4	2	-	-	20	11	7	12	1	4	2	14	6	20
	1%	1%	1%	1%	*%	-%	-%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%
		ef	efg	f							bdfg						
DON'T USE THIS APP/ SITE	3430	395	629	592	614	571	630	3430	1641	1775	976	1030	719	685	2006	1404	3430
	98%	95%	97%	99%	99%	100%	100%	98%	99%	99%	98%	98%	99%	99%	98%	99%	98%
				ab	ab	abcdg	abcdg	ab					ae	ae		abeg	

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	34 1%	28 1%	1 *%	3 2%	2 2%	34 1%	32 1%	2 *%	2 *%	32 1%	- -%	7 *%	26 2%	34 1%	8 2%	6 *%	9 1%
													abd	a	b		
USE MORE THAN ONE PROFILE	2 *%	2 *%	- -%	- -%	* *%	2 *%	2 *%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%
USE BUT DON'T HAVE A PROFILE	20 1%	17 1%	1 *%	1 *%	1 1%	20 1%	18 1%	1 *%	3 *%	17 1%	2 *%	7 *%	11 1%	20 1%	4 1%	6 *%	7 1%
DON'T USE THIS APP/ SITE	3430 98%	2884 98%	291 99%	160 98%	95 97%	3430 98%	2987 98%	443 99%	509 99%	2921 98%	730 100%	1509 99%	1175 97%	3430 98%	529 98%	1384 99%	1065 98%
			d								cd	c	c			a	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	34	7	18	8	34	17	15	22	8
	1%	1%	1%	1%	1%	2%	1%	1%	1%
USE MORE THAN ONE PROFILE	2	2	-	-	2	*	2	-	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	20	9	10	-	20	9	10	7	11
	1%	1%	1%	-%	1%	1%	*%	*%	1%
DON'T USE THIS APP/ SITE	3430	763	1807	794	3430	1123	2068	2101	1194
	98%	98%	98%	99%	98%	98%	99%	99%	98%

Columns Tested: a,b,c,d - a,b - a,b

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USE ONE PROFILE	157	30	52	38	20	12	6	157	61	96	56	58	25	17	114	43	157
	5%	7%	8%	6%	3%	2%	1%	5%	4%	5%	6%	6%	3%	3%	6%	3%	5%
		defg	defg	def	f			ef		a	df	df			df		df
USE MORE THAN ONE PROFILE	5	2	1	1	2	-	-	5	2	3	4	1	-	1	4	1	5
	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	69	7	25	18	8	6	5	69	39	30	29	20	10	10	49	21	69
	2%	2%	4%	3%	1%	1%	1%	2%	2%	2%	3%	2%	1%	2%	2%	1%	2%
			defg	ef							f						
DON'T USE THIS APP/ SITE	3254	379	569	542	590	553	619	3254	1564	1672	912	971	689	662	1884	1351	3254
	93%	91%	88%	91%	95%	97%	98%	93%	94%	93%	91%	93%	95%	96%	92%	95%	93%
					abc	abcg	abcdg	bc					ae	abeg	abeg		a

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USE ONE PROFILE	157	137	9	8	3	157	145	12	11	146	9	43	106	157	30	56	48
	5%	5%	3%	5%	3%	5%	5%	3%	2%	5%	1%	3%	9%	5%	6%	4%	4%
										a		a	abd	ab			
USE MORE THAN ONE PROFILE	5	4	-	1	*	5	5	-	-	5	1	2	3	5	-	4	1
	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	69	62	4	2	2	69	66	3	10	59	12	26	32	69	12	29	22
	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%
DON'T USE THIS APP/ SITE	3254	2729	280	154	92	3254	2824	430	493	2761	711	1453	1075	3254	500	1307	1012
	93%	93%	96%	94%	94%	93%	93%	96%	96%	93%	97%	95%	88%	93%	92%	94%	93%
								a	b		cd	cd		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USE ONE PROFILE	157	38	72	43	157	60	88	61	88
	5%	5%	4%	5%	5%	5%	4%	3%	7%
									a
USE MORE THAN ONE PROFILE	5	1	2	1	5	5	-	1	4
	*%	*%	*%	*%	*%	*%	-%	*%	*%
						b			
USE BUT DON'T HAVE A PROFILE	69	19	43	6	69	25	38	24	42
	2%	2%	2%	1%	2%	2%	2%	1%	3%
		c	c		c				a
DON'T USE THIS APP/ SITE	3254	723	1719	752	3254	1060	1970	2043	1082
	93%	93%	94%	94%	93%	92%	94%	96%	89%
								b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
INSTAGRAM	345	135	116	60	20	12	2	345	110	230	108	126	65	42	234	107	345
	10%	32%	18%	10%	3%	2%	0%	10%	7%	13%	11%	12%	9%	6%	11%	8%	10%
		bcdefg	cdefg	def	f	f		def		a	df	df	d		df		df
FACEBOOK	228	39	60	52	34	28	15	228	99	129	64	69	45	49	134	93	228
	7%	9%	9%	9%	5%	5%	2%	7%	6%	7%	6%	7%	6%	7%	7%	7%	7%
		defg	defg	def	f	f		f									
TIKTOK	198	98	63	22	10	2	3	198	68	129	70	62	39	20	132	59	198
	6%	23%	10%	4%	2%	0%	0%	6%	4%	7%	7%	6%	5%	3%	6%	4%	6%
		bcdefg	cdefg	def				def		a	df	d	d		df		df
YOUTUBE	155	55	44	29	16	10	2	155	98	55	50	45	37	20	96	57	155
	4%	13%	7%	5%	3%	2%	0%	4%	6%	3%	5%	4%	5%	3%	5%	4%	4%
		bcdefg	defg	ef	f	f		ef	b		d	d	d		d		
X/TWITTER	92	32	30	15	5	7	3	92	46	45	38	34	7	12	72	19	92
	3%	8%	5%	2%	1%	1%	1%	3%	3%	2%	4%	3%	1%	2%	3%	1%	3%
		cdefg	defg	f				df			cdf	cf			cdf		cf
SNAPCHAT	83	40	32	6	2	4	-	83	41	43	37	18	13	15	55	28	83
	2%	10%	5%	1%	0%	1%	0%	2%	2%	2%	4%	2%	2%	2%	3%	2%	2%
		bcdefg	cdefg	f				cdef			bcfg						
PINTEREST	33	15	8	4	3	4	-	33	14	20	13	11	2	6	24	8	33
	1%	4%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
		bcdefg	f					f									
LINKEDIN	23	4	8	4	5	2	1	23	8	15	11	3	5	2	14	7	23
	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%
											bd						
REDDIT	20	10	5	2	2	-	-	20	12	8	10	5	2	3	14	6	20
	1%	2%	1%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	1%
		cdefg	ef														
TWITCH	19	7	7	4	1	-	-	19	18	*	11	2	5	1	13	6	19
	1%	2%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%
		defg	ef						b		bd						

Columns Tested: a,b,c,d,e,f,g - a,b - 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 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
TUMBLR	10 *% efg	* *% 1%	6 1% efg	2 *% efg	1 *% efg	- -% efg	- -% efg	10 *% efg	6 *% efg	3 *% efg	6 1% df	2 *% df	2 *% df	- -% df	8 *% df	2 *% df	10 *% df
YOUNOW	5 *% b	1 *% b	2 *% b	2 *% b	- -% b	- -% b	- -% b	5 *% b	5 *% b	- -% b	2 *% b	2 *% b	1 *% b	- -% b	4 *% b	1 *% b	5 *% b
DAILYMOTION	5 *% bf	* *% bf	2 *% bf	1 *% bf	2 *% bf	- -% bf	- -% bf	5 *% bf	1 *% bf	4 *% bf	5 *% bf	- -% bf	- -% bf	* *% bf	5 *% bf	* *% bf	5 *% bf
THREADS	5 *% f	2 *% f	1 *% f	1 *% f	2 *% f	- -% f	- -% f	5 *% f	2 *% f	3 *% f	4 *% f	1 *% f	- -% f	1 *% f	4 *% f	1 *% f	5 *% f
GOODREADS	5 *% f	1 *% f	2 *% f	- -% f	2 *% f	- -% f	- -% f	5 *% f	* *% f	5 *% f	5 *% f	- -% f	* *% f	- -% f	5 *% f	* *% f	5 *% f
BEREAL	4 *% b	1 *% b	2 *% b	1 *% b	- -% b	1 *% b	- -% b	4 *% b	4 *% b	- -% b	3 *% b	- -% b	- -% b	1 *% b	3 *% b	1 *% b	4 *% b
BITCHUTE	4 *% g	* *% g	- -% g	- -% g	2 *% g	2 *% g	- -% g	4 *% g	2 *% g	2 *% g	3 *% g	- -% g	2 *% g	- -% g	3 *% g	2 *% g	4 *% g
YUBO	4 *% f	2 1% f	2 *% f	- -% f	- -% f	- -% f	- -% f	4 *% f	2 *% f	2 *% f	3 *% f	1 *% f	- -% f	- -% f	4 *% f	- -% f	4 *% f
VIMEO	4 *% g	- -% g	- -% g	4 1% g	- -% g	- -% g	- -% g	4 *% g	4 *% g	- -% g	2 *% g	1 *% g	- -% g	- -% g	4 *% g	- -% g	4 *% g
LETTERBOXD	2 *% g	* *% g	2 *% g	- -% g	- -% g	- -% g	- -% g	2 *% g	2 *% g	- -% g	2 *% g	- -% g	- -% g	- -% g	2 *% g	- -% g	2 *% g
ONLYFANS	2 *% g	1 *% g	1 *% g	- -% g	- -% g	- -% g	- -% g	2 *% g	1 *% g	1 *% g	2 *% g	- -% g	- -% g	* *% g	2 *% g	* *% g	2 *% g

Columns Tested: a,b,c,d,e,f,g - a,b - 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 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
ANY OF THESE	748	233	244	128	73	45	25	748	332	409	243	249	135	108	492	243	748
	21%	56%	38%	21%	12%	8%	4%	21%	20%	23%	24%	24%	19%	16%	24%	17%	21%
		bcdefg	cdefg	def	ef	f		def			cdf	cdf			cdfg		df
NONE OF THESE	2737	185	403	471	547	526	606	2737	1333	1392	757	801	589	582	1558	1171	2737
	79%	44%	62%	79%	88%	92%	96%	79%	80%	77%	76%	76%	81%	84%	76%	83%	79%
			a	ab	abcg	abcdg	abcdeg	ab					abe	abeg		abeg	e

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 55

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
INSTAGRAM	345	294	26	14	11	345	319	27	50	296	39	145	161	345	65	112	100
	10%	10%	9%	9%	11%	10%	10%	6%	10%	10%	5%	10%	13%	10%	12%	8%	9%
							b					a	abd	a	b		
FACEBOOK	228	198	16	8	7	228	198	31	36	193	37	88	102	228	65	87	44
	7%	7%	5%	5%	8%	7%	6%	7%	7%	6%	5%	6%	8%	7%	12%	6%	4%
													abd		bc	c	
TIKTOK	198	170	17	6	5	198	190	8	34	165	41	80	77	198	51	54	47
	6%	6%	6%	4%	5%	6%	6%	2%	7%	6%	6%	5%	6%	6%	9%	4%	4%
							b								bc		
YOUTUBE	155	133	12	5	5	155	143	13	22	133	27	49	79	155	48	51	29
	4%	5%	4%	3%	5%	4%	5%	3%	4%	4%	4%	3%	6%	4%	9%	4%	3%
													abd		bc		
X/TWITTER	92	75	12	2	3	92	81	11	6	86	6	27	59	92	14	33	31
	3%	3%	4%	1%	3%	3%	3%	2%	1%	3%	1%	2%	5%	3%	3%	2%	3%
			c							a			abd	a			
SNAPCHAT	83	70	7	4	3	83	79	5	10	73	18	33	32	83	25	25	22
	2%	2%	2%	3%	3%	2%	3%	1%	2%	2%	2%	2%	3%	2%	5%	2%	2%
															bc		
PINTEREST	33	30	-	2	1	33	27	6	1	33	1	10	23	33	13	10	6
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
									*	*	*	*	abd	a	bc		
LINKEDIN	23	20	1	1	1	23	21	2	1	22	1	7	15	23	6	7	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			*	*	*	*	*	*	*	*	*	*	ab				
REDDIT	20	16	2	*	1	20	17	3	1	19	2	4	14	20	7	7	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				*	*	*	*	*	*	*	*	*	b		c		
TWITCH	19	16	-	2	1	19	18	*	-	19	2	6	11	19	5	5	8
	1%	1%	-%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
TUMBLR	10 *%	8 *%	1 *%	- -%	* *%	10 *%	10 *%	- -%	2 *%	8 *%	2 *%	1 *%	7 1% b	10 *%	3 1%	3 *%	4 *%
YOUNOW	5 *%	5 *%	- -%	- -%	1 1%	5 *%	5 *%	- -%	1 *%	4 *%	- -%	2 *%	3 *%	5 *%	4 1% b	* *%	1 *%
DAILYMOTION	5 *%	4 *%	- -%	* *%	1 1%	5 *%	5 *%	- -%	- -%	5 *%	- -%	* *%	5 *% b	5 *%	- -%	2 *%	2 *%
THREADS	5 *%	4 *%	- -%	1 *%	* *%	5 *%	5 *%	- -%	- -%	5 *%	1 *%	2 *%	3 *%	5 *%	- -%	4 *%	1 *%
GOODREADS	5 *%	4 *%	- -%	- -%	1 1%	5 *%	5 *%	- -%	- -%	5 *%	1 *%	- -%	4 *% b	5 *%	2 *%	2 *%	* *%
BEREAL	4 *%	3 *%	- -%	1 *%	* *%	4 *%	4 *%	- -%	1 *%	4 *%	- -%	3 *%	2 *%	4 *%	- -%	1 *%	3 *%
BITCHUTE	4 *%	4 *%	- -%	- -%	* *%	4 *%	4 *%	- -%	1 *%	3 *%	- -%	- -%	4 *% b	4 *%	- -%	2 *%	2 *%
YUBO	4 *%	4 *%	- -%	- -%	- -%	4 *%	4 *%	- -%	- -%	4 *%	- -%	3 *%	1 *%	4 *%	- -%	2 *%	1 *%
VIMEO	4 *%	3 *%	- -%	1 *%	- -%	4 *%	4 *%	- -%	- -%	4 *%	- -%	3 *%	1 *%	4 *%	- -%	1 *%	2 *%
LETTERBOXD	2 *%	2 *%	- -%	- -%	* *%	2 *%	2 *%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%
ONLYFANS	2 *%	2 *%	- -%	- -%	* *%	2 *%	2 *%	- -%	- -%	2 *%	- -%	* *%	2 *%	2 *%	* *%	- -%	2 *%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
ANY OF THESE	748	636	61	26	25	748	678	70	107	641	106	311	329	748	161	253	202
	21%	22%	21%	16%	26%	21%	22%	16%	21%	22%	15%	20%	27%	21%	30%	18%	19%
		c			c	c	b					a	abd	a	bc		
NONE OF THESE	2737	2296	232	137	72	2737	2361	376	406	2331	626	1212	886	2737	381	1143	881
	79%	78%	79%	84%	74%	79%	78%	84%	79%	78%	85%	80%	73%	79%	70%	82%	81%
			ade					a			bcd	c		c	a		a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a b	NONE a	ANY b	
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
INSTAGRAM	345 10%	79 10%	190 10%	69 9%	345 10%	136 12% b	180 9%	186 9%	142 12% a
FACEBOOK	228 7%	46 6%	125 7%	52 6%	228 7%	92 8% b	115 6%	108 5%	104 9% a
TIKTOK	198 6%	63 8% bcd	92 5%	34 4%	198 6%	88 8% b	82 4%	91 4%	87 7% a
YOUTUBE	155 4%	37 5%	72 4%	38 5%	155 4%	67 6% b	73 3%	81 4%	61 5%
X/TWITTER	92 3%	19 2%	51 3%	18 2%	92 3%	29 3%	57 3%	56 3%	33 3%
SNAPCHAT	83 2%	27 3%	40 2%	14 2%	83 2%	44 4% b	29 1%	28 1%	47 4% a
PINTEREST	33 1%	6 1%	15 1%	10 1%	33 1%	16 1%	15 1%	17 1%	13 1%
LINKEDIN	23 1%	3 *%	13 1%	5 1%	23 1%	10 1%	9 *%	8 *%	14 1% a
REDDIT	20 1%	5 1%	7 *%	8 1%	20 1%	16 1% b	4 *%	10 *%	10 1%
TWITCH	19 1%	9 1% c	8 *%	2 *%	19 1%	8 1%	10 *%	6 *%	11 1% a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
TUMBLR	10 *%	3 *%	5 *%	1 *%	10 *%	6 1%	4 *%	2 *%	7 1% a
YOUNOW	5 *%	1 *%	4 *%	- -%	5 *%	2 *%	4 *%	1 *%	4 *%
DAILYMOTION	5 *%	2 *%	2 *%	* *%	5 *%	2 *%	2 *%	* *%	4 *% a
THREADS	5 *%	1 *%	2 *%	1 *%	5 *%	5 *% b	- -%	1 *%	4 *%
GOODREADS	5 *%	* *%	5 *%	- -%	5 *%	5 *% b	* *%	- -%	4 *% a
BEREAL	4 *%	3 *%	2 *%	- -%	4 *%	4 *% b	1 *%	2 *%	3 *%
BITCHUTE	4 *%	1 *%	3 *%	- -%	4 *%	3 *%	2 *%	2 *%	2 *%
YUBO	4 *%	1 *%	2 *%	- -%	4 *%	- -%	1 *%	1 *%	2 *%
VIMEO	4 *%	1 *%	3 *%	- -%	4 *%	1 *%	1 *%	- -%	4 *% a
LETTERBOXD	2 *%	2 *%	- -%	- -%	2 *%	* *%	2 *%	- -%	2 *%

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
ONLYFANS	2 *% *	* *% *	2 *% *	- -% -	2 *% *	1 *% *	1 *% *	2 *% *	* *% *
ANY OF THESE	748 21%	181 23%	393 21%	151 19%	748 21%	307 27% b	372 18%	376 18%	319 26% a
NONE OF THESE	2737 79%	600 77%	1443 79%	651 81%	2737 79%	843 73%	1724 82% a	1754 82% b	896 74%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 56

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g	
Unweighted total	729	255	206	135	63	45	25	729	322	401	221	223	134	141	444	275	729	
Effective Weighted Sample	613	221	174	118	53	37	20	613	267	341	189	192	113	119	381	228	613	
Total	748	233	244	128	73	45	25	748	332	409	243	249	135	108	492	243	748	
INSTAGRAM	345	135	116	60	**	**	**	345	110	230	108	126	65	42	234	107	345	
	46%	58%	48%	47%	**	**	**	46%	33%	56%	44%	51%	48%	39%	48%	44%	46%	
		bg								a		d						
FACEBOOK	228	39	60	52	**	**	**	228	99	129	64	69	45	49	134	93	228	
	31%	17%	25%	40%	**	**	**	31%	30%	31%	27%	28%	33%	45%	27%	38%	31%	
			a	abg				a						abeg	abeg			
TIKTOK	198	98	63	22	**	**	**	198	68	129	70	62	39	20	132	59	198	
	26%	42%	26%	17%	**	**	**	26%	21%	31%	29%	25%	29%	18%	27%	24%	26%	
		bcg						c		a	d							
YOUTUBE	155	55	44	29	**	**	**	155	98	55	50	45	37	20	96	57	155	
	21%	24%	18%	23%	**	**	**	21%	30%	13%	21%	18%	27%	19%	19%	23%	21%	
									b									
X/TWITTER	92	32	30	15	**	**	**	92	46	45	38	34	7	12	72	19	92	
	12%	14%	12%	11%	**	**	**	12%	14%	11%	15%	14%	5%	12%	15%	8%	12%	
											cf	c		cf			c	
SNAPCHAT	83	40	32	6	**	**	**	83	41	43	37	18	13	15	55	28	83	
	11%	17%	13%	5%	**	**	**	11%	12%	10%	15%	7%	10%	13%	11%	11%	11%	
		cg	c					c			b							
PINTEREST	33	15	8	4	**	**	**	33	14	20	13	11	2	6	24	8	33	
	4%	6%	3%	3%	**	**	**	4%	4%	5%	5%	4%	2%	5%	5%	3%	4%	
LINKEDIN	23	4	8	4	**	**	**	23	8	15	11	3	5	2	14	7	23	
	3%	2%	3%	3%	**	**	**	3%	2%	4%	5%	1%	4%	2%	3%	3%	3%	
											b							
REDDIT	20	10	5	2	**	**	**	20	12	8	10	5	2	3	14	6	20	
	3%	4%	2%	2%	**	**	**	3%	4%	2%	4%	2%	2%	3%	3%	2%	3%	
TWITCH	19	7	7	4	**	**	**	19	18	*	11	2	5	1	13	6	19	
	3%	3%	3%	3%	**	**	**	3%	6%	%	5%	1%	4%	1%	3%	2%	3%	
									b		b							

Columns Tested: a,b,c,d,e,f,g - a,b - 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 WHERE MULTIPLE PROFILES ARE IN USE

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	729	255	206	135	63	45	25	729	322	401	221	223	134	141	444	275	729
Effective Weighted Sample	613	221	174	118	53	37	20	613	267	341	189	192	113	119	381	228	613
Total	748	233	244	128	73	45	25	748	332	409	243	249	135	108	492	243	748
TUMBLR	10 1%	* *%	6 2% a	2 2%	** **	** **	** **	10 1%	6 2%	3 1%	6 2%	2 1%	2 1%	- -%	8 2%	2 1%	10 1%
YOUNOW	5 1%	1 1%	2 1%	2 2%	** **	** **	** **	5 1%	5 2% b	- -%	2 1%	2 1%	1 1%	- -%	4 1%	1 1%	5 1%
DAILYMOTION	5 1%	* *%	2 1%	1 1%	** **	** **	** **	5 1%	1 *%	4 1%	5 2% f	- -%	- -%	* *%	5 1%	* *%	5 1%
THREADS	5 1%	2 1%	1 *%	1 *%	** **	** **	** **	5 1%	2 1%	3 1%	4 1%	1 *%	- -%	1 1%	4 1%	1 *%	5 1%
GOODREADS	5 1%	1 *%	2 1%	- -%	** **	** **	** **	5 1%	* *%	5 1%	5 2%	- -%	* *%	- -%	5 1%	* *%	5 1%
BEREAL	4 1%	1 1%	2 1%	1 *%	** **	** **	** **	4 1%	4 1% b	- -%	3 1%	- -%	- -%	1 1%	3 1%	1 *%	4 1%
BITCHUTE	4 1%	* *%	- -%	- -%	** **	** **	** **	4 1%	2 1%	2 *%	3 1%	- -%	2 1%	- -%	3 1%	2 1%	4 1%
YUBO	4 1%	2 1%	2 1%	- -%	** **	** **	** **	4 1%	2 1%	2 1%	3 1%	1 *%	- -%	- -%	4 1%	- -%	4 1%
VIMEO	4 *%	- -%	- -%	4 3% abg	** **	** **	** **	4 *%	4 1%	- -%	2 1%	1 1%	- -%	- -%	4 1%	- -%	4 *%
LETTERBOXD	2 *%	* *%	2 1%	- -%	** **	** **	** **	2 *%	2 1%	- -%	2 1%	- -%	- -%	- -%	2 *%	- -%	2 *%
ONLYFANS	2 *%	1 *%	1 1%	- -%	** **	** **	** **	2 *%	1 *%	1 *%	2 1%	- -%	- -%	* *%	2 *%	* *%	2 *%

Columns Tested: a,b,c,d,e,f,g - a,b - 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 WHERE MULTIPLE PROFILES ARE IN USE

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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%																	
Unweighted total	729	255	206	135	63	45	25	729	322	401	221	223	134	141	444	275	729
Effective Weighted Sample	613	221	174	118	53	37	20	613	267	341	189	192	113	119	381	228	613
Total	748	233	244	128	73	45	25	748	332	409	243	249	135	108	492	243	748
ANY OF THESE	748	233	244	128	**	**	**	748	332	409	243	249	135	108	492	243	748
	100%	100%	100%	100%	**	**	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

OF COM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 56

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

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

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

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	a	b	c	d	a	b	c
Unweighted total	729	534	64	49	82	729	657	72	102	627	108	310	309	729	161	236	191
Effective Weighted Sample	613	490	57	47	77	613	553	61	86	527	91	261	260	613	134	199	163
Total	748	636	61	26	25	748	678	70	107	641	106	311	329	748	161	253	202
INSTAGRAM	345 46%	294 46%	** **	** **	** **	345 46%	319 47%	** **	50 46%	296 46%	39 36%	145 47%	161 49%	345 46%	65 41%	112 44%	100 50%
FACEBOOK	228 31%	198 31%	** **	** **	** **	228 31%	198 29%	** **	36 33%	193 30%	37 35%	88 28%	102 31%	228 31%	65 41%	87 34%	44 22%
TIKTOK	198 26%	170 27%	** **	** **	** **	198 26%	190 28%	** **	34 31%	165 26%	41 38%	80 26%	77 24%	198 26%	51 32%	54 21%	47 23%
YOUTUBE	155 21%	133 21%	** **	** **	** **	155 21%	143 21%	** **	22 21%	133 21%	27 25%	49 16%	79 24%	155 21%	48 30%	51 20%	29 15%
X/TWITTER	92 12%	75 12%	** **	** **	** **	92 12%	81 12%	** **	6 5%	86 13%	6 6%	27 9%	59 18%	92 12%	14 9%	33 13%	31 16%
SNAPCHAT	83 11%	70 11%	** **	** **	** **	83 11%	79 12%	** **	10 10%	73 11%	18 17%	33 11%	32 10%	83 11%	25 16%	25 10%	22 11%
PINTEREST	33 4%	30 5%	** **	** **	** **	33 4%	27 4%	** **	1 1%	33 5%	1 1%	10 3%	23 7%	33 4%	13 8%	10 4%	6 3%
LINKEDIN	23 3%	20 3%	** **	** **	** **	23 3%	21 3%	** **	1 1%	22 3%	1 1%	7 2%	15 5%	23 3%	6 4%	7 3%	8 4%
REDDIT	20 3%	16 3%	** **	** **	** **	20 3%	17 2%	** **	1 1%	19 3%	2 2%	4 1%	14 4%	20 3%	7 4%	7 3%	3 1%
TWITCH	19 3%	16 3%	** **	** **	** **	19 3%	18 3%	** **	- -%	19 3%	2 1%	6 2%	11 3%	19 3%	5 3%	5 2%	8 4%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 56

All interviewing conducted using an online panel. Any break column with 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 a	RURAL ~b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	729	534	64	49	82	729	657	72	102	627	108	310	309	729	161	236	191
Effective Weighted Sample	613	490	57	47	77	613	553	61	86	527	91	261	260	613	134	199	163
Total	748	636	61	26	25	748	678	70	107	641	106	311	329	748	161	253	202
TUMBLR	10 1%	8 1%	** **	** **	** **	10 1%	10 1%	** **	2 1%	8 1%	2 1%	1 *%	7 2%	10 1%	3 2%	3 1%	4 2%
YOUNOW	5 1%	5 1%	** **	** **	** **	5 1%	5 1%	** **	1 1%	4 1%	- -%	2 1%	3 1%	5 1%	4 2%	* *%	1 1%
DAILYMOTION	5 1%	4 1%	** **	** **	** **	5 1%	5 1%	** **	- -%	5 1%	- -%	* *%	5 1%	5 1%	- -%	2 1%	2 1%
THREADS	5 1%	4 1%	** **	** **	** **	5 1%	5 1%	** **	- -%	5 1%	1 1%	2 1%	3 1%	5 1%	- -%	4 2%	1 *%
GOODREADS	5 1%	4 1%	** **	** **	** **	5 1%	5 1%	** **	- -%	5 1%	1 1%	- -%	4 1%	5 1%	2 1%	2 1%	* *%
BEREAL	4 1%	3 1%	** **	** **	** **	4 1%	4 1%	** **	1 1%	4 1%	- -%	3 1%	2 *%	4 1%	- -%	1 *%	3 2%
BITCHUTE	4 1%	4 1%	** **	** **	** **	4 1%	4 1%	** **	1 1%	3 1%	- -%	- -%	4 1%	4 1%	- -%	2 1%	2 1%
YUBO	4 1%	4 1%	** **	** **	** **	4 1%	4 1%	** **	- -%	4 1%	- -%	3 1%	1 *%	4 1%	- -%	2 1%	1 1%
VIMEO	4 *%	3 *%	** **	** **	** **	4 *%	4 1%	** **	- -%	4 1%	- -%	3 1%	1 *%	4 *%	- -%	1 1%	2 1%
LETTERBOXD	2 *%	2 *%	** **	** **	** **	2 *%	2 *%	** **	- -%	2 *%	- -%	- -%	2 1%	2 *%	- -%	- -%	2 1%
ONLYFANS	2 *%	2 *%	** **	** **	** **	2 *%	2 *%	** **	- -%	2 *%	- -%	* *%	2 *%	2 *%	* *%	- -%	2 1%
ANY OF THESE	748 100%	636 100%	** **	** **	** **	748 100%	678 100%	** **	107 100%	641 100%	106 100%	311 100%	329 100%	748 100%	161 100%	253 100%	202 100%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	729	169	381	157	729	309	352	398	268
Effective Weighted Sample	613	144	321	129	613	261	296	329	236
Total	748	181	393	151	748	307	372	376	319
INSTAGRAM	345 46%	79 44%	190 48%	69 45%	345 46%	136 44%	180 48%	186 49%	142 44%
FACEBOOK	228 31%	46 25%	125 32%	52 34%	228 31%	92 30%	115 31%	108 29%	104 33%
TIKTOK	198 26%	63 35%	92 23%	34 23%	198 26%	88 29%	82 22%	91 24%	87 27%
		bcd							
YOUTUBE	155 21%	37 20%	72 18%	38 25%	155 21%	67 22%	73 20%	81 21%	61 19%
X/TWITTER	92 12%	19 11%	51 13%	18 12%	92 12%	29 9%	57 15%	56 15%	33 10%
						a			
SNAPCHAT	83 11%	27 15%	40 10%	14 9%	83 11%	44 14%	29 8%	28 8%	47 15%
						b			a
PINTEREST	33 4%	6 3%	15 4%	10 6%	33 4%	16 5%	15 4%	17 4%	13 4%
LINKEDIN	23 3%	3 2%	13 3%	5 3%	23 3%	10 3%	9 2%	8 2%	14 4%
REDDIT	20 3%	5 3%	7 2%	8 5%	20 3%	16 5%	4 1%	10 3%	10 3%
				b		b			
TWITCH	19 3%	9 5%	8 2%	2 1%	19 3%	8 3%	10 3%	6 2%	11 3%
TUMBLR	10 1%	3 2%	5 1%	1 1%	10 1%	6 2%	4 1%	2 1%	7 2%

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	729	169	381	157	729	309	352	398	268
Effective Weighted Sample	613	144	321	129	613	261	296	329	236
Total	748	181	393	151	748	307	372	376	319
YOUNOW	5 1%	1 1%	4 1%	- -%	5 1%	2 1%	4 1%	1 *%	4 1%
DAILYMOTION	5 1%	2 1%	2 1%	* *%	5 1%	2 1%	2 1%	* *%	4 1%
THREADS	5 1%	1 1%	2 1%	1 1%	5 1%	5 2% b	- -%	1 *%	4 1%
GOODREADS	5 1%	* *%	5 1%	- -%	5 1%	5 1%	* *%	- -%	4 1% a
BEREAL	4 1%	3 1%	2 *%	- -%	4 1%	4 1%	1 *%	2 *%	3 1%
BITCHUTE	4 1%	1 1%	3 1%	- -%	4 1%	3 1%	2 *%	2 1%	2 1%
YUBO	4 1%	1 1%	2 *%	- -%	4 1%	- -%	1 *%	1 *%	2 1%
VIMEO	4 *%	1 *%	3 1%	- -%	4 *%	1 *%	1 *%	- -%	4 1%
LETTERBOXD	2 *%	2 1%	- -%	- -%	2 *%	* *%	2 *%	- -%	2 1%
ONLYFANS	2 *%	* *%	2 *%	- -%	2 *%	1 *%	1 *%	2 *%	* *%
ANY OF THESE	748 100%	181 100%	393 100%	151 100%	748 100%	307 100%	372 100%	376 100%	319 100%

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	44	6	14	11	10	3	-	44	33	11	26	4	7	7	30	14	44
Effective Weighted Sample	38	5	12	10	9	3	-	38	28	10	22	4	6	6	26	12	38
Total	51	5	18	11	13	3	-	51	37	14	31	7	7	7	37	14	51
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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	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	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	44	36	-	5	3	44	41	3	2	42	4	15	25	44	8	18	14
Effective Weighted Sample	38	34	-	5	3	38	35	3	2	36	3	13	22	38	8	15	12
Total	51	48	-	3	1	51	48	3	2	49	4	18	29	51	11	21	16
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c	ALL ~d	REPORTS ~a	DOES NOT REPORT ~b	NONE ~a	ANY ~b
Significance Level: 95%									
Unweighted total	44	15	20	8	44	21	16	15	25
Effective Weighted Sample	38	11	19	8	38	19	13	14	21
Total	51	14	26	11	51	26	19	17	31
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK g
Significance Level: 95%																	
Unweighted total	117	21	36	30	20	9	1	117	73	43	53	25	17	22	78	39	117
Effective Weighted Sample	98	19	30	26	17	7	1	98	59	38	46	21	15	18	67	32	98
Total	124	21	42	28	23	8	1	124	73	50	61	29	18	17	90	34	124
USE ONE PROFILE	22	**	**	**	**	**	**	22	**	**	**	**	**	**	**	**	22
	18%	**	**	**	**	**	**	18%	**	**	**	**	**	**	**	**	18%
USE MORE THAN ONE PROFILE	5	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**	5
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**	4%
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	1%
USE BUT DON'T HAVE A PROFILE	96	**	**	**	**	**	**	96	**	**	**	**	**	**	**	**	96
	77%	**	**	**	**	**	**	77%	**	**	**	**	**	**	**	**	77%

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

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	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		~a	~b	~c	~d	e	a	~b	~a	b	~a	~b	~c	d	~a	~b	~c
Unweighted total	117	92	6	4	15	117	109	8	11	106	6	35	76	117	26	40	38
Effective Weighted Sample	98	84	5	4	14	98	91	7	10	88	6	29	64	98	23	33	32
Total	124	112	5	2	5	124	118	6	11	113	6	35	83	124	29	41	41
USE ONE PROFILE	22	**	**	**	**	22	21	**	**	22	**	**	**	22	**	**	**
	18%	**	**	**	**	18%	18%	**	**	19%	**	**	**	18%	**	**	**
USE MORE THAN ONE PROFILE	5	**	**	**	**	5	5	**	**	5	**	**	**	5	**	**	**
	4%	**	**	**	**	4%	4%	**	**	4%	**	**	**	4%	**	**	**
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	1	-	**	**	1	**	**	**	1	**	**	**
	1%	**	**	**	**	1%	-%	**	**	1%	**	**	**	1%	**	**	**
USE BUT DON'T HAVE A PROFILE	96	**	**	**	**	96	92	**	**	85	**	**	**	96	**	**	**
	77%	**	**	**	**	77%	78%	**	**	75%	**	**	**	77%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~a	~b	~a	~b
Unweighted total	117	33	51	33	117	51	57	62	47
Effective Weighted Sample	98	27	43	28	98	43	47	50	42
Total	124	34	55	35	124	53	62	57	60
USE ONE PROFILE	22	**	**	**	22	**	**	**	**
	18%	**	**	**	18%	**	**	**	**
USE MORE THAN ONE PROFILE	5	**	**	**	5	**	**	**	**
	4%	**	**	**	4%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	1	**	**	**	1	**	**	**	**
	1%	**	**	**	1%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	96	**	**	**	96	**	**	**	**
	77%	**	**	**	77%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	2584	276	461	542	444	430	431	2584	1113	1464	659	713	505	695	1372	1200	2584
Effective Weighted Sample	2157	237	386	465	372	357	357	2157	930	1224	559	602	439	596	1161	1000	2157
Total	2600	245	517	506	481	432	419	2600	1174	1420	723	774	561	528	1497	1089	2600
USE ONE PROFILE	2078	155	382	411	405	367	358	2078	919	1152	556	619	464	429	1174	892	2078
	80%	63%	74%	81%	84%	85%	85%	80%	78%	81%	77%	80%	83%	81%	78%	82%	80%
			a	ab	ab	abg	abg	ab					a		ae		
USE MORE THAN ONE PROFILE	228	39	60	52	34	28	15	228	99	129	64	69	45	49	134	93	228
	9%	16%	12%	10%	7%	7%	4%	9%	8%	9%	9%	9%	8%	9%	9%	9%	9%
		cdefg	def	f	f			f									
DON'T KNOW HOW MANY PROFILES	8	-	1	1	5	2	1	8	3	5	2	2	2	2	4	4	8
	*%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	286	51	74	42	38	35	45	286	152	133	101	84	51	49	185	99	286
	11%	21%	14%	8%	8%	8%	11%	11%	13%	9%	14%	11%	9%	9%	12%	9%	11%
		bcddefg	cde						b		cdf				df		

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2584	1886	223	233	242	2584	2227	357	411	2173	495	1143	937	2584	462	1051	753
Effective Weighted Sample	2157	1699	198	224	227	2157	1864	294	340	1818	410	952	791	2157	371	870	651
Total	2600	2185	211	127	76	2600	2266	334	392	2208	483	1111	1000	2600	422	1045	826
USE ONE PROFILE	2078	1732	177	110	59	2078	1810	268	309	1769	365	890	819	2078	305	835	713
	80%	79%	84%	86%	78%	80%	80%	80%	79%	80%	76%	80%	82%	80%	72%	80%	86%
			ade										a	a	a	ab	
USE MORE THAN ONE PROFILE	228	198	16	8	7	228	198	31	36	193	37	88	102	228	65	87	44
	9%	9%	7%	6%	10%	9%	9%	9%	9%	9%	8%	8%	10%	9%	15%	8%	5%
															bc	c	
DON'T KNOW HOW MANY PROFILES	8	7	-	1	*	8	6	2	4	4	1	6	2	8	2	3	1
	*%	*%	-%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	1%	*%	*%
									b								
USE BUT DON'T HAVE A PROFILE	286	249	19	9	9	286	252	34	44	242	80	127	77	286	49	120	68
	11%	11%	9%	7%	12%	11%	11%	10%	11%	11%	17%	11%	8%	11%	12%	11%	8%
											bcd	c		c		c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2584	525	1336	681	2584	939	1480	1581	897
Effective Weighted Sample	2157	449	1121	553	2157	770	1251	1305	775
Total	2600	566	1367	625	2600	884	1560	1480	1029
USE ONE PROFILE	2078	444	1089	519	2078	670	1301	1217	804
	80%	78%	80%	83%	80%	76%	83%	82%	78%
							a	b	
USE MORE THAN ONE PROFILE	228	46	125	52	228	92	115	108	104
	9%	8%	9%	8%	9%	10%	7%	7%	10%
						b			a
DON'T KNOW HOW MANY PROFILES	8	-	4	4	8	6	2	2	6
	*%	-%	*%	1%	*%	1%	*%	*%	1%
									a
USE BUT DON'T HAVE A PROFILE	286	76	148	51	286	116	141	154	115
	11%	13%	11%	8%	11%	13%	9%	10%	11%
		c				b			

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2026	420	489	465	307	198	147	2026	819	1195	566	596	394	456	1162	850	2026
Effective Weighted Sample	1709	366	414	402	258	162	125	1709	698	1002	486	509	342	391	995	712	1709
Total	2055	383	562	442	333	200	135	2055	877	1164	619	650	426	345	1268	771	2055
USE ONE PROFILE	1391	189	374	312	265	152	99	1391	600	786	413	429	291	248	842	539	1391
	68%	49%	67%	71%	80%	76%	73%	68%	68%	67%	67%	66%	68%	72%	66%	70%	68%
		a	a	abcg	abg	a	a										
USE MORE THAN ONE PROFILE	345	135	116	60	20	12	2	345	110	230	108	126	65	42	234	107	345
	17%	35%	21%	14%	6%	6%	2%	17%	12%	20%	17%	19%	15%	12%	18%	14%	17%
		bcdefg	cdef	def	f			def		a	d	df			df		d
DON'T KNOW HOW MANY PROFILES	4	1	1	1	-	-	1	4	1	3	-	3	-	1	3	1	4
	*%	*%	*%	*%	-%	-%	1%	*%	*%	*%	-%	1%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	315	58	70	69	48	36	33	315	167	145	98	91	69	55	189	124	315
	15%	15%	12%	16%	14%	18%	25%	15%	19%	12%	16%	14%	16%	16%	15%	16%	15%
							abcdg		b								

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2026	1480	184	173	189	2026	1801	225	354	1672	300	851	872	2026	391	710	600
Effective Weighted Sample	1709	1350	164	167	178	1709	1525	186	297	1414	254	713	743	1709	319	594	523
Total	2055	1731	171	94	59	2055	1850	205	338	1716	291	828	933	2055	369	720	656
USE ONE PROFILE	1391	1175	112	64	41	1391	1251	140	245	1146	179	547	664	1391	231	504	468
	68%	68%	65%	68%	70%	68%	68%	68%	73%	67%	62%	66%	71%	68%	63%	70%	71%
													ab			a	a
USE MORE THAN ONE PROFILE	345	294	26	14	11	345	319	27	50	296	39	145	161	345	65	112	100
	17%	17%	15%	15%	18%	17%	17%	13%	15%	17%	13%	18%	17%	17%	18%	16%	15%
DON'T KNOW HOW MANY PROFILES	4	3	-	1	-	4	3	1	-	4	-	2	2	4	1	1	1
	*%	*%	-%	1%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	315	259	33	15	7	315	277	37	43	271	73	134	105	315	72	102	87
	15%	15%	19%	16%	12%	15%	15%	18%	13%	16%	25%	16%	11%	15%	19%	14%	13%
											bcd	c		c	bc		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2026	440	1033	512	2026	724	1134	1130	778
Effective Weighted Sample	1709	379	877	421	1709	607	960	944	677
Total	2055	469	1067	480	2055	696	1193	1055	900
USE ONE PROFILE	1391	322	706	344	1391	437	853	719	618
	68%	69%	66%	72%	68%	63%	71%	68%	69%
				b			a		
USE MORE THAN ONE PROFILE	345	79	190	69	345	136	180	186	142
	17%	17%	18%	14%	17%	20%	15%	18%	16%
						b			
DON'T KNOW HOW MANY PROFILES	4	1	2	1	4	2	2	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	315	68	170	66	315	121	158	148	139
	15%	14%	16%	14%	15%	17%	13%	14%	15%
						b			

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	~c	~d	e	f	g
Unweighted total	685	79	137	180	108	111	70	685	368	314	303	223	85	72	526	157	685
Effective Weighted Sample	585	69	120	160	92	93	56	585	314	269	261	191	73	64	453	134	585
Total	758	79	171	187	125	123	74	758	424	331	345	262	92	57	607	149	758
USE ONE PROFILE	594	**	129	142	98	104	**	594	339	252	269	220	**	**	489	104	594
	78%	**	76%	76%	79%	84%	**	78%	80%	76%	78%	84%	**	**	81%	70%	78%
												f			f		f
USE MORE THAN ONE PROFILE	23	**	8	4	5	2	**	23	8	15	11	3	**	**	14	7	23
	3%	**	4%	2%	4%	1%	**	3%	2%	5%	3%	1%	**	**	2%	5%	3%
															b		
DON'T KNOW HOW MANY PROFILES	5	**	1	2	-	-	**	5	4	1	4	-	**	**	4	1	5
	1%	**	*%	1%	-%	-%	**	1%	1%	*%	1%	-%	**	**	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	136	**	33	39	22	17	**	136	74	62	61	38	**	**	99	37	136
	18%	**	19%	21%	18%	14%	**	18%	17%	19%	18%	15%	**	**	16%	25%	18%
															be		

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

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

Base : All respondents who use LinkedIn for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST ~a	POTEN- TIALY b	LEAST c	
Significance Level: 95%																		
Unweighted total	685	515	57	59	54	685	595	90	53	632	48	222	414	685	86	223	306	
Effective Weighted Sample	585	475	51	57	51	585	513	72	45	540	42	186	356	585	73	187	264	
Total	758	655	52	33	19	758	671	87	58	700	55	237	465	758	92	247	344	
USE ONE PROFILE	594 78%	510 78%	** **	** **	** **	594 78%	526 78%	** **	** **	551 79%	** **	170 72%	378 81%	594 78%	** **	191 77%	286 83%	
USE MORE THAN ONE PROFILE	23 3%	20 3%	** **	** **	** **	23 3%	21 3%	** **	** **	22 3%	** **	7 3%	15 3%	23 3%	** **	7 3%	8 2%	
DON'T KNOW HOW MANY PROFILES	5 1%	4 1%	** **	** **	** **	5 1%	2 *%	** **	** **	3 *%	** **	4 2%	1 *%	5 1%	** **	4 2%	* *%	
USE BUT DON'T HAVE A PROFILE	136 18%	120 18%	** **	** **	** **	136 18%	122 18%	** **	** **	124 18%	** **	56 24%	71 15%	136 18%	** **	45 18%	50 14%	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents who use LinkedIn for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	685	161	361	156	685	197	448	386	279
Effective Weighted Sample	585	138	309	132	585	164	384	321	250
Total	758	183	401	166	758	209	502	392	348
USE ONE PROFILE	594	147	314	130	594	153	410	324	255
	78%	81%	78%	78%	78%	73%	82%	83%	73%
							a	b	
USE MORE THAN ONE PROFILE	23	3	13	5	23	10	9	8	14
	3%	2%	3%	3%	3%	5%	2%	2%	4%
						b			
DON'T KNOW HOW MANY PROFILES	5	-	4	1	5	3	2	2	3
	1%	-%	1%	*%	1%	1%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	136	33	70	30	136	43	81	58	76
	18%	18%	17%	18%	18%	20%	16%	15%	22%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	90	17	28	34	6	2	3	90	66	23	42	21	14	13	63	27	90
Effective Weighted Sample	77	15	24	31	6	2	3	77	57	19	37	18	11	12	55	23	77
Total	97	16	35	35	8	1	2	97	70	25	49	23	14	11	72	24	97
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 - a,b - 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.

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	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	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	90	70	6	6	8	90	84	6	7	83	13	23	54	90	20	30	30
Effective Weighted Sample	77	64	6	6	8	77	72	5	6	71	11	20	46	77	17	26	25
Total	97	85	6	4	3	97	91	5	7	90	13	25	59	97	22	32	32
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 - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
		~a	~b	~c	~d	~a	~b	~a	~b
Significance Level: 95%									
Unweighted total	90	31	46	11	90	43	32	36	45
Effective Weighted Sample	77	26	41	9	77	38	26	31	39
Total	97	31	53	10	97	48	32	35	54
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	738	191	147	139	104	89	68	738	202	528	225	222	133	150	447	283	738
Effective Weighted Sample	619	166	123	122	87	73	54	619	168	445	194	191	114	125	384	233	619
Total	753	177	168	135	113	95	65	753	222	522	249	249	138	108	498	246	753
USE ONE PROFILE	457	131	99	72	66	**	**	457	116	334	147	163	86	56	309	143	457
	61%	74%	59%	53%	59%	**	**	61%	52%	64%	59%	65%	62%	52%	62%	58%	61%
		bcdg								a		d		d			
USE MORE THAN ONE PROFILE	33	15	8	4	3	**	**	33	14	20	13	11	2	6	24	8	33
	4%	8%	4%	3%	3%	**	**	4%	6%	4%	5%	4%	2%	5%	5%	3%	4%
		cg															
DON'T KNOW HOW MANY PROFILES	11	-	3	2	4	**	**	11	4	7	6	3	-	2	9	2	11
	1%	-%	2%	2%	3%	**	**	1%	2%	1%	3%	1%	-%	2%	2%	1%	1%
				a													
USE BUT DON'T HAVE A PROFILE	252	31	58	57	40	**	**	252	89	161	83	73	49	44	156	94	252
	33%	18%	35%	42%	35%	**	**	33%	40%	31%	33%	29%	36%	41%	31%	38%	33%
			a	a	a			a	b				be				

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

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

Base : All respondents who use Pinterest for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST	
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c	
Unweighted total	738	542	67	59	70	738	646	92	95	643	81	278	379	738	145	228	227	
Effective Weighted Sample	619	492	60	57	65	619	542	77	79	541	69	230	321	619	115	191	200	
Total	753	636	65	30	21	753	663	91	89	664	82	269	403	753	132	235	257	
USE ONE PROFILE	457	381	**	**	**	457	404	**	**	405	**	153	254	457	64	140	173	
	61%	60%	**	**	**	61%	61%	**	**	61%	**	57%	63%	61%	48%	60%	67%	
																	a	
USE MORE THAN ONE PROFILE	33	30	**	**	**	33	27	**	**	33	**	10	23	33	13	10	6	
	4%	5%	**	**	**	4%	4%	**	**	5%	**	4%	6%	4%	10%	4%	2%	
															c			
DON'T KNOW HOW MANY PROFILES	11	10	**	**	**	11	8	**	**	11	**	5	4	11	-	7	4	
	1%	2%	**	**	**	1%	1%	**	**	2%	**	2%	1%	1%	-%	3%	2%	
USE BUT DON'T HAVE A PROFILE	252	215	**	**	**	252	223	**	**	216	**	100	122	252	55	78	74	
	33%	34%	**	**	**	33%	34%	**	**	33%	**	37%	30%	33%	42%	33%	29%	
															c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents who use Pinterest for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	738	165	360	194	738	285	393	413	269
Effective Weighted Sample	619	142	306	156	619	237	333	342	234
Total	753	181	374	181	753	277	420	397	311
USE ONE PROFILE	457	114	227	108	457	176	247	241	192
	61%	63%	61%	60%	61%	64%	59%	61%	62%
USE MORE THAN ONE PROFILE	33	6	15	10	33	16	15	17	13
	4%	3%	4%	5%	4%	6%	4%	4%	4%
DON'T KNOW HOW MANY PROFILES	11	-	8	3	11	5	4	2	8
	1%	-%	2%	2%	1%	2%	1%	*%	3%
									a
USE BUT DON'T HAVE A PROFILE	252	62	124	60	252	79	154	138	97
	33%	34%	33%	33%	33%	28%	37%	35%	31%
							a		

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	~c	~d	e	f	g
Unweighted total	436	114	120	104	53	33	12	436	245	187	141	145	69	77	286	146	436
Effective Weighted Sample	359	97	98	87	44	29	10	359	201	154	123	119	57	67	242	117	359
Total	451	104	134	98	62	40	14	451	258	189	162	158	74	52	320	126	451
USE ONE PROFILE	230	63	69	52	**	**	**	230	130	97	81	81	**	**	162	65	230
	51%	61%	51%	53%	**	**	**	51%	50%	51%	50%	51%	**	**	51%	52%	51%
USE MORE THAN ONE PROFILE	20	10	5	2	**	**	**	20	12	8	10	5	**	**	14	6	20
	4%	10%	4%	2%	**	**	**	4%	5%	4%	6%	3%	**	**	4%	5%	4%
		cg															
DON'T KNOW HOW MANY PROFILES	2	-	-	-	**	**	**	2	-	2	-	2	**	**	2	-	2
	*%	-%	-%	-%	**	**	**	*%	-%	1%	-%	1%	**	**	1%	-%	*%
USE BUT DON'T HAVE A PROFILE	199	30	60	43	**	**	**	199	115	83	71	71	**	**	142	55	199
	44%	29%	45%	44%	**	**	**	44%	45%	44%	44%	45%	**	**	44%	44%	44%
		a	a	a				a									

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

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 a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	436	300	49	36	51	436	392	44	29	407	30	130	276	436	84	151	137
Effective Weighted Sample	359	272	44	34	48	359	324	36	23	337	25	104	231	359	67	122	117
Total	451	370	45	20	16	451	413	39	26	426	28	125	298	451	79	154	156
USE ONE PROFILE	230	175	**	**	**	230	210	**	**	218	**	59	156	230	**	78	83
	51%	47%	**	**	**	51%	51%	**	**	51%	**	47%	52%	51%	**	51%	53%
USE MORE THAN ONE PROFILE	20	16	**	**	**	20	17	**	**	19	**	4	14	20	**	7	3
	4%	4%	**	**	**	4%	4%	**	**	4%	**	3%	5%	4%	**	4%	2%
DON'T KNOW HOW MANY PROFILES	2	2	**	**	**	2	2	**	**	2	**	-	2	2	**	-	-
	*%	1%	**	**	**	*%	*%	**	**	*%	**	-%	1%	*%	**	-%	-%
USE BUT DON'T HAVE A PROFILE	199	177	**	**	**	199	184	**	**	187	**	62	126	199	**	69	70
	44%	48%	**	**	**	44%	45%	**	**	44%	**	50%	42%	44%	**	45%	45%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents who use Reddit for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	436	110	207	108	436	181	223	243	172
Effective Weighted Sample	359	93	171	86	359	148	184	197	148
Total	451	120	215	104	451	178	241	227	207
USE ONE PROFILE	230	62	111	53	230	97	116	124	96
	51%	52%	51%	51%	51%	55%	48%	55%	46%
USE MORE THAN ONE PROFILE	20	5	7	8	20	16	4	10	10
	4%	4%	3%	8%	4%	9%	2%	4%	5%
DON'T KNOW HOW MANY PROFILES	2	-	2	-	2	-	2	2	-
	*%	-%	1%	-%	*%	-%	1%	1%	-%
USE BUT DON'T HAVE A PROFILE	199	54	96	42	199	65	120	91	101
	44%	45%	45%	41%	44%	37%	50%	40%	49%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	1071	388	322	210	93	44	14	1071	456	606	302	300	209	250	602	459	1071
Effective Weighted Sample	894	335	271	179	76	37	11	894	385	503	260	257	177	211	517	374	894
Total	1079	351	372	194	101	50	11	1079	481	590	330	331	224	182	661	406	1079
USE ONE PROFILE	746	256	257	131	**	**	**	746	303	437	221	233	153	128	454	281	746
	69%	73%	69%	68%	**	**	**	69%	63%	74%	67%	70%	68%	70%	69%	69%	69%
										a							
USE MORE THAN ONE PROFILE	83	40	32	6	**	**	**	83	41	43	37	18	13	15	55	28	83
	8%	11%	9%	3%	**	**	**	8%	8%	7%	11%	5%	6%	8%	8%	7%	8%
		cg	c					c			b						
DON'T KNOW HOW MANY PROFILES	6	1	2	-	**	**	**	6	2	4	1	1	2	2	2	4	6
	1%	*%	*%	-%	**	**	**	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	244	54	83	56	**	**	**	244	136	106	71	79	56	37	151	93	244
	23%	15%	22%	29%	**	**	**	23%	28%	18%	22%	24%	25%	21%	23%	23%	23%
			a	a				a	b								

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	d	e	a	~b	a	b	a	b	c	d	a	b	c
Unweighted total	1071	775	89	93	114	1071	975	96	215	856	159	441	470	1071	273	333	264
Effective Weighted Sample	894	708	80	90	107	894	818	77	176	719	134	363	398	894	219	277	229
Total	1079	913	84	48	35	1079	993	87	200	880	155	422	502	1079	255	345	289
USE ONE PROFILE	746	632	**	**	24	746	682	**	141	605	89	275	381	746	158	253	200
	69%	69%	**	**	69%	69%	69%	**	71%	69%	58%	65%	76%	69%	62%	73%	69%
												abd	a		a		
USE MORE THAN ONE PROFILE	83	70	**	**	3	83	79	**	10	73	18	33	32	83	25	25	22
	8%	8%	**	**	8%	8%	8%	**	5%	8%	12%	8%	6%	8%	10%	7%	8%
											c						
DON'T KNOW HOW MANY PROFILES	6	6	**	**	-	6	6	**	2	4	1	4	1	6	3	1	-
	1%	1%	**	**	-%	1%	1%	**	1%	*%	1%	1%	*%	1%	1%	*%	-%
USE BUT DON'T HAVE A PROFILE	244	205	**	**	8	244	226	**	46	198	46	109	88	244	69	67	66
	23%	22%	**	**	23%	23%	23%	**	23%	22%	30%	26%	18%	23%	27%	19%	23%
											c	c		c	b		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1071	262	517	261	1071	450	512	523	469
Effective Weighted Sample	894	224	437	207	894	372	429	433	401
Total	1079	281	535	233	1079	433	537	483	531
USE ONE PROFILE	746	187	369	171	746	290	387	350	360
	69%	67%	69%	73%	69%	67%	72%	72%	68%
USE MORE THAN ONE PROFILE	83	27	40	14	83	44	29	28	47
	8%	10%	7%	6%	8%	10%	5%	6%	9%
DON'T KNOW HOW MANY PROFILES	6	-	2	2	6	2	2	4	1
	1%	-%	*%	1%	1%	*%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	244	67	125	46	244	97	119	101	122
	23%	24%	23%	20%	23%	22%	22%	21%	23%

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	1584	403	438	358	210	121	54	1584	660	911	426	444	326	377	870	703	1584	
Effective Weighted Sample	1336	351	367	310	176	101	46	1336	562	764	370	375	282	325	745	589	1336	
Total	1605	365	497	343	228	125	46	1605	706	886	475	477	352	286	953	638	1605	
USE ONE PROFILE	969	205	325	221	146	55	**	969	422	539	273	299	218	174	572	391	969	
	60%	56%	65%	64%	64%	44%	**	60%	60%	61%	58%	63%	62%	61%	60%	61%	60%	
		e	ae	ae	e			e										
USE MORE THAN ONE PROFILE	198	98	63	22	10	2	**	198	68	129	70	62	39	20	132	59	198	
	12%	27%	13%	6%	4%	2%	**	12%	10%	15%	15%	13%	11%	7%	14%	9%	12%	
		bcdeg	cde					cde		a	df	d			df		df	
DON'T KNOW HOW MANY PROFILES	7	1	-	-	3	3	**	7	1	5	1	3	-	3	4	3	7	
	*%	*%	-%	-%	1%	2%	**	*%	*%	1%	*%	1%	-%	1%	*%	*%	*%	
				b	bcg													
USE BUT DON'T HAVE A PROFILE	431	61	108	100	69	65	**	431	215	214	131	114	96	90	245	186	431	
	27%	17%	22%	29%	30%	52%	**	27%	30%	24%	27%	24%	27%	32%	26%	29%	27%	
				ab	ab	abcdg		a	b					be				

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1584	1164	133	129	158	1584	1437	147	303	1281	231	672	681	1584	354	526	420
Effective Weighted Sample	1336	1064	121	124	150	1336	1214	122	253	1083	196	561	581	1336	290	442	363
Total	1605	1360	127	69	48	1605	1468	136	289	1315	229	652	724	1605	340	537	456
USE ONE PROFILE	969	820	74	43	32	969	877	92	182	787	113	376	480	969	200	332	284
	60%	60%	59%	62%	66%	60%	60%	67%	63%	60%	50%	58%	66%	60%	59%	62%	62%
												a	abd	a			
USE MORE THAN ONE PROFILE	198	170	17	6	5	198	190	8	34	165	41	80	77	198	51	54	47
	12%	13%	13%	9%	10%	12%	13%	6%	12%	13%	18%	12%	11%	12%	15%	10%	10%
							b				cd				b		
DON'T KNOW HOW MANY PROFILES	7	7	-	-	-	7	7	-	1	5	2	-	4	7	-	3	-
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	1%	-%	1%	*%	-%	1%	-%
											b						
USE BUT DON'T HAVE A PROFILE	431	364	36	20	11	431	395	36	73	358	72	195	163	431	89	148	126
	27%	27%	28%	29%	23%	27%	27%	27%	25%	27%	32%	30%	23%	27%	26%	28%	28%
											c	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1584	354	789	399	1584	613	827	798	673
Effective Weighted Sample	1336	304	668	329	1336	513	701	666	584
Total	1605	383	813	369	1605	588	871	738	771
USE ONE PROFILE	969	220	501	231	969	339	557	450	474
	60%	57%	62%	63%	60%	58%	64%	61%	62%
USE MORE THAN ONE PROFILE	198	63	92	34	198	88	82	91	87
	12%	16%	11%	9%	12%	15%	9%	12%	11%
		bc				b			
DON'T KNOW HOW MANY PROFILES	7	-	2	2	7	2	1	3	2
	*%	-%	*%	1%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	431	100	218	102	431	158	232	193	208
	27%	26%	27%	28%	27%	27%	27%	26%	27%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	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	~a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	126	27	47	31	10	7	4	126	56	66	56	29	16	25	85	41	126
Effective Weighted Sample	108	23	40	28	9	6	4	108	47	57	49	26	14	21	75	34	108
Total	140	26	57	30	14	7	6	140	63	72	68	34	17	20	102	37	140
USE ONE PROFILE	73	**	**	**	**	**	**	73	**	**	**	**	**	**	**	**	73
	52%	**	**	**	**	**	**	52%	**	**	**	**	**	**	**	**	52%
USE MORE THAN ONE PROFILE	10	**	**	**	**	**	**	10	**	**	**	**	**	**	**	**	10
	7%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	**	7%
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**	*
	*%	**	**	**	**	**	**	*%	**	**	**	**	**	**	**	**	*%
USE BUT DON'T HAVE A PROFILE	57	**	**	**	**	**	**	57	**	**	**	**	**	**	**	**	57
	41%	**	**	**	**	**	**	41%	**	**	**	**	**	**	**	**	41%

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

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 a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	BROAD (9-13) ~c	ALL d	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%																	
Unweighted total	126	103	4	5	14	126	120	6	7	119	7	28	91	126	33	43	37
Effective Weighted Sample	108	96	4	5	13	108	102	5	6	102	7	23	78	108	29	37	31
Total	140	129	4	3	4	140	134	6	6	133	8	28	104	140	35	52	41
USE ONE PROFILE	73 52%	68 53%	**	**	**	73 52%	68 51%	**	**	71 53%	**	**	**	73 52%	**	**	**
USE MORE THAN ONE PROFILE	10 7%	8 6%	**	**	**	10 7%	10 7%	**	**	8 6%	**	**	**	10 7%	**	**	**
DON'T KNOW HOW MANY PROFILES	* *%	- _%	**	**	**	* *%	* *%	**	**	* *%	**	**	**	* *%	**	**	**
USE BUT DON'T HAVE A PROFILE	57 41%	52 40%	**	**	**	57 41%	56 42%	**	**	54 40%	**	**	**	57 41%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents who use Tumblr for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~a	~b	~a	~b
Unweighted total	126	34	60	31	126	59	58	60	57
Effective Weighted Sample	108	28	53	26	108	50	50	51	51
Total	140	38	69	32	140	61	68	62	71
USE ONE PROFILE	73	**	**	**	73	**	**	**	**
	52%	**	**	**	52%	**	**	**	**
USE MORE THAN ONE PROFILE	10	**	**	**	10	**	**	**	**
	7%	**	**	**	7%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	*	**	**	**	*	**	**	**	**
	*%	**	**	**	*%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	57	**	**	**	57	**	**	**	**
	41%	**	**	**	41%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	a	b	a	b	~c	~d	e	f	g
Unweighted total	407	155	138	75	28	9	2	407	275	126	131	113	86	73	244	159	407
Effective Weighted Sample	342	134	116	65	23	8	2	342	230	106	114	98	73	63	212	129	342
Total	418	141	164	73	29	9	2	418	285	126	147	128	92	48	274	140	418
USE ONE PROFILE	190	65	70	**	**	**	**	190	120	66	67	60	**	**	127	62	190
	45%	46%	43%	**	**	**	**	45%	42%	52%	46%	47%	**	**	46%	44%	45%
USE MORE THAN ONE PROFILE	19	7	7	**	**	**	**	19	18	*	11	2	**	**	13	6	19
	4%	5%	4%	**	**	**	**	4%	6%	*%	7%	2%	**	**	5%	4%	4%
									b								
DON'T KNOW HOW MANY PROFILES	4	3	-	**	**	**	**	4	2	2	1	1	**	**	2	2	4
	1%	2%	-%	**	**	**	**	1%	1%	1%	1%	1%	**	**	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	205	66	87	**	**	**	**	205	145	59	67	65	**	**	132	71	205
	49%	47%	53%	**	**	**	**	49%	51%	46%	46%	51%	**	**	48%	51%	49%

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

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 a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	407	297	34	35	41	407	378	29	39	368	43	146	218	407	80	126	128
Effective Weighted Sample	342	272	31	33	39	342	319	24	33	310	36	121	185	342	67	104	109
Total	418	355	33	18	12	418	393	25	37	381	41	144	233	418	81	129	139
USE ONE PROFILE	190	159	**	**	**	190	179	**	**	179	**	56	115	190	**	58	67
	45%	45%	**	**	**	45%	46%	**	**	47%	**	39%	50%	45%	**	45%	48%
USE MORE THAN ONE PROFILE	19	16	**	**	**	19	18	**	**	19	**	6	11	19	**	5	8
	4%	5%	**	**	**	4%	5%	**	**	5%	**	4%	5%	4%	**	4%	6%
DON'T KNOW HOW MANY PROFILES	4	4	**	**	**	4	3	**	**	3	**	-	3	4	**	1	-
	1%	1%	**	**	**	1%	1%	**	**	1%	**	-%	1%	1%	**	1%	-%
USE BUT DON'T HAVE A PROFILE	205	176	**	**	**	205	193	**	**	181	**	83	103	205	**	65	63
	49%	50%	**	**	**	49%	49%	**	**	48%	**	57%	44%	49%	**	51%	46%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	~c	d	a	b	a	b
Unweighted total	407	116	200	84	407	174	187	215	152
Effective Weighted Sample	342	99	170	67	342	144	159	176	137
Total	418	125	210	76	418	166	205	196	189
USE ONE PROFILE	190	54	89	**	190	72	97	104	74
	45%	43%	42%	**	45%	43%	47%	53%	39%
								b	
USE MORE THAN ONE PROFILE	19	9	8	**	19	8	10	6	11
	4%	7%	4%	**	4%	5%	5%	3%	6%
DON'T KNOW HOW MANY PROFILES	4	1	2	**	4	2	1	2	-
	1%	1%	1%	**	1%	1%	*%	1%	-%
USE BUT DON'T HAVE A PROFILE	205	61	111	**	205	83	97	84	104
	49%	49%	53%	**	49%	50%	47%	43%	55%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	1001	188	225	226	161	120	81	1001	535	461	318	317	158	200	635	358	1001
Effective Weighted Sample	843	164	192	194	134	101	66	843	447	392	270	272	141	171	542	298	843
Total	1037	175	268	217	176	123	78	1037	563	469	347	355	181	144	701	325	1037
USE ONE PROFILE	749	106	190	160	141	96	**	749	404	343	243	252	142	103	495	245	749
	72%	61%	71%	74%	80%	78%	**	72%	72%	73%	70%	71%	79%	72%	71%	76%	72%
			a	a	a	a		a									
USE MORE THAN ONE PROFILE	92	32	30	15	5	7	**	92	46	45	38	34	7	12	72	19	92
	9%	18%	11%	7%	3%	5%	**	9%	8%	10%	11%	10%	4%	9%	10%	6%	9%
		cdeg	d					d			cf	c			cf		c
DON'T KNOW HOW MANY PROFILES	1	-	-	-	1	-	**	1	-	1	-	-	-	1	-	1	1
	*%	-%	-%	-%	*%	-%	**	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	195	37	48	42	29	20	**	195	114	80	66	68	32	28	135	60	195
	19%	21%	18%	19%	17%	17%	**	19%	20%	17%	19%	19%	18%	19%	18%	18%	19%

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

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

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 a	RURAL b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	1001	720	103	85	93	1001	899	102	95	906	81	389	530	1001	158	365	344
Effective Weighted Sample	843	656	93	81	87	843	760	84	80	763	69	324	450	843	129	306	298
Total	1037	862	100	47	29	1037	946	91	96	941	79	385	572	1037	146	381	382
USE ONE PROFILE	749	616	76	**	**	749	685	64	**	685	**	282	416	749	97	266	296
	72%	71%	76%	**	**	72%	72%	71%	**	73%	**	73%	73%	72%	67%	70%	78% ab
USE MORE THAN ONE PROFILE	92	75	12	**	**	92	81	11	**	86	**	27	59	92	14	33	31
	9%	9%	12%	**	**	9%	9%	12%	**	9%	**	7%	10%	9%	10%	9%	8%
DON'T KNOW HOW MANY PROFILES	1	1	-	**	**	1	1	-	**	-	**	-	-	1	-	1	-
	*%	*%	-%	**	**	*%	*%	-%	**	-%	**	-%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	195	171	12	**	**	195	180	16	**	170	**	76	97	195	34	82	54
	19%	20%	12%	**	**	19%	19%	17%	**	18%	**	20%	17%	19%	23% c	21% c	14%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1001	230	525	233	1001	330	600	603	350
Effective Weighted Sample	843	194	448	190	843	274	508	500	309
Total	1037	245	560	218	1037	319	644	577	419
USE ONE PROFILE	749	177	397	168	749	219	476	423	300
	72%	72%	71%	77%	72%	69%	74%	73%	72%
USE MORE THAN ONE PROFILE	92	19	51	18	92	29	57	56	33
	9%	8%	9%	8%	9%	9%	9%	10%	8%
DON'T KNOW HOW MANY PROFILES	1	-	-	1	1	-	1	1	-
	*%	-%	-%	*%	*%	-%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	195	48	111	31	195	71	111	98	86
	19%	20%	20%	14%	19%	22%	17%	17%	20%

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f		MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK g
Significance Level: 95%																	
Unweighted total	135	16	30	42	29	12	6	135	88	47	61	35	20	19	96	39	135
Effective Weighted Sample	114	14	25	38	25	9	5	114	74	41	55	30	17	15	85	30	114
Total	149	15	36	46	35	12	5	149	95	53	74	40	22	13	114	35	149
USE ONE PROFILE	38	**	**	**	**	**	**	38	**	**	**	**	**	**	**	**	38
	26%	**	**	**	**	**	**	26%	**	**	**	**	**	**	**	**	26%
USE MORE THAN ONE PROFILE	4	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**	4
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	2%
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	1%
USE BUT DON'T HAVE A PROFILE	106	**	**	**	**	**	**	106	**	**	**	**	**	**	**	**	106
	71%	**	**	**	**	**	**	71%	**	**	**	**	**	**	**	**	71%

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

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 a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	BROAD (9-13) ~c	ALL d	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%																	
Unweighted total	135	107	7	6	15	135	115	20	7	128	7	35	93	135	26	42	51
Effective Weighted Sample	114	99	6	6	14	114	99	17	6	108	6	30	79	114	21	36	44
Total	149	134	7	3	4	149	132	17	8	141	7	37	105	149	28	49	58
USE ONE PROFILE	38 26%	35 26%	**	**	**	38 26%	35 27%	**	**	35 25%	**	**	**	38 26%	**	**	**
USE MORE THAN ONE PROFILE	4 2%	3 2%	**	**	**	4 2%	4 3%	**	**	4 3%	**	**	**	4 2%	**	**	**
DON'T KNOW HOW MANY PROFILES	1 1%	1 1%	**	**	**	1 1%	1 1%	**	**	1 1%	**	**	**	1 1%	**	**	**
USE BUT DON'T HAVE A PROFILE	106 71%	95 71%	**	**	**	106 71%	92 70%	**	**	101 72%	**	**	**	106 71%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~a	~b	~a	~b
Unweighted total	135	33	70	29	135	48	72	61	65
Effective Weighted Sample	114	27	61	25	114	40	61	49	60
Total	149	34	82	31	149	51	82	55	86
USE ONE PROFILE	38	**	**	**	38	**	**	**	**
	26%	**	**	**	26%	**	**	**	**
USE MORE THAN ONE PROFILE	4	**	**	**	4	**	**	**	**
	2%	**	**	**	2%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	1	**	**	**	1	**	**	**	**
	1%	**	**	**	1%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	106	**	**	**	106	**	**	**	**
	71%	**	**	**	71%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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 ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	52	8	16	20	5	2	1	52	35	17	34	5	9	4	39	13	52
Effective Weighted Sample	45	6	14	18	5	2	1	45	29	16	30	5	8	4	34	11	45
Total	58	6	21	21	7	2	2	58	36	23	40	7	9	3	47	12	58
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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	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	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	52	43	1	3	5	52	49	3	2	50	1	18	33	52	14	16	19
Effective Weighted Sample	45	40	1	3	5	45	43	2	2	43	1	16	28	45	12	14	16
Total	58	53	2	2	2	58	55	3	2	56	1	19	38	58	16	18	21
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c	ALL ~d	REPORTS ~a	DOES NOT REPORT ~b	NONE ~a	ANY ~b
Significance Level: 95%									
Unweighted total	52	20	27	4	52	26	20	14	34
Effective Weighted Sample	45	16	25	3	45	23	17	12	30
Total	58	20	33	4	58	31	22	14	41
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	2820	427	515	575	479	425	399	2820	1363	1440	754	783	538	732	1537	1270	2820
Effective Weighted Sample	2357	370	436	493	402	351	327	2357	1138	1207	639	668	469	623	1308	1055	2357
Total	2838	386	591	535	524	428	374	2838	1422	1399	815	868	594	545	1684	1139	2838
USE ONE PROFILE	1292	224	354	259	236	134	84	1292	684	596	354	393	287	249	747	536	1292
	46%	58%	60%	48%	45%	31%	23%	46%	48%	43%	43%	45%	48%	46%	44%	47%	46%
		cdefg	cdefg	ef	ef	f		ef	b								
USE MORE THAN ONE PROFILE	155	55	44	29	16	10	2	155	98	55	50	45	37	20	96	57	155
	5%	14%	7%	5%	3%	2%	1%	5%	7%	4%	6%	5%	6%	4%	6%	5%	5%
		bcdefg	def	ef	f			def	b		d						
DON'T KNOW HOW MANY PROFILES	11	1	2	3	3	1	-	11	1	9	-	5	1	5	5	6	11
	*%	*%	*%	1%	1%	*%	-%	*%	*%	1%	-%	1%	*%	1%	*%	1%	*%
									a				a				
USE BUT DON'T HAVE A PROFILE	1381	106	191	244	269	284	288	1381	638	740	411	426	269	271	836	540	1381
	49%	27%	32%	46%	51%	66%	77%	49%	45%	53%	50%	49%	45%	50%	50%	47%	49%
				ab	ab	abcdg	abcdeg	ab		a							

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2820	2060	258	234	268	2820	2453	367	416	2404	451	1296	1064	2820	499	1102	816
Effective Weighted Sample	2357	1858	230	224	251	2357	2054	304	348	2010	378	1075	902	2357	404	918	700
Total	2838	2385	244	126	84	2838	2491	348	396	2442	435	1260	1138	2838	462	1111	886
USE ONE PROFILE	1292	1088	105	61	39	1292	1163	129	156	1136	165	521	606	1292	229	504	384
	46%	46%	43%	48%	46%	46%	47%	37%	39%	46%	38%	41%	53%	46%	50%	45%	43%
							b			a			abd	ab	c		
USE MORE THAN ONE PROFILE	155	133	12	5	5	155	143	13	22	133	27	49	79	155	48	51	29
	5%	6%	5%	4%	6%	5%	6%	4%	6%	5%	6%	4%	7%	5%	10%	5%	3%
													b		bc		
DON'T KNOW HOW MANY PROFILES	11	10	*	-	1	11	9	1	4	6	3	7	1	11	4	1	-
	*%	*%	*%	-%	1%	*%	*%	*%	1%	*%	1%	1%	*%	*%	1%	*%	-%
									b		c				bc		
USE BUT DON'T HAVE A PROFILE	1381	1155	126	60	39	1381	1176	205	213	1168	240	683	453	1381	181	555	472
	49%	48%	52%	48%	47%	49%	47%	59%	54%	48%	55%	54%	40%	49%	39%	50%	53%
							a		b		cd	cd		c		a	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2820	590	1455	725	2820	996	1622	1745	932
Effective Weighted Sample	2357	502	1223	592	2357	824	1367	1441	811
Total	2838	629	1490	670	2838	940	1704	1631	1087
USE ONE PROFILE	1292	289	643	343	1292	456	737	685	553
	46%	46%	43%	51%	46%	49%	43%	42%	51%
				bd		b			a
USE MORE THAN ONE PROFILE	155	37	72	38	155	67	73	81	61
	5%	6%	5%	6%	5%	7%	4%	5%	6%
						b			
DON'T KNOW HOW MANY PROFILES	11	2	3	5	11	8	1	3	6
	*%	*%	*%	1%	*%	1%	*%	*%	1%
						b			
USE BUT DON'T HAVE A PROFILE	1381	301	772	284	1381	410	894	862	468
	49%	48%	52%	42%	49%	44%	52%	53%	43%
			c		c		a	b	

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents who use Yubo for social media

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	53	21	17	10	4	-	1	53	27	26	28	8	8	9	36	17	53
Effective Weighted Sample	45	19	14	9	4	-	1	45	22	23	24	7	7	9	31	15	45
Total	58	20	21	10	6	-	1	58	28	30	34	9	9	7	42	16	58
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 - a,b - 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.

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 ~a	RURAL ~b	YES ~a	NO ~b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	BROAD (9-13) ~c	ALL ~d	MOST ~a	POTEN- TIALY ~b	LEAST ~c	
Significance Level: 95%																		
Unweighted total	53	46	1	1	5	53	52	1	9	44	10	20	23	53	15	18	10	
Effective Weighted Sample	45	42	1	1	5	45	44	1	8	37	9	17	19	45	13	15	8	
Total	58	55	1	1	2	58	57	1	10	48	10	22	26	58	17	21	11	
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 - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents who use Yubo for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c	ALL ~d	REPORTS ~a	DOES NOT REPORT ~b	NONE ~a	ANY ~b
Significance Level: 95%									
Unweighted total	53	19	23	9	53	29	16	13	31
Effective Weighted Sample	45	15	21	8	45	25	14	11	27
Total	58	19	27	11	58	31	19	12	38
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 - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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 ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL UK g
Significance Level: 95%																	
Unweighted total	145	86	28	20	7	3	1	145	50	93	49	59	21	15	108	36	145
Effective Weighted Sample	123	74	24	18	5	3	1	123	43	79	43	51	17	13	93	30	123
Total	147	81	34	20	8	2	2	147	52	92	54	62	19	12	115	31	147
USE ONE PROFILE	100	**	**	**	**	**	**	100	**	**	**	**	**	**	82	**	100
	68%	**	**	**	**	**	**	68%	**	**	**	**	**	**	71%	**	68%
USE MORE THAN ONE PROFILE	4	**	**	**	**	**	**	4	**	**	**	**	**	**	3	**	4
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	3%	**	3%
DON'T KNOW HOW MANY PROFILES	2	**	**	**	**	**	**	2	**	**	**	**	**	**	2	**	2
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	1%	**	1%
USE BUT DON'T HAVE A PROFILE	41	**	**	**	**	**	**	41	**	**	**	**	**	**	28	**	41
	28%	**	**	**	**	**	**	28%	**	**	**	**	**	**	25%	**	28%

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

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 a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	BROAD (9-13) ~c	ALL d	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%																	
Unweighted total	145	106	11	7	21	145	134	11	22	123	18	63	64	145	29	34	41
Effective Weighted Sample	123	100	10	7	21	123	114	10	17	106	15	55	54	123	24	29	35
Total	147	125	12	4	6	147	135	11	19	128	15	65	67	147	28	35	43
USE ONE PROFILE	100	86	**	**	**	100	93	**	**	89	**	**	**	100	**	**	**
	68%	69%	**	**	**	68%	69%	**	**	69%	**	**	**	68%	**	**	**
USE MORE THAN ONE PROFILE	4	3	**	**	**	4	4	**	**	4	**	**	**	4	**	**	**
	3%	3%	**	**	**	3%	3%	**	**	3%	**	**	**	3%	**	**	**
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	41	34	**	**	**	41	36	**	**	34	**	**	**	41	**	**	**
	28%	27%	**	**	**	28%	27%	**	**	26%	**	**	**	28%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents who use BeReal for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~a	~b	~a	~b
Unweighted total	145	37	71	32	145	61	65	82	47
Effective Weighted Sample	123	32	60	27	123	52	55	70	40
Total	147	38	72	32	147	63	66	81	52
USE ONE PROFILE	100	**	**	**	100	**	**	**	**
	68%	**	**	**	68%	**	**	**	**
USE MORE THAN ONE PROFILE	4	**	**	**	4	**	**	**	**
	3%	**	**	**	3%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	2	**	**	**	2	**	**	**	**
	1%	**	**	**	1%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	41	**	**	**	41	**	**	**	**
	28%	**	**	**	28%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents who use Goodreads 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	~a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	117	28	38	23	13	8	7	117	37	76	41	41	13	22	82	35	117
Effective Weighted Sample	95	23	33	19	10	7	6	95	29	62	35	34	11	17	70	27	95
Total	113	23	45	18	14	6	6	113	36	73	43	43	13	14	86	27	113
USE ONE PROFILE	71	**	**	**	**	**	**	71	**	**	**	**	**	**	**	**	71
	63%	**	**	**	**	**	**	63%	**	**	**	**	**	**	**	**	63%
USE MORE THAN ONE PROFILE	5	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**	5
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**	4%
USE BUT DON'T HAVE A PROFILE	37	**	**	**	**	**	**	37	**	**	**	**	**	**	**	**	37
	33%	**	**	**	**	**	**	33%	**	**	**	**	**	**	**	**	33%

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents who use Goodreads 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	a	~b	~a	b	~a	~b	~c	d	~a	~b	~c
Unweighted total	117	74	11	16	16	117	102	15	12	105	6	36	75	117	18	33	46
Effective Weighted Sample	95	67	11	15	15	95	83	13	10	86	5	30	61	95	12	27	39
Total	113	88	12	9	5	113	101	12	12	101	5	33	75	113	16	32	46
USE ONE PROFILE	71	**	**	**	**	71	61	**	**	65	**	**	**	71	**	**	**
	63%	**	**	**	**	63%	60%	**	**	64%	**	**	**	63%	**	**	**
USE MORE THAN ONE PROFILE	5	**	**	**	**	5	5	**	**	5	**	**	**	5	**	**	**
	4%	**	**	**	**	4%	5%	**	**	5%	**	**	**	4%	**	**	**
USE BUT DON'T HAVE A PROFILE	37	**	**	**	**	37	35	**	**	31	**	**	**	37	**	**	**
	33%	**	**	**	**	33%	35%	**	**	31%	**	**	**	33%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents who use Goodreads for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~a	~b	~a	~b
Unweighted total	117	31	56	26	117	53	55	66	45
Effective Weighted Sample	95	26	47	20	95	43	45	54	37
Total	113	32	54	22	113	48	56	58	49
USE ONE PROFILE	71	**	**	**	71	**	**	**	**
	63%	**	**	**	63%	**	**	**	**
USE MORE THAN ONE PROFILE	5	**	**	**	5	**	**	**	**
	4%	**	**	**	4%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	37	**	**	**	37	**	**	**	**
	33%	**	**	**	33%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents who use Letterboxd 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 ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	57	28	16	9	4	-	-	57	25	29	25	19	6	7	44	13	57
Effective Weighted Sample	46	22	14	8	4	-	-	46	21	22	20	16	5	6	36	10	46
Total	55	23	19	7	6	-	-	55	25	27	25	20	6	5	44	11	55
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents who use Letterboxd 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	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	57	39	2	7	9	57	53	4	4	53	2	16	39	57	13	12	19
Effective Weighted Sample	46	36	2	7	9	46	43	3	3	43	2	13	31	46	11	10	15
Total	55	47	2	4	3	55	52	3	4	51	2	14	39	55	12	12	19
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents who use Letterboxd for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c	ALL ~d	REPORTS ~a	DOES NOT REPORT ~b	NONE ~a	ANY ~b
Significance Level: 95%									
Unweighted total	57	19	27	11	57	30	25	32	19
Effective Weighted Sample	46	14	24	8	46	24	20	26	15
Total	55	18	29	8	55	26	27	29	21
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents who use Threads 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 ~a	WOMAN b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL UK g
Significance Level: 95%																	
Unweighted total	216	42	62	54	28	19	11	216	93	123	82	62	33	38	144	71	216
Effective Weighted Sample	184	35	54	48	24	15	9	184	79	105	70	55	29	33	125	60	184
Total	231	38	78	56	30	18	11	231	101	130	89	78	35	28	167	64	231
USE ONE PROFILE	157	**	**	**	**	**	**	157	**	96	**	**	**	**	114	**	157
	68%	**	**	**	**	**	**	68%	**	74%	**	**	**	**	68%	**	68%
USE MORE THAN ONE PROFILE	5	**	**	**	**	**	**	5	**	3	**	**	**	**	4	**	5
	2%	**	**	**	**	**	**	2%	**	2%	**	**	**	**	3%	**	2%
USE BUT DON'T HAVE A PROFILE	69	**	**	**	**	**	**	69	**	30	**	**	**	**	49	**	69
	30%	**	**	**	**	**	**	30%	**	23%	**	**	**	**	29%	**	30%

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents who use Threads 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	a	~b	~a	b	~a	~b	c	d	~a	~b	~c
Unweighted total	216	168	13	18	17	216	197	19	22	194	21	71	124	216	41	82	65
Effective Weighted Sample	184	153	12	17	16	184	168	16	18	166	18	60	106	184	34	69	57
Total	231	203	13	10	6	231	215	16	21	210	21	70	140	231	42	89	71
USE ONE PROFILE	157	137	**	**	**	157	145	**	**	146	**	**	106	157	**	**	**
	68%	68%	**	**	**	68%	67%	**	**	69%	**	**	75%	68%	**	**	**
USE MORE THAN ONE PROFILE	5	4	**	**	**	5	5	**	**	5	**	**	3	5	**	**	**
	2%	2%	**	**	**	2%	2%	**	**	2%	**	**	2%	2%	**	**	**
USE BUT DON'T HAVE A PROFILE	69	62	**	**	**	69	66	**	**	59	**	**	32	69	**	**	**
	30%	30%	**	**	**	30%	31%	**	**	28%	**	**	23%	30%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents who use Threads for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	b	~c	d	~a	b	~a	b
Unweighted total	216	54	104	52	216	90	111	94	110
Effective Weighted Sample	184	46	90	42	184	77	94	78	97
Total	231	58	118	50	231	90	126	87	134
USE ONE PROFILE	157	**	72	**	157	**	88	**	88
	68%	**	61%	**	68%	**	70%	**	66%
USE MORE THAN ONE PROFILE	5	**	2	**	5	**	-	**	4
	2%	**	2%	**	2%	**	-%	**	3%
USE BUT DON'T HAVE A PROFILE	69	**	43	**	69	**	38	**	42
	30%	**	37%	**	30%	**	30%	**	32%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 78

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

IN18. Which of these are reasons why you use 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	a	b	a	b	c	d	e	f	g
Unweighted total	729	255	206	135	63	45	25	729	322	401	221	223	134	141	444	275	729
Effective Weighted Sample	613	221	174	118	53	37	20	613	267	341	189	192	113	119	381	228	613
Total	748	233	244	128	73	45	25	748	332	409	243	249	135	108	492	243	748
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	266	72	103	48	**	**	**	266	120	141	101	79	48	34	180	82	266
	36%	31%	42%	38%	**	**	**	36%	36%	34%	42%	32%	35%	32%	37%	34%	36%
			a								b						
I have one account for my closest friends and another for my wider circle of friends	240	102	65	41	**	**	**	240	105	131	82	72	53	30	154	83	240
	32%	44%	26%	32%	**	**	**	32%	32%	32%	34%	29%	39%	28%	31%	34%	32%
		bcg															
I have separate account(s) for business purposes/ for promoting my business	225	60	87	37	**	**	**	225	113	110	112	63	27	20	175	48	225
	30%	26%	35%	28%	**	**	**	30%	34%	27%	46%	25%	20%	19%	35%	20%	30%
			a								bcdefg				bcdf		cdf
I have different accounts for sharing/ posting my own content and for following other people	207	60	80	31	**	**	**	207	97	108	71	59	37	34	130	71	207
	28%	26%	33%	24%	**	**	**	28%	29%	26%	29%	24%	27%	31%	26%	29%	28%
I have a 'real' or authentic account and another that is my curated or photoshopped one	121	43	43	23	**	**	**	121	75	46	51	27	23	17	78	41	121
	16%	18%	18%	18%	**	**	**	16%	23%	11%	21%	11%	17%	16%	16%	17%	16%
									b		b						

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

IN18. Which of these are reasons why you use 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	a	b	a	b	c	d	e	f	g
Unweighted total	729	255	206	135	63	45	25	729	322	401	221	223	134	141	444	275	729
Effective Weighted Sample	613	221	174	118	53	37	20	613	267	341	189	192	113	119	381	228	613
Total	748	233	244	128	73	45	25	748	332	409	243	249	135	108	492	243	748
I have an account for my parents/ family to see	105	37	40	17	**	**	**	105	46	59	35	21	26	21	57	47	105
	14%	16%	16%	13%	**	**	**	14%	14%	14%	15%	9%	19%	20%	12%	19%	14%
													be	be			
Some other reason	31	8	3	5	**	**	**	31	14	17	6	17	3	4	23	7	31
	4%	3%	1%	4%	**	**	**	4%	4%	4%	3%	7%	2%	4%	5%	3%	4%
Don't know	30	6	6	4	**	**	**	30	12	18	6	10	2	11	16	13	30
	4%	3%	3%	3%	**	**	**	4%	4%	4%	2%	4%	1%	11%	3%	5%	4%
														abceg			

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

IN18. Which of these are reasons why you use 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	a	~b	a	b	a	b	c	d	a	b	c	
Unweighted total	729	534	64	49	82	729	657	72	102	627	108	310	309	729	161	236	191	
Effective Weighted Sample	613	490	57	47	77	613	553	61	86	527	91	261	260	613	134	199	163	
Total	748	636	61	26	25	748	678	70	107	641	106	311	329	748	161	253	202	
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	266 36%	223 35%	** **	** **	** **	266 36%	248 37%	** **	34 31%	232 36%	19 18%	112 36% a	135 41% a	266 36% a	55 34%	91 36%	78 38%	
I have one account for my closest friends and another for my wider circle of friends	240 32%	208 33%	** **	** **	** **	240 32%	225 33%	** **	37 35%	203 32%	31 29%	92 30%	118 36%	240 32%	53 33%	72 28%	64 31%	
I have separate account(s) for business purposes/ for promoting my business	225 30%	192 30%	** **	** **	** **	225 30%	205 30%	** **	17 16%	208 32% a	17 16%	85 27% a	123 37% abd	225 30% a	54 34%	79 31%	71 35%	
I have different accounts for sharing/ posting my own content and for following other people	207 28%	177 28%	** **	** **	** **	207 28%	191 28%	** **	30 28%	177 28%	28 27%	80 26%	98 30%	207 28%	50 31%	78 31%	44 22%	
I have a 'real' or authentic account and another that is my curated or photoshopped one	121 16%	111 18%	** **	** **	** **	121 16%	115 17%	** **	16 15%	106 16%	14 13%	61 20%	46 14%	121 16%	34 21%	38 15%	33 16%	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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 use 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	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	a	~b	a	b	a	b	c	d	a	b	c
Unweighted total	729	534	64	49	82	729	657	72	102	627	108	310	309	729	161	236	191
Effective Weighted Sample	613	490	57	47	77	613	553	61	86	527	91	261	260	613	134	199	163
Total	748	636	61	26	25	748	678	70	107	641	106	311	329	748	161	253	202
I have an account for my parents/ family to see	105	91	**	**	**	105	98	**	17	88	15	39	50	105	30	31	28
	14%	14%	**	**	**	14%	14%	**	16%	14%	14%	13%	15%	14%	19%	12%	14%
Some other reason	31	26	**	**	**	31	29	**	3	28	4	10	17	31	4	13	9
	4%	4%	**	**	**	4%	4%	**	3%	4%	4%	3%	5%	4%	3%	5%	5%
Don't know	30	27	**	**	**	30	19	**	8	22	9	13	5	30	2	8	9
	4%	4%	**	**	**	4%	3%	**	7%	3%	8%	4%	2%	4%	1%	3%	5%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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 use more than one profile on the same site or app? (MULTI CODE)

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	729	169	381	157	729	309	352	398	268
Effective Weighted Sample	613	144	321	129	613	261	296	329	236
Total	748	181	393	151	748	307	372	376	319
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	266 36%	64 35%	140 36%	56 37%	266 36%	107 35%	135 36%	129 34%	119 37%
I have one account for my closest friends and another for my wider circle of friends	240 32%	64 35%	133 34%	37 25%	240 32%	103 34%	118 32%	107 29%	114 36%
I have separate account(s) for business purposes/ for promoting my business	225 30%	56 31%	119 30%	45 30%	225 30%	94 30%	113 30%	101 27%	109 34%
I have different accounts for sharing/ posting my own content and for following other people	207 28%	46 25%	119 30%	38 25%	207 28%	96 31%	97 26%	92 25%	97 30%
I have a 'real' or authentic account and another that is my curated or photoshopped one	121 16%	37 21%	59 15%	20 13%	121 16%	57 19%	53 14%	49 13%	62 20% a

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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 use more than one profile on the same site or app? (MULTI CODE)

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	729	169	381	157	729	309	352	398	268
Effective Weighted Sample	613	144	321	129	613	261	296	329	236
Total	748	181	393	151	748	307	372	376	319
I have an account for my parents/ family to see	105	27	49	25	105	54	41	43	50
	14%	15%	12%	17%	14%	18%	11%	11%	16%
Some other reason	31	10	13	7	31	12	16	24	6
	4%	6%	3%	5%	4%	4%	4%	6%	2%
Don't know	30	5	16	6	30	6	17	17	7
	4%	3%	4%	4%	4%	2%	4%	5%	2%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 79

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

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? (MULTICODE)

Base : All respondents 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	a	b	a	b	c	d	e	f	g
Unweighted total	1197	255	343	302	157	98	42	1197	588	599	365	324	243	257	689	500	1197
Effective Weighted Sample	1015	224	292	260	134	83	35	1015	500	508	318	281	208	222	599	418	1015
Total	1257	239	403	286	182	108	38	1257	637	610	421	372	259	196	792	456	1257
It's fun/ it helps pass the time	756 60%	152 64%	238 59%	189 66%	106 58%	** **	** **	756 60%	371 58%	377 62%	251 60%	218 59%	160 62%	121 62%	469 59%	281 62%	756 60%
It's a good way to keep in touch with people	716 57%	108 45%	206 51%	181 63%	129 71%	** **	** **	716 57%	341 54%	371 61%	251 60%	199 53%	158 61%	106 54%	449 57%	264 58%	716 57%
It helps me to feel creative	614 49%	113 47%	222 55%	158 55%	82 45%	** **	** **	614 49%	344 54%	261 43%	220 52%	175 47%	120 46%	94 48%	394 50%	214 47%	614 49%
I like to be seen and heard online	390 31%	81 34%	138 34%	101 35%	53 29%	** **	** **	390 31%	219 34%	170 28%	160 38%	110 30%	72 28%	46 23%	270 34%	118 26%	390 31%
To promote my business/ for business purposes	316 25%	48 20%	127 31%	85 30%	36 20%	** **	** **	316 25%	175 28%	139 23%	142 34%	81 22%	57 22%	34 17%	223 28%	91 20%	316 25%
I like to broadcast to an audience	306 24%	53 22%	114 28%	83 29%	39 22%	** **	** **	306 24%	197 31%	107 18%	136 32%	79 21%	51 20%	38 19%	214 27%	88 19%	306 24%
None of these	18 1%	2 1%	2 *%	1 *%	3 2%	** **	** **	18 1%	7 1%	11 2%	6 2%	6 2%	4 1%	2 1%	12 2%	6 1%	18 1%
Don't know	6 1%	4 2%	1 *%	1 *%	- -%	** **	** **	6 1%	* *%	6 1%	- -%	4 1%	- -%	1 *%	4 *%	1 *%	6 1%

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 79

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

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? (MULTICODE)

Base : All respondents 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	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1197	895	99	102	101	1197	1094	103	209	988	155	470	572	1197	267	435	327
Effective Weighted Sample	1015	819	89	98	95	1015	930	85	175	840	132	397	487	1015	224	365	284
Total	1257	1075	96	54	31	1257	1154	102	210	1046	162	470	625	1257	270	450	369
It's fun/ it helps pass the time	756	652	**	33	20	756	701	55	132	624	63	276	418	756	160	264	228
	60%	61%	**	61%	64%	60%	61%	54%	63%	60%	39%	59%	67%	60%	59%	59%	62%
												a	abd	a			
It's a good way to keep in touch with people	716	621	**	29	16	716	660	56	120	597	66	241	409	716	140	267	226
	57%	58%	**	54%	53%	57%	57%	55%	57%	57%	41%	51%	66%	57%	52%	59%	61%
												a	abd	ab			a
It helps me to feel creative	614	529	**	27	17	614	565	49	94	520	51	222	341	614	127	225	183
	49%	49%	**	50%	56%	49%	49%	47%	45%	50%	31%	47%	55%	49%	47%	50%	50%
												a	abd	a			
I like to be seen and heard online	390	342	**	10	7	390	363	27	56	334	36	130	224	390	89	134	122
	31%	32%	**	18%	22%	31%	31%	26%	27%	32%	23%	28%	36%	31%	33%	30%	33%
		c				c							ab	a			
To promote my business/ for business purposes	316	272	**	13	7	316	288	27	37	278	27	101	188	316	75	114	99
	25%	25%	**	24%	22%	25%	25%	27%	18%	27%	17%	21%	30%	25%	28%	25%	27%
									a				abd	a			
I like to broadcast to an audience	306	273	**	9	7	306	293	13	41	265	16	105	184	306	66	110	102
	24%	25%	**	16%	21%	24%	25%	13%	19%	25%	10%	22%	30%	24%	25%	25%	28%
		c					b					a	abd	a			
None of these	18	16	**	1	*	18	16	2	3	15	7	5	6	18	1	9	7
	1%	1%	**	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	1%	1%	2%	2%
											bcd						
Don't know	6	4	**	1	*	6	6	-	2	4	4	2	-	6	1	1	-
	1%	1%	**	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%
				a							bcd						

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1197	287	596	292	1197	441	642	573	546
Effective Weighted Sample	1015	246	510	241	1015	368	550	477	480
Total	1257	314	638	284	1257	437	702	544	646
It's fun/ it helps pass the time	756	191	375	181	756	245	449	334	390
	60%	61%	59%	64%	60%	56%	64%	61%	60%
							a		
It's a good way to keep in touch with people	716	187	369	151	716	236	432	286	402
	57%	59%	58%	53%	57%	54%	62%	53%	62%
							a		a
It helps me to feel creative	614	173	310	122	614	212	348	257	327
	49%	55%	49%	43%	49%	49%	50%	47%	51%
		c							
I like to be seen and heard online	390	119	188	77	390	142	213	154	218
	31%	38%	29%	27%	31%	32%	30%	28%	34%
		bcd							
To promote my business/ for business purposes	316	102	155	54	316	120	170	101	206
	25%	33%	24%	19%	25%	27%	24%	19%	32%
		bcd			c				a
I like to broadcast to an audience	306	112	133	57	306	107	175	111	179
	24%	36%	21%	20%	24%	24%	25%	20%	28%
		bcd							a
None of these	18	5	4	8	18	2	11	13	3
	1%	2%	1%	3%	1%	1%	2%	2%	*%
				b				b	

Columns Tested: a,b,c,d - a,b - a,b

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1197	287	596	292	1197	441	642	573	546
Effective Weighted Sample	1015	246	510	241	1015	368	550	477	480
Total	1257	314	638	284	1257	437	702	544	646
Don't know	6	-	1	3	6	1	1	1	1
	1%	-%	*%	1%	1%	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 80

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	3318	412	640	585	608	535	538	3318	1561	1739	957	1012	691	638	1969	1329	3318
	95%	99%	99%	98%	98%	94%	85%	95%	94%	97%	96%	96%	95%	92%	96%	94%	95%
		efg	efg	efg	efg	f		f		a	d	df	d		df		d
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	3176	416	645	584	584	496	451	3176	1525	1634	897	971	679	612	1868	1291	3176
	91%	100%	100%	98%	94%	87%	72%	91%	92%	91%	90%	92%	94%	89%	91%	91%	91%
		cdefg	cdefg	defg	efg	f		ef				ad	adeg				d
USES SOCIAL MEDIA APPS OR SITES	3150	412	633	570	554	502	479	3150	1470	1662	912	961	660	601	1873	1261	3150
	90%	99%	98%	95%	89%	88%	76%	90%	88%	92%	91%	92%	91%	87%	91%	89%	90%
		cdefg	cdefg	defg	f	f		f		a	d	d	d		df		d
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	2240	366	573	472	410	269	150	2240	1110	1116	648	659	503	415	1307	918	2240
	64%	88%	88%	79%	66%	47%	24%	64%	67%	62%	65%	63%	69%	60%	64%	65%	64%
		cdefg	cdefg	defg	ef	f		ef	b				bdeg			d	d
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	3433	417	648	598	615	564	591	3433	1633	1782	980	1040	714	679	2020	1393	3433
	99%	100%	100%	100%	99%	99%	94%	99%	98%	99%	98%	99%	99%	98%	99%	98%	99%
		efg	efg	efg	f	f		f		a							
USES NONE OF THESE	52	*	-	*	5	7	40	52	33	19	20	10	10	12	30	22	52
	1%	*%	-%	*%	1%	1%	6%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%
						abc	abcdeg	abc	b								
USES ALL FOUR TYPES OF APPS/ SITES	2115	360	557	453	383	245	117	2115	1035	1066	622	624	472	383	1247	855	2115
	61%	86%	86%	76%	62%	43%	19%	61%	62%	59%	62%	59%	65%	55%	61%	60%	61%
		cdefg	cdefg	defg	ef	f		ef			d		bdg		d	d	d

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 80

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	3318 95%	2788 95%	281 96%	154 94%	94 97%	3318 95%	2902 95%	416 93%	502 98% b	2816 95%	646 88%	1464 96% a	1201 99% abd	3318 95% a	528 97% b	1300 93%	1048 97% b
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	3176 91%	2660 91%	275 94%	148 91%	93 96% ace	3176 91%	2781 92%	395 89%	479 93%	2698 91%	549 75%	1421 93% ad	1201 99% abd	3176 91% a	513 95% bc	1245 89%	989 91%
USES SOCIAL MEDIA APPS OR SITES	3150 90%	2654 91%	264 90%	142 87%	90 92%	3150 90%	2766 91% b	384 86%	481 94% b	2669 90%	585 80%	1364 90% a	1194 98% abd	3150 90% a	506 93% b	1221 88%	993 92% b
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	2240 64%	1902 65% b	171 59%	102 63%	64 66%	2240 64%	2007 66% b	232 52%	371 72% b	1868 63%	299 41%	912 60% a	1029 85% abd	2240 64% ab	432 80% bc	795 57%	690 64% b
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	3433 99%	2883 98%	291 100%	162 99%	97 99%	3433 99%	2997 99%	436 98%	513 100% b	2920 98%	697 95%	1512 99% ad	1213 100% abd	3433 99% a	539 100% b	1361 97%	1070 99%
USES NONE OF THESE	52 1%	49 2%	1 *% *	1 1%	1 1%	52 1%	42 1%	10 2%	1 *% a	51 2%	35 5% bcd	11 1% c	2 *% *	52 1% bc	2 *% *	35 3% a	14 1%
USES ALL FOUR TYPES OF APPS/ SITES	2115 61%	1791 61%	164 56%	98 60%	62 63%	2115 61%	1899 62% b	215 48%	350 68% b	1765 59%	262 36%	847 56% a	1005 83% abd	2115 61% ab	411 76% bc	743 53%	661 61% b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	3318	740	1746	769	3318	1097	1994	1982	1204
	95%	95%	95%	96%	95%	95%	95%	93%	99%
									a
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	3176	703	1663	752	3176	1042	1911	1847	1194
	91%	90%	91%	94%	91%	91%	91%	87%	98%
				abd					a
USES SOCIAL MEDIA APPS OR SITES	3150	699	1646	746	3150	1061	1870	1851	1167
	90%	90%	90%	93%	90%	92%	89%	87%	96%
				abd		b			a
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	2240	510	1155	531	2240	753	1310	1139	989
	64%	65%	63%	66%	64%	65%	63%	53%	81%
									a
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	3433	766	1804	799	3433	1134	2062	2080	1213
	99%	98%	98%	100%	99%	99%	98%	98%	100%
				abd					a
USES NONE OF THESE	52	15	32	4	52	16	34	50	2
	1%	2%	2%	*%	1%	1%	2%	2%	*%
		c	c		c			b	
USES ALL FOUR TYPES OF APPS/ SITES	2115	482	1083	509	2115	721	1230	1055	958
	61%	62%	59%	63%	61%	63%	59%	50%	79%
				b		b			a

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 81

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
WhatsApp	2871	347	576	550	528	454	417	2871	1303	1553	841	908	592	512	1749	1104	2871
	82%	83%	89%	92%	85%	80%	66%	82%	78%	86%	84%	87%	82%	74%	85%	78%	82%
		f	aefg	adefg	ef	f		f		a	df	cdfg	d		cdfg	d	df
YouTube	2838	386	591	535	524	428	374	2838	1422	1399	815	868	594	545	1684	1139	2838
	81%	92%	91%	89%	85%	75%	59%	81%	85%	78%	81%	83%	82%	79%	82%	81%	81%
		defg	defg	defg	ef	f		ef	b								
Facebook	2684	266	542	516	493	441	426	2684	1220	1455	745	798	580	546	1543	1126	2684
	77%	64%	84%	86%	80%	77%	68%	77%	73%	81%	74%	76%	80%	79%	75%	80%	77%
			aefg	adefg	af	af		af	a				ae	ae		ae	
Instagram	2084	388	567	449	340	203	137	2084	893	1176	624	656	439	348	1281	787	2084
	60%	93%	88%	75%	55%	36%	22%	60%	54%	65%	62%	63%	61%	50%	62%	56%	60%
		bcdefg	cdefg	defg	ef	f		def	a		df	df	df		df	d	df
TikTok	1605	365	497	343	228	125	46	1605	706	886	475	477	352	286	953	638	1605
	46%	87%	77%	57%	37%	22%	7%	46%	42%	49%	48%	45%	49%	41%	46%	45%	46%
		bcdefg	cdefg	defg	ef	f		def	a		d		d		d		d
Snapchat	1149	366	390	213	109	56	14	1149	513	626	351	353	239	193	704	432	1149
	33%	88%	60%	36%	18%	10%	2%	33%	31%	35%	35%	34%	33%	28%	34%	31%	33%
		bcdefg	cdefg	def	ef	f		def	a		df	d			df		d
X/Twitter	1037	175	268	217	176	123	78	1037	563	469	347	355	181	144	701	325	1037
	30%	42%	41%	36%	28%	22%	12%	30%	34%	26%	35%	34%	25%	21%	34%	23%	30%
		defg	defg	defg	ef	f		ef	b		cdfg	cdfg			cdfg		cdf
FaceTime	989	216	252	172	146	107	95	989	371	614	305	311	225	140	616	365	989
	28%	52%	39%	29%	24%	19%	15%	28%	22%	34%	30%	30%	31%	20%	30%	26%	28%
		bcdefg	cdefg	ef	f			def	a		df	d	df		df	d	d
Microsoft Teams	894	150	218	211	161	107	46	894	398	486	336	366	115	76	702	191	894
	26%	36%	34%	35%	26%	19%	7%	26%	24%	27%	34%	35%	16%	11%	34%	14%	26%
		defg	defg	defg	ef	f		ef			cdfg	cdfg	d		cdfg		cdf
LinkedIn	758	79	171	187	125	123	74	758	424	331	345	262	92	57	607	149	758
	22%	19%	26%	31%	20%	22%	12%	22%	25%	18%	34%	25%	13%	8%	30%	11%	22%
		f	adfg	adefg	f	f		f	b		bcdefg	cdf	d		bcdefg		cdf

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 81

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Pinterest	753	177	168	135	113	95	65	753	222	522	249	249	138	108	498	246	753
	22%	42%	26%	23%	18%	17%	10%	22%	13%	29%	25%	24%	19%	16%	24%	17%	22%
		bcdefg	defg	ef	f	f	ef	ef		a	cdf	cdf			cdfg		df
Zoom	741	76	167	187	119	105	88	741	365	368	314	233	110	81	547	192	741
	21%	18%	26%	31%	19%	18%	14%	21%	22%	20%	31%	22%	15%	12%	27%	14%	21%
			adefg	adefg	f		f	f			bcdefg	cdf			bcdfg		cdf
iMessage (by Apple)	688	145	198	122	87	81	54	688	250	434	209	238	125	107	447	232	688
	20%	35%	31%	20%	14%	14%	9%	20%	15%	24%	21%	23%	17%	15%	22%	16%	20%
		cdefg	cdefg	def	f	f	def	def		a	df	cdf			cdf		df
Telegram	480	61	175	137	61	31	16	480	315	163	201	132	75	69	334	144	480
	14%	14%	27%	23%	10%	5%	3%	14%	19%	9%	20%	13%	10%	10%	16%	10%	14%
		def	adefg	adefg	ef	f	def	def	b		bcdefg				bcdfg		cdf
Reddit	451	104	134	98	62	40	14	451	258	189	162	158	74	52	320	126	451
	13%	25%	21%	16%	10%	7%	2%	13%	15%	10%	16%	15%	10%	8%	16%	9%	13%
		cdefg	defg	defg	f	f	ef	ef	b		cdfg	cdf			cdfg		df
Twitch	418	141	164	73	29	9	2	418	285	126	147	128	92	48	274	140	418
	12%	34%	25%	12%	5%	2%	*%	12%	17%	7%	15%	12%	13%	7%	13%	10%	12%
		bcdefg	cdefg	def	ef	f	def	def	b		dfg	d	d		df	d	df
Skype	407	31	101	100	57	64	54	407	217	189	182	102	78	45	284	123	407
	12%	7%	16%	17%	9%	11%	8%	12%	13%	10%	18%	10%	11%	7%	14%	9%	12%
			adfg	adefg				af	b		bcdefg	d	d		bdfg		df
Google Chat/ Google Meet	337	47	107	89	47	34	13	337	197	140	144	105	50	39	248	89	337
	10%	11%	17%	15%	8%	6%	2%	10%	12%	8%	14%	10%	7%	6%	12%	6%	10%
		ef	adefg	defg	f	f	ef	ef	b		bcdfg	df			cdfg		cdf
Discord	304	107	91	63	35	7	1	304	186	115	109	83	65	41	192	105	304
	9%	26%	14%	11%	6%	1%	*%	9%	11%	6%	11%	8%	9%	6%	9%	7%	9%
		bcdefg	defg	def	ef	f	def	def	b		bdf		d		d		d
Threads	231	38	78	56	30	18	11	231	101	130	89	78	35	28	167	64	231
	7%	9%	12%	9%	5%	3%	2%	7%	6%	7%	9%	7%	5%	4%	8%	5%	7%
		def	defg	defg	f		ef	ef			cdfg	df			cdf		df

Columns Tested: a,b,c,d,e,f,g - a,b - 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	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Vimeo	149	15	36	46	35	12	5	149	95	53	74	40	22	13	114	35	149
	4%	4%	6%	8%	6%	2%	1%	4%	6%	3%	7%	4%	3%	2%	6%	2%	4%
		f	ef	aefg	ef			ef	b		bcdg	d			cdf		df
BeReal	147	81	34	20	8	2	2	147	52	92	54	62	19	12	115	31	147
	4%	19%	5%	3%	1%	*%	*%	4%	3%	5%	5%	6%	3%	2%	6%	2%	4%
		bcdg	def	def				def		a	cdf	cdg			cdg		df
Tumblr	140	26	57	30	14	7	6	140	63	72	68	34	17	20	102	37	140
	4%	6%	9%	5%	2%	1%	1%	4%	4%	4%	7%	3%	2%	3%	5%	3%	4%
		defg	cdefg	def				ef			bcdg				bcd		f
WeChat	135	16	48	38	20	7	6	135	74	61	75	26	20	15	100	35	135
	4%	4%	7%	6%	3%	1%	1%	4%	4%	3%	7%	2%	3%	2%	5%	2%	4%
		ef	adefg	defg	ef			ef			bcdg				bcd		df
Dailymotion	124	21	42	28	23	8	1	124	73	50	61	29	18	17	90	34	124
	4%	5%	7%	5%	4%	1%	*%	4%	4%	3%	6%	3%	2%	2%	4%	2%	4%
		ef	efg	ef	ef	f		ef	b		bcdg				cdf		f
Viber	114	11	31	40	17	9	5	114	64	50	57	22	22	13	79	35	114
	3%	3%	5%	7%	3%	2%	1%	3%	4%	3%	6%	2%	3%	2%	4%	2%	3%
		f	ef	adefg	f			ef			bcdg				bdf		d
Goodreads	113	23	45	18	14	6	6	113	36	73	43	43	13	14	86	27	113
	3%	5%	7%	3%	2%	1%	1%	3%	2%	4%	4%	4%	2%	2%	4%	2%	3%
		defg	cdefg	ef				ef		a	cdf	cdf			cdf		f
Signal	101	10	34	22	19	11	5	101	56	45	43	28	12	18	71	31	101
	3%	2%	5%	4%	3%	2%	1%	3%	3%	2%	4%	3%	2%	3%	3%	2%	3%
			aefg	f	f			f			cf				cf		
Slack	100	7	41	33	13	5	1	100	55	44	54	38	6	2	92	8	100
	3%	2%	6%	6%	2%	1%	*%	3%	3%	2%	5%	4%	1%	*%	4%	1%	3%
		f	adefg	adefg	f			ef			cdg	cdf			cdg		cdf
OnlyFans	97	16	35	35	8	1	2	97	70	25	49	23	14	11	72	24	97
	3%	4%	5%	6%	1%	*%	*%	3%	4%	1%	5%	2%	2%	2%	4%	2%	3%
		def	defg	defg				def	b		bcdg				df		f

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 81

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Kik	69 2%	9 2%	33 5%	11 2%	13 2%	2 *%	2 *%	69 2%	41 2%	29 2%	36 4%	8 1%	14 2%	11 2%	44 2%	26 2%	69 2%
		ef	acdefg	ef	ef			ef			bdefg				b	b	b
YouNow	58 2%	6 1%	21 3%	21 3%	7 1%	2 *%	2 *%	58 2%	36 2%	23 1%	40 4%	7 1%	9 1%	3 *%	47 2%	12 1%	58 2%
		f	defg	defg				ef			bcdefg				bdf		bdf
Yubo	58 2%	20 5%	21 3%	10 2%	6 1%	- -%	1 *%	58 2%	28 2%	30 2%	34 3%	9 1%	9 1%	7 1%	42 2%	16 1%	58 2%
		cdefg	defg	ef	e			ef			bcdefg				bdf		
Letterboxd	55 2%	23 5%	19 3%	7 1%	6 1%	- -%	- -%	55 2%	25 1%	27 1%	25 2%	20 2%	6 1%	5 1%	44 2%	11 1%	55 2%
		cdefg	cdefg	ef	ef			ef			cdf	f			cdf		f
BitChute	51 1%	5 1%	18 3%	11 2%	13 2%	3 1%	- -%	51 1%	37 2%	14 1%	31 3%	7 1%	7 1%	7 1%	37 2%	14 1%	51 1%
		f	efg	f	ef			f	b		bcdefg				b		
Clubhouse	38 1%	7 2%	16 3%	9 2%	5 1%	- -%	- -%	38 1%	18 1%	20 1%	20 2%	9 1%	7 1%	3 *%	28 1%	10 1%	38 1%
		ef	defg	ef	ef			ef			df				d		
Other sites/ apps used	11 *%	* *%	- -%	1 *%	2 *%	1 *%	7 1%	11 *%	7 *%	4 *%	4 *%	2 *%	1 *%	4 1%	7 *%	5 *%	11 *%
							bcg										
ANY OF THESE	3433 99%	417 100%	648 100%	598 100%	615 99%	564 99%	591 94%	3433 99%	1633 98%	1782 99%	980 98%	1040 99%	714 99%	679 98%	2020 99%	1393 98%	3433 99%
		efg	efg	efg	f	f		f		a							
NONE OF THESE	52 1%	* *%	- -%	* *%	5 1%	7 1%	40 6%	52 1%	33 2%	19 1%	20 2%	10 1%	10 1%	12 2%	30 1%	22 2%	52 1%
						abc	abcdeg	abc	b								
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean score	6.7	9.5	9.2	8.1	6.0	4.8	3.3	6.7	6.6	6.7	7.8	6.9	6.2	5.3	7.3	5.7	6.7
		cdefg	cdefg	defg	ef	f		def			bcdefg	cdf	df		bcdefg	d	cdf
Standard deviation	4.51	3.93	4.79	4.65	3.87	3.05	2.39	4.51	4.63	4.38	5.54	4.19	3.73	3.51	4.91	3.65	4.51
Standard error	.08	.18	.20	.18	.16	.13	.09	.08	.12	.10	.18	.13	.15	.12	.11	.09	.08

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 81

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
WhatsApp	2871	2407	245	135	85	2871	2521	351	446	2426	509	1245	1112	2871	447	1103	936
	82%	82%	84%	83%	87%	82%	83%	79%	87%	82%	70%	82%	92%	82%	82%	79%	86%
					ae		b		b			a	abd	a			b
YouTube	2838	2385	244	126	84	2838	2491	348	396	2442	435	1260	1138	2838	462	1111	886
	81%	81%	83%	77%	86%	81%	82%	78%	77%	82%	59%	83%	94%	81%	85%	80%	82%
					c				a			a	abd	a	b		
Facebook	2684	2257	220	128	79	2684	2341	342	405	2278	495	1155	1027	2684	440	1070	849
	77%	77%	75%	78%	81%	77%	77%	77%	79%	77%	68%	76%	85%	77%	81%	77%	78%
												a	abd	a	b		
Instagram	2084	1756	172	95	60	2084	1873	210	344	1740	296	846	939	2084	375	729	665
	60%	60%	59%	58%	61%	60%	62%	47%	67%	59%	40%	56%	77%	60%	69%	52%	61%
							b		b			a	abd	ab	bc		b
TikTok	1605	1360	127	69	48	1605	1468	136	289	1315	229	652	724	1605	340	537	456
	46%	46%	44%	42%	49%	46%	48%	31%	56%	44%	31%	43%	60%	46%	63%	38%	42%
							b		b			a	abd	ab	bc		
Snapchat	1149	968	91	51	38	1149	1054	95	213	936	166	455	526	1149	272	372	305
	33%	33%	31%	31%	39%	33%	35%	21%	41%	32%	23%	30%	43%	33%	50%	27%	28%
					abce		b		b			a	abd	ab	bc		
X/Twitter	1037	862	100	47	29	1037	946	91	96	941	79	385	572	1037	146	381	382
	30%	29%	34%	29%	29%	30%	31%	20%	19%	32%	11%	25%	47%	30%	27%	27%	35%
							b		a			a	abd	ab			ab
FaceTime	989	827	96	37	29	989	892	97	154	835	111	394	482	989	157	356	330
	28%	28%	33%	22%	30%	28%	29%	22%	30%	28%	15%	26%	40%	28%	29%	26%	30%
			c		c	c	b					a	abd	a			b
Microsoft Teams	894	755	76	37	26	894	802	91	77	816	70	317	506	894	143	292	367
	26%	26%	26%	23%	26%	26%	26%	20%	15%	27%	10%	21%	42%	26%	26%	21%	34%
							b		a			a	abd	ab	b		ab
LinkedIn	758	655	52	33	19	758	671	87	58	700	55	237	465	758	92	247	344
	22%	22%	18%	20%	19%	22%	22%	20%	11%	24%	8%	16%	38%	22%	17%	18%	32%
									a			a	abd	ab			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 81

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

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 a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Pinterest	753 22%	636 22%	65 22%	30 19%	21 22%	753 22%	663 22%	91 20%	89 17%	664 22% a	82 11%	269 18% a	403 33% abd	753 22% ab	132 24% b	235 17%	257 24% b
Zoom	741 21%	634 22%	55 19%	28 17%	24 25% c	741 21%	676 22% b	65 15%	54 11%	687 23% a	58 8%	241 16% a	441 36% abd	741 21% ab	113 21%	240 17%	311 29% ab
iMessage (by Apple)	688 20%	576 20%	58 20%	34 21%	20 20%	688 20%	614 20%	73 16%	94 18%	593 20%	63 9%	262 17% a	362 30% abd	688 20% a	90 17%	257 18%	244 22% ab
Telegram	480 14%	421 14% b	28 9%	19 11%	13 14%	480 14% b	456 15% b	24 5%	68 13%	413 14%	32 4%	175 12% a	273 22% abd	480 14% ab	101 19% b	159 11%	168 16% b
Reddit	451 13%	370 13%	45 16%	20 12%	16 16%	451 13% b	413 14% b	39 9%	26 5%	426 14% a	28 4%	125 8% a	298 25% abd	451 13% ab	79 15%	154 11%	156 14% b
Twitch	418 12%	355 12%	33 11%	18 11%	12 12%	418 12% b	393 13% b	25 6%	37 7%	381 13% a	41 6%	144 9% a	233 19% abd	418 12% ab	81 15% b	129 9%	139 13% b
Skype	407 12%	355 12%	25 9%	17 11%	10 10%	407 12% b	362 12% b	45 10%	23 5%	384 13% a	35 5%	128 8% a	243 20% abd	407 12% ab	59 11%	133 10%	175 16% ab
Google Chat/ Google Meet	337 10%	292 10%	23 8%	13 8%	9 9%	337 10% b	314 10% b	24 5%	37 7%	300 10%	24 3%	94 6% a	219 18% abd	337 10% ab	70 13% b	107 8%	129 12% b
Discord	304 9%	259 9%	22 7%	12 7%	11 11%	304 9% b	289 9% b	15 3%	28 5%	276 9% a	28 4%	108 7% a	168 14% abd	304 9% a	64 12% b	87 6%	98 9% b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 81

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Threads	231	203	13	10	6	231	215	16	21	210	21	70	140	231	42	89	71
	7%	7%	4%	6%	6%	7%	7%	4%	4%	7%	3%	5%	12%	7%	8%	6%	7%
							b			a			abd	ab			
Vimeo	149	134	7	3	4	149	132	17	8	141	7	37	105	149	28	49	58
	4%	5%	2%	2%	5%	4%	4%	4%	2%	5%	1%	2%	9%	4%	5%	4%	5%
		c								a		a	abd	ab			b
BeReal	147	125	12	4	6	147	135	11	19	128	15	65	67	147	28	35	43
	4%	4%	4%	2%	6%	4%	4%	3%	4%	4%	2%	4%	6%	4%	5%	3%	4%
					c							a	a	a	b		
Tumblr	140	129	4	3	4	140	134	6	6	133	8	28	104	140	35	52	41
	4%	4%	1%	2%	4%	4%	4%	1%	1%	4%	1%	2%	9%	4%	7%	4%	4%
		bc				bc	b			a			abd	ab	bc		
WeChat	135	124	4	4	2	135	125	11	12	123	11	37	87	135	27	39	60
	4%	4%	2%	3%	2%	4%	4%	2%	2%	4%	2%	2%	7%	4%	5%	3%	6%
		b				b							abd	ab	b		b
Dailymotion	124	112	5	2	5	124	118	6	11	113	6	35	83	124	29	41	41
	4%	4%	2%	1%	5%	4%	4%	1%	2%	4%	1%	2%	7%	4%	5%	3%	4%
		c			bc	c	b					a	abd	ab	b		
Viber	114	103	4	3	4	114	103	10	13	101	11	39	64	114	24	40	39
	3%	4%	1%	2%	4%	3%	3%	2%	2%	3%	1%	3%	5%	3%	4%	3%	4%
		b			b								abd	a			
Goodreads	113	88	12	9	5	113	101	12	12	101	5	33	75	113	16	32	46
	3%	3%	4%	6%	5%	3%	3%	3%	2%	3%	1%	2%	6%	3%	3%	2%	4%
				ae								a	abd	a			b
Signal	101	92	5	2	2	101	90	11	8	93	9	36	56	101	13	37	41
	3%	3%	2%	1%	3%	3%	3%	2%	2%	3%	1%	2%	5%	3%	2%	3%	4%
													abd	a			
Slack	100	86	7	6	2	100	93	7	4	96	2	21	77	100	13	20	60
	3%	3%	2%	3%	2%	3%	3%	2%	1%	3%	*%	1%	6%	3%	2%	1%	6%
										a		a	abd	ab			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 81

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
OnlyFans	97 3%	85 3%	6 2%	4 2%	3 3%	97 3%	91 3%	5 1%	7 1%	90 3%	13 2%	25 2%	59 5%	97 3%	22 4%	32 2%	32 3%
Kik	69 2%	63 2%	1 *	4 2%	2 2%	69 2%	64 2%	5 1%	5 1%	65 2%	3 *	21 1%	46 4%	69 2%	16 3%	15 1%	29 3%
YouNow	58 2%	53 2%	2 1%	2 1%	2 2%	58 2%	55 2%	3 1%	2 *	56 2%	1 *	19 1%	38 3%	58 2%	16 3%	18 1%	21 2%
Yubo	58 2%	55 2%	1 *	1 *	2 2%	58 2%	57 2%	1 *	10 2%	48 2%	10 1%	22 1%	26 2%	58 2%	17 3%	21 2%	11 1%
Letterboxd	55 2%	47 2%	2 1%	4 2%	3 3%	55 2%	52 2%	3 1%	4 1%	51 2%	2 *	14 1%	39 3%	55 2%	12 2%	12 1%	19 2%
BitChute	51 1%	48 2%	- -%	3 2%	1 1%	51 1%	48 2%	3 1%	2 *	49 2%	4 *	18 1%	29 2%	51 1%	11 2%	21 2%	16 1%
Clubhouse	38 1%	34 1%	2 1%	1 1%	1 1%	38 1%	37 1%	1 *	5 1%	34 1%	1 *	9 1%	29 2%	38 1%	13 2%	5 *	13 1%
Other sites/ apps used	11 *%	10 *%	1 *%	1 1%	- -%	11 *%	11 *%	* *%	1 *%	11 *%	8 1%	4 *%	- -%	11 *%	- -%	4 *%	5 *%
ANY OF THESE	3433 99%	2883 98%	291 100%	162 99%	97 99%	3433 99%	2997 99%	436 98%	513 100%	2920 98%	697 95%	1512 99%	1213 100%	3433 99%	539 100%	1361 97%	1070 99%
NONE OF THESE	52 1%	49 2%	1 *%	1 1%	1 1%	52 1%	42 1%	10 2%	1 *%	51 2%	35 5%	11 1%	2 *%	52 1%	2 *%	35 3%	14 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean score	6.7	6.7	6.4	6.2	7.0	6.7	6.9	5.3	6.0	6.8	4.1	5.9	9.3	6.7	7.4	5.9	7.2
Standard deviation	4.51	4.60	3.63	4.07	4.54	4.51	4.58	3.69	3.41	4.66	2.93	3.45	5.13	4.51	4.62	4.15	4.90
Standard error	.08	.09	.20	.23	.26	.08	.08	.17	.15	.09	.11	.09	.15	.08	.19	.11	.15

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
WhatsApp	2871	623	1533	666	2871	912	1767	1664	1103
	82%	80%	83%	83%	82%	79%	84%	78%	91%
			a				a		a
YouTube	2838	629	1490	670	2838	940	1704	1631	1087
	81%	81%	81%	83%	81%	82%	81%	77%	89%
									a
Facebook	2684	583	1406	651	2684	916	1598	1537	1053
	77%	75%	77%	81%	77%	80%	76%	72%	87%
				abd		b			a
Instagram	2084	477	1080	487	2084	714	1200	1070	913
	60%	61%	59%	61%	60%	62%	57%	50%	75%
						b			a
TikTok	1605	383	813	369	1605	588	871	738	771
	46%	49%	44%	46%	46%	51%	42%	35%	63%
		b				b			a
Snapchat	1149	298	570	251	1149	457	577	511	566
	33%	38%	31%	31%	33%	40%	28%	24%	47%
		bcd				b			a
X/Twitter	1037	245	560	218	1037	319	644	577	419
	30%	31%	30%	27%	30%	28%	31%	27%	34%
									a
FaceTime	989	233	526	208	989	336	578	526	423
	28%	30%	29%	26%	28%	29%	28%	25%	35%
									a
Microsoft Teams	894	214	478	193	894	279	570	448	420
	26%	27%	26%	24%	26%	24%	27%	21%	35%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
LinkedIn	758 22%	183 23%	401 22%	166 21%	758 22%	209 18%	502 24%	392 18%	348 29%
							a		a
Pinterest	753 22%	181 23%	374 20%	181 23%	753 22%	277 24%	420 20%	397 19%	311 26%
						b			a
Zoom	741 21%	204 26%	380 21%	147 18%	741 21%	230 20%	471 22%	374 18%	347 29%
		bcd							a
iMessage (by Apple)	688 20%	150 19%	371 20%	154 19%	688 20%	237 21%	404 19%	384 18%	279 23%
									a
Telegram	480 14%	127 16%	263 14%	83 10%	480 14%	145 13%	293 14%	163 8%	302 25%
		c	c		c				a
Reddit	451 13%	120 15%	215 12%	104 13%	451 13%	178 15%	241 12%	227 11%	207 17%
		b				b			a
Twitch	418 12%	125 16%	210 11%	76 9%	418 12%	166 14%	205 10%	196 9%	189 16%
		bcd				b			a
Skype	407 12%	125 16%	204 11%	75 9%	407 12%	141 12%	239 11%	195 9%	203 17%
		bcd							a
Google Chat/ Google Meet	337 10%	86 11%	181 10%	67 8%	337 10%	100 9%	217 10%	127 6%	199 16%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Discord	304	88	144	66	304	127	143	139	142
	9%	11%	8%	8%	9%	11%	7%	7%	12%
		bd				b			a
Threads	231	58	118	50	231	90	126	87	134
	7%	7%	6%	6%	7%	8%	6%	4%	11%
									a
Vimeo	149	34	82	31	149	51	82	55	86
	4%	4%	4%	4%	4%	4%	4%	3%	7%
									a
BeReal	147	38	72	32	147	63	66	81	52
	4%	5%	4%	4%	4%	5%	3%	4%	4%
						b			
Tumblr	140	38	69	32	140	61	68	62	71
	4%	5%	4%	4%	4%	5%	3%	3%	6%
						b			a
WeChat	135	38	83	14	135	48	76	36	93
	4%	5%	5%	2%	4%	4%	4%	2%	8%
		c	c		c				a
Dailymotion	124	34	55	35	124	53	62	57	60
	4%	4%	3%	4%	4%	5%	3%	3%	5%
						b			a
Viber	114	36	54	23	114	33	72	36	68
	3%	5%	3%	3%	3%	3%	3%	2%	6%
									a
Goodreads	113	32	54	22	113	48	56	58	49
	3%	4%	3%	3%	3%	4%	3%	3%	4%
						b			

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Signal	101 3%	22 3%	53 3%	25 3%	101 3%	38 3%	56 3%	49 2%	45 4%
Slack	100 3%	25 3%	50 3%	23 3%	100 3%	30 3%	67 3%	35 2%	62 5%
OnlyFans	97 3%	31 4%	53 3%	10 1%	97 3%	48 4%	32 2%	35 2%	54 4%
Kik	69 2%	24 3%	27 1%	17 2%	69 2%	27 2%	34 2%	19 1%	45 4%
YouNow	58 2%	20 2%	33 2%	4 1%	58 2%	31 3%	22 1%	14 1%	41 3%
Yubo	58 2%	19 2%	27 1%	11 1%	58 2%	31 3%	19 1%	12 1%	38 3%
Letterboxd	55 2%	18 2%	29 2%	8 1%	55 2%	26 2%	27 1%	29 1%	21 2%
BitChute	51 1%	14 2%	26 1%	11 1%	51 1%	26 2%	19 1%	17 1%	31 3%
Clubhouse	38 1%	12 1%	17 1%	9 1%	38 1%	18 2%	14 1%	9 *%	26 2%

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Other sites/ apps used	11	3	7	-	11	2	7	8	2
	%	%	%	%	%	%	%	%	%
ANY OF THESE	3433	766	1804	799	3433	1134	2062	2080	1213
	99%	98%	98%	100%	99%	99%	98%	98%	100%
				abd					a
NONE OF THESE	52	15	32	4	52	16	34	50	2
	1%	2%	2%	%	1%	1%	2%	2%	%
		c	c		c			b	
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean score	6.7	7.1	6.6	6.5	6.7	7.0	6.5	5.6	8.4
		bcd				b			a
Standard deviation	4.51	5.10	4.43	4.09	4.51	4.61	4.40	3.88	4.92
Standard error	.08	.19	.10	.14	.08	.13	.10	.08	.15

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 82

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3435	467	574	647	565	562	620	3435	1573	1844	906	955	649	907	1861	1556	3435
Effective Weighted Sample	2871	404	482	554	474	467	513	2871	1314	1544	770	811	564	773	1581	1294	2871
Total	3433	417	648	598	615	564	591	3433	1633	1782	980	1040	714	679	2020	1393	3433
Strongly disagree	133 4%	19 4%	16 2%	14 2%	23 4%	19 3%	42 7%	133 4%	69 4%	64 4%	41 4%	39 4%	22 3%	30 4%	80 4%	53 4%	133 4%
							bcdeg										
Slightly disagree	235 7%	22 5%	33 5%	23 4%	39 6%	64 11%	54 9%	235 7%	125 8%	110 6%	71 7%	67 6%	50 7%	47 7%	138 7%	97 7%	235 7%
						abcdg	abc	c									
Neither agree nor disagree	573 17%	54 13%	86 13%	92 15%	117 19%	106 19%	119 20%	573 17%	294 18%	278 16%	139 14%	177 17%	120 17%	134 20%	317 16%	254 18%	573 17%
					ab	ab	abc							aeg	a		
Slightly agree	1225 36%	131 31%	218 34%	205 34%	236 38%	198 35%	238 40%	1225 36%	533 33%	689 39%	339 35%	372 36%	270 38%	236 35%	710 35%	506 36%	1225 36%
					a		abcg			a							
Strongly agree	1193 35%	183 44%	288 45%	254 43%	187 30%	166 29%	113 19%	1193 35%	573 35%	608 34%	376 38%	361 35%	237 33%	211 31%	737 36%	448 32%	1193 35%
		defg	defg	defg	f	f		ef			df				df		
Don't know	74 2%	9 2%	7 1%	11 2%	13 2%	10 2%	24 4%	74 2%	40 2%	32 2%	14 1%	24 2%	15 2%	20 3%	38 2%	35 3%	74 2%
							bceg							a			
SUMMARY CODES																	
TOTAL DISAGREE	368 11%	41 10%	49 8%	36 6%	63 10%	83 15%	96 16%	368 11%	194 12%	174 10%	112 11%	106 10%	72 10%	77 11%	219 11%	149 11%	368 11%
		c			c	abcdg	abcdg	bc									
TOTAL AGREE	2419 70%	314 75%	506 78%	459 77%	423 69%	365 65%	351 59%	2419 70%	1105 68%	1298 73%	715 73%	732 70%	506 71%	448 66%	1447 72%	954 69%	2419 70%
		defg	defg	defg	f			ef		a	df				d		d
TOTAL NEITHER/ DON'T KNOW	647 19%	62 15%	93 14%	103 17%	129 21%	116 21%	143 24%	647 19%	334 20%	310 17%	153 16%	201 19%	136 19%	154 23%	354 18%	289 21%	647 19%
					ab	ab	abcg	b	b					aeg		ae	a

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 82

All interviewing conducted using an online panel. Any break column with 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
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
Strongly disagree	133 4%	105 4%	14 5%	9 5%	4 4%	133 4%	117 4%	16 4%	16 3%	116 4%	51 7%	54 4%	26 2%	133 4%	20 4%	55 4%	37 3%
Slightly disagree	235 7%	199 7%	15 5%	12 8%	9 9%	235 7%	196 7%	39 9%	34 7%	201 7%	39 6%	128 8%	67 5%	235 7%	46 8%	90 7%	81 8%
Neither agree nor disagree	573 17%	486 17%	45 16%	26 16%	15 16%	573 17%	497 17%	75 17%	100 20%	473 16%	184 26%	269 18%	116 10%	573 17%	104 19%	227 17%	145 14%
Slightly agree	1225 36%	1022 35%	109 37%	61 38%	33 34%	1225 36%	1065 36%	160 37%	167 33%	1058 36%	245 35%	547 36%	432 36%	1225 36%	153 28%	525 39%	398 37%
Strongly agree	1193 35%	1007 35%	101 35%	52 32%	34 35%	1193 35%	1059 35%	134 31%	188 37%	1005 34%	149 21%	483 32%	561 46%	1193 35%	206 38%	436 32%	390 36%
Don't know	74 2%	63 2%	7 2%	2 1%	1 1%	74 2%	62 2%	12 3%	7 1%	67 2%	30 4%	31 2%	12 1%	74 2%	10 2%	28 2%	19 2%
SUMMARY CODES																	
TOTAL DISAGREE	368 11%	304 11%	29 10%	21 13%	13 14%	368 11%	313 10%	55 13%	50 10%	318 11%	90 13%	182 12%	93 8%	368 11%	66 12%	145 11%	117 11%
TOTAL AGREE	2419 70%	2029 70%	210 72%	113 70%	67 69%	2419 70%	2125 71%	294 67%	356 69%	2063 71%	393 56%	1030 68%	992 82%	2419 70%	359 67%	961 71%	788 74%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
TOTAL NEITHER/ DON'T KNOW	647	550	52	28	17	647	559	87	107	539	214	300	128	647	114	254	164
	19%	19%	18%	17%	17%	19%	19%	20%	21%	18%	31%	20%	11%	19%	21%	19%	15%
											bcd	c		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
Strongly disagree	133 4%	31 4%	74 4%	25 3%	133 4%	56 5% b	69 3%	92 4%	35 3%
Slightly disagree	235 7%	41 5%	142 8% a	49 6%	235 7%	94 8%	134 7%	165 8% b	64 5%
Neither agree nor disagree	573 17%	106 14%	303 17% a	147 18% a	573 17%	190 17%	309 15%	374 18% b	161 13%
Slightly agree	1225 36%	237 31%	694 38% a	279 35%	1225 36% a	387 34%	776 38%	760 37%	425 35%
Strongly agree	1193 35%	334 44% bcd	561 31%	280 35%	1193 35% b	385 34%	733 36%	635 31%	515 42% a
Don't know	74 2%	17 2%	29 2%	19 2%	74 2%	21 2%	40 2%	54 3% b	14 1%
SUMMARY CODES									
TOTAL DISAGREE	368 11%	72 9%	216 12%	74 9%	368 11%	150 13% b	203 10%	257 12% b	99 8%
TOTAL AGREE	2419 70%	571 75% bd	1255 70%	559 70%	2419 70%	772 68%	1509 73% a	1395 67%	940 77% a

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
TOTAL NEITHER/ DON'T KNOW	647	123	333	166	647	211	349	428	175
	19%	16%	18%	21%	19%	19%	17%	21%	14%
				a				b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 83

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3435	467	574	647	565	562	620	3435	1573	1844	906	955	649	907	1861	1556	3435
Effective Weighted Sample	2871	404	482	554	474	467	513	2871	1314	1544	770	811	564	773	1581	1294	2871
Total	3433	417	648	598	615	564	591	3433	1633	1782	980	1040	714	679	2020	1393	3433
Strongly disagree	393	16	46	42	85	82	122	393	220	170	119	112	73	89	231	162	393
	11%	4%	7%	7%	14%	15%	21%	11%	13%	10%	12%	11%	10%	13%	11%	12%	11%
			a	a	abc	abc	abcdeg	abc	b								
Slightly disagree	472	52	78	79	78	80	105	472	243	227	142	129	107	91	271	198	472
	14%	12%	12%	13%	13%	14%	18%	14%	15%	13%	14%	12%	15%	13%	13%	14%	14%
							abcdg										
Neither agree nor disagree	819	86	114	135	158	167	160	819	385	433	210	236	176	191	446	367	819
	24%	21%	18%	23%	26%	30%	27%	24%	24%	24%	21%	23%	25%	28%	22%	26%	24%
				b	b	abcg	ab	b						abeg	ae		
Slightly agree	955	151	202	192	183	134	94	955	435	515	272	339	195	146	611	341	955
	28%	36%	31%	32%	30%	24%	16%	28%	27%	29%	28%	33%	27%	22%	30%	24%	28%
		defg	ef	efg	ef	f		f			d	acdfg	d		df		df
Strongly agree	703	107	200	142	101	89	64	703	308	390	213	204	148	133	417	281	703
	20%	26%	31%	24%	16%	16%	11%	20%	19%	22%	22%	20%	21%	20%	21%	20%	20%
		defg	cdefg	def	f	f		def		a							
Don't know	90	5	8	9	11	11	46	90	42	46	25	20	16	28	45	44	90
	3%	1%	1%	1%	2%	2%	8%	3%	3%	3%	3%	2%	2%	4%	2%	3%	3%
							abcdeg							beg			
SUMMARY CODES																	
TOTAL DISAGREE	865	68	123	121	163	162	227	865	462	398	260	241	180	180	502	361	865
	25%	16%	19%	20%	26%	29%	38%	25%	28%	22%	27%	23%	25%	27%	25%	26%	25%
					abc	abc	abcdeg	abc	b								
TOTAL AGREE	1659	258	402	333	284	224	158	1659	743	906	485	542	343	279	1028	622	1659
	48%	62%	62%	56%	46%	40%	27%	48%	45%	51%	49%	52%	48%	41%	51%	45%	48%
		defg	cdefg	defg	ef	f		ef		a	df	df	d		df		df
TOTAL NEITHER/ DON'T KNOW	909	91	122	144	169	178	206	909	428	479	235	256	192	219	491	411	909
	26%	22%	19%	24%	27%	32%	35%	26%	26%	27%	24%	25%	27%	32%	24%	29%	26%
				b	b	abcg	abcdg	ab						abceg		abeg	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 83

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
Strongly disagree	393 11%	333 12%	31 11%	21 13%	9 9%	393 11%	337 11%	56 13%	42 8%	351 12%	103 15%	179 12%	110 9%	393 11%	54 10%	168 12%	129 12%
Slightly disagree	472 14%	395 14%	44 15%	20 13%	12 13%	472 14%	413 14%	59 13%	57 11%	414 14%	102 15%	218 14%	151 12%	472 14%	74 14%	176 13%	170 16%
Neither agree nor disagree	819 24%	676 23%	80 28%	38 24%	25 26%	819 24%	709 24%	110 25%	150 29%	669 23%	205 29%	373 25%	238 20%	819 24%	132 25%	310 23%	252 24%
Slightly agree	955 28%	828 29%	61 21%	36 22%	29 31%	955 28%	853 28%	102 23%	139 27%	816 28%	127 18%	426 28%	400 33%	955 28%	145 27%	389 29%	298 28%
Strongly agree	703 20%	576 20%	67 23%	40 25%	20 21%	703 20%	609 20%	95 22%	112 22%	592 20%	114 16%	282 19%	305 25%	703 20%	123 23%	281 21%	200 19%
Don't know	90 3%	75 3%	7 3%	6 4%	1 1%	90 3%	77 3%	13 3%	13 3%	77 3%	45 6%	36 2%	9 1%	90 3%	11 2%	37 3%	20 2%
SUMMARY CODES																	
TOTAL DISAGREE	865 25%	728 25%	75 26%	41 25%	21 22%	865 25%	750 25%	115 26%	99 19%	766 26%	206 30%	397 26%	261 22%	865 25%	128 24%	344 25%	299 28%
TOTAL AGREE	1659 48%	1404 49%	129 44%	77 47%	49 51%	1659 48%	1462 49%	197 45%	251 49%	1408 48%	241 35%	707 47%	705 58%	1659 48%	268 50%	670 49%	498 47%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
TOTAL NEITHER/ DON'T KNOW	909	751	88	45	26	909	786	124	163	746	251	408	247	909	143	348	272
	26%	26%	30%	27%	27%	26%	26%	28%	32%	26%	36%	27%	20%	26%	27%	26%	25%
									b		bcd	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
Strongly disagree	393 11%	110 14%	195 11%	79 10%	393 11%	123 11%	249 12%	276 13%	107 9%
		bcd						b	
Slightly disagree	472 14%	106 14%	263 15%	97 12%	472 14%	149 13%	301 15%	309 15%	149 12%
Neither agree nor disagree	819 24%	174 23%	435 24%	196 25%	819 24%	249 22%	498 24%	532 26%	247 20%
								b	
Slightly agree	955 28%	186 24%	524 29%	232 29%	955 28%	325 29%	573 28%	537 26%	383 32%
			a						a
Strongly agree	703 20%	169 22%	338 19%	182 23%	703 20%	259 23%	395 19%	359 17%	313 26%
				b		b			a
Don't know	90 3%	21 3%	48 3%	13 2%	90 3%	30 3%	45 2%	68 3%	13 1%
								b	
SUMMARY CODES									
TOTAL DISAGREE	865 25%	216 28%	458 25%	176 22%	865 25%	271 24%	550 27%	584 28%	257 21%
		c						b	
TOTAL AGREE	1659 48%	355 46%	862 48%	414 52%	1659 48%	584 52%	969 47%	896 43%	696 57%
				a		b			a

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
TOTAL NEITHER/ DON'T KNOW	909	195	483	209	909	278	543	600	260
	26%	25%	27%	26%	26%	25%	26%	29%	21%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 84

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3435	467	574	647	565	562	620	3435	1573	1844	906	955	649	907	1861	1556	3435
Effective Weighted Sample	2871	404	482	554	474	467	513	2871	1314	1544	770	811	564	773	1581	1294	2871
Total	3433	417	648	598	615	564	591	3433	1633	1782	980	1040	714	679	2020	1393	3433
Strongly disagree	151 4%	18 4%	18 3%	22 4%	30 5%	25 4%	38 6%	151 4%	87 5%	64 4%	45 5%	40 4%	31 4%	35 5%	85 4%	66 5%	151 4%
Slightly disagree	138 4%	18 4%	25 4%	20 3%	24 4%	21 4%	31 5%	138 4%	77 5%	61 3%	33 3%	56 5%	21 3%	28 4%	89 4%	49 4%	138 4%
Neither agree nor disagree	369 11%	39 9%	77 12%	67 11%	70 11%	53 9%	64 11%	369 11%	191 12%	178 10%	87 9%	106 10%	69 10%	103 15%	193 10%	172 12%	369 11%
Slightly agree	1090 32%	114 27%	194 30%	187 31%	204 33%	209 37%	181 31%	1090 32%	536 33%	552 31%	325 33%	361 35%	212 30%	188 28%	686 34%	399 29%	1090 32%
Strongly agree	1658 48%	221 53%	331 51%	298 50%	284 46%	255 45%	268 45%	1658 48%	730 45%	915 51%	486 50%	470 45%	375 53%	316 47%	956 47%	692 50%	1658 48%
Don't know	27 1%	6 1%	3 *	6 1%	3 *	1 *	9 2%	27 1%	12 1%	12 1%	4 *	7 1%	7 1%	9 1%	11 1%	15 1%	27 1%
SUMMARY CODES																	
TOTAL DISAGREE	289 8%	36 9%	43 7%	42 7%	54 9%	46 8%	69 12%	289 8%	164 10%	126 7%	78 8%	96 9%	52 7%	63 9%	174 9%	115 8%	289 8%
TOTAL AGREE	2748 80%	336 80%	525 81%	485 81%	488 79%	465 82%	450 76%	2748 80%	1266 78%	1467 82%	811 83%	831 80%	587 82%	504 74%	1642 81%	1091 78%	2748 80%
TOTAL NEITHER/ DON'T KNOW	396 12%	45 11%	79 12%	72 12%	73 12%	54 10%	72 12%	396 12%	203 12%	190 11%	91 9%	113 11%	76 11%	112 16%	204 10%	187 13%	396 12%

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
Strongly disagree	151 4%	119 4%	18 6%	9 6%	5 5%	151 4%	138 5%	13 3%	18 3%	133 5%	35 5%	73 5%	43 4%	151 4%	26 5%	62 5%	44 4%
Slightly disagree	138 4%	119 4%	13 4%	3 2%	3 3%	138 4%	120 4%	18 4%	18 3%	121 4%	39 6%	65 4%	32 3%	138 4%	23 4%	60 4%	38 4%
Neither agree nor disagree	369 11%	319 11%	28 10%	12 7%	9 10%	369 11%	317 11%	51 12%	74 14%	295 10%	124 18%	163 11%	80 7%	369 11%	84 16%	132 10%	76 7%
Slightly agree	1090 32%	920 32%	83 29%	59 36%	29 30%	1090 32%	941 31%	149 34%	141 28%	949 32%	222 32%	505 33%	361 30%	1090 32%	147 27%	421 31%	388 36%
Strongly agree	1658 48%	1384 48%	146 50%	78 48%	50 52%	1658 48%	1457 49%	201 46%	257 50%	1401 48%	263 38%	697 46%	694 57%	1658 48%	255 47%	678 50%	522 49%
Don't know	27 1%	22 1%	4 1%	1 1%	* *%	27 1%	24 1%	3 1%	5 1%	22 1%	15 2%	9 1%	4 *%	27 1%	4 1%	9 1%	2 *%
SUMMARY CODES																	
TOTAL DISAGREE	289 8%	238 8%	30 10%	13 8%	8 8%	289 8%	258 9%	31 7%	35 7%	254 9%	73 11%	138 9%	75 6%	289 8%	49 9%	122 9%	81 8%
TOTAL AGREE	2748 80%	2303 80%	229 79%	137 84%	79 81%	2748 80%	2398 80%	350 80%	398 78%	2350 80%	485 70%	1202 80%	1054 87%	2748 80%	402 75%	1098 81%	910 85%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
TOTAL NEITHER/ DON'T KNOW	396	342	32	13	10	396	342	54	80	316	138	172	84	396	88	141	78
	12%	12%	11%	8%	10%	12%	11%	12%	15%	11%	20%	11%	7%	12%	16%	10%	7%
		c							b		bcd	c		c	bc	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL	GETTING BY	STRUGGLING	ALL	DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
Strongly disagree	151 4%	41 5%	74 4%	35 4%	151 4%	51 4%	90 4%	103 5%	44 4%
Slightly disagree	138 4%	32 4%	74 4%	28 4%	138 4%	55 5%	72 3%	90 4%	36 3%
Neither agree nor disagree	369 11%	49 6%	198 11%	105 13%	369 11%	116 10%	195 9%	240 12%	98 8%
Slightly agree	1090 32%	193 25%	623 35%	257 32%	1090 32%	353 31%	677 33%	672 32%	382 32%
Strongly agree	1658 48%	447 58%	825 46%	365 46%	1658 48%	552 49%	1018 49%	960 46%	648 53%
Don't know	27 1%	3 *%	10 1%	8 1%	27 1%	7 1%	10 *%	14 1%	4 *%
SUMMARY CODES									
TOTAL DISAGREE	289 8%	73 10%	148 8%	63 8%	289 8%	106 9%	162 8%	194 9%	80 7%
TOTAL AGREE	2748 80%	640 84%	1448 80%	623 78%	2748 80%	905 80%	1695 82%	1632 78%	1031 85%
TOTAL NEITHER/ DON'T KNOW	396 12%	52 7%	208 12%	113 14%	396 12%	123 11%	205 10%	254 12%	103 8%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3435	467	574	647	565	562	620	3435	1573	1844	906	955	649	907	1861	1556	3435
Effective Weighted Sample	2871	404	482	554	474	467	513	2871	1314	1544	770	811	564	773	1581	1294	2871
Total	3433	417	648	598	615	564	591	3433	1633	1782	980	1040	714	679	2020	1393	3433
Strongly disagree	126 4%	19 5%	16 2%	18 3%	14 2%	22 4%	38 6%	126 4%	73 4%	54 3%	32 3%	33 3%	27 4%	34 5%	65 3%	61 4%	126 4%
							bcdg		b				e				
Slightly disagree	226 7%	32 8%	36 6%	41 7%	38 6%	44 8%	34 6%	226 7%	108 7%	118 7%	58 6%	70 7%	57 8%	40 6%	128 6%	97 7%	226 7%
Neither agree nor disagree	1005 29%	103 25%	176 27%	164 27%	202 33%	171 30%	189 32%	1005 29%	434 27%	569 32%	249 25%	289 28%	229 32%	231 34%	538 27%	460 33%	1005 29%
				a	a		a		a			ae	abeg		abeg	a	
Slightly agree	1244 36%	150 36%	222 34%	216 36%	208 34%	218 39%	229 39%	1244 36%	617 38%	624 35%	399 41%	401 39%	224 31%	215 32%	799 40%	439 32%	1244 36%
									cd		cd			cd	cd	cd	
Strongly agree	755 22%	100 24%	184 28%	150 25%	145 24%	97 17%	79 13%	755 22%	369 23%	375 21%	229 23%	218 21%	162 23%	142 21%	447 22%	304 22%	755 22%
		ef	efg	ef	ef		ef										
Don't know	77 2%	13 3%	14 2%	9 2%	8 1%	12 2%	21 4%	77 2%	31 2%	43 2%	14 1%	29 3%	15 2%	17 3%	42 2%	32 2%	77 2%
		d					cd										
SUMMARY CODES																	
TOTAL DISAGREE	352 10%	51 12%	52 8%	59 10%	52 8%	66 12%	72 12%	352 10%	181 11%	172 10%	89 9%	103 10%	84 12%	74 11%	192 10%	158 11%	352 10%
		b					b										
TOTAL AGREE	1998 58%	250 60%	406 63%	366 61%	353 57%	314 56%	309 52%	1998 58%	987 60%	999 56%	628 64%	619 60%	387 54%	357 53%	1247 62%	743 53%	1998 58%
		f	ef	f			f		b		cd	cd			cd		df
TOTAL NEITHER/ DON'T KNOW	1082 32%	116 28%	190 29%	173 29%	210 34%	183 32%	211 36%	1082 32%	465 28%	612 34%	263 27%	318 31%	244 34%	248 37%	581 29%	492 35%	1082 32%
					a		abc			a			ae	abeg	abeg	a	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 85

All interviewing conducted using an online panel. Any break column with 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
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
Strongly disagree	126 4%	101 3%	14 5%	7 4%	5 5%	126 4%	114 4%	12 3%	22 4%	104 4%	42 6% bcd	60 4% c	24 2%	126 4% c	22 4%	52 4%	32 3%
Slightly disagree	226 7%	182 6%	25 8%	10 6%	9 9% a	226 7%	183 6%	43 10% a	38 7%	188 6%	57 8% c	104 7%	63 5%	226 7%	50 9% c	91 7%	56 5%
Neither agree nor disagree	1005 29%	841 29%	87 30%	47 29%	31 32%	1005 29%	857 29%	148 34% a	182 35% b	823 28%	292 42% bcd	464 31% c	245 20%	1005 29% c	160 30% c	398 29% c	262 25%
Slightly agree	1244 36%	1041 36%	101 35%	71 44% abde	31 32%	1244 36%	1107 37% b	136 31%	158 31%	1086 37% a	184 26%	553 37% a	505 42% abd	1244 36% a	156 29%	505 37% a	460 43% ab
Strongly agree	755 22% c	652 23% c	58 20%	25 15%	20 20%	755 22% c	667 22%	87 20%	98 19%	657 22%	83 12%	303 20% a	369 30% abd	755 22% a	138 26%	295 22%	242 23%
Don't know	77 2%	66 2%	7 3%	3 2%	1 1%	77 2%	68 2%	9 2%	16 3%	62 2%	40 6% bcd	29 2% c	7 1%	77 2% c	11 2%	21 2%	17 2%
SUMMARY CODES																	
TOTAL DISAGREE	352 10%	283 10%	39 13%	17 10%	14 14% ae	352 10%	297 10%	55 13%	60 12%	292 10%	99 14% bcd	164 11% c	87 7%	352 10% c	73 13% c	143 10%	88 8%
TOTAL AGREE	1998 58%	1694 59% d	159 55%	95 59%	50 52%	1998 58% d	1775 59% b	224 51%	256 50%	1743 60% a	267 38%	855 57% a	874 72% abd	1998 58% a	295 55%	799 59%	702 66% ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
TOTAL NEITHER/ DON'T KNOW	1082	906	94	50	32	1082	926	157	197	885	331	493	253	1082	172	419	280
	32%	31%	32%	31%	33%	32%	31%	36%	38%	30%	48%	33%	21%	32%	32%	31%	26%
								a	b		bcd	c		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
Strongly disagree	126 4%	36 5%	60 3%	29 4%	126 4%	55 5% b	63 3%	83 4%	38 3%
Slightly disagree	226 7%	37 5%	117 7%	67 8% a	226 7%	83 7%	126 6%	147 7%	74 6%
Neither agree nor disagree	1005 29%	180 23%	530 29% a	272 34% abd	1005 29% a	311 27%	601 29%	624 30%	331 27%
Slightly agree	1244 36%	278 36%	701 39% c	254 32%	1244 36% c	385 34%	801 39% a	782 38%	427 35%
Strongly agree	755 22%	218 28% bcd	363 20%	164 21%	755 22%	277 24% b	434 21%	392 19%	332 27% a
Don't know	77 2%	18 2%	34 2%	14 2%	77 2%	23 2%	38 2%	53 3% b	11 1%
SUMMARY CODES									
TOTAL DISAGREE	352 10%	72 9%	177 10%	96 12%	352 10%	138 12% b	189 9%	229 11%	112 9%
TOTAL AGREE	1998 58%	495 65% bcd	1063 59% c	418 52%	1998 58% c	662 58%	1235 60%	1174 56%	759 63% a

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
TOTAL NEITHER/ DON'T KNOW	1082	198	564	285	1082	334	639	677	342
	32%	26%	31%	36%	32%	29%	31%	33%	28%
			a	abd	a			b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 86

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3435	467	574	647	565	562	620	3435	1573	1844	906	955	649	907	1861	1556	3435
Effective Weighted Sample	2871	404	482	554	474	467	513	2871	1314	1544	770	811	564	773	1581	1294	2871
Total	3433	417	648	598	615	564	591	3433	1633	1782	980	1040	714	679	2020	1393	3433
Strongly disagree	244 7%	34 8%	45 7%	40 7%	35 6%	30 5%	61 10%	244 7%	112 7%	129 7%	66 7%	76 7%	50 7%	48 7%	142 7%	98 7%	244 7%
							cdeg										
Slightly disagree	438 13%	82 20%	96 15%	75 13%	76 12%	61 11%	49 8%	438 13%	183 11%	252 14%	112 11%	174 17%	79 11%	67 10%	287 14%	146 10%	438 13%
		cdefg	f	f	f	f	f	f	a	a	acdfg	acdfg	acdfg	acdfg	df	df	df
Neither agree nor disagree	1222 36%	119 28%	167 26%	169 28%	234 38%	242 43%	291 49%	1222 36%	590 36%	628 35%	335 34%	387 37%	245 34%	252 37%	721 36%	497 36%	1222 36%
					abc	abcg	abcdeg	abc									
Slightly agree	908 26%	103 25%	172 27%	175 29%	174 28%	151 27%	133 23%	908 26%	410 25%	494 28%	266 27%	259 25%	200 28%	178 26%	525 26%	378 27%	908 26%
				f	f	f	f	f									
Strongly agree	553 16%	71 17%	163 25%	133 22%	88 14%	61 11%	37 6%	553 16%	303 19%	246 14%	187 19%	121 12%	124 17%	119 17%	309 15%	243 17%	553 16%
		ef	adefg	adefg	f	f	f	ef	b	b	beg	b	b	b	b	b	b
Don't know	69 2%	9 2%	5 1%	6 1%	9 1%	20 4%	19 3%	69 2%	34 2%	34 2%	14 1%	22 2%	16 2%	15 2%	37 2%	31 2%	69 2%
						bcdg	bc										
SUMMARY CODES																	
TOTAL DISAGREE	682 20%	116 28%	140 22%	115 19%	110 18%	90 16%	110 19%	682 20%	296 18%	381 21%	179 18%	250 24%	129 18%	115 17%	429 21%	244 17%	682 20%
		bcddefg	e						a	a	acdfg	acdfg	acdfg	acdfg	df	df	df
TOTAL AGREE	1461 43%	174 42%	336 52%	308 52%	261 43%	211 37%	170 29%	1461 43%	713 44%	740 42%	453 46%	381 37%	324 45%	297 44%	834 41%	621 45%	1461 43%
		f	adefg	adefg	f	f	f	ef	ef	ef	be	b	b	b	b	b	b
TOTAL NEITHER/ DON'T KNOW	1290 38%	128 31%	172 27%	175 29%	243 40%	262 46%	310 52%	1290 38%	624 38%	661 37%	349 36%	409 39%	261 37%	267 39%	758 38%	528 38%	1290 38%
					abc	abcdg	abcdg	abc									

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 86

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
Strongly disagree	244 7%	193 7%	28 10%	14 8%	9 9%	244 7%	206 7%	38 9%	30 6%	214 7%	62 9%	112 7%	69 6%	244 7%	40 8%	84 6%	74 7%
Slightly disagree	438 13%	347 12%	45 15%	30 18%	17 17%	438 13%	377 13%	62 14%	65 13%	373 13%	75 11%	179 12%	181 15%	438 13%	55 10%	169 12%	147 14%
Neither agree nor disagree	1222 36%	1026 36%	104 36%	56 35%	36 37%	1222 36%	1051 35%	170 39%	187 36%	1035 35%	297 43%	581 38%	341 28%	1222 36%	164 30%	489 36%	394 37%
Slightly agree	908 26%	774 27%	73 25%	40 25%	21 22%	908 26%	804 27%	105 24%	127 25%	781 27%	155 22%	384 25%	364 30%	908 26%	146 27%	392 29%	273 25%
Strongly agree	553 16%	486 17%	35 12%	19 12%	12 13%	553 16%	500 17%	53 12%	93 18%	460 16%	76 11%	227 15%	250 21%	553 16%	123 23%	207 15%	161 15%
Don't know	69 2%	56 2%	7 2%	4 3%	2 2%	69 2%	60 2%	8 2%	11 2%	58 2%	31 4%	30 2%	7 1%	69 2%	12 2%	21 2%	21 2%
SUMMARY CODES																	
TOTAL DISAGREE	682 20%	541 19%	73 25%	43 27%	25 26%	682 20%	582 19%	100 23%	95 19%	587 20%	138 20%	291 19%	250 21%	682 20%	95 18%	252 19%	221 21%
TOTAL AGREE	1461 43%	1260 44%	108 37%	59 36%	34 35%	1461 43%	1303 43%	157 36%	220 43%	1241 43%	231 33%	611 40%	614 51%	1461 43%	268 50%	599 44%	433 41%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
TOTAL NEITHER/ DON'T KNOW	1290	1082	111	60	37	1290	1112	179	198	1093	328	610	348	1290	175	509	415
	38%	38%	38%	37%	39%	38%	37%	41%	39%	37%	47%	40%	29%	38%	33%	37%	39%
											bcd	c		c			a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
Strongly disagree	244 7%	60 8%	112 6%	65 8%	244 7%	109 10% b	120 6%	176 8% b	58 5%
Slightly disagree	438 13%	74 10%	232 13% a	122 15% a	438 13% a	159 14%	250 12%	270 13%	145 12%
Neither agree nor disagree	1222 36%	259 34%	653 36%	283 35%	1222 36%	362 32%	765 37% a	826 40% b	342 28%
Slightly agree	908 26%	189 25%	507 28%	205 26%	908 26%	306 27%	558 27%	526 25%	357 29% a
Strongly agree	553 16%	168 22% bcd	264 15%	116 15%	553 16%	181 16%	330 16%	236 11%	294 24% a
Don't know	69 2%	16 2%	37 2%	8 1%	69 2%	16 1%	38 2%	46 2%	17 1%
SUMMARY CODES									
TOTAL DISAGREE	682 20%	134 17%	344 19%	187 23% abd	682 20%	268 24% b	370 18%	446 21% b	203 17%
TOTAL AGREE	1461 43%	357 47% c	770 43%	321 40%	1461 43%	487 43%	888 43%	762 37%	651 54% a

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
TOTAL NEITHER/ DON'T KNOW	1290	275	690	291	1290	378	803	872	359
	38%	36%	38%	36%	38%	33%	39%	42%	30%
							a	b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 87

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3435	467	574	647	565	562	620	3435	1573	1844	906	955	649	907	1861	1556	3435
Effective Weighted Sample	2871	404	482	554	474	467	513	2871	1314	1544	770	811	564	773	1581	1294	2871
Total	3433	417	648	598	615	564	591	3433	1633	1782	980	1040	714	679	2020	1393	3433
Strongly disagree	293	29	31	38	45	59	91	293	151	142	80	91	60	62	171	121	293
	9%	7%	5%	6%	7%	10%	15%	9%	9%	8%	8%	9%	8%	9%	8%	9%	9%
						bc	abcdeg	b									
Slightly disagree	404	46	92	60	73	62	73	404	171	232	114	143	67	77	257	144	404
	12%	11%	14%	10%	12%	11%	12%	12%	10%	13%	12%	14%	9%	11%	13%	10%	12%
			c						a			cf			cf		
Neither agree nor disagree	1338	120	168	206	246	280	319	1338	590	744	351	415	280	282	765	563	1338
	39%	29%	26%	34%	40%	50%	54%	39%	36%	42%	36%	40%	39%	42%	38%	40%	39%
				b	ab	abcdg	abcdg	abc		a				a		a	
Slightly agree	815	131	195	150	161	111	65	815	413	396	236	248	177	150	484	327	815
	24%	31%	30%	25%	26%	20%	11%	24%	25%	22%	24%	24%	25%	22%	24%	23%	24%
		cefg	efg	ef	ef	f		f									
Strongly agree	541	86	155	138	86	45	30	541	290	247	192	130	123	93	323	216	541
	16%	21%	24%	23%	14%	8%	5%	16%	18%	14%	20%	13%	17%	14%	16%	16%	16%
		defg	defg	defg	ef			ef	b		bdefg		b		b		b
Don't know	42	5	7	6	4	8	12	42	18	23	7	13	7	15	20	22	42
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
													ae				
SUMMARY CODES																	
TOTAL DISAGREE	697	75	123	98	118	120	164	697	322	374	195	233	127	138	428	265	697
	20%	18%	19%	16%	19%	21%	28%	20%	20%	21%	20%	22%	18%	20%	21%	19%	20%
						c	abcdeg	c				c					
TOTAL AGREE	1356	218	351	288	247	156	96	1356	703	642	428	379	300	243	807	544	1356
	39%	52%	54%	48%	40%	28%	16%	39%	43%	36%	44%	36%	42%	36%	40%	39%	39%
		defg	defg	defg	ef	f		ef	b		bdfg		bd				
TOTAL NEITHER/ DON'T KNOW	1380	125	174	212	250	288	331	1380	608	766	358	427	287	297	785	584	1380
	40%	30%	27%	35%	41%	51%	56%	40%	37%	43%	36%	41%	40%	44%	39%	42%	40%
				b	ab	abcdg	abcdg	abc		a				ae		a	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 87

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
Strongly disagree	293 9%	241 8%	27 9%	17 11%	8 8%	293 9%	248 8%	45 10%	31 6%	262 9%	85 12%	131 9%	76 6%	293 9%	37 7%	112 8%	102 10%
Slightly disagree	404 12%	341 12%	33 11%	20 12%	11 12%	404 12%	354 12%	50 12%	66 13%	338 12%	73 10%	194 13%	137 11%	404 12%	59 11%	147 11%	145 14%
Neither agree nor disagree	1338 39%	1091 38%	134 46% ae	70 43%	42 44% a	1338 39%	1137 38%	200 46% a	202 39%	1136 39%	323 46% bcd	611 40% c	399 33%	1338 39% c	183 34%	556 41% a	418 39%
Slightly agree	815 24%	694 24%	64 22%	36 22%	21 22%	815 24%	725 24%	90 21%	109 21%	706 24%	111 16%	364 24% a	336 28% abd	815 24% a	136 25%	310 23%	247 23%
Strongly agree	541 16%	480 17% bc	30 10%	18 11%	12 13%	541 16% bc	495 17% b	46 11%	100 19% b	441 15%	90 13%	193 13%	258 21% abd	541 16% b	111 21% bc	223 16%	150 14%
Don't know	42 1%	36 1%	4 1%	2 1%	1 1%	42 1%	39 1%	3 1%	5 1%	37 1%	16 2% cd	19 1%	8 1%	42 1%	13 2% bc	12 1%	7 1%
SUMMARY CODES																	
TOTAL DISAGREE	697 20%	582 20%	59 20%	37 23%	20 20%	697 20%	602 20%	96 22%	98 19%	600 21%	158 23% c	326 22% c	213 18%	697 20%	96 18%	260 19%	247 23% ab
TOTAL AGREE	1356 39%	1175 41% bcd	94 32%	54 33%	33 34%	1356 39% bc	1219 41% b	136 31%	208 41%	1147 39%	201 29%	557 37% a	594 49% abd	1356 39% a	247 46% bc	533 39%	397 37%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
TOTAL NEITHER/ DON'T KNOW	1380	1127	138	72	44	1380	1176	204	207	1173	339	630	407	1380	196	569	425
	40%	39%	47%	44%	45%	40%	39%	47%	40%	40%	49%	42%	34%	40%	36%	42%	40%
			ae		a			a			bcd	c		c		a	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
Strongly disagree	293 9%	74 10%	144 8%	69 9%	293 9%	111 10%	170 8%	227 11% b	61 5%
Slightly disagree	404 12%	75 10%	209 12%	113 14% a	404 12%	167 15% b	219 11%	250 12%	139 11%
Neither agree nor disagree	1338 39%	276 36%	722 40%	318 40%	1338 39%	407 36%	842 41% a	905 44% b	383 32%
Slightly agree	815 24%	153 20%	468 26% a	181 23%	815 24% a	260 23%	493 24%	456 22%	327 27% a
Strongly agree	541 16%	183 24% bcd	240 13%	110 14%	541 16% b	179 16%	316 15%	213 10%	297 24% a
Don't know	42 1%	5 1%	20 1%	8 1%	42 1%	10 1%	22 1%	29 1% b	6 1%
SUMMARY CODES									
TOTAL DISAGREE	697 20%	149 19%	353 20%	182 23%	697 20%	277 24% b	389 19%	478 23% b	200 16%
TOTAL AGREE	1356 39%	336 44% cd	708 39%	291 36%	1356 39%	439 39%	808 39%	668 32%	624 51% a

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a b	NONE a	ANY b	
Significance Level: 95%									
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
TOTAL NEITHER/ DON'T KNOW	1380	281	743	326	1380	417	865	934	389
	40%	37%	41%	41%	40%	37%	42%	45%	32%
							a	b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3435	467	574	647	565	562	620	3435	1573	1844	906	955	649	907	1861	1556	3435
Effective Weighted Sample	2871	404	482	554	474	467	513	2871	1314	1544	770	811	564	773	1581	1294	2871
Total	3433	417	648	598	615	564	591	3433	1633	1782	980	1040	714	679	2020	1393	3433
I often see views that I disagree with	761	101	165	143	123	137	92	761	391	366	238	237	143	138	475	281	761
	22%	24%	26%	24%	20%	24%	16%	22%	24%	21%	24%	23%	20%	20%	24%	20%	22%
		f	df	f		f		f	b		f				f		
I sometimes see views that I disagree with	1848	217	357	351	340	285	298	1848	844	994	537	562	400	343	1099	743	1848
	54%	52%	55%	59%	55%	51%	50%	54%	52%	56%	55%	54%	56%	51%	54%	53%	54%
				aefg					a				d				
I rarely see views that I disagree with	568	80	90	76	106	97	119	568	280	286	151	173	126	116	324	242	568
	17%	19%	14%	13%	17%	17%	20%	17%	17%	16%	15%	17%	18%	17%	16%	17%	17%
		bc		c	c	bcg	c										
Don't know	255	19	35	28	46	45	82	255	118	136	54	67	45	82	121	127	255
	7%	4%	5%	5%	7%	8%	14%	7%	7%	8%	6%	6%	6%	12%	6%	9%	7%
					ac	ac	abcdeg	ac						abcefg		abce	

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
I often see views that I disagree with	761	622	71	46	23	761	657	105	114	647	119	299	341	761	140	284	247
	22%	22%	24%	28%	24%	22%	22%	24%	22%	22%	17%	20%	28%	22%	26%	21%	23%
				ae									abd	a	b		
I sometimes see views that I disagree with	1848	1564	156	77	51	1848	1636	213	261	1587	301	835	710	1848	261	772	588
	54%	54%	54%	47%	53%	54%	55%	49%	51%	54%	43%	55%	58%	54%	48%	57%	55%
		c				c	b					a	ad	a	a	a	a
I rarely see views that I disagree with	568	488	40	24	17	568	492	76	83	485	155	279	133	568	103	216	176
	17%	17%	14%	15%	17%	17%	16%	18%	16%	17%	22%	18%	11%	17%	19%	16%	16%
											cd	c		c			
Don't know	255	210	24	16	5	255	214	42	55	201	121	99	30	255	35	89	59
	7%	7%	8%	10%	6%	7%	7%	10%	11%	7%	17%	7%	2%	7%	7%	7%	6%
									b		bcd	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
I often see views that I disagree with	761	183	353	214	761	287	414	436	301
	22%	24%	20%	27%	22%	25%	20%	21%	25%
		b		bd	b	b			a
I sometimes see views that I disagree with	1848	395	1015	415	1848	586	1164	1114	679
	54%	52%	56%	52%	54%	52%	56%	54%	56%
							a		
I rarely see views that I disagree with	568	141	302	116	568	189	345	349	188
	17%	18%	17%	14%	17%	17%	17%	17%	15%
Don't know	255	46	134	54	255	72	139	182	45
	7%	6%	7%	7%	7%	6%	7%	9%	4%
								b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 89

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3435	467	574	647	565	562	620	3435	1573	1844	906	955	649	907	1861	1556	3435
Effective Weighted Sample	2871	404	482	554	474	467	513	2871	1314	1544	770	811	564	773	1581	1294	2871
Total	3433	417	648	598	615	564	591	3433	1633	1782	980	1040	714	679	2020	1393	3433
All of the time	328	64	106	58	38	36	26	328	161	164	112	90	58	65	202	123	328
	10%	15%	16%	10%	6%	6%	4%	10%	10%	9%	11%	9%	8%	10%	10%	9%	10%
		cdefg	cdefg	df				def									
Most of the time	699	140	204	146	95	68	47	699	339	356	182	226	166	115	409	281	699
	20%	33%	31%	24%	15%	12%	8%	20%	21%	20%	19%	22%	23%	17%	20%	20%	20%
		cdefg	cdefg	defg	f	f		def				d	ad				d
Sometimes	2087	197	315	366	421	391	398	2087	965	1111	583	637	435	425	1220	860	2087
	61%	47%	49%	61%	68%	69%	67%	61%	59%	62%	59%	61%	61%	63%	60%	62%	61%
				ab	abcg	abcg	abcg	ab									
Never	131	9	14	18	27	26	38	131	64	67	60	26	21	25	85	46	131
	4%	2%	2%	3%	4%	5%	6%	4%	4%	4%	6%	2%	3%	4%	4%	3%	4%
						b	abcg				bcdefg				b		
Don't know	188	8	8	11	35	44	82	188	104	83	43	61	34	49	104	83	188
	5%	2%	1%	2%	6%	8%	14%	5%	6%	5%	4%	6%	5%	7%	5%	6%	5%
					abc	abcg	abcddeg	abc	b					ae			
TOTAL - EVER	3114	401	626	569	553	494	470	3114	1465	1632	877	953	660	605	1830	1264	3114
	91%	96%	97%	95%	90%	88%	80%	91%	90%	92%	89%	92%	92%	89%	91%	91%	91%
		defg	defg	defg	f	f		ef					d				

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

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	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
All of the time	328	271	34	16	7	328	295	32	61	267	57	142	128	328	66	112	107
	10%	9%	12%	10%	7%	10%	10%	7%	12%	9%	8%	9%	11%	10%	12%	8%	10%
															b		
Most of the time	699	594	46	36	23	699	621	78	130	569	125	317	255	699	133	271	197
	20%	21%	16%	22%	24%	20%	21%	18%	25%	19%	18%	21%	21%	20%	25%	20%	18%
					b				b						bc		
Sometimes	2087	1746	184	95	62	2087	1812	275	278	1809	399	909	775	2087	302	854	661
	61%	61%	63%	58%	64%	61%	60%	63%	54%	62%	57%	60%	64%	61%	56%	63%	62%
									a				a		a		a
Never	131	120	6	4	1	131	116	16	14	117	32	58	40	131	14	41	57
	4%	4%	2%	2%	1%	4%	4%	4%	3%	4%	5%	4%	3%	4%	3%	3%	5%
		d				d											ab
Don't know	188	152	21	12	3	188	153	35	30	158	84	86	16	188	23	83	49
	5%	5%	7%	7%	3%	5%	5%	8%	6%	5%	12%	6%	1%	5%	4%	6%	5%
			d	d				a			bcd	c		c			
TOTAL - EVER	3114	2610	264	147	93	3114	2728	385	469	2645	581	1368	1157	3114	502	1236	964
	91%	91%	91%	90%	96%	91%	91%	88%	91%	91%	83%	90%	95%	91%	93%	91%	90%
					abce							a	abd	a			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
All of the time	328	102	142	79	328	140	161	178	134
	10%	13%	8%	10%	10%	12%	8%	9%	11%
		bd				b			a
Most of the time	699	154	349	181	699	276	358	377	284
	20%	20%	19%	23%	20%	24%	17%	18%	23%
						b			a
Sometimes	2087	412	1160	482	2087	643	1323	1297	722
	61%	54%	64%	60%	61%	57%	64%	62%	60%
			ad	a	a		a		
Never	131	49	60	21	131	35	90	80	44
	4%	6%	3%	3%	4%	3%	4%	4%	4%
		bcd							
Don't know	188	49	93	36	188	40	130	148	29
	5%	6%	5%	5%	5%	4%	6%	7%	2%
							a	b	
TOTAL - EVER	3114	668	1651	742	3114	1058	1842	1852	1140
	91%	87%	92%	93%	91%	93%	89%	89%	94%
			a	a	a	b			a

Columns Tested: a,b,c,d - a,b - a,b

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

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

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3435	467	574	647	565	562	620	3435	1573	1844	906	955	649	907	1861	1556	3435
Effective Weighted Sample	2871	404	482	554	474	467	513	2871	1314	1544	770	811	564	773	1581	1294	2871
Total	3433	417	648	598	615	564	591	3433	1633	1782	980	1040	714	679	2020	1393	3433
Yes	1647	289	398	316	249	221	174	1647	851	782	534	505	333	264	1039	596	1647
	48%	69%	61%	53%	41%	39%	29%	48%	52%	44%	54%	49%	47%	39%	51%	43%	48%
		bcdefg	cdefg	defg	f	f		def	b		bcdfg	df	d		cdfg		df
No	1084	78	173	160	219	201	254	1084	484	600	311	294	233	244	605	477	1084
	32%	19%	27%	27%	36%	36%	43%	32%	30%	34%	32%	28%	33%	36%	30%	34%	32%
			a	a	abc	abc	abcdeg	abc		a				beg		be	
Don't know	702	50	77	123	147	142	163	702	297	401	136	241	149	171	376	320	702
	20%	12%	12%	21%	24%	25%	28%	20%	18%	22%	14%	23%	21%	25%	19%	23%	20%
				ab	ab	abg	abcg	ab		a		ae	a	aeg	a	ae	a

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3435	2511	311	304	309	3435	2968	467	541	2894	731	1549	1140	3435	587	1364	989
Effective Weighted Sample	2871	2261	277	292	290	2871	2486	385	448	2424	609	1290	965	2871	474	1136	851
Total	3433	2883	291	162	97	3433	2997	436	513	2920	697	1512	1213	3433	539	1361	1070
Yes	1647	1386	141	70	50	1647	1463	184	241	1406	218	683	744	1647	276	619	526
	48%	48%	48%	43%	52%	48%	49%	42%	47%	48%	31%	45%	61%	48%	51%	46%	49%
					c		b					a	abd	a	b		
No	1084	918	83	57	27	1084	928	156	149	935	298	486	296	1084	169	444	347
	32%	32%	28%	35%	28%	32%	31%	36%	29%	32%	43%	32%	24%	32%	31%	33%	32%
											bcd	c		c			
Don't know	702	579	68	35	20	702	606	96	123	579	181	343	173	702	93	297	196
	20%	20%	23%	22%	20%	20%	20%	22%	24%	20%	26%	23%	14%	20%	17%	22%	18%
									b		cd	c		c		a	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3435	723	1779	866	3435	1203	1984	2224	1047
Effective Weighted Sample	2871	617	1491	708	2871	991	1673	1842	909
Total	3433	766	1804	799	3433	1134	2062	2080	1213
Yes	1647	381	860	388	1647	620	910	888	695
	48%	50%	48%	49%	48%	55%	44%	43%	57%
						b			a
No	1084	261	566	242	1084	317	706	710	335
	32%	34%	31%	30%	32%	28%	34%	34%	28%
							a	b	
Don't know	702	124	378	169	702	196	445	482	183
	20%	16%	21%	21%	20%	17%	22%	23%	15%
			a	a	a		a	b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	1617	310	345	338	222	219	183	1617	805	799	485	465	305	353	950	658	1617
Effective Weighted Sample	1355	271	290	290	185	183	150	1355	676	669	416	392	265	299	808	547	1355
Total	1647	289	398	316	249	221	174	1647	851	782	534	505	333	264	1039	596	1647
I reported it to the site/ app	547	99	162	108	81	58	39	547	262	279	199	167	95	83	365	179	547
	33%	34%	41%	34%	33%	26%	23%	33%	31%	36%	37%	33%	29%	32%	35%	30%	33%
		f	efg	f	f			f			cf				f		
I commented on it to say it was incorrect/ misleading	459	72	126	112	54	56	38	459	277	175	185	117	93	61	302	154	459
	28%	25%	32%	35%	22%	25%	22%	28%	33%	22%	35%	23%	28%	23%	29%	26%	28%
			df	defg					b		bdefg				bd		
I shared it online and said it was incorrect/ misleading	219	39	66	60	26	15	11	219	132	84	90	49	50	29	138	79	219
	13%	14%	17%	19%	11%	7%	6%	13%	16%	11%	17%	10%	15%	11%	13%	13%	13%
		ef	ef	defg				ef	b		bd		b				
I did something else	19	2	5	7	-	1	4	19	8	11	11	*	5	3	11	8	19
	1%	1%	1%	2%	-%	*%	2%	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%
				d			d				b		b	b		b	b
TOTAL - TOOK SOME ACTION	950	167	265	208	126	113	70	950	501	439	350	256	201	135	607	336	950
	58%	58%	67%	66%	51%	51%	41%	58%	59%	56%	66%	51%	60%	51%	58%	56%	58%
		f	defg	defg				f			bdefg		bd		bd		bd
I didn't do anything/ I ignored it	673	118	127	106	118	101	103	673	339	329	178	244	125	121	423	245	673
	41%	41%	32%	33%	47%	46%	59%	41%	40%	42%	33%	48%	37%	46%	41%	41%	41%
		b			bc	bc	abcdeg	bc				acefg		ac	a	a	a
Don't know	24	4	6	2	5	7	*	24	11	14	6	4	7	7	10	15	24
	1%	1%	2%	1%	2%	3%	*%	1%	1%	2%	1%	1%	2%	3%	1%	2%	1%
						c							be		e		

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1617	1176	150	129	162	1617	1423	194	242	1375	213	697	704	1617	288	612	485
Effective Weighted Sample	1355	1068	135	123	153	1355	1196	160	206	1150	184	576	594	1355	234	507	418
Total	1647	1386	141	70	50	1647	1463	184	241	1406	218	683	744	1647	276	619	526
I reported it to the site/ app	547	462	43	25	16	547	486	61	80	467	48	211	288	547	102	194	182
	33%	33%	31%	36%	33%	33%	33%	33%	33%	33%	22%	31%	39%	33%	37%	31%	35%
												a	abd	a			
I commented on it to say it was incorrect/ misleading	459	400	31	14	14	459	412	47	63	397	47	178	234	459	84	185	140
	28%	29%	22%	20%	28%	28%	28%	25%	26%	28%	21%	26%	31%	28%	30%	30%	27%
		c											ab				
I shared it online and said it was incorrect/ misleading	219	191	16	8	5	219	199	19	31	188	36	72	110	219	44	96	56
	13%	14%	11%	11%	9%	13%	14%	11%	13%	13%	17%	11%	15%	13%	16%	15%	11%
											b		b			c	
I did something else	19	18	-	1	*	19	17	2	3	16	-	10	9	19	4	5	10
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%	1%	2%
TOTAL - TOOK SOME ACTION	950	823	63	36	28	950	850	100	149	801	115	380	455	950	182	365	290
	58%	59%	45%	52%	55%	58%	58%	54%	62%	57%	53%	56%	61%	58%	66%	59%	55%
		b				b							a		c		
I didn't do anything/ I ignored it	673	543	74	33	22	673	591	81	90	582	94	292	285	673	91	245	233
	41%	39%	53%	47%	44%	41%	40%	44%	37%	41%	43%	43%	38%	41%	33%	40%	44%
			ae														a
Don't know	24	19	3	1	1	24	22	3	2	22	9	11	5	24	3	10	3
	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	4%	2%	1%	1%	1%	2%	1%
											bcd						

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1617	356	828	413	1617	644	856	944	595
Effective Weighted Sample	1355	304	697	338	1355	534	724	782	517
Total	1647	381	860	388	1647	620	910	888	695
I reported it to the site/ app	547	130	268	143	547	231	274	268	260
	33%	34%	31%	37%	33%	37%	30%	30%	37%
						b			a
I commented on it to say it was incorrect/ misleading	459	109	252	93	459	202	220	212	226
	28%	29%	29%	24%	28%	33%	24%	24%	33%
						b			a
I shared it online and said it was incorrect/ misleading	219	69	113	37	219	95	110	85	127
	13%	18%	13%	9%	13%	15%	12%	10%	18%
		bcd							a
I did something else	19	8	11	*	19	12	7	6	11
	1%	2%	1%	*%	1%	2%	1%	1%	2%
		c							
TOTAL - TOOK SOME ACTION	950	231	498	210	950	395	481	443	467
	58%	61%	58%	54%	58%	64%	53%	50%	67%
						b			a
I didn't do anything/ I ignored it	673	147	348	172	673	215	419	431	225
	41%	39%	40%	44%	41%	35%	46%	49%	32%
							a	b	
Don't know	24	3	13	7	24	10	11	14	3
	1%	1%	2%	2%	1%	2%	1%	2%	*%

Columns Tested: a,b,c,d - a,b - a,b

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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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Follow an online 'how to' tutorial to create or do something of your own	1124 32%	157 38%	265 41%	243 41%	194 31%	133 23%	132 21%	1124 32%	479 29%	633 35%	342 34%	361 34%	227 31%	188 27%	702 34%	415 29%	1124 32%
		defg	defg	defg	ef		ef			a	df	df		df		d	
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1081 31%	119 28%	238 37%	214 36%	165 27%	175 31%	170 27%	1081 31%	476 29%	598 33%	349 35%	351 33%	209 29%	165 24%	700 34%	374 26%	1081 31%
			adefg	adfg						a	cdfg	df	d	cdfg		df	
Add filters to or edit photos	805 23%	154 37%	263 41%	159 26%	138 22%	49 9%	43 7%	805 23%	308 19%	490 27%	236 24%	282 27%	163 23%	118 17%	517 25%	282 20%	805 23%
		cdefg	cdefg	ef	ef		ef			a	df	dfg	d		df		df
Create your own videos or reels	708 20%	140 33%	243 38%	168 28%	99 16%	39 7%	19 3%	708 20%	343 21%	357 20%	234 23%	232 22%	130 18%	104 15%	466 23%	234 17%	708 20%
		defg	cdefg	defg	ef	f	def				cdf	df			cdf		df
Create an online photo book or calendar	414 12%	52 13%	104 16%	120 20%	72 12%	34 6%	31 5%	414 12%	181 11%	231 13%	150 15%	120 11%	79 11%	61 9%	271 13%	140 10%	414 12%
		ef	efg	adefg	ef		ef				bcdfg				df		d
Create an online scrapbook of ideas, on sites like Pinterest	377 11%	110 26%	106 16%	80 13%	43 7%	20 3%	17 3%	377 11%	138 8%	231 13%	137 14%	124 12%	68 9%	43 6%	261 13%	112 8%	377 11%
		bcdefg	defg	def	ef		def			a	cdfg	df	d		cdf		df
Make a meme or gif	353 10%	77 18%	106 16%	81 14%	50 8%	23 4%	14 2%	353 10%	191 11%	157 9%	134 13%	90 9%	65 9%	61 9%	224 11%	126 9%	353 10%
		cdefg	defg	defg	ef		ef		b		bcdfg						

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 92

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Write blogs or articles	311	30	120	78	43	29	12	311	188	121	135	81	61	33	216	94	311
	9%	7%	18%	13%	7%	5%	2%	9%	11%	7%	14%	8%	8%	5%	11%	7%	9%
		f	acdefg	adefg	f	f		ef	b		bcdefg	d	d		bdf		df
Have an online dating profile	308	64	85	74	56	17	12	308	187	117	105	92	55	54	197	110	308
	9%	15%	13%	12%	9%	3%	2%	9%	11%	6%	10%	9%	8%	8%	10%	8%	9%
		defg	defg	efg	ef			ef	b		f						
Make or edit music online (such as editing/ cutting or mixing tracks)	295	59	112	77	26	16	5	295	169	123	123	80	54	35	204	89	295
	8%	14%	17%	13%	4%	3%	1%	8%	10%	7%	12%	8%	7%	5%	10%	6%	8%
		defg	cdefg	defg	f	f		def	b		bcdefg	d			df		df
Set up/ manage your own website	282	44	74	71	50	25	17	282	169	110	138	78	38	28	216	66	282
	8%	11%	11%	12%	8%	4%	3%	8%	10%	6%	14%	7%	5%	4%	11%	5%	8%
		ef	efg	defg	ef			ef	b		bcdefg	df			bcdefg		cdf
Make or modify a website/ app or game	200	38	64	55	29	11	4	200	133	66	87	53	34	22	141	56	200
	6%	9%	10%	9%	5%	2%	1%	6%	8%	4%	9%	5%	5%	3%	7%	4%	6%
		defg	defg	defg	ef			ef	b		bcdefg				df		df
Contribute to collaborative websites such as Wikipedia	186	28	64	46	19	15	15	186	128	58	100	37	33	16	137	49	186
	5%	7%	10%	8%	3%	3%	2%	5%	8%	3%	10%	4%	5%	2%	7%	3%	5%
		def	defg	defg				def	b		bcdefg		d		bdf		bdf
Make a podcast	162	27	64	40	21	5	5	162	107	55	90	26	23	24	115	47	162
	5%	7%	10%	7%	3%	1%	1%	5%	6%	3%	9%	2%	3%	4%	6%	3%	5%
		def	defg	defg	ef			ef	b		bcdefg				bcdf		bf
ANY OF THESE	2359	364	564	471	385	303	271	2359	1107	1238	712	732	495	407	1444	901	2359
	68%	87%	87%	79%	62%	53%	43%	68%	66%	69%	71%	70%	68%	59%	70%	64%	68%
		cdefg	cdefg	defg	ef	f		def			df	df	d		df	d	df

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

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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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
None of these	1074	42	74	121	225	259	353	1074	535	535	282	306	222	260	587	482	1074
	31%	10%	11%	20%	36%	45%	56%	31%	32%	30%	28%	29%	31%	38%	29%	34%	31%
				ab	abcg	abcdg	abcdeg	abc						abceg		abeg	
Don't know	52	12	9	7	10	9	6	52	23	29	7	12	8	23	19	31	52
	2%	3%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	3%	1%	2%	2%
		fg												abceg		ae	

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

OF COM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 92

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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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Follow an online 'how to' tutorial to create or do something of your own	1124 32%	938 32%	100 34%	54 33%	32 33%	1124 32%	997 33%	127 28%	131 25%	993 33%	103 14%	407 27%	613 50%	1124 32%	190 35%	419 30%	386 36%
										a		a	abd	ab	b		b
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1081 31%	908 31%	92 31%	54 33%	28 28%	1081 31%	947 31%	134 30%	115 22%	966 33%	113 15%	389 26%	580 48%	1081 31%	156 29%	436 31%	369 34%
										a		a	abd	ab			a
Add filters to or edit photos	805 23%	685 23%	62 21%	35 21%	23 24%	805 23%	741 24%	64 14%	123 24%	682 23%	70 10%	271 18%	464 38%	805 23%	148 27%	287 21%	265 24%
							b					a	abd	ab	b		b
Create your own videos or reels	708 20%	604 21%	56 19%	28 17%	20 20%	708 20%	641 21%	67 15%	120 23%	588 20%	73 10%	241 16%	393 32%	708 20%	142 26%	258 18%	214 20%
							b					a	abd	ab	bc		
Create an online photo book or calendar	414 12%	342 12%	33 11%	24 14%	15 16%	414 12%	370 12%	43 10%	45 9%	368 12%	28 4%	122 8%	263 22%	414 12%	74 14%	142 10%	147 14%
					a					a		a	abd	ab	b		b
Create an online scrapbook of ideas, on sites like Pinterest	377 11%	320 11%	27 9%	17 10%	13 13%	377 11%	339 11%	37 8%	32 6%	345 12%	30 4%	119 8%	228 19%	377 11%	77 14%	126 9%	115 11%
										a		a	abd	ab	bc		
Make a meme or gif	353 10%	302 10%	27 9%	11 7%	12 13%	353 10%	325 11%	28 6%	32 6%	320 11%	33 4%	116 8%	204 17%	353 10%	77 14%	127 9%	104 10%
					c		b			a		a	abd	ab	bc		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

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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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Write blogs or articles	311	269	23	11	7	311	283	28	28	283	24	95	192	311	67	119	101
	9%	9%	8%	7%	7%	9%	9%	6%	5%	10%	3%	6%	16%	9%	12%	9%	9%
							b			a		a	abd	ab	b		
Have an online dating profile	308	272	17	11	7	308	286	22	34	273	26	106	176	308	49	119	103
	9%	9%	6%	7%	7%	9%	9%	5%	7%	9%	4%	7%	14%	9%	9%	9%	10%
							b					a	abd	ab			
Make or edit music online (such as editing/ cutting or mixing tracks)	295	269	12	6	8	295	274	21	36	259	32	106	157	295	66	118	77
	8%	9%	4%	4%	8%	8%	9%	5%	7%	9%	4%	7%	13%	8%	12%	8%	7%
		bc			bc	bc	b					a	abd	a	bc		
Set up/ manage your own website	282	241	24	8	8	282	248	33	21	260	29	94	159	282	43	100	102
	8%	8%	8%	5%	8%	8%	8%	7%	4%	9%	4%	6%	13%	8%	8%	7%	9%
		c				c				a		a	abd	ab			
Make or modify a website/ app or game	200	176	9	8	7	200	183	17	19	181	21	58	121	200	40	61	73
	6%	6%	3%	5%	7%	6%	6%	4%	4%	6%	3%	4%	10%	6%	7%	4%	7%
		b			b								abd	ab	b		b
Contribute to collaborative websites such as Wikipedia	186	162	12	8	4	186	167	19	11	175	10	54	123	186	33	62	70
	5%	6%	4%	5%	4%	5%	5%	4%	2%	6%	1%	4%	10%	5%	6%	4%	6%
									a			a	abd	ab			b
Make a podcast	162	138	12	9	3	162	148	14	22	141	18	51	94	162	33	56	54
	5%	5%	4%	5%	3%	5%	5%	3%	4%	5%	2%	3%	8%	5%	6%	4%	5%
													abd	a			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
ANY OF THESE	2359	1996	190	107	66	2359	2092	267	332	2026	336	980	1043	2359	408	910	742
	68%	68%	65%	65%	67%	68%	69%	60%	65%	68%	46%	64%	86%	68%	75%	65%	69%
							b					a	abd	ab	bc		
None of these	1074	896	97	52	29	1074	901	173	164	910	371	522	167	1074	120	474	336
	31%	31%	33%	32%	29%	31%	30%	39%	32%	31%	51%	34%	14%	31%	22%	34%	31%
							a				bcd	cd		c		a	a
Don't know	52	39	5	5	3	52	46	6	18	35	25	21	5	52	13	12	5
	2%	1%	2%	3%	3%	2%	2%	1%	3%	1%	3%	1%	1%	2%	2%	1%	1%
				a	ae				b		bcd	c		c	bc		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Follow an online 'how to' tutorial to create or do something of your own	1124	252	591	268	1124	392	667	621	469
	32%	32%	32%	33%	32%	34%	32%	29%	39%
									a
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1081	263	556	249	1081	391	642	620	424
	31%	34%	30%	31%	31%	34%	31%	29%	35%
									a
Add filters to or edit photos	805	180	400	217	805	282	478	392	374
	23%	23%	22%	27%	23%	25%	23%	18%	31%
				bd					a
Create your own videos or reels	708	197	346	151	708	227	414	302	368
	20%	25%	19%	19%	20%	20%	20%	14%	30%
		bcd							a
Create an online photo book or calendar	414	92	218	102	414	143	233	163	231
	12%	12%	12%	13%	12%	12%	11%	8%	19%
									a
Create an online scrapbook of ideas, on sites like Pinterest	377	92	195	83	377	162	181	174	183
	11%	12%	11%	10%	11%	14%	9%	8%	15%
						b			a

Columns Tested: a,b,c,d - a,b - a,b

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Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Make a meme or gif	353	87	192	69	353	155	167	149	180
	10%	11%	10%	9%	10%	14%	8%	7%	15%
						b			a
Write blogs or articles	311	89	153	64	311	128	159	116	184
	9%	11%	8%	8%	9%	11%	8%	5%	15%
		bc				b			a
Have an online dating profile	308	83	158	64	308	122	157	159	135
	9%	11%	9%	8%	9%	11%	7%	7%	11%
						b			a
Make or edit music online (such as editing/ cutting or mixing tracks)	295	80	150	61	295	122	145	116	163
	8%	10%	8%	8%	8%	11%	7%	5%	13%
						b			a
Set up/ manage your own website	282	76	140	60	282	121	139	116	151
	8%	10%	8%	7%	8%	10%	7%	5%	12%
						b			a
Make or modify a website/ app or game	200	56	109	31	200	86	97	82	107
	6%	7%	6%	4%	6%	7%	5%	4%	9%
		c	c		c	b			a
Contribute to collaborative websites such as Wikipedia	186	69	88	28	186	75	98	65	113
	5%	9%	5%	3%	5%	6%	5%	3%	9%
		bcd			c	b			a

Columns Tested: a,b,c,d - a,b - a,b

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Make a podcast	162	68	66	22	162	63	76	46	103
	5%	9%	4%	3%	5%	5%	4%	2%	8%
		bcd			c	b			a
ANY OF THESE	2359	531	1259	535	2359	846	1352	1297	964
	68%	68%	69%	67%	68%	74%	65%	61%	79%
						b			a
None of these	1074	244	561	248	1074	290	725	808	238
	31%	31%	31%	31%	31%	25%	35%	38%	20%
							a	b	
Don't know	52	6	16	20	52	13	19	25	14
	2%	1%	1%	2%	2%	1%	1%	1%	1%
				ab					

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3159	464	566	630	536	489	474	3159	1463	1679	825	887	615	817	1712	1432	3159
Effective Weighted Sample	2638	401	476	538	449	405	392	2638	1221	1405	701	752	534	696	1453	1189	2638
Total	3162	415	640	582	582	493	450	3162	1519	1626	892	967	676	610	1859	1286	3162
I spend too much time doing this	796	215	255	154	86	51	36	796	313	477	226	264	149	146	490	295	796
	25%	52%	40%	26%	15%	10%	8%	25%	21%	29%	25%	27%	22%	24%	26%	23%	25%
		bcdefg	cdefg	def	f			def		a		cf			f		
I am comfortable with the amount of time I spend doing this	2226	182	353	402	473	426	390	2226	1126	1090	625	677	489	429	1302	918	2226
	70%	44%	55%	69%	81%	86%	87%	70%	74%	67%	70%	70%	72%	70%	70%	71%	70%
			a	ab	abcg	abcdg	abcdg	ab	b								
I would like to spend more time doing this	87	12	20	16	18	10	11	87	53	34	30	18	22	18	47	40	87
	3%	3%	3%	3%	3%	2%	3%	3%	4%	2%	3%	2%	3%	3%	3%	3%	3%
									b								
Don't know	53	8	12	10	5	5	13	53	26	26	11	9	15	17	20	32	53
	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%	1%	1%	2%	3%	1%	2%	2%
							d							abeg		be	

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3159	2296	291	272	300	3159	2741	418	503	2656	570	1455	1125	3159	555	1239	909
Effective Weighted Sample	2638	2070	259	261	282	2638	2293	346	417	2222	473	1211	951	2638	448	1032	780
Total	3162	2648	275	146	93	3162	2768	394	473	2689	546	1416	1194	3162	511	1240	983
I spend too much time doing this	796 25%	663 25%	63 23%	43 30%	28 30%	796 25%	733 26% b	63 16%	149 31% b	648 24%	115 21%	331 23%	349 29% abd	796 25%	140 27% b	280 23%	224 23%
I am comfortable with the amount of time I spend doing this	2226 70%	1869 71% c	201 73% c	94 64%	62 67%	2226 70% c	1913 69%	313 79% a	300 63%	1926 72% a	382 70%	1025 72% c	814 68%	2226 70%	340 67%	910 73% a	723 74% a
I would like to spend more time doing this	87 3%	73 3%	7 3%	6 4%	2 2%	87 3%	75 3%	12 3%	10 2%	77 3%	22 4%	38 3%	27 2%	87 3%	18 4%	35 3%	27 3%
Don't know	53 2%	43 2%	5 2%	3 2%	2 2%	53 2%	46 2%	6 2%	14 3%	39 1%	26 5%	22 2%	4 *% c	53 2% c	13 3% c	16 1%	9 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3159	659	1629	811	3159	1110	1819	1976	1026
Effective Weighted Sample	2638	560	1366	663	2638	914	1534	1633	890
Total	3162	697	1657	750	3162	1039	1902	1839	1188
I spend too much time doing this	796 25%	187 27%	381 23%	214 28% b	796 25%	346 33% b	382 20%	392 21%	351 30% a
I am comfortable with the amount of time I spend doing this	2226 70%	490 70%	1205 73% c	500 67%	2226 70%	639 61%	1458 77% a	1370 74% b	794 67%
I would like to spend more time doing this	87 3%	15 2%	46 3%	23 3%	87 3%	39 4% b	40 2%	48 3%	34 3%
Don't know	53 2%	6 1%	26 2%	13 2%	53 2%	15 1%	22 1%	30 2%	9 1%

Columns Tested: a,b,c,d - a,b - a,b

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3123	460	559	613	509	491	491	3123	1394	1712	833	886	596	794	1719	1390	3123
Effective Weighted Sample	2615	398	470	525	427	410	406	2615	1170	1435	710	751	519	679	1461	1159	2615
Total	3150	412	633	570	554	502	479	3150	1470	1662	912	961	660	601	1873	1261	3150
I spend too much time doing this	877 28%	211 51%	281 44%	168 30%	102 18%	68 13%	48 10%	877 28%	335 23%	535 32%	255 28%	295 31%	169 26%	146 24%	550 29%	315 25%	877 28%
		bcdefg	cdefg	def	f		def		a		cdf			df			
I am comfortable with the amount of time I spend doing this	2152 68%	183 45%	325 51%	379 67%	427 77%	417 83%	421 88%	2152 68%	1079 73%	1066 64%	618 68%	637 66%	468 71%	426 71%	1255 67%	894 71%	2152 68%
		a	ab	ab	ab	ab	ab	ab	b						be		
I would like to spend more time doing this	84 3%	16 4%	22 4%	15 3%	17 3%	12 2%	2 1%	84 3%	44 3%	39 2%	31 3%	18 2%	20 3%	13 2%	49 3%	33 3%	84 3%
		f	f	f	f	f	f	f									
Don't know	38 1%	2 1%	6 1%	8 1%	9 2%	6 1%	7 2%	38 1%	13 1%	22 1%	7 1%	11 1%	4 1%	15 3%	18 1%	19 1%	38 1%
														aceg			

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3123	2293	280	264	286	3123	2715	408	501	2622	598	1393	1122	3123	549	1217	908
Effective Weighted Sample	2615	2070	249	253	268	2615	2279	337	415	2201	499	1161	950	2615	444	1011	785
Total	3150	2654	264	142	90	3150	2766	384	481	2669	585	1364	1194	3150	506	1221	993
I spend too much time doing this	877 28%	724 27%	73 28%	48 34%	32 35%	877 28%	791 29%	86 22%	151 31%	726 27%	122 21%	358 26%	396 33%	877 28%	155 31%	296 24%	278 28%
				a	ae		b					a	abd	a	b		
I am comfortable with the amount of time I spend doing this	2152 68%	1823 69%	185 70%	89 62%	55 61%	2152 68%	1868 68%	284 74%	309 64%	1843 69%	425 73%	965 71%	756 63%	2152 68%	323 64%	893 73%	685 69%
		cd	d		d		a				c	c	c	c	a		
I would like to spend more time doing this	84 3%	73 3%	5 2%	4 3%	2 2%	84 3%	79 3%	5 1%	15 3%	69 3%	18 3%	30 2%	35 3%	84 3%	24 5%	27 2%	20 2%
															bc		
Don't know	38 1%	34 1%	1 *%	1 1%	1 2%	38 1%	27 1%	10 3%	6 1%	32 1%	21 4%	11 1%	6 *%	38 1%	4 1%	6 *%	10 1%
								a			bcd						

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3123	654	1606	803	3123	1114	1785	1960	1010
Effective Weighted Sample	2615	561	1349	656	2615	919	1508	1625	876
Total	3150	699	1646	746	3150	1061	1870	1851	1167
I spend too much time doing this	877	196	429	235	877	358	437	449	377
	28%	28%	26%	32%	28%	34%	23%	24%	32%
				b		b			a
I am comfortable with the amount of time I spend doing this	2152	473	1168	476	2152	656	1379	1348	737
	68%	68%	71%	64%	68%	62%	74%	73%	63%
			c	c			a	b	
I would like to spend more time doing this	84	26	33	23	84	38	38	31	46
	3%	4%	2%	3%	3%	4%	2%	2%	4%
		b				b			a
Don't know	38	5	16	12	38	9	17	23	7
	1%	1%	1%	2%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	2574	442	517	562	443	331	279	2574	1186	1374	673	720	509	659	1393	1168	2574
Effective Weighted Sample	2162	382	438	485	370	278	232	2162	998	1155	575	614	445	564	1189	976	2162
Total	2606	393	593	529	483	341	265	2606	1254	1337	741	791	564	496	1532	1060	2606
I spend too much time doing this	385 15%	68 17% c	109 18% cd	65 12%	62 13%	45 13%	37 14%	385 15%	185 15%	198 15%	121 16%	101 13%	89 16%	72 15%	221 14%	161 15%	385 15%
I am comfortable with the amount of time I spend doing this	1953 75%	270 69%	393 66%	416 79% ab	389 81% abg	273 80% ab	212 80% ab	1953 75% ab	938 75%	1005 75%	552 74%	610 77%	416 74%	369 74%	1162 76%	785 74%	1953 75%
I would like to spend more time doing this	199 8%	46 12% cdefg	70 12% cdefg	32 6%	24 5%	15 4%	11 4%	199 8%	105 8%	91 7%	57 8%	58 7%	45 8%	36 7%	116 8%	81 8%	199 8%
Don't know	69 3%	9 2%	21 4%	16 3%	9 2%	9 3%	5 2%	69 3%	26 2%	43 3%	11 2%	22 3%	14 3%	19 4% ae	33 2%	33 3% a	69 3%

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2574	1893	228	230	223	2574	2269	305	400	2174	428	1135	1007	2574	500	986	723
Effective Weighted Sample	2162	1711	205	221	210	2162	1907	256	334	1829	360	946	857	2162	405	829	624
Total	2606	2192	222	124	68	2606	2314	292	382	2224	414	1111	1078	2606	464	1003	793
I spend too much time doing this	385 15%	318 15%	32 14%	23 18%	12 18%	385 15%	333 14%	52 18%	56 15%	329 15%	71 17%	160 14%	153 14%	385 15%	64 14%	154 15%	109 14%
I am comfortable with the amount of time I spend doing this	1953 75%	1642 75%	172 77%	91 73%	48 71%	1953 75%	1734 75%	219 75%	276 72%	1677 75%	276 67%	834 75% a	842 78% a	1953 75% a	353 76%	755 75%	614 77%
I would like to spend more time doing this	199 8%	173 8%	11 5%	9 7%	6 9%	199 8%	184 8%	15 5%	28 7%	171 8%	39 10%	84 8%	76 7%	199 8%	35 7%	70 7%	59 7%
Don't know	69 3%	58 3%	8 3%	2 2%	1 2%	69 3%	63 3%	6 2%	22 6% b	47 2%	28 7% bcd	33 3% c	7 1%	69 3% c	12 3%	23 2%	11 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2574	533	1318	681	2574	964	1417	1505	933
Effective Weighted Sample	2162	454	1116	559	2162	800	1201	1252	812
Total	2606	573	1362	631	2606	919	1496	1407	1086
I spend too much time doing this	385	95	177	107	385	172	177	194	163
	15%	17%	13%	17%	15%	19%	12%	14%	15%
				b		b			
I am comfortable with the amount of time I spend doing this	1953	414	1061	454	1953	655	1170	1080	807
	75%	72%	78%	72%	75%	71%	78%	77%	74%
			ac				a		
I would like to spend more time doing this	199	62	91	42	199	74	110	91	97
	8%	11%	7%	7%	8%	8%	7%	6%	9%
		bcd							a
Don't know	69	1	33	28	69	17	38	41	20
	3%	*%	2%	4%	3%	2%	3%	3%	2%
			a	abd	a				

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
I spend too much time doing this	476	90	133	75	64	50	64	476	205	267	139	160	98	77	299	175	476
	14%	22%	21%	12%	10%	9%	10%	14%	12%	15%	14%	15%	14%	11%	15%	12%	14%
		cdefg	cdefg					ef		a		d		d			
I am comfortable with the amount of time I spend doing this	2694	254	432	473	506	489	540	2694	1322	1362	780	803	567	529	1583	1096	2694
	77%	61%	67%	79%	82%	86%	86%	77%	79%	76%	78%	76%	78%	77%	77%	77%	77%
				ab	abg	abcg	abcg	ab	b								
I would like to spend more time doing this	231	59	67	38	33	20	14	231	97	132	62	75	43	51	137	94	231
	7%	14%	10%	6%	5%	3%	2%	7%	6%	7%	6%	7%	6%	7%	7%	7%	7%
		cdefg	cdefg	ef	f			ef									
Don't know	84	14	16	13	16	12	12	84	42	40	20	12	17	32	32	49	84
	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	5%	2%	3%	2%
													abceg		beg		b

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
I spend too much time doing this	476 14%	398 14%	45 15%	21 13%	13 13%	476 14%	425 14%	52 12%	86 17% b	390 13%	88 12%	210 14%	178 15%	476 14%	84 16%	175 13%	142 13%
I am comfortable with the amount of time I spend doing this	2694 77%	2264 77%	228 78%	127 78%	75 77%	2694 77%	2334 77%	360 81%	358 70%	2336 79% a	552 75%	1195 78%	938 77%	2694 77%	398 73%	1112 80% a	876 81% a
I would like to spend more time doing this	231 7%	201 7%	14 5%	9 6%	8 8%	231 7%	208 7%	23 5%	41 8%	190 6%	50 7%	94 6%	86 7%	231 7%	41 7%	88 6%	60 6%
Don't know	84 2%	69 2%	6 2%	7 4%	2 2%	84 2%	73 2%	11 2%	28 5% b	56 2%	42 6% bcd	24 2%	13 1%	84 2% c	19 4% bc	21 2% c	6 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
I spend too much time doing this	476	117	208	137	476	196	239	264	181
	14%	15%	11%	17%	14%	17%	11%	12%	15%
		b		bd	b	b			
I am comfortable with the amount of time I spend doing this	2694	600	1491	569	2694	833	1708	1702	920
	77%	77%	81%	71%	77%	72%	82%	80%	76%
		c	acd		c		a	b	
I would like to spend more time doing this	231	48	110	69	231	98	111	118	95
	7%	6%	6%	9%	7%	9%	5%	6%	8%
				b		b			a
Don't know	84	17	28	28	84	23	38	46	19
	2%	2%	2%	3%	2%	2%	2%	2%	2%
				b	b				

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. Do you use 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Relax	1430	200	343	286	254	195	152	1430	666	755	401	448	306	266	850	572	1430
	41%	48%	53%	48%	41%	34%	24%	41%	40%	42%	40%	43%	42%	39%	41%	40%	41%
		defg	defg	defg	ef	f		ef									
Look up health symptoms	1216	123	225	211	231	200	225	1216	509	698	378	386	226	222	763	447	1216
	35%	30%	35%	35%	37%	35%	36%	35%	31%	39%	38%	37%	31%	32%	37%	32%	35%
					a		a	a		a	cdf	cf			cdf		f
Improve your mood/ feel happy	1081	165	306	213	207	131	59	1081	512	564	323	323	221	206	646	428	1081
	31%	39%	47%	36%	33%	23%	9%	31%	31%	31%	32%	31%	31%	30%	32%	30%	31%
		efg	acdefg	efg	ef	f		ef									
Healthy eating/ nutrition	1021	143	245	201	189	137	105	1021	411	604	345	300	217	152	645	369	1021
	29%	34%	38%	34%	31%	24%	17%	29%	25%	34%	34%	29%	30%	22%	31%	26%	29%
		efg	defg	efg	ef	f		ef		a	bdfg	d	d		df	d	df
Follow a fitness programme/ health tracker	719	113	190	154	123	88	51	719	301	411	250	237	133	92	487	225	719
	21%	27%	29%	26%	20%	15%	8%	21%	18%	23%	25%	23%	18%	13%	24%	16%	21%
		defg	defg	defg	f	f		ef		a	cdg	df	d		cdg		df
Get support when feeling unhappy/ anxious/ worried	589	119	192	123	89	47	18	589	256	326	183	187	110	104	370	213	589
	17%	29%	30%	21%	14%	8%	3%	17%	15%	18%	18%	18%	15%	15%	18%	15%	17%
		cdefg	cdefg	defg	ef	f		ef							f		
Sleep	573	116	157	122	101	53	24	573	251	317	166	178	123	105	343	228	573
	16%	28%	24%	20%	16%	9%	4%	16%	15%	18%	17%	17%	17%	15%	17%	16%	16%
		cdefg	defg	efg	ef	f		ef									
Feel energised	469	88	133	125	68	40	15	469	266	200	169	128	91	76	297	167	469
	13%	21%	21%	21%	11%	7%	2%	13%	16%	11%	17%	12%	13%	11%	14%	12%	13%
		defg	defg	defg	ef	f		ef	b		bcdg				df		

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

Q5. Do you use 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Meditate	441	71	125	119	77	26	22	441	212	225	166	128	76	66	294	143	441
	13%	17%	19%	20%	12%	5%	4%	13%	13%	12%	17%	12%	11%	10%	14%	10%	13%
		efg	defg	defg	ef			ef			bcdg				cdf		df
ANY OF THESE	2675	373	586	512	469	400	335	2675	1244	1417	796	815	564	485	1611	1049	2675
	77%	89%	90%	86%	76%	70%	53%	77%	75%	79%	80%	78%	78%	70%	79%	74%	77%
		defg	cdefg	defg	f	f		ef		a	df	d	d		df		d
None of these	753	33	52	79	145	166	278	753	393	357	196	219	147	187	415	334	753
	22%	8%	8%	13%	23%	29%	44%	22%	24%	20%	20%	21%	20%	27%	20%	24%	22%
				ab	abc	abcdg	abcdg	abc	b					abceg		ae	
Don't know	58	12	9	8	6	5	17	58	28	27	8	16	13	19	24	32	58
	2%	3%	1%	1%	1%	1%	3%	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%
		de					e						aeg		ae		
Base for stats	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Mean number of type of app/ site/ online service used (out of 9)	2.2	2.7	3.0	2.6	2.2	1.6	1.1	2.2	2.0	2.3	2.4	2.2	2.1	1.9	2.3	2.0	2.2
		defg	cdefg	defg	ef	f		ef		a	cdg	df	d		cdg		df
Standard deviation	1.96	2.01	2.04	2.01	1.97	1.59	1.37	1.96	1.87	2.02	2.07	1.98	1.82	1.86	2.02	1.84	1.96
Standard error	.03	.09	.09	.08	.08	.07	.05	.03	.05	.05	.07	.06	.07	.06	.05	.05	.03

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 97

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

Q5. Do you use 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Relax	1430	1213	116	63	38	1430	1277	153	212	1218	220	563	644	1430	250	551	427
	41%	41%	40%	39%	39%	41%	42%	34%	41%	41%	30%	37%	53%	41%	46%	39%	39%
							b					a	abd	ab	bc		
Look up health symptoms	1216	1030	101	50	36	1216	1039	176	153	1063	121	500	595	1216	183	486	418
	35%	35%	34%	30%	37%	35%	34%	40%	30%	36%	17%	33%	49%	35%	34%	35%	39%
							a		a		a	abd	a				
Improve your mood/ feel happy	1081	905	93	53	30	1081	963	118	153	928	101	432	548	1081	208	399	322
	31%	31%	32%	32%	31%	31%	32%	27%	30%	31%	14%	28%	45%	31%	38%	29%	30%
							b					a	abd	a	bc		
Healthy eating/ nutrition	1021	869	82	41	29	1021	913	108	127	894	90	391	540	1021	170	376	358
	29%	30%	28%	25%	29%	29%	30%	24%	25%	30%	12%	26%	44%	29%	31%	27%	33%
							b		a			a	abd	ab			b
Follow a fitness programme/ health tracker	719	610	55	33	21	719	634	85	98	621	64	243	412	719	118	236	288
	21%	21%	19%	20%	22%	21%	21%	19%	19%	21%	9%	16%	34%	21%	22%	17%	27%
												a	abd	ab	b		b
Get support when feeling unhappy/ anxious/ worried	589	502	42	26	19	589	526	63	87	502	49	216	324	589	129	213	160
	17%	17%	14%	16%	20%	17%	17%	14%	17%	17%	7%	14%	27%	17%	24%	15%	15%
												a	abd	ab	bc		
Sleep	573	492	36	24	21	573	523	50	79	493	61	226	286	573	120	207	164
	16%	17%	12%	15%	22%	16%	17%	11%	15%	17%	8%	15%	24%	16%	22%	15%	15%
					abce		b					a	abd	a	bc		
Feel energised	469	413	30	16	11	469	431	38	56	413	52	160	257	469	93	164	150
	13%	14%	10%	10%	11%	13%	14%	9%	11%	14%	7%	11%	21%	13%	17%	12%	14%
		c					b					a	abd	ab	b		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Do you use 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Meditate	441	387	26	15	12	441	410	31	57	383	34	159	247	441	82	169	133
	13%	13%	9%	9%	13%	13%	13%	7%	11%	13%	5%	10%	20%	13%	15%	12%	12%
		bc					b					a	abd	ab			
ANY OF THESE	2675	2266	218	118	73	2675	2358	317	394	2280	418	1153	1101	2675	457	1031	844
	77%	77%	75%	72%	75%	77%	78%	71%	77%	77%	57%	76%	91%	77%	84%	74%	78%
		c					b					a	abd	a	bc		b
None of these	753	619	69	43	23	753	633	120	104	649	285	353	105	753	81	348	227
	22%	21%	23%	26%	23%	22%	21%	27%	20%	22%	39%	23%	9%	22%	15%	25%	21%
							a				bcd	c		c		ac	a
Don't know	58	47	6	3	2	58	48	9	15	42	29	17	9	58	4	16	13
	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	4%	1%	1%	2%	1%	1%	1%
									b		bcd			c			
Base for stats	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Mean number of type of app/ site/ online service used (out of 9)	2.2	2.2	2.0	2.0	2.2	2.2	2.2	1.8	2.0	2.2	1.1	1.9	3.2	2.2	2.5	2.0	2.2
		c					b			a		a	abd	ab	bc		b
Standard deviation	1.96	1.97	1.89	1.87	2.05	1.96	1.96	1.93	1.81	1.98	1.38	1.65	2.14	1.96	2.01	1.88	2.00
Standard error	.03	.04	.11	.11	.12	.03	.04	.09	.08	.04	.05	.04	.06	.03	.08	.05	.06

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Relax	1430	313	752	346	1430	495	831	772	603
	41%	40%	41%	43%	41%	43%	40%	36%	50%
									a
Look up health symptoms	1216	253	639	307	1216	443	706	733	450
	35%	32%	35%	38%	35%	38%	34%	34%	37%
				a		b			
Improve your mood/ feel happy	1081	240	554	271	1081	387	625	548	492
	31%	31%	30%	34%	31%	34%	30%	26%	40%
						b			a
Healthy eating/ nutrition	1021	244	547	213	1021	338	629	532	455
	29%	31%	30%	26%	29%	29%	30%	25%	37%
									a
Follow a fitness programme/ health tracker	719	193	377	138	719	236	448	357	340
	21%	25%	21%	17%	21%	21%	21%	17%	28%
		bcd			c				a
Get support when feeling unhappy/ anxious/ worried	589	144	258	174	589	281	270	276	284
	17%	18%	14%	22%	17%	24%	13%	13%	23%
		b		bd	b	b			a
Sleep	573	131	280	151	573	227	284	281	267
	16%	17%	15%	19%	16%	20%	14%	13%	22%
				b		b			a
Feel energised	469	129	243	93	469	163	272	205	234
	13%	17%	13%	12%	13%	14%	13%	10%	19%
		bcd							a

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Meditate	441	120	227	87	441	187	217	186	231
	13%	15%	12%	11%	13%	16%	10%	9%	19%
		c				b			a
ANY OF THESE	2675	593	1414	629	2675	933	1558	1503	1067
	77%	76%	77%	78%	77%	81%	74%	71%	88%
						b			a
None of these	753	176	401	158	753	203	515	596	137
	22%	23%	22%	20%	22%	18%	25%	28%	11%
							a	b	
Don't know	58	12	21	15	58	14	23	31	11
	2%	2%	1%	2%	2%	1%	1%	1%	1%
Base for stats	3485	781	1836	803	3485	1150	2096	2130	1215
Mean number of type of app/ site/ online service used (out of 9)	2.2	2.3	2.1	2.2	2.2	2.4	2.0	1.8	2.8
						b			a
Standard deviation	1.96	2.17	1.85	1.99	1.96	2.04	1.91	1.84	2.01
Standard error	.03	.08	.04	.07	.03	.06	.04	.04	.06

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Set aside time for yourself when you are not online	1049	135	211	179	199	159	165	1049	486	554	350	299	205	187	648	392	1049
	30%	32%	33%	30%	32%	28%	26%	30%	29%	31%	35%	28%	28%	27%	32%	28%	30%
		f	f		f						bcd	fg		df			
Disable notifications on devices or use 'Do not Disturb' settings	965	213	246	188	155	104	60	965	423	534	309	313	187	146	623	333	965
	28%	51%	38%	31%	25%	18%	10%	28%	25%	30%	31%	30%	26%	21%	30%	24%	28%
		bcdefg	cdefg	def	ef	f		ef		a	cd	df	d		cd		df
Taken a deliberate break from any social media apps	807	143	232	163	129	84	56	807	428	371	258	258	152	134	516	286	807
	23%	34%	36%	27%	21%	15%	9%	23%	26%	21%	26%	25%	21%	19%	25%	20%	23%
		cdefg	cdefg	defg	ef	f		ef	b		cd	df			cd		df
Chosen not to take devices such as phones or tablets to bed with you	788	86	143	123	149	111	176	788	391	391	265	220	160	140	485	300	788
	23%	21%	22%	20%	24%	19%	28%	23%	23%	22%	27%	21%	22%	20%	24%	21%	23%
							abce				bdf						
Deleted apps because you spend too much time on them	672	119	197	129	110	68	48	672	315	351	234	208	117	105	442	222	672
	19%	28%	30%	22%	18%	12%	8%	19%	19%	19%	23%	20%	16%	15%	22%	16%	19%
		cdefg	cdefg	ef	ef	f		ef			cd	df			cd		df
Taken a deliberate break from any other apps	469	83	124	107	74	46	35	469	257	211	173	113	109	70	286	179	469
	13%	20%	19%	18%	12%	8%	6%	13%	15%	12%	17%	11%	15%	10%	14%	13%	13%
		defg	defg	defg	ef			ef	b		bdefg		bd		bd		bd

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 98

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Deleted apps because they are bad for your mental health/ self-esteem	444	94	150	93	64	30	13	444	224	215	144	129	91	80	273	171	444
	13%	22%	23%	16%	10%	5%	2%	13%	13%	12%	14%	12%	13%	12%	13%	12%	13%
		cdefg	cdefg	def	ef	f		ef									
Used an app to help reduce your 'screen time' / time spent using devices	352	88	135	72	38	13	5	352	177	171	141	106	49	54	247	103	352
	10%	21%	21%	12%	6%	2%	1%	10%	11%	10%	14%	10%	7%	8%	12%	7%	10%
		cdefg	cdefg	def	ef	f		def			bcdfg	cf			cdfg		cf
ANY OF THESE	2396	377	555	434	390	325	314	2396	1149	1233	737	715	496	433	1452	929	2396
	69%	90%	86%	73%	63%	57%	50%	69%	69%	68%	74%	68%	69%	63%	71%	66%	69%
		bcdefg	cdefg	def	f	f		def			bcdfg	d	d		df		df
None of these	1015	24	80	154	219	236	301	1015	478	535	250	312	219	231	562	449	1015
	29%	6%	12%	26%	35%	41%	48%	29%	29%	30%	25%	30%	30%	33%	27%	32%	29%
			a	ab	abcg	abcg	abcdeg	ab				a	a	aeg	ae	a	
Don't know	74	17	13	10	10	10	15	74	39	34	13	23	9	26	36	36	74
	2%	4%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	4%	2%	3%	2%
		cdeg												aceg			
SUMMARY																	
TAKING A BREAK FROM ANY APP	1030	181	292	213	164	107	73	1030	542	480	342	310	204	167	652	372	1030
	30%	43%	45%	36%	26%	19%	12%	30%	33%	27%	34%	30%	28%	24%	32%	26%	30%
		cdefg	cdefg	defg	ef	f		ef	b		bcdfg	d			df		df
DELETING ANY APPS	905	160	286	176	140	86	57	905	439	458	302	269	168	158	570	326	905
	26%	38%	44%	29%	23%	15%	9%	26%	26%	25%	30%	26%	23%	23%	28%	23%	26%
		cdefg	cdefg	def	ef	f		ef			bcdfg				cdf		f

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Set aside time for yourself when you are not online	1049	899	82	36	31	1049	922	127	133	916	122	437	489	1049	157	414	335
	30%	31%	28%	22%	32%	30%	30%	28%	26%	31%	17%	29%	40%	30%	29%	30%	31%
		c			c	c				a		a	abd	a			
Disable notifications on devices or use 'Do not Disturb' settings	965	802	87	48	28	965	859	106	136	829	74	410	480	965	159	337	324
	28%	27%	30%	29%	29%	28%	28%	24%	26%	28%	10%	27%	40%	28%	29%	24%	30%
												a	abd	a	b		b
Taken a deliberate break from any social media apps	807	695	58	31	24	807	721	86	87	720	83	301	423	807	147	291	260
	23%	24%	20%	19%	24%	23%	24%	19%	17%	24%	11%	20%	35%	23%	27%	21%	24%
										a		a	abd	ab	b		
Chosen not to take devices such as phones or tablets to bed with you	788	669	65	31	23	788	679	109	94	694	121	327	339	788	114	307	274
	23%	23%	22%	19%	24%	23%	22%	25%	18%	23%	16%	21%	28%	23%	21%	22%	25%
										a		a	abd	a			
Deleted apps because you spend too much time on them	672	563	59	25	25	672	595	76	88	584	66	267	339	672	125	229	222
	19%	19%	20%	15%	25%	19%	20%	17%	17%	20%	9%	18%	28%	19%	23%	16%	20%
					ace							a	abd	a	b		b
Taken a deliberate break from any other apps	469	405	31	15	17	469	420	49	50	418	45	172	252	469	87	183	140
	13%	14%	11%	9%	18%	13%	14%	11%	10%	14%	6%	11%	21%	13%	16%	13%	13%
		c			bce					a		a	abd	a			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 98

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Deleted apps because they are bad for your mental health/ self-esteem	444 13%	377 13%	35 12%	15 9%	17 17% ace	444 13%	401 13%	43 10%	63 12%	381 13%	40 5%	169 11% a	235 19% abd	444 13% a	88 16% b	152 11%	140 13%
Used an app to help reduce your 'screen time' / time spent using devices	352 10%	308 11%	25 9%	12 7%	7 8%	352 10%	321 11% b	32 7%	57 11%	295 10%	45 6%	121 8%	186 15% abd	352 10% ab	76 14% bc	120 9%	110 10%
ANY OF THESE	2396 69%	2020 69%	201 69%	106 65%	69 70%	2396 69%	2117 70% b	278 62%	353 69%	2043 69%	366 50%	1049 69% a	978 80% abd	2396 69% a	408 75% bc	903 65%	759 70% b
None of these	1015 29%	849 29%	83 28%	55 34%	27 28%	1015 29%	858 28%	156 35% a	143 28%	872 29%	332 45% bcd	449 29% c	228 19%	1015 29% c	124 23%	470 34% ac	316 29% a
Don't know	74 2%	62 2%	9 3%	2 1%	2 2%	74 2%	64 2%	11 2%	17 3%	57 2%	34 5% bcd	25 2%	9 1%	74 2% c	9 2%	24 2%	9 1%
SUMMARY																	
TAKING A BREAK FROM ANY APP	1030 30%	889 30% bc	70 24%	38 23%	33 34% bc	1030 30% c	922 30% b	108 24%	119 23%	911 31% a	110 15%	400 26% a	520 43% abd	1030 30% ab	193 36% bc	387 28%	315 29%
DELETING ANY APPS	905 26%	766 26%	72 25%	35 21%	32 33% abce	905 26%	808 27% b	97 22%	123 24%	782 26%	95 13%	369 24% a	441 36% abd	905 26% a	176 33% bc	310 22%	293 27% b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Set aside time for yourself when you are not online	1049	255	546	238	1049	372	617	616	406
	30%	33%	30%	30%	30%	32%	29%	29%	33%
									a
Disable notifications on devices or use 'Do not Disturb' settings	965	241	489	224	965	359	546	520	415
	28%	31%	27%	28%	28%	31%	26%	24%	34%
		b				b			a
Taken a deliberate break from any social media apps	807	188	398	214	807	333	425	418	358
	23%	24%	22%	27%	23%	29%	20%	20%	29%
				bd		b			a
Chosen not to take devices such as phones or tablets to bed with you	788	201	422	152	788	283	462	479	287
	23%	26%	23%	19%	23%	25%	22%	23%	24%
		c	c		c				
Deleted apps because you spend too much time on them	672	154	344	163	672	261	364	338	305
	19%	20%	19%	20%	19%	23%	17%	16%	25%
						b			a
Taken a deliberate break from any other apps	469	123	224	118	469	201	231	218	235
	13%	16%	12%	15%	13%	18%	11%	10%	19%
		b				b			a

Columns Tested: a,b,c,d - a,b - a,b

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Deleted apps because they are bad for your mental health/ self-esteem	444	108	194	138	444	222	190	218	208
	13%	14%	11%	17%	13%	19%	9%	10%	17%
		b		bd	b	b			a
Used an app to help reduce your 'screen time'/ time spent using devices	352	110	169	67	352	149	180	142	187
	10%	14%	9%	8%	10%	13%	9%	7%	15%
		bcd				b			a
ANY OF THESE	2396	539	1270	556	2396	879	1363	1347	955
	69%	69%	69%	69%	69%	76%	65%	63%	79%
						b			a
None of these	1015	232	540	222	1015	256	700	742	247
	29%	30%	29%	28%	29%	22%	33%	35%	20%
							a	b	
Don't know	74	10	26	25	74	15	32	41	13
	2%	1%	1%	3%	2%	1%	2%	2%	1%
				ab					
SUMMARY									
TAKING A BREAK FROM ANY APP	1030	240	521	259	1030	427	531	509	480
	30%	31%	28%	32%	30%	37%	25%	24%	40%
						b			a
DELETING ANY APPS	905	208	448	235	905	376	464	442	422
	26%	27%	24%	29%	26%	33%	22%	21%	35%
				b		b			a

Columns Tested: a,b,c,d - a,b - a,b

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Buy things/ Online shopping (purchasing products or services etc.)	3054	341	530	522	553	517	590	3054	1422	1617	901	940	623	574	1840	1197	3054
	88%	82%	82%	87%	89%	91%	94%	88%	85%	90%	90%	90%	86%	83%	90%	85%	88%
				ab	ab	ab	abcdg	ab		a	cdf	cdf			cdfg		df

Columns Tested: a,b,c,d,e,f,g - a,b - 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 INCIDENCE OF PURCHASING THINGS ONLINE

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Buy things/ Online shopping (purchasing products or services etc.)	3054	2561	259	145	89	3054	2647	407	401	2652	538	1332	1179	3054	428	1229	1010
	88%	87%	88%	89%	91%	88%	87%	91%	78%	89%	73%	87%	97%	88%	79%	88%	93%
					a			a	a	a		a	abd	a		a	ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Buy things/ Online shopping (purchasing products or services etc.)	3054	695	1614	700	3054	985	1886	1909	1048
	88%	89%	88%	87%	88%	86%	90%	90%	86%
							a	b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 100

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

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? (SINGLE CODE)

Base : All respondents 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	a	b	a	b	c	d	e	f	g
Unweighted total	3051	381	474	560	511	512	613	3051	1370	1668	836	866	566	769	1702	1335	3051
Effective Weighted Sample	2547	328	397	478	428	425	509	2547	1143	1395	709	734	491	655	1443	1108	2547
Total	3054	341	530	522	553	517	590	3054	1422	1617	901	940	623	574	1840	1197	3054
Very important	477	66	133	110	68	58	42	477	252	221	174	128	95	79	302	174	477
	16%	19%	25%	21%	12%	11%	7%	16%	18%	14%	19%	14%	15%	14%	16%	15%	16%
		def	defg	defg	f	f		ef	b		bdfg						
Fairly important	1095	147	176	181	202	183	205	1095	527	562	331	363	223	174	694	396	1095
	36%	43%	33%	35%	37%	35%	35%	36%	37%	35%	37%	39%	36%	30%	38%	33%	36%
		bcefg							d	df				df		d	
Neither important nor unimportant	814	77	122	151	164	149	151	814	347	462	209	262	156	182	471	337	814
	27%	23%	23%	29%	30%	29%	26%	27%	24%	29%	23%	28%	25%	32%	26%	28%	27%
				ab	ab				a		a		aceg	a			
Not very important	338	29	61	40	58	67	82	338	150	188	96	110	67	62	206	129	338
	11%	9%	12%	8%	10%	13%	14%	11%	11%	12%	11%	12%	11%	11%	11%	11%	11%
					c	ac	c										
Not at all important	283	11	30	34	51	57	100	283	129	153	81	65	73	62	146	135	283
	9%	3%	6%	6%	9%	11%	17%	9%	9%	9%	9%	7%	12%	11%	8%	11%	9%
				a	ab	abc	abcdeg	abc					be	be	be	be	b
Don't know	48	10	9	6	11	3	10	48	17	31	9	11	10	16	21	25	48
	2%	3%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	3%	1%	2%	2%
		e											abeg		e		
SUMMARY CODES																	
TOTAL IMPORTANT	1571	214	308	291	270	242	247	1571	779	783	505	491	318	253	996	570	1571
	51%	63%	58%	56%	49%	47%	42%	51%	55%	48%	56%	52%	51%	44%	54%	48%	51%
		cdefg	defg	def	f			f	b		dfg	d	d	df		df	
TOTAL NOT IMPORTANT	621	40	91	74	109	124	182	621	278	341	178	175	140	124	352	264	621
	20%	12%	17%	14%	20%	24%	31%	20%	20%	21%	20%	19%	22%	22%	19%	22%	20%
			a		ac	abc	abcdeg	ac									
TOTAL NEITHER/ DON'T KNOW	862	87	131	157	175	152	161	862	365	493	218	274	165	197	492	363	862
	28%	26%	25%	30%	32%	29%	27%	28%	26%	30%	24%	29%	27%	34%	27%	30%	28%
					b					a	a		abceg		ae	a	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 100

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

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? (SINGLE CODE)

Base : All respondents 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
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	3051	2219	277	270	285	3051	2616	435	424	2627	561	1376	1108	3051	471	1243	931
Effective Weighted Sample	2547	2001	246	259	268	2547	2187	361	349	2198	466	1142	937	2547	379	1032	801
Total	3054	2561	259	145	89	3054	2647	407	401	2652	538	1332	1179	3054	428	1229	1010
Very important	477 16%	408 16%	36 14%	21 15%	11 13%	477 16%	436 16%	41 10%	63 16%	413 16%	55 10%	160 12%	262 22%	477 16%	93 22%	159 13%	165 16%
Fairly important	1095 36%	911 36%	96 37%	55 38%	33 37%	1095 36%	944 36%	150 37%	120 30%	975 37%	141 26%	473 36%	481 41%	1095 36%	143 33%	441 36%	382 38%
Neither important nor unimportant	814 27%	673 26%	78 30%	37 25%	26 29%	814 27%	702 27%	112 27%	122 30%	691 26%	149 28%	395 30%	267 23%	814 27%	104 24%	340 28%	257 25%
Not very important	338 11%	286 11%	25 9%	17 12%	11 12%	338 11%	284 11%	54 13%	45 11%	292 11%	75 14%	166 12%	96 8%	338 11%	39 9%	160 13%	107 11%
Not at all important	283 9%	245 10%	19 7%	12 8%	7 8%	283 9%	239 9%	43 11%	39 10%	243 9%	94 17%	122 9%	65 6%	283 9%	43 10%	118 10%	89 9%
Don't know	48 2%	39 2%	5 2%	3 2%	1 1%	48 2%	41 2%	7 2%	11 3%	37 1%	24 4%	15 1%	9 1%	48 2%	6 1%	11 1%	10 1%
SUMMARY CODES																	
TOTAL IMPORTANT	1571 51%	1319 51%	133 51%	76 53%	44 49%	1571 51%	1380 52%	192 47%	183 46%	1388 52%	196 36%	633 48%	742 63%	1571 51%	236 55%	600 49%	548 54%
TOTAL NOT IMPORTANT	621 20%	530 21%	44 17%	29 20%	18 20%	621 20%	523 20%	97 24%	85 21%	536 20%	169 31%	289 22%	161 14%	621 20%	82 19%	278 23%	195 19%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents 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 a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	3051	2219	277	270	285	3051	2616	435	424	2627	561	1376	1108	3051	471	1243	931
Effective Weighted Sample	2547	2001	246	259	268	2547	2187	361	349	2198	466	1142	937	2547	379	1032	801
Total	3054	2561	259	145	89	3054	2647	407	401	2652	538	1332	1179	3054	428	1229	1010
TOTAL NEITHER/ DON'T KNOW	862	712	83	40	27	862	743	118	133	729	173	411	276	862	110	351	267
	28%	28%	32%	28%	31%	28%	28%	29%	33%	27%	32%	31%	23%	28%	26%	29%	26%
									b		c	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3051	650	1598	757	3051	1055	1811	2030	909
Effective Weighted Sample	2547	556	1336	619	2547	866	1526	1682	786
Total	3054	695	1614	700	3054	985	1886	1909	1048
Very important	477	161	218	90	477	175	269	211	249
	16%	23%	14%	13%	16%	18%	14%	11%	24%
		bcd				b			a
Fairly important	1095	214	621	248	1095	347	693	711	357
	36%	31%	38%	35%	36%	35%	37%	37%	34%
			a		a				
Neither important nor unimportant	814	148	441	215	814	257	510	512	276
	27%	21%	27%	31%	27%	26%	27%	27%	26%
			a	ad	a				
Not very important	338	83	185	68	338	97	218	237	93
	11%	12%	11%	10%	11%	10%	12%	12%	9%
								b	
Not at all important	283	81	130	65	283	92	178	210	68
	9%	12%	8%	9%	9%	9%	9%	11%	6%
		b						b	
Don't know	48	8	20	14	48	17	17	29	5
	2%	1%	1%	2%	2%	2%	1%	2%	1%
								b	
SUMMARY CODES									
TOTAL IMPORTANT	1571	375	839	338	1571	522	963	921	605
	51%	54%	52%	48%	51%	53%	51%	48%	58%
									a
TOTAL NOT IMPORTANT	621	164	314	133	621	189	396	446	161
	20%	24%	19%	19%	20%	19%	21%	23%	15%
		b						b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3051	650	1598	757	3051	1055	1811	2030	909
Effective Weighted Sample	2547	556	1336	619	2547	866	1526	1682	786
Total	3054	695	1614	700	3054	985	1886	1909	1048
TOTAL NEITHER/ DON'T KNOW	862	156	461	229	862	274	527	541	281
	28%	22%	29%	33%	28%	28%	28%	28%	27%
			a	ad	a				

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 101

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

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? (SINGLE CODE)

Base : All respondents 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	a	b	a	b	c	d	e	f	g
Unweighted total	3051	381	474	560	511	512	613	3051	1370	1668	836	866	566	769	1702	1335	3051
Effective Weighted Sample	2547	328	397	478	428	425	509	2547	1143	1395	709	734	491	655	1443	1108	2547
Total	3054	341	530	522	553	517	590	3054	1422	1617	901	940	623	574	1840	1197	3054
Very important	691 23%	110 32%	180 34%	143 27%	93 17%	90 17%	76 13%	691 23%	320 22%	368 23%	246 27%	187 20%	136 22%	118 20%	433 24%	254 21%	691 23%
		defg	cdefg	defg				def			bcdfg						
Fairly important	1273 42%	149 44%	224 42%	225 43%	239 43%	217 42%	219 37%	1273 42%	571 40%	695 43%	350 39%	431 46%	260 42%	223 39%	781 42%	483 40%	1273 42%
											adfg						
Neither important nor unimportant	642 21%	51 15%	89 17%	103 20%	140 25%	122 24%	138 23%	642 21%	293 21%	349 22%	167 19%	185 20%	136 22%	152 26%	352 19%	288 24%	642 21%
					abceg	ab	ab	ab						abeg		abeg	
Not very important	221 7%	17 5%	26 5%	34 7%	45 8%	34 7%	65 11%	221 7%	119 8%	101 6%	64 7%	63 7%	47 8%	47 8%	127 7%	94 8%	221 7%
							abceg		b								
Not at all important	182 6%	7 2%	6 1%	14 3%	30 5%	43 8%	82 14%	182 6%	96 7%	85 5%	65 7%	58 6%	35 6%	24 4%	123 7%	59 5%	182 6%
					abc	abc	abcdege	abc			df				d		
Don't know	44 1%	8 2%	6 1%	2 *%	7 1%	11 2%	10 2%	44 1%	24 2%	19 1%	9 1%	16 2%	9 1%	10 2%	25 1%	19 2%	44 1%
		c				c											
SUMMARY CODES																	
TOTAL IMPORTANT	1965 64%	259 76%	404 76%	369 71%	332 60%	307 59%	295 50%	1965 64%	891 63%	1063 66%	595 66%	618 66%	396 64%	341 59%	1214 66%	737 62%	1965 64%
		defg	defg	defg	f	f		ef			d	d			df		d
TOTAL NOT IMPORTANT	403 13%	24 7%	32 6%	48 9%	74 13%	78 15%	146 25%	403 13%	215 15%	186 12%	129 14%	121 13%	82 13%	71 12%	250 14%	153 13%	403 13%
					abc	abc	abcdege	abc	b								
TOTAL NEITHER/ DON'T KNOW	686 22%	59 17%	94 18%	105 20%	147 27%	132 26%	148 25%	686 22%	317 22%	368 23%	176 20%	201 21%	145 23%	162 28%	377 20%	306 26%	686 22%
					abc	ab	ab	ab						abeg		abeg	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 101

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

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? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3051	2219	277	270	285	3051	2616	435	424	2627	561	1376	1108	3051	471	1243	931
Effective Weighted Sample	2547	2001	246	259	268	2547	2187	361	349	2198	466	1142	937	2547	379	1032	801
Total	3054	2561	259	145	89	3054	2647	407	401	2652	538	1332	1179	3054	428	1229	1010
Very important	691	584	56	31	21	691	619	73	98	593	97	243	351	691	107	256	225
	23%	23%	21%	21%	23%	23%	23%	18%	25%	22%	18%	18%	30%	23%	25%	21%	22%
							b						abd	ab			
Fairly important	1273	1073	101	64	35	1273	1117	156	172	1101	190	571	511	1273	173	512	439
	42%	42%	39%	44%	40%	42%	42%	38%	43%	42%	35%	43%	43%	42%	40%	42%	43%
												a	a	a			
Neither important nor unimportant	642	530	59	30	23	642	537	105	81	562	139	313	187	642	100	257	207
	21%	21%	23%	21%	26%	21%	20%	26%	20%	21%	26%	23%	16%	21%	23%	21%	20%
							a				cd	c	c				
Not very important	221	189	18	8	5	221	189	32	28	192	46	92	83	221	24	97	72
	7%	7%	7%	6%	6%	7%	7%	8%	7%	7%	8%	7%	7%	7%	6%	8%	7%
Not at all important	182	150	19	9	5	182	147	35	15	167	49	98	36	182	19	90	57
	6%	6%	7%	6%	6%	6%	6%	9%	4%	6%	9%	7%	3%	6%	5%	7%	6%
							a				cd	c	c				
Don't know	44	34	7	3	-	44	37	7	7	37	18	16	11	44	5	17	11
	1%	1%	3%	2%	-%	1%	1%	2%	2%	1%	3%	1%	1%	1%	1%	1%	1%
			d	d		d					bcd						
SUMMARY CODES																	
TOTAL IMPORTANT	1965	1657	156	95	56	1965	1736	229	271	1694	287	814	862	1965	280	768	663
	64%	65%	60%	66%	63%	64%	66%	56%	67%	64%	53%	61%	73%	64%	65%	62%	66%
							b					a	abd	a			
TOTAL NOT IMPORTANT	403	339	37	17	10	403	336	67	43	359	94	190	119	403	43	187	129
	13%	13%	14%	12%	11%	13%	13%	16%	11%	14%	18%	14%	10%	13%	10%	15%	13%
											cd	c	c	c		a	
TOTAL NEITHER/ DON'T KNOW	686	565	66	33	23	686	575	112	87	599	156	328	198	686	105	274	218
	22%	22%	25%	23%	26%	22%	22%	27%	22%	23%	29%	25%	17%	22%	25%	22%	22%
							a				cd	c	c	c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3051	650	1598	757	3051	1055	1811	2030	909
Effective Weighted Sample	2547	556	1336	619	2547	866	1526	1682	786
Total	3054	695	1614	700	3054	985	1886	1909	1048
Very important	691 23%	221 32% bcd	309 19%	148 21%	691 23% b	237 24%	405 21%	341 18%	320 31% a
Fairly important	1273 42%	247 36%	733 45% acd	283 40%	1273 42% a	404 41%	815 43%	798 42%	446 43%
Neither important nor unimportant	642 21%	125 18%	340 21%	169 24% a	642 21%	185 19%	410 22%	439 23% b	189 18%
Not very important	221 7%	44 6%	127 8%	47 7%	221 7%	79 8%	131 7%	149 8%	61 6%
Not at all important	182 6%	50 7%	89 6%	40 6%	182 6%	67 7%	105 6%	151 8% b	28 3%
Don't know	44 1%	7 1%	16 1%	14 2%	44 1%	14 1%	21 1%	31 2% b	4 *%
SUMMARY CODES									
TOTAL IMPORTANT	1965 64%	468 67% c	1042 65%	431 62%	1965 64%	640 65%	1220 65%	1139 60%	766 73% a
TOTAL NOT IMPORTANT	403 13%	95 14%	216 13%	87 12%	403 13%	146 15%	236 13%	300 16% b	89 9%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3051	650	1598	757	3051	1055	1811	2030	909
Effective Weighted Sample	2547	556	1336	619	2547	866	1526	1682	786
Total	3054	695	1614	700	3054	985	1886	1909	1048
TOTAL NEITHER/ DON'T KNOW	686	133	357	182	686	199	430	470	193
	22%	19%	22%	26%	22%	20%	23%	25%	18%
				a				b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents 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	a	b	a	b	c	d	e	f	g
Unweighted total	3051	381	474	560	511	512	613	3051	1370	1668	836	866	566	769	1702	1335	3051
Effective Weighted Sample	2547	328	397	478	428	425	509	2547	1143	1395	709	734	491	655	1443	1108	2547
Total	3054	341	530	522	553	517	590	3054	1422	1617	901	940	623	574	1840	1197	3054
Very important	261 9%	41 12%	95 18%	75 14%	29 5%	10 2%	10 2%	261 9%	139 10%	119 7%	111 12%	62 7%	45 7%	42 7%	173 9%	87 7%	261 9%
		defg	adefg	defg	ef			def	b		bcdefg				b		
Fairly important	491 16%	112 33%	136 26%	107 21%	76 14%	42 8%	17 3%	491 16%	232 16%	256 16%	151 17%	151 16%	113 18%	72 13%	301 16%	185 15%	491 16%
		bcdefg	defg	defg	ef	f		ef			d		d		d		d
Neither important nor unimportant	615 20%	81 24%	121 23%	131 25%	129 23%	90 17%	63 11%	615 20%	250 18%	362 22%	142 16%	177 19%	150 24%	143 25%	319 17%	293 24%	615 20%
		ef	f	efg	ef	f		f		a			abeg	abeg		abeg	ae
Not very important	544 18%	67 20%	93 17%	88 17%	113 20%	97 19%	85 14%	544 18%	247 17%	296 18%	137 15%	196 21%	111 18%	96 17%	333 18%	207 17%	544 18%
		f			f							a					
Not at all important	1104 36%	33 10%	75 14%	116 22%	198 36%	273 53%	410 69%	1104 36%	536 38%	564 35%	350 39%	342 36%	198 32%	211 37%	692 38%	409 34%	1104 36%
				ab	abc	abcdg	abcdeg	abc			cf				c		
Don't know	40 1%	6 2%	11 2%	5 1%	9 2%	4 1%	5 1%	40 1%	17 1%	20 1%	10 1%	12 1%	7 1%	10 2%	22 1%	16 1%	40 1%
SUMMARY CODES																	
TOTAL IMPORTANT	751 25%	153 45%	231 44%	183 35%	105 19%	52 10%	27 5%	751 25%	372 26%	375 23%	262 29%	212 23%	157 25%	114 20%	474 26%	272 23%	751 25%
		cdefg	cdefg	defg	ef	f		def			bdfg		d		d		d
TOTAL NOT IMPORTANT	1648 54%	100 29%	168 32%	204 39%	311 56%	371 72%	495 84%	1648 54%	783 55%	860 53%	487 54%	538 57%	308 50%	307 53%	1025 56%	615 51%	1648 54%
				ab	abc	abcdg	abcdeg	abc				cf			cf		
TOTAL NEITHER/ DON'T KNOW	654 21%	87 26%	132 25%	136 26%	137 25%	94 18%	68 12%	654 21%	268 19%	382 24%	152 17%	189 20%	157 25%	152 27%	342 19%	309 26%	654 21%
		ef	ef	efg	ef	f		f		a			abe	abeg		abeg	ae

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

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.

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? (SINGLE CODE)

Base : All respondents 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3051	2219	277	270	285	3051	2616	435	424	2627	561	1376	1108	3051	471	1243	931
Effective Weighted Sample	2547	2001	246	259	268	2547	2187	361	349	2198	466	1142	937	2547	379	1032	801
Total	3054	2561	259	145	89	3054	2647	407	401	2652	538	1332	1179	3054	428	1229	1010
Very important	261 9%	229 9%	14 5%	13 9%	5 6%	261 9%	242 9%	18 5%	40 10%	221 8%	26 5%	92 7%	143 12%	261 9%	60 14%	81 7%	82 8%
							b						abd	a	bc		
Fairly important	491 16%	422 16%	41 16%	13 9%	15 16%	491 16%	453 17%	37 9%	78 19%	413 16%	56 10%	186 14%	248 21%	491 16%	90 21%	186 15%	149 15%
			c		c	c	b						abd	a	bc		
Neither important nor unimportant	615 20%	518 20%	47 18%	30 21%	20 23%	615 20%	557 21%	58 14%	109 27%	506 19%	103 19%	274 21%	236 20%	615 20%	109 26%	248 20%	168 17%
							b		b						bc		
Not very important	544 18%	437 17%	59 23%	30 21%	17 20%	544 18%	457 17%	87 21%	72 18%	471 18%	84 16%	238 18%	222 19%	544 18%	64 15%	222 18%	179 18%
			ae														
Not at all important	1104 36%	923 36%	94 36%	56 39%	31 35%	1104 36%	904 34%	201 49%	95 24%	1009 38%	251 47%	530 40%	322 27%	1104 36%	97 23%	481 39%	427 42%
							a			a	bcd	cd		c		a	a
Don't know	40 1%	32 1%	4 2%	3 2%	* 1%	40 1%	33 1%	7 2%	7 2%	32 1%	18 3%	13 1%	9 1%	40 1%	7 2%	11 1%	6 1%
											bcd				c		
SUMMARY CODES																	
TOTAL IMPORTANT	751 25%	651 25%	54 21%	26 18%	20 22%	751 25%	696 26%	55 14%	117 29%	634 24%	82 15%	278 21%	391 33%	751 25%	150 35%	267 22%	231 23%
			c			c	b		b			a	abd	ab	bc		
TOTAL NOT IMPORTANT	1648 54%	1360 53%	154 59%	86 59%	48 54%	1648 54%	1361 51%	287 71%	168 42%	1480 56%	335 62%	768 58%	544 46%	1648 54%	161 38%	703 57%	605 60%
								a		a	cd	cd		c		a	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3051	2219	277	270	285	3051	2616	435	424	2627	561	1376	1108	3051	471	1243	931
Effective Weighted Sample	2547	2001	246	259	268	2547	2187	361	349	2198	466	1142	937	2547	379	1032	801
Total	3054	2561	259	145	89	3054	2647	407	401	2652	538	1332	1179	3054	428	1229	1010
TOTAL NEITHER/ DON'T KNOW	654	550	51	33	21	654	590	65	116	538	121	286	245	654	117	259	174
	21%	21%	20%	23%	23%	21%	22%	16%	29%	20%	23%	21%	21%	21%	27%	21%	17%
							b		b						bc	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3051	650	1598	757	3051	1055	1811	2030	909
Effective Weighted Sample	2547	556	1336	619	2547	866	1526	1682	786
Total	3054	695	1614	700	3054	985	1886	1909	1048
Very important	261	111	104	40	261	101	138	86	159
	9%	16%	6%	6%	9%	10%	7%	5%	15%
		bcd			bc	b			a
Fairly important	491	110	276	102	491	138	318	240	236
	16%	16%	17%	15%	16%	14%	17%	13%	23%
									a
Neither important nor unimportant	615	91	339	175	615	203	353	345	241
	20%	13%	21%	25%	20%	21%	19%	18%	23%
			a	abd	a				a
Not very important	544	90	299	146	544	175	344	338	191
	18%	13%	19%	21%	18%	18%	18%	18%	18%
			a	a	a				
Not at all important	1104	289	585	222	1104	345	724	873	214
	36%	42%	36%	32%	36%	35%	38%	46%	20%
		bcd	c		c			b	
Don't know	40	5	10	16	40	23	9	26	5
	1%	1%	1%	2%	1%	2%	*%	1%	1%
				ab		b			
SUMMARY CODES									
TOTAL IMPORTANT	751	221	380	142	751	238	457	327	396
	25%	32%	24%	20%	25%	24%	24%	17%	38%
		bcd			c				a
TOTAL NOT IMPORTANT	1648	379	885	368	1648	520	1068	1212	406
	54%	55%	55%	53%	54%	53%	57%	63%	39%
								b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3051	650	1598	757	3051	1055	1811	2030	909
Effective Weighted Sample	2547	556	1336	619	2547	866	1526	1682	786
Total	3054	695	1614	700	3054	985	1886	1909	1048
TOTAL NEITHER/ DON'T KNOW	654	96	349	190	654	226	362	371	246
	21%	14%	22%	27%	21%	23%	19%	19%	24%
			a	abd	a	b			a

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 103

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents 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	a	b	a	b	c	d	e	f	g
Unweighted total	3051	381	474	560	511	512	613	3051	1370	1668	836	866	566	769	1702	1335	3051
Effective Weighted Sample	2547	328	397	478	428	425	509	2547	1143	1395	709	734	491	655	1443	1108	2547
Total	3054	341	530	522	553	517	590	3054	1422	1617	901	940	623	574	1840	1197	3054
Very important	881 29%	131 39%	196 37%	194 37%	145 26%	120 23%	95 16%	881 29%	372 26%	505 31%	302 33%	266 28%	161 26%	144 25%	568 31%	305 25%	881 29%
		defg	defg	defg	f	f		ef		a	bcdfg				cdf		f
Fairly important	1392 46%	134 39%	234 44%	218 42%	267 48%	259 50%	280 48%	1392 46%	632 44%	752 47%	390 43%	435 46%	304 49%	258 45%	826 45%	561 47%	1392 46%
					ac	ac		a	a								
Neither important nor unimportant	489 16%	49 14%	67 13%	86 16%	92 17%	87 17%	108 18%	489 16%	252 18%	236 15%	118 13%	152 16%	103 17%	114 20%	270 15%	217 18%	489 16%
							b		b					aeg		ae	
Not very important	166 5%	17 5%	22 4%	20 4%	24 4%	29 6%	55 9%	166 5%	94 7%	71 4%	45 5%	54 6%	30 5%	36 6%	99 5%	66 6%	166 5%
							abcdeg		b								
Not at all important	102 3%	4 1%	10 2%	2 *	17 3%	22 4%	47 8%	102 3%	60 4%	39 2%	42 5%	26 3%	18 3%	15 3%	67 4%	33 3%	102 3%
			c		c	ac	abcdeg	ac	b		df						
Don't know	25 1%	6 2%	2 *	3 1%	9 2%	* *	5 1%	25 1%	12 1%	13 1%	4 *	6 1%	7 1%	8 1%	10 1%	14 1%	25 1%
		be			e												
SUMMARY CODES																	
TOTAL IMPORTANT	2273 74%	266 78%	429 81%	412 79%	412 74%	379 73%	375 64%	2273 74%	1004 71%	1257 78%	692 77%	702 75%	465 75%	402 70%	1394 76%	866 72%	2273 74%
		f	defg	efg	f	f		f		a	df				d		d
TOTAL NOT IMPORTANT	267 9%	20 6%	32 6%	22 4%	40 7%	51 10%	102 17%	267 9%	154 11%	110 7%	86 10%	80 8%	49 8%	50 9%	166 9%	99 8%	267 9%
					c	bc	abcdeg	c	b								
TOTAL NEITHER/ DON'T KNOW	513 17%	55 16%	69 13%	89 17%	101 18%	87 17%	113 19%	513 17%	264 19%	250 15%	122 14%	158 17%	110 18%	122 21%	280 15%	231 19%	513 17%
					b		b		b					abeg		ae	a

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 103

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3051	2219	277	270	285	3051	2616	435	424	2627	561	1376	1108	3051	471	1243	931
Effective Weighted Sample	2547	2001	246	259	268	2547	2187	361	349	2198	466	1142	937	2547	379	1032	801
Total	3054	2561	259	145	89	3054	2647	407	401	2652	538	1332	1179	3054	428	1229	1010
Very important	881 29%	740 29%	70 27%	48 33%	23 26%	881 29%	787 30%	93 23%	116 29%	764 29%	96 18%	334 25%	450 38%	881 29%	144 34%	335 27%	296 29%
Fairly important	1392 46%	1158 45%	122 47%	68 47%	44 50%	1392 46%	1187 45%	206 51%	172 43%	1221 46%	221 41%	639 48%	532 45%	1392 46%	159 37%	581 47%	488 48%
Neither important nor unimportant	489 16%	416 16%	40 15%	16 11%	16 18%	489 16%	425 16%	63 15%	75 19%	413 16%	122 23%	231 17%	133 11%	489 16%	79 18%	207 17%	138 14%
Not very important	166 5%	143 6%	11 4%	8 6%	3 4%	166 5%	140 5%	25 6%	23 6%	143 5%	49 9%	71 5%	46 4%	166 5%	32 7%	55 4%	52 5%
Not at all important	102 3%	86 3%	12 5%	3 2%	2 2%	102 3%	88 3%	13 3%	10 2%	92 3%	39 7%	46 3%	17 1%	102 3%	11 2%	42 3%	35 4%
Don't know	25 1%	19 1%	4 2%	1 1%	* *%	25 1%	19 1%	6 2%	5 1%	20 1%	11 2%	13 1%	1 *%	25 1%	4 1%	9 1%	2 *%
SUMMARY CODES																	
TOTAL IMPORTANT	2273 74%	1898 74%	192 74%	116 80%	67 76%	2273 74%	1974 75%	299 73%	288 72%	1985 75%	317 59%	973 73%	982 83%	2273 74%	303 71%	916 75%	784 78%
TOTAL NOT IMPORTANT	267 9%	229 9%	23 9%	11 8%	5 6%	267 9%	229 9%	39 10%	33 8%	235 9%	88 16%	116 9%	63 5%	267 9%	42 10%	97 8%	87 9%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3051	2219	277	270	285	3051	2616	435	424	2627	561	1376	1108	3051	471	1243	931
Effective Weighted Sample	2547	2001	246	259	268	2547	2187	361	349	2198	466	1142	937	2547	379	1032	801
Total	3054	2561	259	145	89	3054	2647	407	401	2652	538	1332	1179	3054	428	1229	1010
TOTAL NEITHER/ DON'T KNOW	513	435	44	18	17	513	444	69	81	433	133	244	134	513	83	216	139
	17%	17%	17%	12%	19%	17%	17%	17%	20%	16%	25%	18%	11%	17%	19%	18%	14%
					c						bcd	c		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3051	650	1598	757	3051	1055	1811	2030	909
Effective Weighted Sample	2547	556	1336	619	2547	866	1526	1682	786
Total	3054	695	1614	700	3054	985	1886	1909	1048
Very important	881 29%	245 35%	434 27%	191 27%	881 29%	304 31%	524 28%	474 25%	382 36%
		bcd							a
Fairly important	1392 46%	281 40%	777 48%	318 45%	1392 46%	435 44%	900 48%	900 47%	457 44%
			a		a				
Neither important nor unimportant	489 16%	92 13%	264 16%	128 18%	489 16%	142 14%	296 16%	322 17%	152 15%
				a					
Not very important	166 5%	40 6%	93 6%	29 4%	166 5%	69 7%	89 5%	111 6%	42 4%
						b			
Not at all important	102 3%	33 5%	39 2%	27 4%	102 3%	26 3%	68 4%	88 5%	10 1%
								b	
Don't know	25 1%	3 *%	6 *%	7 1%	25 1%	9 1%	9 *%	14 1%	5 *%
SUMMARY CODES									
TOTAL IMPORTANT	2273 74%	527 76%	1211 75%	509 73%	2273 74%	740 75%	1424 75%	1374 72%	839 80%
									a
TOTAL NOT IMPORTANT	267 9%	73 11%	132 8%	56 8%	267 9%	95 10%	157 8%	198 10%	52 5%
								b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3051	650	1598	757	3051	1055	1811	2030	909
Effective Weighted Sample	2547	556	1336	619	2547	866	1526	1682	786
Total	3054	695	1614	700	3054	985	1886	1909	1048
TOTAL NEITHER/ DON'T KNOW	513	95	271	136	513	151	305	336	157
	17%	14%	17%	19%	17%	15%	16%	18%	15%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 104

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
1	418	20	43	32	63	114	146	418	216	202	85	129	50	152	215	202	418	
	12%	5%	7%	5%	10%	20%	23%	12%	13%	11%	9%	12%	7%	22%	10%	14%	12%	
					abc	abcdg	abcdg	abc				ac		abcefg	c	aceg	ac	
2	1109	49	136	106	165	254	400	1109	525	580	311	345	225	227	655	451	1109	
	32%	12%	21%	18%	27%	44%	63%	32%	32%	32%	31%	33%	31%	33%	32%	32%	32%	
			a	a	abc	abcdg	abcdeg	abcd										
3	785	98	203	134	183	108	59	785	389	391	244	219	187	132	463	319	785	
	23%	24%	31%	22%	30%	19%	9%	23%	23%	22%	24%	21%	26%	19%	23%	23%	23%	
		f	acefg	f	acefg	f		f			d		bd				d	
4	690	108	159	209	135	65	14	690	311	376	220	217	158	88	438	246	690	
	20%	26%	25%	35%	22%	11%	2%	20%	19%	21%	22%	21%	22%	13%	21%	17%	20%	
		efg	efg	abdefg	ef	f		ef			df	d	df		df	d	d	
5-6	324	78	66	89	60	24	7	324	160	162	100	89	80	53	189	134	324	
	9%	19%	10%	15%	10%	4%	1%	9%	10%	9%	10%	9%	11%	8%	9%	9%	9%	
		bdefg	ef	bdefg	ef	f		ef					d					
7-9	41	19	11	9	2	*	-	41	14	27	13	11	10	7	23	17	41	
	1%	5%	2%	1%	*%	*%	-%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	
		bcdefg	def	def				ef										
10 or more	6	2	4	-	-	-	-	6	1	5	3	1	-	2	4	2	6	
	*%	*%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	
Prefer not to say	112	44	26	20	12	6	4	112	48	60	24	39	15	28	63	43	112	
	3%	11%	4%	3%	2%	1%	1%	3%	3%	3%	2%	4%	2%	4%	3%	3%	3%	
		bcdefg	ef	ef				ef						c				

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 104

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
1	418	345	36	22	16	418	364	55	51	368	115	205	97	418	72	192	119
	12%	12%	12%	13%	16%	12%	12%	12%	10%	12%	16%	13%	8%	12%	13%	14%	11%
					ae						cd	c	c				
2	1109	925	102	53	29	1109	919	190	119	990	279	502	322	1109	55	511	438
	32%	32%	35%	33%	30%	32%	30%	43%	23%	33%	38%	33%	26%	32%	10%	37%	40%
								a		a	bcd	c		c		a	a
3	785	659	64	44	18	785	685	100	124	661	129	362	290	785	76	435	197
	23%	22%	22%	27%	18%	23%	23%	22%	24%	22%	18%	24%	24%	23%	14%	31%	18%
				d								a	a	a		ac	
4	690	586	58	26	20	690	630	60	110	580	98	266	325	690	143	228	231
	20%	20%	20%	16%	20%	20%	21%	13%	21%	20%	13%	17%	27%	20%	26%	16%	21%
							b					a	abd	a	bc	b	
5-6	324	284	20	9	10	324	297	27	61	263	55	122	147	324	154	30	84
	9%	10%	7%	6%	11%	9%	10%	6%	12%	9%	7%	8%	12%	9%	28%	2%	8%
		c			c	c	b		b				abd		bc		b
7-9	41	36	1	2	2	41	33	8	15	25	10	23	7	41	21	-	6
	1%	1%	*%	1%	2%	1%	1%	2%	3%	1%	1%	2%	1%	1%	4%	-%	1%
									b			c		bc			b
10 or more	6	4	1	1	-	6	5	1	2	4	4	1	1	6	5	-	-
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	-%	-%
											bc			bc			
Prefer not to say	112	93	9	7	3	112	107	5	31	80	42	41	27	112	15	-	9
	3%	3%	3%	4%	3%	3%	4%	1%	6%	3%	6%	3%	2%	3%	3%	-%	1%
							b		b		bcd			bc			b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
1	418 12%	74 9%	218 12%	123 15% abd	418 12%	166 14% b	231 11%	418 20% b	- -%
2	1109 32%	284 36% cd	591 32% c	219 27%	1109 32% c	361 31%	697 33%	1015 48% b	85 7%
3	785 23%	146 19%	427 23% a	204 25% a	785 23% a	257 22%	486 23%	349 16%	431 35% a
4	690 20%	166 21% c	378 21% c	136 17%	690 20%	191 17%	445 21% a	216 10%	465 38% a
5-6	324 9%	78 10%	161 9%	84 10%	324 9%	116 10%	183 9%	110 5%	210 17% a
7-9	41 1%	12 2%	17 1%	10 1%	41 1%	18 2%	19 1%	19 1%	21 2% a
10 or more	6 *%	2 *%	2 *%	1 *%	6 *%	5 *% b	1 *%	4 *%	2 *%
Prefer not to say	112 3%	18 2%	44 2%	25 3%	112 3%	36 3% b	35 2%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Yes	1233	105	335	418	283	80	12	1233	564	667	429	339	286	177	769	463	1233
	35%	25%	52%	70%	46%	14%	2%	35%	34%	37%	43%	32%	39%	26%	37%	33%	35%
		ef	aefg	abdefg	aefg	f		aef			bdefg	d	bdf		bdf	d	d
No	2130	267	284	158	324	483	614	2130	1050	1068	546	668	421	484	1215	905	2130
	61%	64%	44%	26%	52%	85%	97%	61%	63%	59%	55%	64%	58%	70%	59%	64%	61%
		bcd	c		bc	abcdg	abcdeg	bcd	b			ace		abcefg	a	ace	a
Prefer not to say	122	46	28	23	13	8	4	122	51	66	25	42	17	29	67	47	122
	3%	11%	4%	4%	2%	1%	1%	3%	3%	4%	2%	4%	2%	4%	3%	3%	3%
		bcdefg	def	ef				ef									

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Yes	1233	1056	93	51	34	1233	1118	115	202	1031	169	479	584	1233	255	502	367
	35%	36%	32%	31%	35%	35%	37%	26%	39%	35%	23%	31%	48%	35%	47%	36%	34%
							b					a	abd	ab	bc		
No	2130	1776	188	105	60	2130	1806	324	276	1854	517	1000	601	2130	272	894	708
	61%	61%	64%	64%	62%	61%	59%	73%	54%	62%	71%	66%	50%	61%	50%	64%	65%
							a			a	bcd	cd		c		a	a
Prefer not to say	122	99	12	8	3	122	116	6	35	86	47	44	29	122	15	-	10
	3%	3%	4%	5%	3%	3%	4%	1%	7%	3%	6%	3%	2%	3%	3%	-%	1%
							b		b		bcd			bc			b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Yes	1233 35%	276 35%	636 35%	313 39% b	1233 35%	375 33%	771 37% a	- -%	1215 100% a
No	2130 61%	486 62%	1154 63% c	462 58%	2130 61%	734 64%	1289 62%	2130 100% b	- -%
Prefer not to say	122 3%	19 2%	46 3%	28 4%	122 3%	41 4% b	35 2%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 106

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
None/ no children aged under 18 living at home	2130	267	284	158	324	483	614	2130	1050	1068	546	668	421	484	1215	905	2130
	61%	64%	44%	26%	52%	85%	97%	61%	63%	59%	55%	64%	58%	70%	59%	64%	61%
		bcd	c		bc	abcdg	abcdeg	bcd	b			ace	abcefg	a	ace	a	
1	600	61	169	140	168	54	9	600	276	325	185	170	156	89	355	245	600
	17%	15%	26%	23%	27%	9%	1%	17%	17%	18%	18%	16%	21%	13%	17%	17%	17%
		ef	aefg	aefg	aefg	f		ef			d		bdefg	d	d	d	
2	469	29	134	202	85	19	-	469	221	245	183	129	97	58	312	155	469
	13%	7%	21%	34%	14%	3%	-%	13%	13%	14%	18%	12%	13%	8%	15%	11%	13%
		ef	adefg	abdefg	aef	f		aef			bcdg	d	d		df		df
3	116	7	19	61	21	5	3	116	53	63	52	23	28	14	75	41	116
	3%	2%	3%	10%	3%	1%	1%	3%	3%	4%	5%	2%	4%	2%	4%	3%	3%
			ef	abdefg	ef			ef			bdfg	d	d		bd		d
4	28	4	8	6	8	2	-	28	8	20	3	13	4	8	16	12	28
	1%	1%	1%	1%	1%	*%	-%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%
		f	f	f	f			f				a		a			
5 or more	7	-	3	5	-	-	-	7	*	7	2	1	1	4	2	5	7
	*%	-%	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
				fg						a			e				
Prefer not to say	135	49	31	28	14	9	4	135	58	73	29	46	18	33	75	52	135
	4%	12%	5%	5%	2%	2%	1%	4%	3%	4%	3%	4%	3%	5%	4%	4%	4%
		bcddefg	def	def	f			ef						c			

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 106

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
None/ no children aged under 18 living at home	2130	1776	188	105	60	2130	1806	324	276	1854	517	1000	601	2130	272	894	708
	61%	61%	64%	64%	62%	61%	59%	73%	54%	62%	71%	66%	50%	61%	50%	64%	65%
								a		a	bcd	cd		c	a	a	a
1	600	506	53	27	15	600	542	58	96	504	77	268	254	600	74	323	160
	17%	17%	18%	16%	15%	17%	18%	13%	19%	17%	11%	18%	21%	17%	14%	23%	15%
							b					a	abd	a		ac	
2	469	411	28	17	12	469	429	40	75	394	66	155	248	469	100	159	163
	13%	14%	9%	10%	13%	13%	14%	9%	15%	13%	9%	10%	20%	13%	18%	11%	15%
		b					b						abd	ab	b		b
3	116	98	9	4	5	116	107	9	14	102	14	36	66	116	50	19	39
	3%	3%	3%	2%	6%	3%	4%	2%	3%	3%	2%	2%	5%	3%	9%	1%	4%
					ce								abd		bc		b
4	28	23	2	2	1	28	24	4	12	16	7	10	11	28	20	-	4
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	4%	-%	*%
									b						bc		b
5 or more	7	6	-	1	*	7	6	2	*	7	1	4	3	7	7	-	-
	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%
															bc		
Prefer not to say	135	110	14	8	4	135	127	8	40	95	52	49	32	135	18	-	11
	4%	4%	5%	5%	4%	4%	4%	2%	8%	3%	7%	3%	3%	4%	3%	-%	1%
							b		b		bcd				bc		b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
None/ no children aged under 18 living at home	2130	486	1154	462	2130	734	1289	2130	-
	61%	62%	63%	58%	61%	64%	62%	100%	-%
			c					b	
1	600	129	299	171	600	185	372	-	599
	17%	17%	16%	21%	17%	16%	18%	-%	49%
				abd					a
2	469	113	245	104	469	128	313	-	467
	13%	14%	13%	13%	13%	11%	15%	-%	38%
							a		a
3	116	26	69	21	116	40	66	-	114
	3%	3%	4%	3%	3%	3%	3%	-%	9%
									a
4	28	4	11	10	28	10	14	-	28
	1%	1%	1%	1%	1%	1%	1%	-%	2%
									a
5 or more	7	1	3	3	7	3	5	-	7
	*%	*%	*%	*%	*%	*%	*%	-%	1%
									a
Prefer not to say	135	21	54	31	135	51	37	-	-
	4%	3%	3%	4%	4%	4%	2%	-%	-%
						b			

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 107

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
None/ no children aged under 18 living at home	2130	267	284	158	324	483	614	2130	1050	1068	546	668	421	484	1215	905	2130
	61%	64%	44%	26%	52%	85%	97%	61%	63%	59%	55%	64%	58%	70%	59%	64%	61%
		bcd	c		bc	abcdg	abcdeg	bcd	b		ace		abcefg	a	ace	a	
0-2 years old	227	32	118	74	3	*	-	227	88	139	74	69	49	35	142	85	227
	7%	8%	18%	12%	1%	*%	-%	7%	5%	8%	7%	7%	7%	5%	7%	6%	7%
		def	acdefg	adefg				def		a							
3-4 years old	206	21	98	73	11	2	-	206	100	106	75	69	34	27	145	61	206
	6%	5%	15%	12%	2%	*%	-%	6%	6%	6%	8%	7%	5%	4%	7%	4%	6%
		def	adefg	adefg	ef			def			cdf	df			cdf		df
5-7 years old	311	20	106	146	33	3	2	311	152	159	124	83	67	37	207	104	311
	9%	5%	16%	24%	5%	1%	*%	9%	9%	9%	12%	8%	9%	5%	10%	7%	9%
		ef	adefg	abdefg	ef			adef			bdfg	d	d		df		d
8-11 years old	380	25	77	183	78	13	3	380	173	206	140	100	91	48	240	138	380
	11%	6%	12%	31%	13%	2%	1%	11%	10%	11%	14%	10%	13%	7%	12%	10%	11%
		ef	aef	abdefg	aef	f		aef			bdfg		d		d	d	d
12-15 years old	445	27	53	159	156	45	5	445	207	237	162	100	111	73	261	184	445
	13%	7%	8%	26%	25%	8%	1%	13%	12%	13%	16%	9%	15%	11%	13%	13%	13%
		f	f	abefg	abefg	f		abef			bdefg		bd		b	b	b
16-17 years old	234	18	9	61	100	39	7	234	96	137	73	63	59	38	136	97	234
	7%	4%	1%	10%	16%	7%	1%	7%	6%	8%	7%	6%	8%	6%	7%	7%	7%
		bf		abfg	abcefg	bf		bf									
Prefer not to say	140	49	31	30	16	9	4	140	60	75	29	48	18	35	78	54	140
	4%	12%	5%	5%	3%	2%	1%	4%	4%	4%	3%	5%	3%	5%	4%	4%	4%
		bcdefg	ef	def	f			ef				c		ac			

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 107

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
None/ no children aged under 18 living at home	2130	1776	188	105	60	2130	1806	324	276	1854	517	1000	601	2130	272	894	708
	61%	61%	64%	64%	62%	61%	59%	73% a	54%	62% a	71% bcd	66% cd	50%	61% c	50%	64% a	65% a
0-2 years old	227	198	14	8	7	227	205	22	43	184	23	97	107	227	59	98	48
	7%	7%	5%	5%	8%	7%	7%	5%	8%	6%	3%	6% a	9% abd	7% a	11% bc	7% c	4%
3-4 years old	206	178	12	9	6	206	193	13	37	169	29	70	106	206	45	93	56
	6%	6%	4%	6%	6%	6%	6% b	3%	7%	6%	4%	5%	9% abd	6% c	8% c	7% c	5%
5-7 years old	311	268	21	13	9	311	289	22	45	266	44	116	151	311	72	98	108
	9%	9%	7%	8%	9%	9%	9% b	5%	9%	9%	6%	8%	12% abd	9% a	13% b	7% b	10% b
8-11 years old	380	331	27	10	11	380	348	32	66	313	44	138	198	380	99	115	131
	11%	11% c	9%	6%	11% c	11% c	11% b	7%	13%	11%	6%	9% a	16% abd	11% a	18% bc	8% b	12% b
12-15 years old	445	379	34	20	12	445	401	44	64	380	63	162	220	445	106	157	150
	13%	13%	12%	12%	12%	13%	13%	10%	13%	13%	9%	11%	18% abd	13% a	20% bc	11% c	14%
16-17 years old	234	200	19	8	7	234	201	33	34	199	39	82	111	234	56	90	70
	7%	7%	6%	5%	7%	7%	7%	7%	7%	7%	5%	5%	9% abd	7% bc	10% bc	6% c	6%
Prefer not to say	140	113	14	9	4	140	132	8	41	99	54	51	33	140	19	3	11
	4%	4%	5%	6%	4%	4%	4% b	2%	8% b	3%	7% bcd	3%	3%	4% bc	4% bc	*% b	1% b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
None/ no children aged under 18 living at home	2130	486	1154	462	2130	734	1289	2130	-
	61%	62%	63%	58%	61%	64%	62%	100%	-%
			c					b	
0-2 years old	227	44	119	62	227	73	136	-	227
	7%	6%	6%	8%	7%	6%	7%	-%	19%
									a
3-4 years old	206	49	118	39	206	65	125	-	206
	6%	6%	6%	5%	6%	6%	6%	-%	17%
									a
5-7 years old	311	83	151	72	311	95	198	-	311
	9%	11%	8%	9%	9%	8%	9%	-%	26%
									a
8-11 years old	380	80	208	88	380	95	253	-	380
	11%	10%	11%	11%	11%	8%	12%	-%	31%
							a		a
12-15 years old	445	96	235	111	445	128	284	-	445
	13%	12%	13%	14%	13%	11%	14%	-%	37%
									a
16-17 years old	234	40	117	73	234	75	147	-	234
	7%	5%	6%	9%	7%	6%	7%	-%	19%
				abd					a
Prefer not to say	140	21	56	33	140	54	37	-	-
	4%	3%	3%	4%	4%	5%	2%	-%	-%
						b			

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3025	309	535	505	547	523	606	3025	1436	1576	884	914	637	577	1799	1214	3025	
	87%	74%	83%	84%	88%	92%	96%	87%	86%	88%	88%	87%	88%	84%	88%	86%	87%	
		a	a	ab	abcg	abcdeg	ab				d	d	d	d	d	d	d	
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	1199	205	267	242	206	147	131	1199	582	613	390	341	245	215	732	460	1199	
	34%	49%	41%	40%	33%	26%	21%	34%	35%	34%	39%	33%	34%	31%	36%	33%	34%	
		bcdefg	defg	defg	ef		ef				bcdfg				d			
Some other way of going online at home	26	7	2	7	3	2	5	26	15	10	12	3	6	6	15	11	26	
	1%	2%	*%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	
		b									b							
ACCESS TO THE INTERNET AT HOME	3409	387	638	586	612	561	626	3409	1633	1762	989	1030	715	658	2019	1373	3409	
	98%	93%	98%	98%	99%	98%	99%	98%	98%	98%	99%	98%	99%	95%	98%	97%	98%	
			a	a	a	a	acg	a			df	d	df		df	d	d	
None of these – Do not connect to the internet at home	19	6	2	4	4	3	2	19	10	10	4	2	3	10	6	12	19	
	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%	
														abceg		e		
Don't know	56	25	8	9	4	7	3	56	22	30	7	18	7	22	26	29	56	
	2%	6%	1%	2%	1%	1%	*%	2%	1%	2%	1%	2%	1%	3%	1%	2%	2%	
		bcdefg		f				f						aceg		a		

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 108

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

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

Base : All respondents

	Total	NATION				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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3025 87%	2531 86%	254 87%	151 92%	89 91%	3025 87%	2627 86%	398 89%	386 75%	2640 89%	582 80%	1309 86%	1123 92%	3025 87%	436 80%	1242 89%	980 90%
				abe	ae					a		a	abd	a	a	a	a
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	1199 34%	1033 35%	86 29%	46 28%	34 35%	1199 34%	1060 35%	139 31%	182 35%	1017 34%	201 27%	486 32%	510 42%	1199 34%	219 40%	440 31%	390 36%
		c			c							a	abd	a	b		b
Some other way of going online at home	26 1%	21 1%	4 1%	* *%	* *%	26 1%	22 1%	4 1%	3 1%	23 1%	8 1%	7 *%	11 1%	26 1%	9 2%	5 *%	11 1%
															b		
ACCESS TO THE INTERNET AT HOME	3409 98%	2872 98%	282 97%	159 97%	97 99%	3409 98%	2971 98%	439 98%	488 95%	2922 98%	697 95%	1495 98%	1206 99%	3409 98%	533 98%	1382 99%	1074 99%
					bc					a		a	abd	a			
None of these – Do not connect to the internet at home	19 1%	14 *%	4 1%	1 1%	* *%	19 1%	18 1%	1 *%	6 1%	13 *%	10 1%	7 *%	3 *%	19 1%	4 1%	6 *%	2 *%
									b		bcd						
Don't know	56 2%	46 2%	6 2%	4 2%	* *%	56 2%	50 2%	6 1%	19 4%	37 1%	26 3%	21 1%	6 1%	56 2%	4 1%	8 1%	8 1%
				d					b		bcd	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3025	688	1603	699	3025	984	1876	1907	1045
	87%	88%	87%	87%	87%	86%	90%	90%	86%
							a	b	
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	1199	301	616	265	1199	423	687	638	501
	34%	39%	34%	33%	34%	37%	33%	30%	41%
		bcd				b			a
Some other way of going online at home	26	6	13	7	26	14	9	13	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%
						b	*		
ACCESS TO THE INTERNET AT HOME	3409	773	1809	784	3409	1132	2072	2092	1208
	98%	99%	98%	98%	98%	98%	99%	98%	99%
									a
None of these – Do not connect to the internet at home	19	3	10	4	19	7	10	10	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don’t know	56	5	18	15	56	11	14	28	2
	2%	1%	1%	2%	2%	1%	1%	1%	1%
				a				b	

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 109

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
I have no formal qualifications (and I am not still studying)	144	16	12	21	18	13	64	144	67	76	12	16	39	77	28	116	144	
	4%	4%	2%	3%	3%	2%	10%	4%	4%	1%	2%	5%	11%	1%	8%	4%		
							abcdeg	be					abe	abcefg		abceg	abe	
Entry level qualification such as ESOL, ELC or Skills for Life	30	9	7	3	4	4	3	30	18	12	8	5	8	9	13	17	30	
	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	
		cfg																
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	303	31	42	38	74	83	35	303	146	155	38	55	89	120	93	209	303	
	9%	7%	6%	6%	12%	15%	6%	9%	9%	9%	4%	5%	12%	17%	5%	15%	9%	
					abcfg	abcfg		f					abeg	abceg		abeg	abe	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	529	72	61	67	94	117	118	529	240	285	84	154	135	150	238	285	529	
	15%	17%	9%	11%	15%	20%	19%	15%	14%	16%	8%	15%	19%	22%	12%	20%	15%	
		bc			b	bcdg	bcg	bc				ae	abeg	abeg	a	abeg	ae	
Level 1-2 vocational qualification or intermediate apprenticeship	136	12	21	32	31	17	24	136	69	67	10	28	58	39	39	97	136	
	4%	3%	3%	5%	5%	3%	4%	4%	4%	4%	1%	3%	8%	6%	2%	7%	4%	
												a	abeg	abeg		abeg	ae	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	431	98	56	53	68	77	79	431	189	240	117	147	83	81	264	164	431
	12%	23%	9%	9%	11%	14%	13%	12%	11%	13%	12%	14%	11%	12%	13%	12%	12%
		bcdefg				bc	bc	bc									
Level 3 vocational qualification or advanced apprenticeship	205	10	31	34	40	52	38	205	93	112	34	62	68	41	96	109	205
	6%	2%	5%	6%	7%	9%	6%	6%	6%	6%	3%	6%	9%	6%	5%	8%	6%
				a	a	abcg	a	a				a	abdeg	a	aeg	a	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	227	18	37	51	46	34	40	227	112	113	66	68	58	34	134	92	227
	7%	4%	6%	9%	7%	6%	6%	7%	7%	6%	7%	6%	8%	5%	7%	7%	7%
				a									d				
Level 4-5 vocational qualification or higher apprenticeship	116	11	18	13	14	21	39	116	59	56	39	45	23	10	83	32	116
	3%	3%	3%	2%	2%	4%	6%	3%	4%	3%	4%	4%	3%	1%	4%	2%	3%
							abcdg				df	df	d		df		d
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	793	63	200	157	149	104	120	793	390	399	316	308	100	65	624	165	793
	23%	15%	31%	26%	24%	18%	19%	23%	23%	22%	32%	29%	14%	9%	30%	12%	23%
			adefg	aef	ae			ae			cdfg	cdfg	d		cdfg		cdf
Level 6 vocational qualification or degree apprenticeship	31	-	8	2	11	4	5	31	16	15	12	13	2	3	26	5	31
	1%	-%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
			a		ac						f	cf			cf		

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
University higher degree (e.g. Masters, PhD or equivalent)	441	31	133	120	62	39	56	441	233	207	255	112	44	29	367	73	441
	13%	7%	21%	20%	10%	7%	9%	13%	14%	11%	25%	11%	6%	4%	18%	5%	13%
			adefg	adefg				aef	b		bcdefg	cdf			bcdfg		cdf
Still studying/ still at school	36	28	5	2	*	-	-	36	10	25	4	22	4	3	27	8	36
	1%	7%	1%	*%	*%	-%	-%	1%	1%	1%	*%	2%	1%	*%	1%	1%	1%
		bcdefg	f					def	a			acdfg			af		
Don't know	21	5	6	*	2	3	6	21	9	13	-	3	4	12	3	17	21
	1%	1%	1%	*%	*%	*%	1%	1%	1%	1%	-%	*%	1%	2%	*%	1%	1%
		c	c										a	abeg		abeg	ae
Prefer not to say	43	15	10	5	7	3	3	43	14	27	5	12	9	15	16	24	43
	1%	3%	2%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	2%	1%	2%	1%
		cdefg												aeg		ae	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 109

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
I have no formal qualifications (and I am not still studying)	144	129	5	8	2	144	123	21	33	111	79	52	10	144	45	68	13
	4%	4%	2%	5%	2%	4%	4%	5%	6%	4%	11%	3%	1%	4%	8%	5%	1%
		b		b					b		bcd	c		c	bc	c	
Entry level qualification such as ESOL, ELC or Skills for Life	30	23	5	1	1	30	25	5	7	23	15	13	2	30	11	11	5
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	2%	1%	*
											bcd	c		c	bc		*
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	303	249	30	14	10	303	266	37	74	229	114	129	59	303	72	135	49
	9%	8%	10%	8%	11%	9%	9%	8%	14%	8%	16%	8%	5%	9%	13%	10%	5%
									b		bcd	c		c	bc	c	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	529	457	33	25	14	529	458	71	92	436	134	262	130	529	83	245	124
	15%	16%	11%	15%	14%	15%	15%	16%	18%	15%	18%	17%	11%	15%	15%	18%	11%
											cd	c		c	c	c	
Level 1-2 vocational qualification or intermediate apprenticeship	136	119	8	6	3	136	127	9	19	117	34	62	40	136	35	64	21
	4%	4%	3%	4%	3%	4%	4%	2%	4%	4%	5%	4%	3%	4%	7%	5%	2%
							b								c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 109

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	431 12%	355 12%	42 14%	23 14%	11 11%	431 12%	374 12%	56 13%	53 10%	378 13%	72 10%	212 14%	145 12%	431 12%	70 13%	170 12%	134 12%
Level 3 vocational qualification or advanced apprenticeship	205 6%	180 6%	11 4%	9 5%	5 5%	205 6%	181 6%	24 5%	26 5%	179 6%	36 5%	85 6%	85 7%	205 6%	22 4%	112 8%	58 5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	227 7%	176 6%	32 11% ae	11 7%	8 8%	227 7%	189 6%	38 9%	31 6%	196 7%	31 4%	108 7% a	85 7% a	227 7% a	35 6%	84 6%	74 7%
Level 4-5 vocational qualification or higher apprenticeship	116 3%	106 4% b	3 1%	4 2%	2 2%	116 3%	94 3%	22 5%	17 3%	99 3%	18 2%	63 4%	34 3%	116 3%	12 2%	52 4%	39 4%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	793 23%	677 23%	55 19%	37 22%	25 26%	793 23%	700 23%	93 21%	91 18%	702 24% a	96 13%	322 21% a	374 31% abd	793 23% a	85 16%	299 21% a	334 31% ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 109

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Level 6 vocational qualification or degree apprenticeship	31	23	6	2	*	31	27	4	2	29	5	16	10	31	4	11	13
	1%	1%	2%	1%	***	1%	1%	1%	***	1%	1%	1%	1%	1%	1%	1%	1%
			a														
University higher degree (e.g. Masters, PhD or equivalent)	441	364	43	22	13	441	383	58	36	405	53	158	231	441	54	134	212
	13%	12%	15%	13%	13%	13%	13%	13%	7%	14%	7%	10%	19%	13%	10%	10%	20%
										a		a	abd	ab			ab
Still studying/ still at school	36	27	7	*	3	36	33	3	8	28	11	20	6	36	4	4	5
	1%	1%	2%	***	3%	1%	1%	1%	2%	1%	1%	1%	***	1%	1%	***	***
			ac		ace						c	c					
Don't know	21	13	6	2	*	21	20	2	9	12	11	8	1	21	4	3	2
	1%	***	2%	1%	***	1%	1%	***	2%	***	2%	1%	***	1%	1%	***	***
			ae						b		bcd			c			
Prefer not to say	43	34	6	2	1	43	40	2	16	26	24	13	3	43	5	3	-
	1%	1%	2%	1%	1%	1%	1%	***	3%	1%	3%	1%	***	1%	1%	***	-%
									b		bcd	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
I have no formal qualifications (and I am not still studying)	144	40	61	43	144	69	58	98	40
	4%	5%	3%	5%	4%	6%	3%	5%	3%
		b		b		b			
Entry level qualification such as ESOL, ELC or Skills for Life	30	7	19	3	30	16	10	15	13
	1%	1%	1%	*%	1%	1%	1%	1%	1%
						b			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	303	37	168	93	303	104	174	194	91
	9%	5%	9%	12%	9%	9%	8%	9%	7%
			a	ad	a				
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	529	97	283	141	529	197	299	373	136
	15%	12%	15%	18%	15%	17%	14%	18%	11%
				a		b		b	
Level 1-2 vocational qualification or intermediate apprenticeship	136	19	83	32	136	54	75	76	55
	4%	2%	5%	4%	4%	5%	4%	4%	5%
			a						

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
A' level, Scottish Higher, Welsh Baccaulaureate, International Baccaulaureate or equivalent	431	93	235	94	431	136	277	305	112
	12%	12%	13%	12%	12%	12%	13%	14%	9%
								b	
Level 3 vocational qualification or advanced apprenticeship	205	40	111	53	205	68	131	137	67
	6%	5%	6%	7%	6%	6%	6%	6%	6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	227	42	118	64	227	82	130	142	80
	7%	5%	6%	8%	7%	7%	6%	7%	7%
Level 4-5 vocational qualification or higher apprenticeship	116	32	63	18	116	44	66	75	40
	3%	4%	3%	2%	3%	4%	3%	4%	3%
		c							
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	793	199	443	142	793	193	553	447	318
	23%	25%	24%	18%	23%	17%	26%	21%	26%
		c	c		c		a		a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Level 6 vocational qualification or degree apprenticeship	31	6	12	12	31	11	18	15	16
	1%	1%	1%	2%	1%	1%	1%	1%	1%
				b					
University higher degree (e.g. Masters, PhD or equivalent)	441	144	206	85	441	133	284	194	234
	13%	18%	11%	11%	13%	12%	14%	9%	19%
		bcd							a
Still studying/ still at school	36	15	15	6	36	17	11	25	6
	1%	2%	1%	1%	1%	2%	1%	1%	1%
		b				b			
Don't know	21	4	7	5	21	10	4	14	3
	1%	*%	*%	1%	1%	1%	*%	1%	*%
						b			
Prefer not to say	43	7	12	11	43	14	4	21	4
	1%	1%	1%	1%	1%	1%	*%	1%	*%
						b			

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 110

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Very confident	2568 74%	276 66%	431 67%	420 70%	451 73%	447 78%	543 86%	2568 74%	1202 72%	1353 75%	810 81%	798 76%	509 70%	438 63%	1608 78%	947 67%	2568 74%
					ab	abcg	abcdg	ab			bcdg	cdf	d		cdg	df	
Fairly confident	700 20%	94 23%	156 24%	147 25%	124 20%	104 18%	75 12%	700 20%	348 21%	351 19%	153 15%	197 19%	180 25%	167 24%	350 17%	347 25%	700 20%
		f	efg	efg	f	f		f					abeg	abeg		abeg	ae
Neither confident nor not confident	136 4%	21 5%	36 6%	25 4%	33 5%	12 2%	9 1%	136 4%	78 5%	58 3%	24 2%	33 3%	20 3%	58 8%	57 3%	78 5%	136 4%
		ef	ef	f	ef			ef	b					abcefg		abceg	ae
Not very confident	51 1%	13 3%	15 2%	4 1%	10 2%	6 1%	2 *	51 1%	23 1%	25 1%	6 1%	18 2%	12 2%	15 2%	24 1%	27 2%	51 1%
		cefg	cf		f			f				a		a		a	
Not at all confident	10 *%	4 1%	1 *%	2 *%	1 *%	1 *%	- -%	10 *%	5 *%	5 *%	3 *%	1 *%	3 *%	3 *%	4 *%	5 *%	10 *%
		fg															
Don't know	10 *%	3 1%	6 1%	1 *%	1 *%	- -%	- -%	10 *%	6 *%	4 *%	2 *%	2 *%	- -%	5 1%	4 *%	5 *%	10 *%
		ef	ef										ce				
Prefer not to say	10 *%	5 1%	3 *%	1 *%	- -%	1 *%	1 *%	10 *%	3 *%	6 *%	2 *%	1 *%	2 *%	4 1%	3 *%	6 *%	10 *%
		cdg															
SUMMARY CODES																	
TOTAL CONFIDENT	3268 94%	371 89%	586 91%	567 95%	575 93%	551 96%	618 98%	3268 94%	1550 93%	1704 95%	963 96%	995 95%	689 95%	605 88%	1958 95%	1294 91%	3268 94%
				ab	a	abd	abcdg	ab			dfg	df	df		dfg	d	df
TOTAL NOT CONFIDENT	60 2%	17 4%	16 3%	6 1%	11 2%	7 1%	2 *%	60 2%	28 2%	30 2%	9 1%	19 2%	14 2%	18 3%	28 1%	32 2%	60 2%
		cdg	f		f			f						ae		a	

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
TOTAL NEITHER/ DON'T KNOW	147	25	42	26	33	12	9	147	84	62	26	35	20	63	61	83	147
	4%	6%	6%	4%	5%	2%	1%	4%	5%	3%	3%	3%	3%	9%	3%	6%	4%
		ef	efg	ef	ef			ef	b				abcefg		abcefg	ae	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

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

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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Very confident	2568	2145	223	125	74	2568	2232	336	322	2246	491	1096	973	2568	339	1041	890
	74%	73%	76%	76%	76%	74%	73%	75%	63%	76%	67%	72%	80%	74%	63%	75%	82%
									a			a	abd	a	a	a	ab
Fairly confident	700	602	52	28	18	700	616	84	136	564	161	328	207	700	145	282	164
	20%	21%	18%	17%	18%	20%	20%	19%	26%	19%	22%	22%	17%	20%	27%	20%	15%
									b		c	c		c	bc	c	
Neither confident nor not confident	136	117	9	7	4	136	121	15	36	100	37	74	24	136	40	53	17
	4%	4%	3%	4%	4%	4%	4%	3%	7%	3%	5%	5%	2%	4%	7%	4%	2%
									b		c	c		c	bc	c	
Not very confident	51	45	2	3	2	51	44	7	9	42	21	18	11	51	12	17	9
	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	3%	1%	1%	1%	2%	1%	1%
											bcd				c		
Not at all confident	10	9	*	*	-	10	9	*	2	8	6	4	*	10	3	3	2
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%
									b		c						
Don't know	10	6	4	*	-	10	8	2	6	4	9	1	-	10	2	*	2
	*%	*%	1%	*%	-%	*%	*%	*%	1%	*%	1%	*%	-%	*%	*%	*%	*%
			ae						b		bcd						
Prefer not to say	10	8	2	1	*	10	9	1	2	8	6	2	-	10	-	*	-
	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	-%	*%	-%
											bcd						
SUMMARY CODES																	
TOTAL CONFIDENT	3268	2747	276	153	92	3268	2848	420	458	2809	653	1423	1180	3268	484	1323	1054
	94%	94%	94%	94%	94%	94%	94%	94%	89%	95%	89%	93%	97%	94%	89%	95%	97%
									a		a	abd	a		a	ab	
TOTAL NOT CONFIDENT	60	53	2	3	2	60	53	7	11	50	27	22	12	60	15	19	11
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	4%	1%	1%	2%	3%	1%	1%
											bcd				bc		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
TOTAL NEITHER/ DON'T KNOW	147	123	13	7	4	147	129	18	43	104	46	75	24	147	42	53	19
	4%	4%	4%	4%	4%	4%	4%	4%	8%	4%	6%	5%	2%	4%	8%	4%	2%
									b		cd	c		c	bc	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Very confident	2568	675	1318	544	2568	787	1649	1627	879
	74%	86%	72%	68%	74%	68%	79%	76%	72%
		bcd			c		a	b	
Fairly confident	700	84	419	186	700	259	380	393	273
	20%	11%	23%	23%	20%	23%	18%	18%	22%
			ad	a	a	b			a
Neither confident nor not confident	136	10	67	51	136	62	55	70	46
	4%	1%	4%	6%	4%	5%	3%	3%	4%
			a	abd	a	b			
Not very confident	51	8	26	14	51	33	9	31	13
	1%	1%	1%	2%	1%	3%	1%	1%	1%
						b			
Not at all confident	10	1	5	2	10	5	1	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%
						b			
Don't know	10	2	1	2	10	2	2	4	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	10	1	1	3	10	1	-	2	1
	1%	1%	1%	1%	1%	1%	0%	1%	1%
				b					
SUMMARY CODES									
TOTAL CONFIDENT	3268	759	1737	730	3268	1046	2029	2019	1152
	94%	97%	95%	91%	94%	91%	97%	95%	95%
		bcd	c		c		a		
TOTAL NOT CONFIDENT	60	9	31	17	60	38	10	34	15
	2%	1%	2%	2%	2%	3%	1%	2%	1%
						b			

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
TOTAL NEITHER/ DON'T KNOW	147	12	68	53	147	64	57	74	47
	4%	2%	4%	7%	4%	6%	3%	3%	4%
			a	abd	a	b			

Columns Tested: a,b,c,d - a,b - a,b

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Yes – (English is first/ main language)	3272	382	595	545	574	554	622	3272	1575	1681	954	999	668	632	1953	1301	3272
	94%	91%	92%	91%	93%	97%	99%	94%	95%	93%	95%	95%	92%	92%	95%	92%	94%
						abcdg	abcdg	ac			cdf	cdf			cdf		df
No	194	29	50	51	40	15	8	194	81	113	43	44	51	55	87	106	194
	6%	7%	8%	9%	7%	3%	1%	6%	5%	6%	4%	4%	7%	8%	4%	7%	6%
		ef	ef	efg	ef			ef					abe	abeg		abeg	
Prefer not to say	18	7	2	3	5	1	*	18	10	8	3	7	6	3	10	8	18
	1%	2%	*%	*%	1%	*%	*%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%
		efg			f												

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Yes – (English is first/ main language)	3272	2747	280	153	93	3272	2847	425	458	2815	670	1436	1153	3272	500	1326	1038
	94%	94%	96%	94%	95%	94%	94%	95%	89%	95%	92%	94%	95%	94%	92%	95%	96%
									a	a	a	a	a	a	a	a	a
No	194	169	11	10	4	194	174	20	48	146	54	79	61	194	41	69	42
	6%	6%	4%	6%	4%	6%	6%	5%	9%	5%	7%	5%	5%	6%	8%	5%	4%
									b	b	b	b	b	bc	bc	bc	bc
Prefer not to say	18	16	2	1	*	18	18	-	8	10	8	8	1	18	1	1	4
	1%	1%	1%	*%	*%	1%	1%	-%	2%	*%	1%	1%	*%	1%	*%	*%	*%
									b	b	c	c	c	c	c	c	c

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Yes – (English is first/ main language)	3272	732	1739	753	3272	1082	1980	2023	1137
	94%	94%	95%	94%	94%	94%	94%	95%	94%
No	194	45	92	45	194	63	109	104	74
	6%	6%	5%	6%	6%	5%	5%	5%	6%
Prefer not to say	18	4	6	4	18	5	7	4	4
	1%	1%	*%	1%	1%	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Being bought on mortgage	839	106	159	206	207	119	41	839	396	438	317	280	163	75	597	238	839
	24%	25%	24%	34%	33%	21%	7%	24%	24%	24%	32%	27%	23%	11%	29%	17%	24%
		f	f	abefg	abefg	f		f			bcdg	df	df		cdg	d	df
Owned outright by the household	1189	87	100	95	162	289	457	1189	612	576	441	340	227	179	781	406	1189
	34%	21%	15%	16%	26%	51%	73%	34%	37%	32%	44%	32%	31%	26%	38%	29%	34%
		b			bc	abcdg	abcdg	abcd	b		bcdg	d	d		bcdg		df
Rented from Local Authority/ Housing Association/ Trust	590	73	115	123	122	93	64	590	269	318	70	120	152	244	190	396	590
	17%	17%	18%	21%	20%	16%	10%	17%	16%	18%	7%	11%	21%	35%	9%	28%	17%
		f	f	fg	f	f		f				a	abeg	abcefg		abceg	abe
Rented from private landlord	732	90	231	160	121	66	64	732	338	389	150	255	166	159	405	325	732
	21%	22%	36%	27%	19%	12%	10%	21%	20%	22%	15%	24%	23%	23%	20%	23%	21%
		ef	acdefg	defg	ef			ef				aeg	a	a	a	ae	a
Something else	37	8	16	5	5	1	2	37	16	21	9	11	6	11	19	17	37
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		ef	cdefg														
Don't know	46	32	13	1	*	-	-	46	14	31	6	18	7	11	24	17	46
	1%	8%	2%	1%	1%	0%	0%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%
		bcdg	cdef					cdef		a		a					
Prefer not to say	53	23	14	8	3	3	2	53	20	29	8	26	4	11	34	15	53
	2%	5%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%
		bcdg	def					f				acf			c		

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 112

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Being bought on mortgage	839	684	85	42	28	839	737	102	114	725	117	298	422	839	82	272	391
	24%	23%	29%	25%	29%	24%	24%	23%	22%	24%	16%	20%	35%	24%	15%	20%	36%
			a		a								abd	ab	a	ab	
Owned outright by the household	1189	994	102	60	33	1189	987	202	97	1093	299	556	327	1189	119	519	441
	34%	34%	35%	37%	34%	34%	32%	45%	19%	37%	41%	36%	27%	34%	22%	37%	41%
								a		a	cd	c		c		a	a
Rented from Local Authority/ Housing Association/ Trust	590	491	56	30	13	590	527	63	134	456	160	267	160	590	185	249	64
	17%	17%	19%	18%	14%	17%	17%	14%	26%	15%	22%	18%	13%	17%	34%	18%	6%
									b		bcd	c		c	bc	c	
Rented from private landlord	732	649	35	26	21	732	669	63	131	601	112	335	282	732	134	336	173
	21%	22%	12%	16%	22%	21%	22%	14%	25%	20%	15%	22%	23%	21%	25%	24%	16%
		bc			b	b	b		b			a	a	a	c	c	
Something else	37	31	5	1	1	37	31	5	11	25	9	18	10	37	8	14	7
	1%	1%	2%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
									b								
Don't know	46	36	7	3	1	46	38	8	17	30	15	25	5	46	8	3	4
	1%	1%	2%	2%	1%	1%	1%	2%	3%	1%	2%	2%	*%	1%	1%	*%	*%
									b		c	c		c	bc		
Prefer not to say	53	47	3	2	1	53	49	4	11	42	19	25	8	53	6	3	3
	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	3%	2%	1%	2%	1%	*%	*%
											c	c		c	b		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Being bought on mortgage	839	201	478	148	839	220	576	388	426
	24%	26%	26%	18%	24%	19%	27%	18%	35%
		c	c		c		a		a
Owned outright by the household	1189	384	650	142	1189	381	760	924	243
	34%	49%	35%	18%	34%	33%	36%	43%	20%
		bcd	c		c			b	
Rented from Local Authority/ Housing Association/ Trust	590	81	254	246	590	279	264	331	233
	17%	10%	14%	31%	17%	24%	13%	16%	19%
			a	abd	ab	b			a
Rented from private landlord	732	97	394	229	732	219	449	415	295
	21%	12%	21%	29%	21%	19%	21%	20%	24%
			a	abd	a				a
Something else	37	5	22	9	37	15	18	28	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	46	8	15	16	46	21	13	25	9
	1%	1%	1%	2%	1%	2%	1%	1%	1%
				b		b			
Prefer not to say	53	5	24	13	53	15	14	19	2
	2%	1%	1%	2%	2%	1%	1%	1%	*%
								b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Your mental health? Anxiety, depression, or trauma-related conditions, for example	499	111	104	84	102	68	31	499	184	307	114	133	87	162	247	249	499
	14%	26%	16%	14%	17%	12%	5%	14%	11%	17%	11%	13%	12%	23%	12%	18%	14%
		bcdefg	f	f	ef	f		f		a			abcefg		abcefg	ae	
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	302	15	36	36	52	64	99	302	145	155	71	70	55	106	141	161	302
	9%	4%	6%	6%	8%	11%	16%	9%	9%	9%	7%	7%	8%	15%	7%	11%	9%
					a	abc	abcdeg	abc					abcefg		abcefg	e	
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	236	27	24	31	49	49	55	236	114	116	45	63	47	80	108	127	236
	7%	7%	4%	5%	8%	9%	9%	7%	7%	6%	4%	6%	6%	12%	5%	9%	7%
				b	bc	bc		b					abcefg		abeg	ae	
Breathing? Breathlessness or chest pains	201	27	21	26	35	33	59	201	101	100	47	46	34	71	94	105	201
	6%	7%	3%	4%	6%	6%	9%	6%	6%	6%	5%	4%	5%	10%	5%	7%	6%
		b					bcdeg	b					abcefg		abcefg		
Eyesight? Poor vision, colour blindness, partial sight, or are blind	198	54	40	23	31	20	30	198	106	91	61	44	48	40	105	89	198
	6%	13%	6%	4%	5%	3%	5%	6%	6%	5%	6%	4%	7%	6%	5%	6%	6%
		bcdefg											b			b	

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

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	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
Hearing? Poor hearing, partial hearing, or are d/Deaf	196	19	19	17	20	32	89	196	108	88	71	44	32	47	115	79	196	
	6%	5%	3%	3%	3%	6%	14%	6%	6%	5%	7%	4%	4%	7%	6%	6%	6%	
						bc	abcdeg	bcd			bc			b				
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	194	40	52	47	34	18	4	194	84	108	38	34	45	75	71	120	194	
	6%	10%	8%	8%	6%	3%	1%	6%	5%	6%	4%	3%	6%	11%	3%	8%	6%	
		defg	efg	efg	f	f		ef					abe	abceg		abeg	abe	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	159	43	44	34	28	7	4	159	62	91	53	42	31	33	95	64	159	
	5%	10%	7%	6%	4%	1%	1%	5%	4%	5%	5%	4%	4%	5%	5%	5%	5%	
		cdefg	efg	ef	ef			ef										
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	118	13	21	18	26	21	19	118	61	57	26	25	28	39	51	67	118	
	3%	3%	3%	3%	4%	4%	3%	3%	4%	3%	3%	2%	4%	6%	2%	5%	3%	
														abeg		abeg		

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

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	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
Difficulty with speech? e.g. due to stroke, stutter or stammer	45	11	12	11	6	3	2	45	29	16	22	6	7	10	28	17	45	
	1%	3%	2%	2%	1%	*%	*%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	
		efg	ef	ef				f	b		b							
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1150	203	211	166	186	166	217	1150	527	612	299	310	216	316	609	533	1150	
	33%	49%	33%	28%	30%	29%	34%	33%	32%	34%	30%	30%	30%	46%	30%	38%	33%	
		bcdefg					c	c					abcefg		abcefg	e		
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2096	157	376	384	396	378	404	2096	1018	1074	655	673	451	311	1328	762	2096	
	60%	38%	58%	64%	64%	66%	64%	60%	61%	60%	65%	64%	62%	45%	65%	54%	60%	
			a	ab	a	abg	ab	a			dfg	dfg	df		dfg	d	df	
Don't know	123	32	30	30	17	13	1	123	70	53	23	31	36	29	55	65	123	
	4%	8%	5%	5%	3%	2%	*%	4%	4%	3%	2%	3%	5%	4%	3%	5%	4%	
		bdefg	ef	ef	f	f		f				ae	ae		ae			
Prefer not to say	116	25	31	18	20	14	9	116	50	62	23	35	22	34	58	55	116	
	3%	6%	5%	3%	3%	2%	1%	3%	3%	3%	2%	3%	3%	5%	3%	4%	3%	
		cdefg	f		f			f					aeg		a			

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Your mental health? Anxiety, depression, or trauma-related conditions, for example	499 14%	419 14%	44 15%	18 11%	18 19% ace	499 14%	438 14%	62 14%	80 16%	419 14%	78 11%	227 15% a	194 16% a	499 14% a	117 22% bc	201 14% c	94 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	302 9%	248 8%	24 8%	16 10%	14 15% abe	302 9%	255 8%	47 11%	34 7%	268 9%	89 12% bcd	131 9%	81 7%	302 9% c	56 10% c	151 11% c	69 6%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	236 7%	193 7%	21 7%	12 7%	9 9%	236 7%	202 7%	33 7%	36 7%	200 7%	55 7%	108 7%	73 6%	236 7%	54 10% c	109 8% c	50 5%
Breathing? Breathlessness or chest pains	201 6%	168 6%	18 6%	9 5%	6 6%	201 6%	180 6%	20 5%	28 6%	172 6%	66 9% bcd	80 5%	54 4%	201 6%	44 8% c	91 7% c	40 4%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	198 6%	172 6%	14 5%	7 4%	6 6%	198 6%	176 6%	22 5%	37 7%	161 5%	41 6%	97 6%	60 5%	198 6%	49 9% bc	72 5%	38 4%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Hearing? Poor hearing, partial hearing, or are d/Deaf	196	165	15	11	6	196	153	43	30	166	59	85	51	196	31	86	51
	6%	6%	5%	7%	6%	6%	5%	10%	6%	6%	8%	6%	4%	6%	6%	6%	5%
								a			bcd						
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	194	164	16	9	6	194	173	22	37	158	36	87	71	194	55	69	30
	6%	6%	5%	5%	6%	6%	6%	5%	7%	5%	5%	6%	6%	6%	10%	5%	3%
															bc	c	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	159	130	20	5	4	159	139	20	26	134	28	60	71	159	41	59	33
	5%	4%	7%	3%	5%	5%	5%	4%	5%	4%	4%	4%	6%	5%	8%	4%	3%
			c										b		bc		
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	118	98	10	6	4	118	103	15	19	99	27	52	39	118	23	62	23
	3%	3%	3%	4%	4%	3%	3%	3%	4%	3%	4%	3%	3%	3%	4%	4%	2%
															c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 113

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Difficulty with speech? e.g. due to stroke, stutter or stammer	45 1%	36 1%	5 2%	3 2%	1 1%	45 1%	41 1%	4 1%	7 1%	37 1%	7 1%	22 1%	16 1%	45 1%	8 2%	16 1%	12 1%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1150 33%	958 33%	98 33%	57 35%	38 39% ae	1150 33%	985 32%	165 37%	168 33%	982 33%	270 37% c	510 33%	367 30%	1150 33%	252 47% bc	489 35% c	247 23%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2096 60%	1770 60%	175 60%	96 59%	54 55%	2096 60%	1832 60%	263 59%	285 56%	1810 61% a	383 52%	902 59% a	801 66% abd	2096 60% a	241 45%	846 61% a	809 75% ab
Don't know	123 4%	107 4%	8 3%	5 3%	3 4%	123 4%	113 4%	10 2%	37 7% b	86 3%	33 5% c	64 4% c	26 2%	123 4% c	28 5% bc	36 3%	19 2%
Prefer not to say	116 3%	96 3%	12 4%	6 4%	3 3%	116 3%	109 4%	8 2%	23 5%	93 3%	46 6% bcd	47 3% c	21 2%	116 3% c	20 4% bc	24 2%	9 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Your mental health? Anxiety, depression, or trauma-related conditions, for example	499	67	207	218	499	499	-	314	169
	14%	9%	11%	27%	14%	43%	-%	15%	14%
				abd	ab	b			
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	302	63	146	90	302	302	-	216	77
	9%	8%	8%	11%	9%	26%	-%	10%	6%
				bd		b		b	
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	236	54	101	77	236	236	-	167	61
	7%	7%	6%	10%	7%	20%	-%	8%	5%
				bd		b		b	
Breathing? Breathlessness or chest pains	201	35	90	71	201	201	-	125	67
	6%	4%	5%	9%	6%	17%	-%	6%	5%
				abd		b			

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Eyesight? Poor vision, colour blindness, partial sight, or are blind	198	47	88	60	198	198	-	108	80
	6%	6%	5%	7%	6%	17%	-%	5%	7%
				b		b			
Hearing? Poor hearing, partial hearing, or are d/ Deaf	196	43	99	49	196	196	-	145	42
	6%	6%	5%	6%	6%	17%	-%	7%	3%
						b		b	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	194	26	88	75	194	194	-	106	76
	6%	3%	5%	9%	6%	17%	-%	5%	6%
				abd	a	b			
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	159	28	70	59	159	159	-	77	74
	5%	4%	4%	7%	5%	14%	-%	4%	6%
				abd		b			a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	118 3%	21 3%	55 3%	40 5% abd	118 3%	118 10% b	- -%	73 3%	38 3%
Difficulty with speech? e.g. due to stroke, stutter or stammer	45 1%	10 1%	22 1%	11 1%	45 1%	45 4% b	- -%	15 1%	26 2% a
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1150 33%	230 30%	537 29%	365 46% abd	1150 33% b	1150 100% b	- -%	734 34% b	362 30%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2096 60%	503 64% cd	1194 65% cd	379 47%	2096 60% c	- -%	2096 100% a	1289 61%	770 63%
Don't know	123 4%	23 3%	62 3%	30 4%	123 4%	- -%	- -%	57 3%	55 5% a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Prefer not to say	116	24	43	29	116	-	-	50	28
	3%	3%	2%	4%	3%	-%	-%	2%	2%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 114

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2599	230	387	395	483	504	600	2599	1213	1374	729	751	552	556	1480	1108	2599
	75%	55%	60%	66%	78%	88%	95%	75%	73%	76%	73%	72%	76%	81%	72%	78%	75%
			ab	abc	abcdg	abcdeg	abc			a			abeg		abeg		
WHITE - Irish	49	9	7	7	12	7	6	49	26	23	12	21	10	7	33	16	49
	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	3	3	-	-	-	-	-	3	1	2	-	-	1	1	-	2	3
	*%	1%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%
		g															
WHITE - Any other White background	139	19	26	27	34	19	15	139	55	84	36	38	39	23	74	63	139
	4%	5%	4%	4%	5%	3%	2%	4%	3%	5%	4%	4%	5%	3%	4%	4%	4%
					f												
MIXED - White and Black African	44	12	16	14	2	1	1	44	28	15	18	16	5	5	34	10	44
	1%	3%	3%	2%	*%	*%	*%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
		defg	defg	def				def	b		f			f			
MIXED - White and Asian	30	11	8	7	1	2	1	30	15	15	12	10	2	6	22	8	30
	1%	3%	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		defg	df	df													
MIXED - White and Black Caribbean	29	6	3	11	4	5	-	29	10	19	5	7	9	8	12	17	29
	1%	1%	1%	2%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		f		fg		f		f									
MIXED - Any other mixed/ multiple ethnic background	17	5	5	4	2	1	-	17	12	5	1	11	1	3	12	4	17
	*%	1%	1%	1%	*%	*%	-%	*%	1%	*%	*%	1%	*%	*%	1%	*%	*%
		fg	f									af					

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 114

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
ASIAN AND BRITISH ASIAN - Indian	88 3%	12 3%	30 5%	19 3%	11 2%	12 2%	3 *%	88 3%	37 2%	51 3%	25 2%	41 4%	13 2%	9 1%	66 3%	22 2%	88 3%
		f	defg	f	f	f	*	f				cd	fg		df		d
ASIAN AND BRITISH ASIAN - Pakistani	72 2%	19 4%	24 4%	14 2%	13 2%	2 *%	- -%	72 2%	28 2%	42 2%	14 1%	29 3%	18 2%	11 2%	43 2%	29 2%	72 2%
		defg	efg	ef	ef			ef									
ASIAN AND BRITISH ASIAN - Chinese	32 1%	3 1%	12 2%	5 1%	10 2%	2 *%	- -%	32 1%	19 1%	13 1%	14 1%	8 1%	8 1%	2 *%	22 1%	10 1%	32 1%
		f	ef	f	f			f			d				d		
ASIAN AND BRITISH ASIAN - Bangladeshi	15 *%	2 *%	6 1%	2 *%	5 1%	1 *%	- -%	15 *%	8 1%	7 *%	2 *%	1 *%	6 1%	6 1%	3 *%	12 1%	15 *%
			f		f								be	be		be	
ASIAN AND BRITISH ASIAN - Any other Asian background	35 1%	9 2%	10 2%	6 1%	6 1%	2 *%	1 *%	35 1%	14 1%	21 1%	13 1%	13 1%	3 *%	6 1%	25 1%	9 1%	35 1%
		efg	ef	f	f			f									
BLACK AND BLACK BRITISH - African	224 6%	48 11%	86 13%	65 11%	20 3%	5 1%	2 *%	224 6%	147 9%	77 4%	86 9%	66 6%	42 6%	29 4%	152 7%	71 5%	224 6%
		defg	defg	defg	ef			def	b		dfg				df		d
BLACK AND BLACK BRITISH - Caribbean	43 1%	8 2%	10 2%	12 2%	6 1%	6 1%	1 *%	43 1%	24 1%	20 1%	18 2%	16 2%	5 1%	4 1%	34 2%	9 1%	43 1%
		f	f	f				f			df	f			df		

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11	4	5	1	-	1	-	11	6	6	7	4	-	1	11	1	11
	*%	1%	1%	*%	-%	*%	-%	*%	*%	*%	1%	*%	-%	*%	1%	*%	*%
		dfg	f								cf				f		
OTHER ETHNIC GROUP - Arab	12	7	-	3	1	1	-	12	6	6	3	3	1	5	5	6	12
	*%	2%	-%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		bdefg															
OTHER ETHNIC GROUP - Any other ethnic background	13	2	3	4	4	1	-	13	1	12	2	5	2	5	6	7	13
	*%	1%	*%	1%	1%	*%	-%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%
										a							
Prefer not to say	29	9	9	2	7	1	1	29	15	11	4	11	7	5	15	12	29
	1%	2%	1%	*%	1%	*%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		cefg	ef		ef												

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

OF COM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 114

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2599	2140	247	141	71	2599	2216	382	354	2245	570	1152	862	2599	363	1090	855
	75%	73%	84%	86%	73%	75%	73%	86%	69%	76%	78%	76%	71%	75%	67%	78%	79%
			ade	ade				a	a		c	c		c	a	a	
WHITE - Irish	49	29	2	2	17	49	37	12	5	44	9	21	19	49	7	17	14
	1%	1%	1%	1%	17%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	1%
					abce			a									
WHITE - Gypsy, Traveller or Irish Traveller	3	3	-	-	-	3	3	-	1	2	3	-	-	3	-	1	-
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	-%
											b						
WHITE - Any other White background	139	125	10	3	2	139	119	20	14	125	18	72	49	139	17	62	36
	4%	4%	3%	2%	2%	4%	4%	4%	3%	4%	2%	5%	4%	4%	3%	4%	3%
		c				c						a					
MIXED - White and Black African	44	39	4	1	*	44	43	1	10	35	11	14	20	44	13	6	17
	1%	1%	1%	1%	*%	1%	1%	*%	2%	1%	1%	1%	2%	1%	2%	*%	2%
															b		b
MIXED - White and Asian	30	27	2	2	*	30	26	4	4	26	7	8	15	30	4	8	13
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
MIXED - White and Black Caribbean	29	28	1	-	*	29	29	-	12	17	9	11	9	29	4	11	5
	1%	1%	*%	-%	*%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%	*%
									b								

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 114

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
MIXED - Any other mixed/ multiple ethnic background	17	13	4	-	-	17	17	-	2	14	1	7	8	17	2	5	5
	*%	*%	1%	-%	-%	*%	1%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%
ASIAN AND BRITISH ASIAN - Indian	88	83	1	2	2	88	78	9	24	64	20	38	30	88	19	35	23
	3%	3%	*%	1%	2%	3%	3%	2%	5%	2%	3%	2%	2%	3%	4%	2%	2%
		b				b			b								
ASIAN AND BRITISH ASIAN - Pakistani	72	69	3	-	-	72	68	4	17	55	18	35	18	72	29	17	11
	2%	2%	1%	-%	-%	2%	2%	1%	3%	2%	2%	2%	2%	2%	5%	1%	1%
		cd				cd			b					bc			
ASIAN AND BRITISH ASIAN - Chinese	32	30	2	-	1	32	29	3	-	32	6	10	16	32	3	13	14
	1%	1%	1%	-%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	*%	1%	1%
									a								
ASIAN AND BRITISH ASIAN- Bangladeshi	15	14	-	1	-	15	15	-	-	15	3	8	4	15	3	6	2
	*%	*%	-%	1%	-%	*%	*%	-%	-%	1%	*%	1%	*%	*%	1%	*%	*%
ASIAN AND BRITISH ASIAN - Any other Asian background	35	32	1	*	1	35	35	-	5	30	6	18	11	35	6	15	6
	1%	1%	*%	*%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							b										
BLACK AND BLACK BRITISH - African	224	198	15	9	2	224	219	5	42	182	18	89	117	224	49	87	54
	6%	7%	5%	6%	2%	6%	7%	1%	8%	6%	2%	6%	10%	6%	9%	6%	5%
		d	d	d		d	b					a	abd	a	bc		
BLACK AND BLACK BRITISH - Caribbean	43	43	-	*	*	43	42	2	6	37	7	15	21	43	8	9	18
	1%	1%	-%	*%	*%	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	2%
		b															b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11	10	-	1	*	11	11	-	-	11	4	2	5	11	1	2	8
	*%	*%	-%	1%	*%	*%	*%	-%	-%	*%	1%	*%	*%	*%	*%	*%	1% b
OTHER ETHNIC GROUP - Arab	12	12	-	*	*	12	11	1	3	9	2	6	4	12	3	4	1
	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%
OTHER ETHNIC GROUP - Any other ethnic background	13	13	-	*	-	13	13	1	5	8	5	3	4	13	4	5	1
	*%	*%	-%	*%	-%	*%	*%	*%	1% b	*%	1%	*%	*%	*%	1%	*%	*%
Prefer not to say	29	26	2	1	*	29	28	2	10	20	15	14	1	29	6	1	1
	1%	1%	1%	1%	*%	1%	1%	*%	2% b	1% b	2% bcd	1% c	*%	1% c	1% bc	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2599	560	1378	624	2599	899	1560	1722	798
	75%	72%	75%	78%	75%	78%	74%	81%	66%
			a			b		b	
WHITE - Irish	49	10	18	19	49	24	24	34	14
	1%	1%	1%	2%	1%	2%	1%	2%	1%
			b			b			
WHITE - Gypsy, Traveller or Irish Traveller	3	-	1	1	3	2	-	1	-
	*%	-%	*%	*%	*%	*%	-%	*%	-%
WHITE - Any other White background	139	36	64	38	139	38	88	81	52
	4%	5%	3%	5%	4%	3%	4%	4%	4%
MIXED - White and Black African	44	18	20	7	44	21	20	19	23
	1%	2%	1%	1%	1%	2%	1%	1%	2%
		bc							a
MIXED - White and Asian	30	16	6	7	30	11	15	17	12
	1%	2%	*%	1%	1%	1%	1%	1%	1%
		bd				b			
MIXED - White and Black Caribbean	29	4	16	8	29	7	19	11	16
	1%	1%	1%	1%	1%	1%	1%	1%	1%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
MIXED - Any other mixed/ multiple ethnic background	17 *%	4 1%	6 *%	5 1%	17 *%	2 *%	12 1%	7 *%	6 1%
ASIAN AND BRITISH ASIAN - Indian	88 3%	23 3%	48 3%	16 2%	88 3%	26 2%	53 3%	48 2%	38 3%
ASIAN AND BRITISH ASIAN - Pakistani	72 2%	7 1%	43 2%	20 2%	72 2%	31 3%	29 1%	26 1%	39 3%
			a	a		b			a
ASIAN AND BRITISH ASIAN - Chinese	32 1%	8 1%	19 1%	5 1%	32 1%	8 1%	21 1%	17 1%	14 1%
ASIAN AND BRITISH ASIAN- Bangladeshi	15 *%	2 *%	10 1%	4 *%	15 *%	5 *%	9 *%	9 *%	6 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	35 1%	11 1%	18 1%	4 1%	35 1%	5 *%	25 1%	19 1%	12 1%
							a		
BLACK AND BLACK BRITISH - African	224 6%	60 8%	137 7%	24 3%	224 6%	35 3%	167 8%	79 4%	135 11%
		c	c	c			a		a
BLACK AND BLACK BRITISH - Caribbean	43 1%	10 1%	27 1%	7 1%	43 1%	10 1%	30 1%	19 1%	24 2%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11 *%	2 *%	8 *%	- -%	11 *%	3 *%	7 *%	6 *%	6 *%
OTHER ETHNIC GROUP - Arab	12 *%	5 1%	4 *%	1 *%	12 *%	7 1%	5 *%	5 *%	4 *%
OTHER ETHNIC GROUP - Any other ethnic background	13 *%	4 1%	3 *%	5 1% b	13 *%	8 1%	4 *%	4 *%	8 1% a
Prefer not to say	29 1%	3 *%	10 1%	7 1%	29 1%	8 1%	7 *%	6 *%	6 1%

Columns Tested: a,b,c,d - a,b - a,b

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 115

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Universal Credit (and household has other earnings).	337	45	93	96	69	32	2	337	136	200	77	86	78	95	163	173	337
	10%	11%	14%	16%	11%	6%	0%	10%	8%	11%	8%	8%	11%	14%	8%	12%	10%
		ef	efg	defg	ef	f		ef		a			e	abeg		abeg	
Personal Independence Payment (PIP)	311	24	49	56	56	72	54	311	148	161	73	66	62	110	138	173	311
	9%	6%	8%	9%	9%	13%	9%	9%	9%	9%	7%	6%	9%	16%	7%	12%	9%
				a		abfg		a					abcefg		abcefg	be	
Universal Credit (and household has no other earnings).	172	27	40	38	33	30	3	172	52	120	39	26	21	86	66	107	172
	5%	7%	6%	6%	5%	5%	1%	5%	3%	7%	4%	2%	3%	12%	3%	8%	5%
		f	f	f	f	f		f		a				abcefg		abcefg	bce
Carer's allowance	165	21	25	34	43	31	11	165	87	78	45	31	26	63	76	89	165
	5%	5%	4%	6%	7%	5%	2%	5%	5%	4%	4%	3%	4%	9%	4%	6%	5%
		f	f	f	bfg	f		f						abcefg		bcefg	b
Employment and Support Allowance (ESA)	165	21	30	33	34	36	11	165	96	67	50	27	25	64	76	88	165
	5%	5%	5%	5%	5%	6%	2%	5%	6%	4%	5%	3%	3%	9%	4%	6%	5%
		f	f	f	f	f		f	b		b			abcefg		bcefg	b
Income Support	121	38	39	24	16	5	-	121	73	47	43	28	26	24	71	50	121
	3%	9%	6%	4%	3%	1%	0%	3%	4%	3%	4%	3%	4%	3%	3%	4%	3%
		cdefg	defg	ef	ef	f		ef	b								
Pensions Credit (Guaranteed Credit)	82	11	20	20	3	2	25	82	42	39	36	7	14	24	43	38	82
	2%	3%	3%	3%	1%	0%	4%	2%	3%	2%	4%	1%	2%	4%	2%	3%	2%
		de	de	de			deg	de			be		b	be	b	b	b
Income-based Jobseeker's Allowance	56	13	12	19	6	2	4	56	34	23	25	9	9	11	35	20	56
	2%	3%	2%	3%	1%	0%	1%	2%	2%	1%	3%	1%	1%	2%	2%	1%	2%
		defg	e	defg				e			b						

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 115

All interviewing conducted using an online panel. Any break column with 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							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	a	b	a	b	c	d	e	f	g	
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485	
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911	
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485	
Pensions Credit (no Guaranteed Credit)	50	12	14	12	3	1	7	50	32	17	24	10	9	7	34	16	50	
	1%	3%	2%	2%	1%	*%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	
		deg	de	de				e	b		bdf							
Other	60	2	6	7	16	7	23	60	28	33	13	11	19	18	24	36	60	
	2%	*%	1%	1%	3%	1%	4%	2%	2%	2%	1%	1%	3%	3%	1%	3%	2%	
					a		abceg	a					be	be		abe		
RECEIVES ANY OF THESE BENEFITS	1021	143	227	205	190	137	120	1021	473	545	243	237	206	334	480	540	1021	
	29%	34%	35%	34%	31%	24%	19%	29%	28%	30%	24%	23%	28%	48%	23%	38%	29%	
		efg	efg	efg	ef			ef					be	abcefg		abcefg	abe	
None of these - Do not receive any of these benefits	2221	196	350	360	395	420	500	2221	1087	1123	703	740	471	298	1444	769	2221	
	64%	47%	54%	60%	64%	73%	79%	64%	65%	62%	70%	71%	65%	43%	70%	54%	64%	
			a	ab	ab	abcdg	abcdeg	ab			cdfg	cdfg	df		cdfg	d	df	
Don't know	133	54	41	15	10	7	6	133	57	74	34	38	28	26	72	54	133	
	4%	13%	6%	3%	2%	1%	1%	4%	3%	4%	3%	4%	4%	4%	4%	4%	4%	
		bcdefg	cdefg					def										
Prefer not to say	110	24	30	19	26	8	3	110	49	59	20	35	19	33	55	52	110	
	3%	6%	5%	3%	4%	1%	1%	3%	3%	3%	2%	3%	3%	5%	3%	4%	3%	
		cefg	ef	f	ef			ef					aeg		a			

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 115

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Universal Credit (and household has other earnings).	337 10%	288 10%	24 8%	17 10%	9 9%	337 10%	303 10%	34 8%	77 15% b	260 9%	56 8%	139 9%	142 12% ab	337 10%	127 23% bc	136 10% c	41 4%
Personal Independence Payment (PIP)	311 9%	255 9%	23 8%	16 10%	16 17% abce	311 9%	268 9%	43 10%	48 9%	263 9%	63 9%	141 9%	107 9%	311 9%	71 13% bc	132 9%	79 7%
Universal Credit (and household has no other earnings).	172 5%	151 5%	11 4%	5 3%	5 5%	172 5%	160 5% b	12 3%	44 9% b	128 4%	29 4%	82 5%	61 5%	172 5%	66 12% bc	68 5% c	16 2%
Carer's allowance	165 5%	139 5%	11 4%	8 5%	7 7%	165 5%	145 5%	20 4%	24 5%	140 5%	28 4%	79 5%	56 5%	165 5%	53 10% bc	80 6% c	22 2%
Employment and Support Allowance (ESA)	165 5%	139 5%	10 4%	5 3%	10 10% abce	165 5%	149 5%	16 4%	25 5%	140 5%	31 4%	74 5%	59 5%	165 5%	48 9% bc	75 5% c	27 3%
Income Support	121 3%	107 4%	7 2%	4 2%	3 3%	121 3%	113 4%	8 2%	32 6% b	89 3%	29 4%	48 3%	44 4%	121 3%	36 7% bc	41 3%	33 3%
Pensions Credit (Guaranteed Credit)	82 2%	70 2%	5 2%	6 4% d	1 1%	82 2%	74 2%	8 2%	9 2%	73 2%	21 3%	31 2%	30 2%	82 2%	16 3%	34 2%	27 2%
Income-based Jobseeker's Allowance	56 2%	48 2%	4 1%	3 2%	2 2%	56 2%	49 2%	8 2%	9 2%	47 2%	13 2%	26 2%	17 1%	56 2%	25 5% bc	13 1%	11 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 115

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Pensions Credit (no Guaranteed Credit)	50 1%	45 2%	3 1%	1 1%	1 1%	50 1%	43 1%	6 1%	5 1%	45 2%	9 1%	22 1%	19 2%	50 1%	11 2%	21 1%	14 1%
Other	60 2%	49 2%	6 2%	2 1%	4 4%	60 2%	55 2%	6 1%	7 1%	54 2%	14 2%	29 2%	15 1%	60 2%	13 2%	30 2%	11 1%
					ace										c	c	
RECEIVES ANY OF THESE BENEFITS	1021 29%	867 30%	73 25%	45 27%	37 38%	1021 29%	905 30%	117 26%	200 39%	821 28%	228 31%	459 30%	332 27%	1021 29%	328 61%	424 30%	166 15%
					abce				b						bc	c	
None of these - Do not receive any of these benefits	2221 64%	1864 64%	190 65%	114 69%	53 54%	2221 64%	1909 63%	312 70%	247 48%	1974 66%	431 59%	951 62%	830 68%	2221 64%	177 33%	924 66%	887 82%
		d	d	ade	d	d		a		a			abd	a	a	ab	
Don't know	133 4%	111 4%	17 6%	1 1%	3 3%	133 4%	127 4%	6 1%	40 8%	92 3%	33 4%	67 4%	30 2%	133 4%	20 4%	26 2%	22 2%
		c	c		c	c	b		b		c	c		c	b		
Prefer not to say	110 3%	90 3%	12 4%	4 2%	5 5%	110 3%	99 3%	11 3%	26 5%	84 3%	40 5%	45 3%	23 2%	110 3%	16 3%	22 2%	9 1%
									b		bcd			c	c		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Universal Credit (and household has other earnings).	337	38	152	143	337	169	153	121	206
	10%	5%	8%	18%	10%	15%	7%	6%	17%
			a	abd	a	b			a
Personal Independence Payment (PIP)	311	45	164	101	311	218	85	213	93
	9%	6%	9%	13%	9%	19%	4%	10%	8%
			a	abd	a	b		b	
Universal Credit (and household has no other earnings).	172	29	53	87	172	102	54	71	90
	5%	4%	3%	11%	5%	9%	3%	3%	7%
				abd	b	b			a
Carer's allowance	165	26	83	53	165	95	62	76	85
	5%	3%	5%	7%	5%	8%	3%	4%	7%
				abd		b			a
Employment and Support Allowance (ESA)	165	36	72	54	165	107	49	95	67
	5%	5%	4%	7%	5%	9%	2%	4%	6%
				bd		b			
Income Support	121	46	49	26	121	66	43	30	83
	3%	6%	3%	3%	3%	6%	2%	1%	7%
		bcd				b			a
Pensions Credit (Guaranteed Credit)	82	26	36	20	82	45	31	46	36
	2%	3%	2%	2%	2%	4%	1%	2%	3%
		b				b			

Columns Tested: a,b,c,d - a,b - a,b

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

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Income-based Jobseeker's Allowance	56 2%	15 2%	28 2%	13 2%	56 2%	33 3% b	16 1%	27 1%	28 2% a
Pensions Credit (no Guaranteed Credit)	50 1%	16 2%	24 1%	8 1%	50 1%	37 3% b	12 1%	18 1%	29 2% a
Other	60 2%	18 2%	32 2%	10 1%	60 2%	29 3% b	30 1%	32 2%	27 2%
RECEIVES ANY OF THESE BENEFITS	1021 29%	182 23%	476 26%	354 44% abd	1021 29% ab	578 50% b	384 18%	512 24%	474 39% a
None of these - Do not receive any of these benefits	2221 64%	547 70% cd	1252 68% cd	399 50%	2221 64% c	476 41%	1648 79% a	1498 70% b	670 55%
Don't know	133 4%	37 5% c	61 3%	19 2%	133 4%	50 4% b	46 2%	69 3%	40 3%
Prefer not to say	110 3%	15 2%	47 3%	31 4% a	110 3%	46 4% b	18 1%	52 2%	31 3%

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Up to £199 per week / Up to £10,399 per year	257	50	51	35	53	49	19	257	119	138	24	50	53	130	74	182	257
	7%	12%	8%	6%	9%	9%	3%	7%	7%	8%	2%	5%	7%	19%	4%	13%	7%
		bcfg	f	f	f	f		f				a	abe	abcefg		abcefg	abe
From £200 to £299 per week / From £10,400 to £15,599 per year	285	32	33	47	46	59	67	285	121	163	31	63	56	134	94	190	285
	8%	8%	5%	8%	7%	10%	11%	8%	7%	9%	3%	6%	8%	19%	5%	13%	8%
						b	b	b				a	ae	abcefg		abcefg	abe
From £300 to £499 per week / From £15,600 to £25,999 per year	535	36	102	75	94	96	132	535	254	280	77	183	125	151	260	276	535
	15%	9%	16%	12%	15%	17%	21%	15%	15%	16%	8%	17%	17%	22%	13%	19%	15%
			a		a	ac	abcdg	a				ae	ae	abcefg	a	aeg	ae
From £500 to £699 per week / From £26,000 to £36,399 per year	601	61	91	88	109	106	146	601	300	297	146	211	153	91	357	244	601
	17%	15%	14%	15%	18%	19%	23%	17%	18%	16%	15%	20%	21%	13%	17%	17%	17%
							abcdg					ad	adefg		d	d	d
From £700 to £999 per week / From £36,400 to £51,999 per year	632	55	116	105	125	102	129	632	329	302	205	224	147	55	429	203	632
	18%	13%	18%	18%	20%	18%	20%	18%	20%	17%	20%	21%	20%	8%	21%	14%	18%
				a			a	a	b		df	dfg	df		dfg	d	df
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	436	43	93	105	80	55	59	436	230	204	200	140	80	14	340	95	436
	12%	10%	14%	18%	13%	10%	9%	12%	14%	11%	20%	13%	11%	2%	17%	7%	12%
			ef	adefg				f	b		bcdefg	df	df		bcdefg	d	df

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

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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
£1,500 and above per week / £78,000 and above per year	312 9%	25 6%	73 11%	73 12%	58 9%	63 11%	20 3%	312 9%	168 10%	144 8%	224 22%	55 5%	27 4%	6 1%	279 14%	33 2%	312 9%
		f	af	afg	f	af		af			bcdefg	df	d		bcdfg	d	bcdf
Don't know/ Prefer not to say	428 12%	115 28%	89 14%	71 12%	54 9%	42 7%	57 9%	428 12%	145 9%	274 15%	94 9%	125 12%	83 11%	109 16%	219 11%	192 14%	428 12%
		bcdefg	def	e				def		a				abceg	ae	a	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024.

Table 116

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

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

Base : All respondents

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Up to £199 per week / Up to £10,399 per year	257	211	21	14	11	257	224	33	64	193	95	116	46	257	257	-	-
	7%	7%	7%	8%	11%	7%	7%	7%	12%	7%	13%	8%	4%	7%	47%	-%	-%
					ae				b		bcd	c		c	bc		
From £200 to £299 per week / From £10,400 to £15,599 per year	285	244	23	10	8	285	258	27	47	238	80	130	72	285	93	187	-
	8%	8%	8%	6%	8%	8%	8%	6%	9%	8%	11%	9%	6%	8%	17%	13%	-%
											cd	c		c	c	c	
From £300 to £499 per week / From £15,600 to £25,999 per year	535	446	42	30	17	535	472	63	79	457	138	228	163	535	109	417	-
	15%	15%	14%	19%	17%	15%	16%	14%	15%	15%	19%	15%	13%	15%	20%	30%	-%
											bcd				c	ac	
From £500 to £699 per week / From £26,000 to £36,399 per year	601	493	60	30	17	601	507	93	82	519	125	285	189	601	62	462	66
	17%	17%	21%	18%	18%	17%	17%	21%	16%	17%	17%	19%	16%	17%	11%	33%	6%
								a							c	ac	
From £700 to £999 per week / From £36,400 to £51,999 per year	632	544	45	25	18	632	554	78	62	571	94	281	257	632	21	329	270
	18%	19%	15%	15%	19%	18%	18%	18%	12%	19%	13%	18%	21%	18%	4%	24%	25%
									a	a		a	ad	a	a	a	a
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	436	364	42	21	8	436	380	56	48	388	48	174	213	436	-	-	436
	12%	12%	14%	13%	9%	12%	13%	12%	9%	13%	7%	11%	18%	12%	-%	-%	40%
			d			d				a		a	abd	a			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
£1,500 and above per week / £78,000 and above per year	312	272	18	15	7	312	268	44	28	284	22	108	181	312	-	-	312
	9%	9%	6%	9%	7%	9%	9%	10%	5%	10%	3%	7%	15%	9%	-%	-%	29%
										a		a	abd	ab			ab
Don't know/ Prefer not to say	428	356	41	19	12	428	376	52	105	322	130	200	93	428	-	-	-
	12%	12%	14%	11%	12%	12%	12%	12%	21%	11%	18%	13%	8%	12%	-%	-%	-%
									b		bcd	c	c				

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Up to £199 per week / Up to £10,399 per year	257 7%	37 5%	107 6%	108 13% abd	257 7% a	119 10% b	104 5%	165 8%	73 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	285 8%	32 4%	140 8% a	109 14% abd	285 8% a	144 13% b	132 6%	195 9%	85 7%
From £300 to £499 per week / From £15,600 to £25,999 per year	535 15%	73 9%	284 15% a	177 22% abd	535 15% a	207 18% b	300 14%	362 17% b	165 14%
From £500 to £699 per week / From £26,000 to £36,399 per year	601 17%	116 15%	342 19% a	136 17%	601 17%	202 18%	368 18%	390 18%	199 16%
From £700 to £999 per week / From £36,400 to £51,999 per year	632 18%	142 18% c	386 21% cd	102 13%	632 18% c	174 15%	436 21% a	382 18%	236 19%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	436 12%	150 19% bcd	246 13% c	37 5%	436 12% c	95 8%	328 16% a	245 11%	182 15% a

Columns Tested: a,b,c,d - a,b - a,b

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
£1,500 and above per week / £78,000 and above per year	312	157	134	21	312	60	241	135	174
	9%	20%	7%	3%	9%	5%	11%	6%	14%
		bcd	c		c		a		a
Don't know/ Prefer not to say	428	74	198	112	428	150	187	257	101
	12%	9%	11%	14%	12%	13%	9%	12%	8%
				ab	a	b		b	

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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..? (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	a	b	a	b	c	d	e	f	g
Unweighted total	3485	468	574	648	569	569	657	3485	1603	1864	923	963	657	924	1886	1581	3485
Effective Weighted Sample	2911	404	482	555	477	473	543	2911	1338	1560	784	818	571	787	1602	1313	2911
Total	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
Doing well	781	130	164	112	93	98	184	781	427	353	365	200	145	66	565	211	781
	22%	31%	25%	19%	15%	17%	29%	22%	26%	20%	36%	19%	20%	10%	28%	15%	22%
		cdeg	cde				cdeg	cde	b		bcdefg	df	df		bcdfg	d	bdf
Getting by	1836	195	312	323	323	315	368	1836	889	938	509	572	411	340	1080	751	1836
	53%	47%	48%	54%	52%	55%	58%	53%	53%	52%	51%	54%	57%	49%	53%	53%	53%
			a		ab	abdg	a				d	ad					
Struggling	803	74	156	158	187	155	73	803	329	470	116	258	155	267	374	422	803
	23%	18%	24%	26%	30%	27%	12%	23%	20%	26%	12%	25%	21%	39%	18%	30%	23%
		f	af	af	abfg	af		af		a		ae	a	abcefg	a	abceg	ae
Don't know	28	6	9	5	5	1	1	28	11	16	3	6	5	11	9	17	28
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		ef	ef										abeg		ae		
Prefer not to say	38	13	6	2	11	2	4	38	10	25	8	14	8	5	22	14	38
	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcefg			ce					a							

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

C13. How well would you say your household is managing financially at the moment? Would you say you are..? (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	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3485	2552	313	307	313	3485	3009	476	542	2943	763	1562	1141	3485	591	1396	1002
Effective Weighted Sample	2911	2297	278	295	293	2911	2519	393	449	2463	634	1300	966	2911	477	1162	861
Total	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
Doing well	781	662	64	37	18	781	679	102	101	680	164	332	278	781	77	222	404
	22%	23%	22%	23%	18%	22%	22%	23%	20%	23%	22%	22%	23%	22%	14%	16%	37%
Getting by	1836	1543	157	84	52	1836	1610	226	245	1591	373	832	626	1836	246	799	574
	53%	53%	54%	51%	54%	53%	53%	51%	48%	54%	51%	55%	52%	53%	45%	57%	53%
									a	a					a	a	a
Struggling	803	674	61	42	26	803	689	114	150	653	163	333	304	803	211	369	101
	23%	23%	21%	25%	27%	23%	23%	26%	29%	22%	22%	22%	25%	23%	39%	26%	9%
									b	b					bc	c	
Don't know	28	21	5	1	*	28	26	1	10	18	14	10	3	28	7	4	3
	1%	1%	2%	*%	*%	1%	1%	*%	2%	1%	2%	1%	*%	1%	1%	*%	*%
			a						b	b	bcd				bc		
Prefer not to say	38	31	5	*	*	38	35	2	8	30	18	17	3	38	*	1	2
	1%	1%	2%	*%	*%	1%	1%	*%	2%	1%	2%	1%	*%	1%	*%	*%	*%
											bcd	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

All interviewing conducted using an online panel. Any break column with 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..? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3485	737	1807	873	3485	1221	2014	2273	1048
Effective Weighted Sample	2911	628	1514	713	2911	1004	1698	1881	910
Total	3485	781	1836	803	3485	1150	2096	2130	1215
Doing well	781	781	-	-	781	230	503	486	273
	22%	100%	-%	-%	22%	20%	24%	23%	22%
		bcd			bc		a		
Getting by	1836	-	1836	-	1836	537	1194	1154	626
	53%	-%	100%	-%	53%	47%	57%	54%	52%
			acd		ac		a		
Struggling	803	-	-	803	803	365	379	462	308
	23%	-%	-%	100%	23%	32%	18%	22%	25%
				abd	ab	b			a
Don't know	28	-	-	-	28	8	6	15	4
	1%	-%	-%	-%	1%	1%	*%	1%	*%
					abc				
Prefer not to say	38	-	-	-	38	8	13	14	4
	1%	-%	-%	-%	1%	1%	1%	1%	*%
					abc				

Columns Tested: a,b,c,d - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	a	b	a	b	c	d	e	f	g
Unweighted total	2989	319	488	557	509	521	595	2989	1431	1550	820	834	568	764	1654	1332	2989
Effective Weighted Sample	2497	278	408	476	429	434	493	2497	1198	1296	699	706	496	649	1405	1107	2497
Total	3021	290	550	518	563	528	573	3021	1503	1510	899	913	635	572	1812	1207	3021
Most Financially Vulnerable	541	105	120	117	103	74	23	541	240	301	74	130	127	210	204	337	541
	18%	36%	22%	23%	18%	14%	4%	18%	16%	20%	8%	14%	20%	37%	11%	28%	18%
		bcdefg	ef	efg	f	f		f		a		ae	abe	abcefg	a	abceg	abe
Potentially Financially Vulnerable	1396	104	226	196	274	248	347	1396	689	702	279	463	339	314	741	654	1396
	46%	36%	41%	38%	49%	47%	61%	46%	46%	47%	31%	51%	53%	55%	41%	54%	46%
				abc	ac	abcdeg	ac					aeg	aeg	aeg	a	aeg	ae
Least Financially Vulnerable	1084	81	204	205	186	205	203	1084	575	507	547	320	169	48	867	216	1084
	36%	28%	37%	40%	33%	39%	35%	36%	38%	34%	61%	35%	27%	8%	48%	18%	36%
			a	ad		a	a	a	b		bcdefg	cdf	df		bcdfg	d	cdf

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

FINANCIAL VULNERABILITY

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2989	2196	264	262	267	2989	2571	418	415	2574	605	1330	1042	2989	591	1396	1002
Effective Weighted Sample	2497	1975	235	251	250	2497	2153	346	344	2154	504	1107	880	2497	477	1162	861
Total	3021	2545	250	142	84	3021	2629	392	400	2621	588	1313	1110	3021	541	1396	1084
Most Financially Vulnerable	541	457	37	25	22	541	494	48	122	420	143	234	164	541	541	-	-
	18%	18%	15%	18%	26%	18%	19%	12%	30%	16%	24%	18%	15%	18%	100%	-%	-%
					abce		b		b		bcd			c	bc		
Potentially Financially Vulnerable	1396	1170	118	70	38	1396	1199	197	177	1219	312	636	438	1396	-	1396	-
	46%	46%	47%	49%	45%	46%	46%	50%	44%	47%	53%	48%	39%	46%	-%	100%	-%
											cd	c		c		ac	
Least Financially Vulnerable	1084	919	94	47	24	1084	937	147	102	982	133	443	507	1084	-	-	1084
	36%	36%	38%	33%	29%	36%	36%	37%	25%	37%	23%	34%	46%	36%	-%	-%	100%
		d	d			d				a		a	abd	a			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

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

FINANCIAL VULNERABILITY

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2989	655	1579	740	2989	1043	1805	1991	959
Effective Weighted Sample	2497	559	1326	603	2497	857	1526	1649	832
Total	3021	703	1620	682	3021	988	1896	1873	1115
Most Financially Vulnerable	541	77	246	211	541	252	241	272	250
	18%	11%	15%	31%	18%	26%	13%	15%	22%
			a	abd	ab	b			a
Potentially Financially Vulnerable	1396	222	799	369	1396	489	846	894	499
	46%	32%	49%	54%	46%	49%	45%	48%	45%
			a	abd	a	b			
Least Financially Vulnerable	1084	404	574	101	1084	247	809	708	365
	36%	57%	35%	15%	36%	25%	43%	38%	33%
		bcd	c		c		a	b	

Columns Tested: a,b,c,d - a,b - a,b